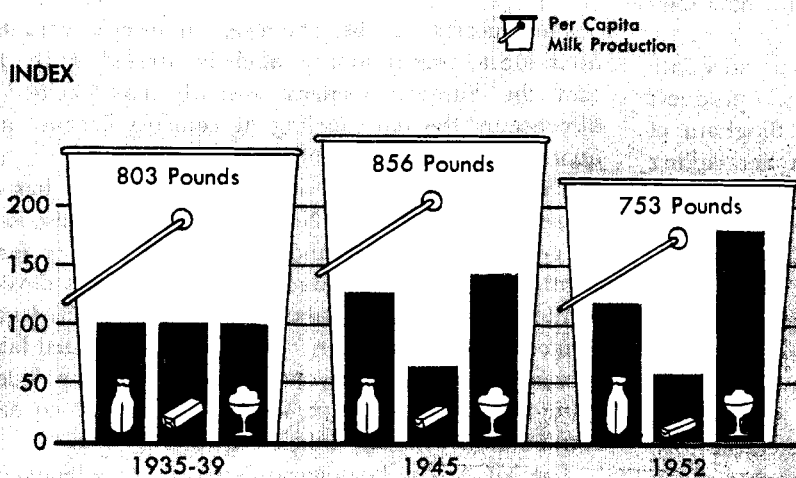


- Biochemical Engineering
- Fermentation
- Food Processing
- Nutrition
- Pesticides
- Plant Nutrients and Regulators

**THE DAIRY PROBLEM**

Milk Production and Consumption of Principal Milk Products Per Capita



DATA FROM NATIONAL DAIRY COUNCIL AND USDA

Among the principal milk products, per capita consumption of ice cream has nearly doubled while the postwar trend in milk and butter has been downward

## Dairy Industry Prepares to Answer Benson's Challenge

June dairy month to be featured with tie-in ads, ice cream festivals, more point-of-sale merchandising in effort to beat the surplus problem

WHEN Secretary of Agriculture Benson came into office on Jan. 20 the Government owned about 56 million pounds of milk, 37 million pounds of butter, and 7 million pounds of cheese. Beginning April 1, the USDA announced that the Commodity Credit Corporation would follow a support program for 90% of parity for dairy products, and since that time the CCC has purchased about 85 million pounds of milk, 45 million pounds of butter, and 44 million pounds of cheese. As of May 15, the CCC had purchased or had on hand 253 million pounds of milk, 167 million pounds of butter and 118 million pounds of cheese.

With the peak level of production for the dairy industry approaching this summer there has been a certain uneasiness about Secretary Benson's statement at Chicago: "If the Government owns any appreciable amount of butter when 1954 arrives, I hope all of us will frankly admit our failures. Let's be prepared to face the facts and act accordingly."

As a tangible response to the challenge presented by the Secretary, the dairy industry is spending more money than ever before on consumer advertising, especially regarding its annual June dairy month promotion program. Dairy month is not a new merchandising

scheme. It has been an annual program of the industry for about 17 years. However this year's schedule is of interest on two counts: it is by far the most ambitious the dairy industry has ever undertaken and it is especially timely when the problems of farm surpluses and price supports are under discussion.

Plans for promotion of the program include national advertising by way of radio, television, magazines, and newspapers. In addition the National Dairy Council, which is headquarters for the merchandising and advertising scheme, has prepared posters and promotional material for the dairyman to use on the local level.

### Tie-Ins and Festivals

The value of these promotion campaigns has been enthusiastically recommended by representatives of the ice cream manufacturers, who have also been spending increasing amounts of money on consumer advertising. In addition to participation in June Dairy Month the ice cream manufacturers are sponsoring a summer long promotion campaign, "an ice cream festival," emphasizing various flavors of ice cream and "tie-in sales." With the increasing trend toward home consumption of ice cream, the manufacturers are seeking the cooperation of chain stores and grocery stores as well as the traditional soda fountains in boosting their sales. The tie-in programs feature ice cream with pineapple, coconut and other commodities to be displayed in advertising on a national level as well as posters and other point of sale material to be used where the commodities are purchased by the consumer.

An interesting aspect of all these programs is the emphasis, by the dairy industry, on products rather than brands of the individual manufacturers. Apparently the individual manufacturers have found that by cooperating in national and local advertising and promotion schemes, consumption of all brands increases.

Some concrete recommendations for attacking the current dairy surplus problem were presented to Secretary of Agriculture Benson by the special dairy industry producer task force which met recently in Washington. The task