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FOR IMMEDIATE RELEASE

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Dairy Checkoff 2003 Unified Marketing Plan Budget
 Geared to Help Increase Demand in Domestic and
 International Markets

Rosemont, IL – National, state and regional dairy producer directors have approved a budget of \$165.7 million for a 2003 Unified Marketing Plan (UMP) designed to help increase dairy demand.

The 2003 budget includes financial commitments from the National Dairy Board (NDB) and state/regional dairy promotion organizations participating in the 2003 plan. This plan was developed by national and state/regional dairy promotion organizations and was approved last fall by the dairy producer directors of those organizations.

Major program areas include:

Fluid milk: In addition to key ongoing activities in advertising, promotion and public relations efforts targeted to children ages 6 to 12 and their mothers, 2003 dairy checkoff efforts will focus on developing and extending partnerships with major food marketers, including Kellogg's®, Kraft® Foods (Jell-O® brand) and McDonalds®.

Cheese: In addition to ongoing "Ahh, the power of Cheese™" advertising, cheese publicity, retail promotions and foodservice promotions with national restaurant chains, the plan also includes partnerships with General Mills and Keebler (crackers), among others.

The fluid milk and cheese budgets also will help fund public relations efforts around the dairy checkoff's new 3-A-Day campaign, to help address the nation's calcium crisis by encouraging consumption of at least three servings of milk, cheese and yogurt per day, as recommended by federal dietary guidelines.

School Marketing: As part of an effort to guide school-age children to become life-long consumers of dairy products, 2003 activities will target students, parents, educators and school foodservice professionals. Programs are underway in both the classroom and the lunchroom, where dairy checkoff organizations

look to widen the success of last year's School Milk Pilot Test. The test showed that students will consume more milk in school if milk is enhanced by plastic packaging, increased flavor choices, improved storage and refrigeration, and better milk merchandising.

Dairy Image/Confidence: This ongoing program area aims to protect and enhance consumer confidence in dairy products and the dairy industry. A major component involves conducting and communicating the results of dairy nutrition research showing the healthfulness of dairy products, as well as issues and crisis management.

Other key program areas funded by the 2003 plan include export marketing, dairy ingredients marketing, product research and innovation, and butter marketing, among others.

"A key part of this year's overall marketing plan involves expanding dairy's partnerships with key food marketers," said Julian Toney, DMI senior executive vice president of domestic marketing. "These partnerships directly help to extend our efforts, because these companies contribute not only marketing expertise, but oftentimes additional financial resources. This helps make the power of the dairy checkoff that much stronger."

Administrative expenses for 2003 amount to about 4 percent of the UMP budget, in accordance with the 5 percent limit prescribed by the U.S. Department of Agriculture, which oversees the national dairy checkoff program.

"The 2003 budget demonstrates the commitment of U.S. dairy producers to work together to help increase demand for our products," said Bill Ahlem, a California producer and chairman of the National Dairy Board, a co-funder of the 2003 plan.

"This budget empowers dairy producers to work effectively with partners like food retailers, manufacturers, restaurant chains, educators, health organizations and many others," added Paul Rovey, an Arizona producer and chairman of United Dairy Industry Association, the federation of state and regional dairy promotion groups that is the other co-funder of the 2003 plan. "The work of increasing dairy demand is good for our industry and good for the nation."

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Dairy Management Inc.™ (DMI) is the nonprofit domestic and international planning and management organization responsible for increasing demand for U.S.-produced dairy products on behalf of America's dairy producers. DMI manages the American Dairy Association®, National Dairy Council® and U.S. Dairy Export Council®.

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