

Dairy Checkoff Update

Producers Shaping Unified Dairy Promotion Plan At Regional Forums

Hundreds of dairy producer leaders on state, regional and national dairy promotion boards are meeting this summer in a series of forums meant to help finalize the dairy industry's first unified marketing plan. These forums, being held in five locations around the country between the end of July and mid August, give these dairy producer representatives the opportunity to voice their interests and concerns to ensure the development of a strong plan to increase consumer demand for dairy products.

The 2001 unified marketing plan will be developed with grassroots producer involvement, understanding and support. The plan will include local

market needs and opportunities, and cover both domestic and export markets.

The plan also includes significant support from and benefit to the dairy industry as a whole with meaningful measurement criteria to assess how well promotion programs are working besides consistent implementation at significant levels of impact.

"The plan will increase total impact by reaching more target consumer audiences, including Hispanic populations, and more influencer audiences, such as school principals, who will be challenged to promote milk instead of soft drinks in their schools," said Tom Gallagher, chief executive officer of Dairy Management Inc., which manages the national dairy checkoff on behalf of America's dairy

producers.

The plan also strives to make sure dairy producer promotion dollars reach the most consumers possible, especially when a large percentage of those consumers reside in parts of the country other than where producer dollars originate. At the same time, local producer boards will continue to have control over their respective budgets in determining where producer promotion dollars go, Gallagher said.

To reach its target audiences, the plan will make use of a variety of marketing tools, including: nutrition marketing (such as the nutrition education programs of National Dairy Council), retail promotion, food service promotion, public relations, product publicity, business-to-business marketing, and product and nutrition research.

Britney Spears Milk Promotion Campaign Targets

Grocery Stores, Schools and Processor-sponsored dairy promotion is linking its sponsorship of teen rock star Britney Spears' summer concerts with an integrated fluid milk promotion that will hit retail stores and school cafeterias in August and September.

The "Crazy For Milk And Britney" promotion gives consumers the chance to get free Britney Spears locker posters in supermarkets with the purchase of two gallons of milk.

To promote chocolate milk consumption with Britney's young fan base, a chocolate milk sweepstakes will be launched in both grocery and convenience stores. To play, consumers will enter bar code numbers from

Lancaster Farming, Saturday, August 5, 2000-A45

gallons, half gallons, quarts or pints of chocolate milk by calling 800-FUNMILK or via the www.britneyspears.com Web site. Prizes include "got milk?" and Britney Spears merchandise.

More than 400 grocery store chains representing 18,000 stores are signed up to participate, representing more than 60 percent of the total retail food volume purchased in the U.S.

In addition, participating school districts looking to drive more students through their lunch lines will display "Crazy for Milk Britney" counter cards to help merchandise plastic single-serve containers of milk, as well as give-away items for students who purchase milk. The cards read, "Grow Your Student Body. Drink Milk."

Empire Farm Days

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- The opportunity for children to enter a milk mustache photo contest for the chance to appear in ESPN The Magazine.
- A chance to participate in exciting sports challenges, including basketball, baseball, or soccer.
- Free fitness tests to determine strength and flexibility and free body composition tests (18 years and up.)

• Free giveaways, including instant photographs of consumers wearing the famous milk mustache, T-shirts, posters, keychains, and a chance to win a free trip to the "X-Games."

• Registered dietitians and sports trainers are scheduled on site to answer questions and offer advice on how to put milk on the training table.

For more information, call Wickham at (877) 697-7837.



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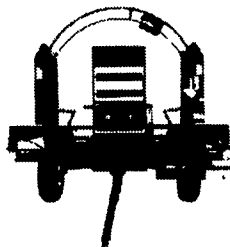
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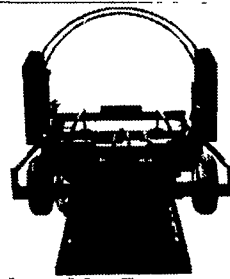


SUPERIOR BALE WRAPPING CAPABILITY

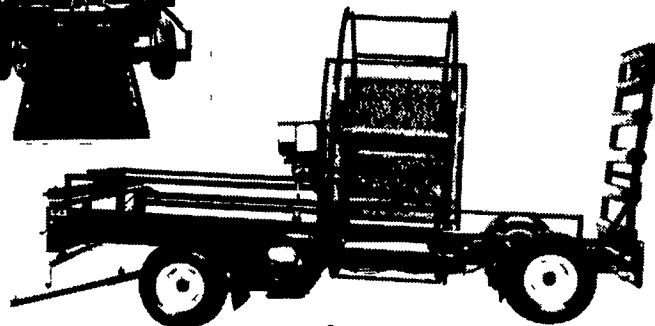
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