



Texas Association of Dairymen

For Immediate Release

February 15, 2006

Contact: Kirsten Voinis, (512) 922-7141

DAIRYMEN INVITED TO ATTEND SYMPOSIUM

What to do with the milk once it's produced by the cow? The marketing of fluid milk is the topic of an upcoming Dairy Marketing Research Symposium that is free for Texas dairymen who register.

The symposium, sponsored by the Southwest Dairy Farmers Association, will be 8:15 a.m. to 5 p.m. March 6 at the Renaissance Worthington Hotel in Fort Worth.

"The world of marketing is constantly changing, and it's important for dairymen to stay current on the best methods to get their products to the consumer," said David DeJong, owner of Horizon Dairy in Hico and first vice president of the Texas Association of Dairymen. "I encourage all dairymen to attend this symposium."

DeJong is one of several industry experts who will be speaking at the Symposium. Among the topics that will be covered:

- Current market situation of fluid milk
- Drivers of demand for dairy products, including advertising and price
- Identification of market segments, including the health- or environmentally conscious consumer and minority markets
- Marketing strategies and product development for dairy products

For more information, contact Conference Chairman Oral Capps Jr., professor and Southwest Dairy Marketing Endowed Chair, Texas A&M University, at (979) 845-8491 or at ocapps@tamu.edu.

The Texas Association of Dairymen (www.milk4texas.org) is a non-profit corporation comprised of dairy cooperatives whose members are individual milk producers in Texas.

-##-