

Positive Efforts

Positive Milk Media: Nutrition News Bureau and Issues Team

Due in large part to the positive stories generated by MilkPEP, consumer recall of positive milk stories continues to be up, while recall of negative stories or issues remains much less common.

MilkPEP plays a key role in funding and participating in the Dairy Communications Management Team — or “issues team”, a collaborative effort of MilkPEP, IDFA, Dairy Management Inc. (DMI), National Milk Producers Federation (NMPF) and the U.S. Dairy Export Council (USDEC). Through the team, MilkPEP continues to defend the milk franchise against animal rights activists and other anti-dairy activism. The team is ready with messaging and third party experts to counter the misinformation sometimes presented in the media about milk.

At the same time, MilkPEP’s Nutrition News Bureau adds additional positive news about breaking medical research, above and beyond the healthy weight and other programs already outlined in this report. The bureau creates a media buzz throughout the year from newly published science and refresher stories on milk’s many benefits, keeping a steady stream of positive news in the consumer media pipeline.

Last year the bureau promoted studies that linked milk to higher birth weight in babies, increased fat burning and lower blood pressure, and touted new research showing that chocolate milk is an effective recovery aid after exercise.

Through print and broadcast media, the Nutrition News Bureau yielded more than 1,700 stories contributing to MilkPEP’s 1.74 billion total media impressions in 2006.



Keeping Milk Vending on a Growth Trend

Over the past several years, MilkPEP has helped processors strengthen business ties with vending operators and promoted the business benefits of milk vending. According to the annual vending study by Beverage Marketing Corporation (BMC), these efforts continue to pay off; vending operators increasingly believe that milk vending is “very important” to their overall vending programs. BMC estimates that milk vending unit sales were roughly 280 million in 2006, up about 3.7% from 2005.

What’s more, BMC’s study indicated the third straight year of revenue and machine number growth in 2006, estimating a 5% increase in milk vending placements over 2005. The study notes that there is decreasing concern about shelf-life and handling among vend operators, and a recognition that milk is a positive business option as schools and other audiences demand healthier options.

MilkPEP helped to spread the positive word on milk vending by exhibiting at vending trade shows, and through stories and advertising in the vending trade press. Efforts also included starting a “Spotlight On” program to highlight milk vending success stories, to educate other vending operators on the benefits of selling milk. The 2006 “Spotlight On” winners were Laurel and Moti Almakias of Full Service Vending, serving the New York/New Jersey metropolitan area.

There remains a clear window of opportunity for processors of every size to consider getting involved with milk vending, as the business is emerging and operators are seeking support at a local level.

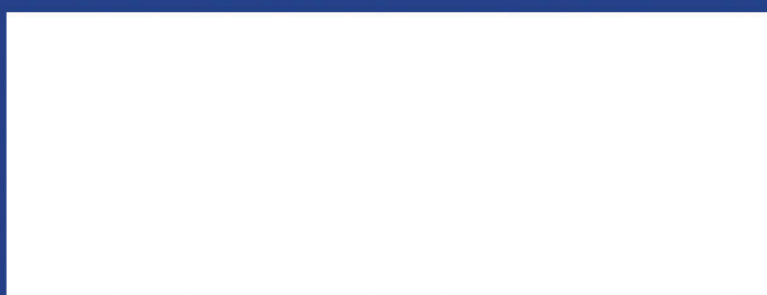


2006
Annual Report!



1250 H Street NW Suite 950
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The Milk Processor Education Program is funded by the nation’s fluid milk processors to increase fluid milk consumption.



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