

# Dairy Promotion At Work To Help Drink Up Expanding Milk Supply

COLUMBUS, Ohio — In 2000, dairy production is expected to exceed the 1999 record of nearly 163 billion pounds of milk, according to the U.S. Department of Agriculture (USDA).

Finding a home for this increased production is a major challenge for dairy marketers again this year. It will require even more aggressive promotion and new market-building efforts, reported Jenny Wilson, director of communication for the American Dairy Association & Dairy Council Mid East.

Over the past several years, dairy demand for the most part has been able to meet and sometimes exceed production. Last year, according to USDA estimates, total milk sales grew about three percent to record levels. Fluid milk sales rose about one percent, while overall cheese sales (retail, food service and ingredient usage combined) increased about six percent.

Dairy promotion efforts have helped fuel this strong demand. Two recent cheese marketing campaigns involving partnerships with grocery store retailers led to cheese sales increases averaging seven percent and nine percent, respectively. In the food service channel, a partnership with Wendy's led to the launch of the "Cheddar Lovers' Bacon Cheeseburger," which increased incremental cheese sales at Wendy's by 2.25 million pounds during the promotion period.

"Working with processors and retailers this past year has really paid off for dairy farmers," Wilson said. "When processors and retailers sell more dairy products, dairy farmers sell more milk."

Even with these successes, dairy promotion will need to work even harder to keep pace with current and future production. To accomplish this, promotion leaders are working toward the development of a single unified plan that more tightly fo-

cuses farmer dollars on priority targets and issues.

"We need to focus more on investing in those marketing programs that create the greatest demand for dairy products," Wilson said.

Promotion partnerships will be essential in 2000 and beyond to leverage farmer dollars into demand-building efforts. Steps being taken this year include:

- "Ahh, the power of Cheese™" co-marketing campaigns with retailers and processors will run throughout the year.

- A hard-hitting producer- and processor-funded "got milk?®" chocolate milk promo-

tion kicked off in March in thousands of schools and grocery stores. The campaign is supported by aggressive advertising, publicity and grass-roots promotions.

- Food service partnerships are enticing will be negotiated that entice major restaurant chains to use more dairy. One huge win farmers was the new Pizza Hut six-cheese "Ultimate" pizza, which included a pound of total cheese on the large size pizza.

- The "Milk Mustache Mobile 100-City Get Moo-ving With Milk Tour" is on the road again, delivering the "3 servings of milk per day" nutrition message "door to door" to consumers

more than 250 million times from April through October.

- The Calcium Coalition, a partnership involving nationally recognized health organizations, uses dairy farmer-funded research in promoting a calcium-rich diet, including dairy, to combat the current calcium deficiency in the United States.

In Ohio, West Virginia and western Pennsylvania, ADADC Mid East is working to increase dairy demand in schools by working with school food service personnel to make sure that milk is served cold, and to see that dairy's nutrition message is reaching children and teens. What is more, a farmer-funded

incentive program for school food service directors is working to ensure that pizzas contain 100 percent REAL cheese.

"Dairy producers can best promote dairy products by working with others to boost demand," Wilson added. "That is why producers started the dairy checkoff in the first place. Given the continued increases in production and increasing competition by other products, dairy producers must find the most efficient and effective ways to work with retailers, processors, health organizations, school and commercial food service groups, and others to help build dairy demand."

## Grape, Raspberry Growers Can Tour Orchard

CLAYTON, N.J. — Growers and potential growers of grapes and brambles will have the opportunity to tour the progressive fruit growing operation of DeCou Hilltop Orchards on Tuesday, June 6.

Starting at 6:15 p.m. specialists with Rutgers Cooperative Extension and the USDA Natural Resources Conservation Service will lead a tour of bramble and grapes plantings at DeCou's as they discuss new and innovative technology.

The DeCou's farm is 350 acres of a variety of fruit along Rt. 49 in Shiloh, N.J. According to Rolf DeCou, production manager, approximately eight acres of grapes for wine are planted on various cordon training systems with the varieties Chardonnay, Cabernet Sauvignon, Cabernet Franc, Merlot, and Chambourcin. The DeCou's sell all of their varieties to local wineries.

Dr. Joe Fiola, specialist in small fruit and viticulture with Rutgers Cooperative Extension, will discuss disease management on these varieties and others along with training, pruning, and management systems. The

DeCou's also grow about 1½ acres of table grapes, including the varieties Lakemont, Himrod, and Reliance.

Jerry Frecon, agricultural agent with Rutgers Cooperative Extension, will lead the discussion of table grape varieties and management.

Dr. Brad Majek, extension specialist in weed management with Rutgers Cooperative, will discuss common weed problems and weed management in new and established grape and bramble plantings.

Irrigation and water management will also be an important focus of the meeting at DeCou's. Mary Beth Sorentino, irrigation specialist with the USDA-Natural Resources Conservation Service, will discuss water needs and systems for low water usage and cost sharing programs available to grape and bramble growers. The DeCou's low water use system will be observed.

Fiola and DeCou will also discuss new raspberry cultivars and training and management systems. Many of Fiola's newest primocane and florican varieties

have been under test at DeCou's, as well as established varieties such as Canby, Heritage, Reivelle, and blackberry cultivars. The DeCou's market most of their raspberries through their farm market or directly to other markets in southern New Jersey.

Dr. George Hamilton, specialist in pesticides and pest management with Rutgers Cooperative Extension, will be

in attendance to discuss proposed revisions to the N.J. Pesticide Code affecting private applicators, most of whom are growers. New Jersey Pesticide Applicator Units in the private category and core will be given.

A complete copy of the program with directions is available by contacting Jerome L. Frecon at (856) 307-6450 or by e-mail at gloucester@aesop.rutgers.edu.

## Ag Transporters To Learn About High-Tech Help

ALEXANDRIA, Va. — Technology and how it can help agricultural trucking will highlight the 2nd Annual Legislative and Leadership Conference of the Agricultural Transporters Conference of the American Trucking Associations.

The conference will be in Washington, D.C. June 19-20. The session will feature key members of Congress and official from Washington's agricul-

ture and transportation organizations.

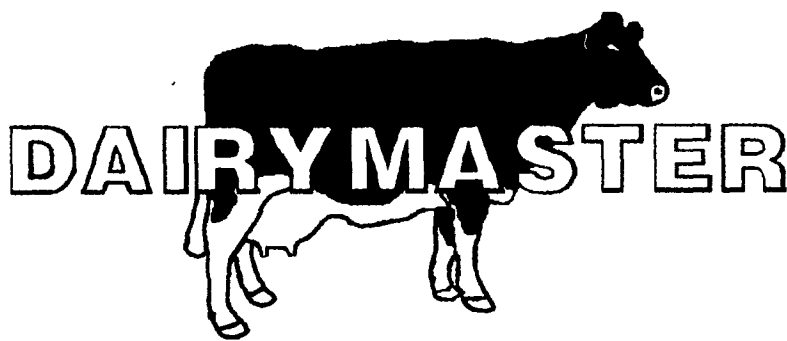
Keynote speaker for the legislative dinner on June 19 will be Congressman Don Sherwood of Pennsylvania, a member of the House Transportation and Infrastructure Committee. The conference will feature a reception for members of the House transportation and infrastructure and the House agriculture committees Monday, June 19. Speaker for the Tuesday, June 20, Agriculture Issues Luncheon will be Congressman Baron Hill of Indiana, a member of the House Agriculture Committee.

Other speakers are Washington National Public Radio Editor Ron Elving and political analyst Paul Weller, president of Agri-Washington.

The new feature of the conference will be an "Industry Technology Update." Experts will explain and demonstrate technological tools available to increase the efficiency and profitability of the agricultural transportation industry.

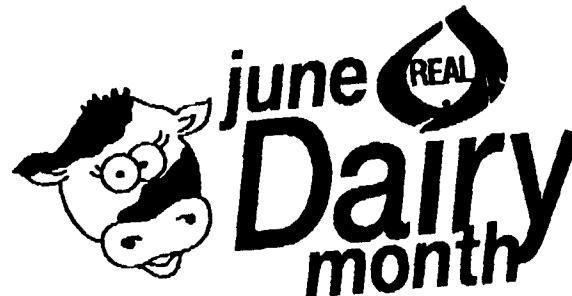
Additional information can be obtained online at <http://www.truckline.com>

WHAT IS SQUAWKING AND SLIPPING REALLY COSTING YOU?



THE MILKING SYSTEM THEY ARE ALL TALKING ABOUT

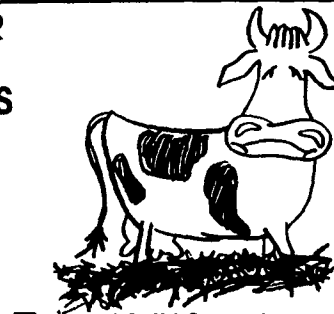
CALL 1-877-340-MILK (6455)



Since 1972... The Original & The Largest **POURED SOLID CONCRETE** STORAGE SYSTEM SPECIALISTS

ARE YOUR MANURE PROBLEMS KNEE DEEP?

If so, call Balmer Bros.



■ Poured Solid Concrete Steel Reinforced Walls.

■ The Wall is Only As Good As The Material Used.

- Manure Pit Walls
- Hog House Walls
- Chicken House Walls
- Concrete Decks
- Silage Pit Walls
- Retaining Walls

**Balmer Bros.** 243 Miller Road Akron, PA 17501  
(717) 733-0353 9:30 AM - 3:30 PM  
**CONCRETE WORK, INC.** (717) 859-2074 After 6:00 PM  
Invest in Quality - It Will Last A Lifetime.



Featuring • Sidewinder 45 Concrete Pump • Up To 40 Cubic Yards Per Hour • Pump Up to 150 Ft Vertical And 800 Ft Horizontal

**CONCRETE-SPRAYING SERVICE**  
A Proven Way of Applying Concrete  
• Repair Retaining Walls • Manure Pit Construction  
• Strengthen Existing Masonry • Trench Silo Construction Walls • Silo Repair  
• Reseal Manure Pits

**KEYSTONE GUN-KRETE**  
61 Poplar Street Gordonville, PA 17529  
(717) 768-3641