

# Milk Promotion Activities Focus On Moms, Kids

**DAVE LEFEVER**

*Lancaster Farming Staff*

**NEW HOLLAND (Lancaster Co.)** — The American Dairy Association and Dairy Council (ADADC) continues to work hard at promoting milk and milk products, according to the chief executive of the regional organization based in Syracuse, N.Y.

Richard Naczi spoke to about 40 dairy farmers and family members at a District 18 ADADC membership meeting at Yoders Restaurant here Nov. 6. The meeting was one of a series taking place this fall throughout all ADADC districts in New York, Pennsylvania, and New Jersey.

The 'Got Milk' campaign has shifted away from targeting adult consumers in general to focusing on kids and mothers. That trend will continue in 2003, Naczi said.

In one method of reaching out to children, ADADC has been at work partnering with school food programs in New York and New Jersey to provide vending machines with a selection of milk beverages in "chug-a-lug" containers. Milk flavors include cappuccino, strawberry, and chocolate.

According to Bill Magee, New York state Ag Com-

mittee representative speaking in an ADADC video presentation, the flavored milk beverages "have been a real hit in the school districts we sampled." Naczi said that the pint-size containers typically sell for \$1 — same as a bottle of soda. He reported that sales of milk to children are up, and that wide use of the vending machines could potentially increase total milk sales by 4 percent.

One costlier aspect of placing milk in vending machines is that the machines need to be cooled all the way through — top and bottom, while soda machines only need to cool the product when it approaches the bottom. That makes milk vending machines cost about twice as much as soda machines, Naczi said.

Keeping the milk cold is crucial for shelf life and in making kids want to buy it, according to Naczi.

"We know kids drink more milk when it's cold," he said.

A new, high-temperature pasteurization process might lower the cost of milk vending machines by greatly increasing the shelf life of bottled milk. Developed by Dairy Farmers of America (DFA) and recently approved, this special pasteurization can give

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