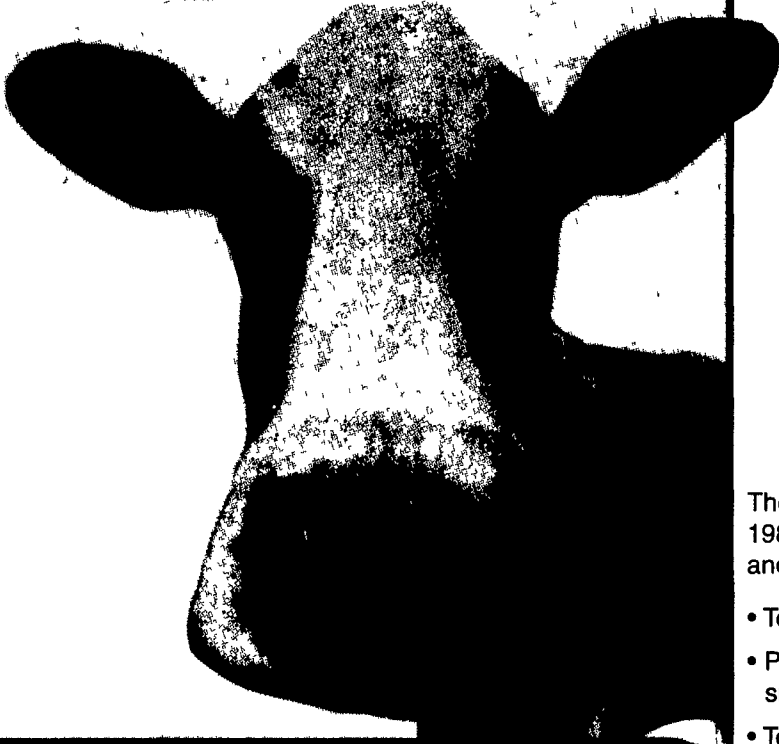
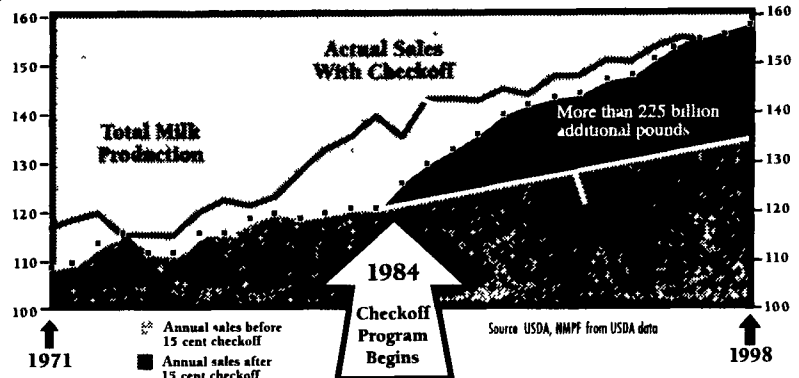


DAIRY CHECKOFF

Working for you!



TOTAL MILK SALES ON THE RISE



The dairy check-off promotion program was started by dairy farmers in 1984 with one purpose - to increase the demand for dairy products... and it's doing just that!

- Total milk sales have increased 11.5% since 1984.
- Per capita consumption of all dairy products has increased 11.5% since 1984 - that's an increase of 72 pounds more dairy per person!
- Total milk sold since 1984 has exceeded USDA projections by more than 225 billion pounds!

For further information, call

1-800-292-MILK

brought to you by

American Dairy Association & Dairy Council Mid East



Pennsylvania Dairy Promotion Program



IN THE MEDIA

- "got milk?" TV commercials, outdoor billboards and print ads position milk as a cool beverage and encourage people to increase their calcium intake by drinking milk.
- "Ahh, the power of Cheese™" TV commercials and print ads show that cheese has the power to affect people deeply and urge people to eat more cheese.
- Nutritionists participate in TV, radio and newspaper interviews to dispel common misconceptions about milk and other dairy products.

IN THE SCHOOL CAFETERIA

- To improve milk's image and appeal in schools, dairy farmer dollars continue to address the age-old concern of warm milk.
- New serving line milk coolers are being placed in schools with the greatest need.
- Opportunities are being researched to increase milk portion size in schools.
- Chocolate milk is promoted because kids often prefer chocolate over white milk.
- School food service personnel are trained in dairy case care/handling.

IN THE CLASSROOM

- Chef Combo influences eating habits for a lifetime by encouraging pre-school and kindergarten students to taste and appreciate dairy foods.
- Pyramid Café and Pyramid Explorations teach second and fourth grade students basic nutrition and build positive attitudes toward milk and cheese.
- www.drinkmilk.com shows kids ages 9-14 how to combat the growing calcium crisis and provides teachers with a corresponding lesson plan.

IN THE SUPERMARKET

- To increase incremental milk sales, joint in-store marketing opportunities are created with milk companion foods like cereal.
- Retailers are provided with customized cheese promotions including TV ads and in-store sampling events to increase incremental cheese sales.

IN THE DOCTOR'S OFFICE

- Dairy-friendly patient education materials are provided to doctors, dietitians and nurses.
- Dairy research updates distributed to the medical community highlight dairy's role in preventing osteoporosis, high blood pressure and colon cancer.

got milk?®

OPERATION COLD MILK

Ahh, the power of Cheese:

