

**Appendix F-1**  
**National Dairy Promotion and Research Board**  
**and Dairy Management Inc.**  
**Contracts Reviewed by USDA, 2003**

**Advertising and Marketing Services**

**Affina Corporation**–Real Seal® Certification Program  
**American School Food Service Association**–School Foodservice Publications; School Milk Pilot Consulting Services  
**Broadcast Traffic and Residuals, Inc.**–Fluid Milk and Cheese Broadcast Materials and Talent Activities  
**California Milk Advisory Board**–Retail Butter Promotion Activities  
**Campbell Mithun (Lowe Worldwide)**–Advertising Services; National Accounts–Milk and Cheese Foodservice Activities  
**DDB Worldwide Communications Group**–Cheese Creative Advertising; Media Planning Services; 3-A-Day of Dairy Creative Advertising  
**Flair Communications Agency**–Fluid Milk Sales Promotion Activities  
**General Mills Marketing**–41st Pillsbury Bake-off Contest; Print Media Buying  
**Inland Printing Company, Inc.**–Milk Merchandise Material Production and Distribution; Warehousing and Production of Creative Materials; and DMI Materials Website Maintenance  
**J. Brown and Associates**–DMI Cheese Co-Marketing Program  
**Kellogg’s USA, Inc.**–NASCAR Sponsorship; Joint Milk and Cereal Promotion Activities  
**Media Management Services**–School Marketing Strategic Planning; International School Milk Conference Planning  
**Media Vest Worldwide**–Print Planning and Buying Services  
**Midwest Dairy Association**–National Retail Account Services  
**NFL Properties, LLC**–Promotional Activities; Logo Usage Rights  
**Olson Communications**–School Foodservice Merchandising Materials; Mealtime Sampler Activities; Milk Vending Promotion Kits; School Cafeteria Promotion Activities; Foodservice Program Activities  
**School Foodservice and Nutrition**–Nutrition Magazine Inserts  
**Slack Barshinger and Partners**–Integrated Marketing Communications  
**Wendy’s International**–Plastic Milk Container Tests

**Public Relations and Nutrition Education**

**Association Partners Plus**–Communications and Cooperative Education Projects  
**Cardan Company**–Grade 2 Nutrition Education Programs  
**Child Nutrition Foundation**–School Foodservice Program Activities  
**Cleveland Dovington Partners, Inc.**–Information Technology Services and Consulting

## Appendix F-1, continued

### Public Relations and Nutrition Education, continued

**Dairy Farmers, Inc.**—Communication Activities, NASCAR Public Relations

**Destination Imagination, Inc.**—Destination Imagination Sponsorship

**Edelman Public Relations Worldwide**—Web site [www.dairynutrition.com](http://www.dairynutrition.com) Maintenance; Health Professional Outreach and Key Leader Retreat; Dairy First Program; Dairy Spokesperson Network, Nutrition Communications Program; 5-A-Day Strategic Counsel; Food Guide Pyramid/Dietary Guidelines Counsel; Cheese and Butter Publicity; Food Marketing Institute Project; 3-A-Day Web Marketing Program; NASCAR Publicity Program

**Fleishman Hillard**—Reputation Management Program

**Food, Research, and Action Center**—After School Feeding Program Brochure Development

**The Fratelli Group**—Healthy School Environment Initiative; Food Guide Pyramid/Dietary Guidelines Support; Dairy Image Protection

**Health and Nutrition Network**—Public Relations Activities

**I-Site Web Design**—[www.familyfoodzone.com](http://www.familyfoodzone.com) and [www.nationaldairycouncil.org](http://www.nationaldairycouncil.org)

**Image Base Corporation**—Video News Release Production

**Integer Group**—Dairy Industry Communications Program

**Jack Morton Worldwide**—[www.3aday.org](http://www.3aday.org) and [www.ilovecheese.com](http://www.ilovecheese.com) Web site Design

**Jerry Dryer Group**—Dairy Issues Management

**Media Management Services**—Pyramid Café/Pyramid Explorations Newsletter

**National Dairy Shrine**—Dairy Scholarship Program

**Results Direct**—DMI Website Activities

**Tucker-Knapp**—DMI Customer Service Technical Liaison; Extraordinary Dairy® Marketing (Innovation); Nonfat Milk/Whey Program—Do it With Dairy® (Ingredients)

**Weber Shandwick, Inc.**—Reputation and Issues Management; Fluid Milk Public Relations; Crisis Preparedness Program; Responsible Production Program; Dairy Image/Dairy Confidence Program Activities; Retail Service Team Activities

**Willard Bishop**—Expanding the Reach of Dairy Educational Series

### Export

**American-Mexican Marketing**—Mexican Market Representation and Program Activities; Mexican Trade Show and Cheese Promotion Activities

**Another Color, Inc.**—Development and Design of USDEC Publications

**Arab Marketing Finance**—Middle East Market Representation and Program Activities

**Arc Group, Ltd.**—USDEC Corporate Identity Program

**Contacts International Consulting, Ltd.**—South American Market Representation and Program Activities

**Dairymark.com**—Whey Permeate Product Supplier Study

**Functional Ingredients Research, Inc.**—Korean Whey Nutrient-Marketing Conference and Trade Mission

## Appendix F-1, continued

### Export, continued

**Global Trade Information Services**–Purchase of *World Trade Atlas*

**International Dairy Foods Association**–Update of USDEC Export Manuals

**International Trade Services**–Update of USDEC’s International Reference Manuals

**IntNet**–Korean Market Representation and Program Activities; Cheese Seminar Activities

**J.J. Keller and Associates**–Addition of CODEX Milk Standards to Export Manual CD-ROM

**Jerry Dryer Group**–USDEC International Communications Activities

**Landell Mills**–Update of Global Dairy Blends Study; Central America Dairy Market Study; Canada/USA Dairy Trade Analysis; Market Study for Dairy Products in Korea; Opportunities Study for Dairy Nutraceuticals; Multinational Ingredient User Dossier

**Levitt Communication**–International Consulting Services

**Mistral Group, Ltd.**–European Market Representation and Program Activities

**National Milk Producers Federation**–Global Research Activities; Farm to Consumer Program Activities

**PR Consultants**–Chinese Market Representation and Program Activities

**Pacrim Associates**–Southeast Asian Market Representation and Program Activities

**Patricia R. Fuchs & Associates**–USDEC Print Project Management

**Results Direct**–USDEC Web site Activities

**Uniflex Marketing**–Japanese Market Representation and Program Activities; Japanese Dry Ingredients Program

### Market and Economic Research

**A.C. Neilson**–Butter Data Access

**Academic Network**–Food Guide Pyramid Strategic Counseling

**ARS Group**–Print Advertising Evaluation

**Beverage Marketing Corporation of New York**–Evaluation of the Effectiveness of Generic Milk Programs; School Milk Promotional Test Consulting Services

**Burelle’s Newsclip Analysis Service**–Media Monitoring and Analysis

**CFE Solutions, Inc.**–School Milk Pilot Consulting/Milk Consumption Research Activities; Healthy Schools, Inc., Consulting Services

**CY Research, Inc.**–Milk and Cheese Creative Testing; Dairy Weight Loss Research Awareness

**Custom Research, Inc.**–Cheese and 3-A-Day Advertising Campaign Impact Assessment; Health Professional Dairy Nutrition Tracking Study

**Datacore Marketing**–Database Management and Consulting

**Doyle Research Associates**–Web Site Usability Qualitative Research; Business to Business Qualitative Research; Chocolate/White Milk Qualitative Research

**Elrick and Lavidge**–Cheese Advertising Tracking Activities; Milk Advertising Tracking Activities

## Appendix F-1, continued

### Market and Economic Research, continued

**Focus Management Services**–U.S. Milk Industry School Audit

**Information Resources, Inc.**–Milk and Cheese Category Volume Reports

**K.A. Enterprise**–African American Usage, Attitudes, and Associations with Dairy Products

**KRC Research**–3-A-Day Tracking Survey

**Knowledge Networks**–NASCAR Promotion Awareness Research; Fluid Milk Advertising Tracking Research/Mom’s Tracking Study

**MSW**–Chocolate Milk Advertising Evaluation/Cheese Advertising Tests; Milk Television Advertising Focus Group Analysis; Cheese Copy Testing

**MangoLogic**–Online Consumer Surveys

**Market Facts**–Attitudes and Usage Trends Study

**Marketecture**–Attitudes and Usage Trends Study Analysis; Tracking Activities of Public Opinion Toward Dairy Products and the Dairy Industry (Issues Tracker)

**Marketing Concepts**–Product Innovation and Research Program

**Marva Maid Dairy**–New Look of School Milk Implementation

**Maskowitz-Jacobs**–Consumer Interviews on Milk and Soy Preferences

**Mintel International Group**–New Products Database and Market Intelligence Reports

**National Medical Association**–Role of Dairy in the African American Diet

**National Milk Producers Federation**–Domestic Research Program Activities/Animal Health and Welfare Issues Activities

**NFO Research**–Purchase and Analysis of Marketing Data; Consumer Interest Assessment in Dairy Products Enhanced with Nutraceuticals

**NPD Group**–Cheese Consumption Tracking Activity; CREST Foodservice Data; Eating Patterns Data Report; Food Safety and Dieting Monitor Report; Eating Trends and Beverage Study; Breakfast in America Report; Lactose Intolerance Survey; Food World Subscription

**Prime Consulting Group**–Retail Innovation Study Results Workshop

**Promar International**–School Milk Analysis and Consultation

**Promata-Leemiss Services**–Online Advertising Activity Data

**Pursuant, Inc.**–Milk-Producing Livestock Cloning/Dairy Consumption Research; Obesity and Healthcare Research; Dairy Production Practices Attitude Research

**RSC-The Quality Measurement Co.**–3-A-Day Testing Activities; Milk Print Advertising Tests; Cheese Advertising Creative Persuasion Tests

**Roper ASW**–Plate Waste Study; Student Surveys

**Sachs Marketing and Research**–Dairy Weight Loss Claims Study

**Spectra Marketing Systems**–Marketing Research Activities

**Strategic Marketing**–Kids Milk Advertising Evaluation

**Summit Research, Inc.**–NFL After School Program

**Talent Partners**–Broadcast Traffic Services

## Appendix F-1, continued

### Market and Economic Research, continued

**TDI Management**–Development and Implementation of DMI Strategic and Annual Planning

**Technomic**–Understanding Obesity and its Foodservice Impact

**Teri Gacek Associates**–Qualitative Market Research Assignments; 3-A-Day Advertising Focus Group Analysis

**The Travis Company**–NDC Promotional Kit Evaluation Research

**Turover Straus Group**–Strategic Blueprint Development; Concept Development: Dairy-Based Salad Dressing and Spreads

**Upshot Corporation**–Sales Force Outreach and Data Delivery System

**Widener-Burrows and Associates**–Qualitative Research for Chocolate Milk Program Analysis

**Wirthlin Worldwide**–Producer Communications Survey; Pyramid Education Program Research

**Appendix F-2**  
**National Fluid Milk Processor Promotion Board**  
**and International Dairy Foods Association**  
**Contracts Reviewed by USDA, 2003**

**Contractor and Initiatives**

**Susan Baker, M.D.**–Medical Advisory Board Member Services  
**Susan Barr, Ph.D.**–Medical Advisory Board Member Services  
**Robert P. Heaney, M.D.-Creighton University**–Medical Advisory Board Member Services  
**James O. Hill, Ph.D.**–Medical Advisory Board Member Services  
**Rachel Johnson, Ph.D., R.D.**–Medical Advisory Board Member Services  
**Jeanette M. Newton-Keith, M.D.**–Medical Advisory Board Member Services  
**Ronald M. Krauss, M.D.**–Medical Advisory Board Member Services  
**American Heart Association**–Certification Mark Licensing Agreement; Product Nomenclature  
**Bachtelle and Associates**–Consulting Services and Vending Seminars  
**Beverage Marketing Corporation of New York**–Consulting/Competitive Strategy Development  
**Blueprint Communications**–Radio and Television Buy Analysis  
**Diagnostic Research**–Market Research: Chocolate Milk Television Advertisements  
**ECI Communications**–Marketing Video, Presentation, and Brochure  
**Environ International Corporation**–Consulting Services and Research  
**Flair Communications, Inc.**–Promotional Marketing Services  
**Forecasting and Business Analytics, LLC**–Literature Review - Fluid Milk Products by Region and Size  
**Herbein Company**–Analysis of School Milk Pilot Test Report  
**J. Heimbach, LLC**–Development of Nutrition Marketing Manual  
**Look Look**–On-line Surveys  
**Menendez International**–Hispanic Market Research  
**Outloud**–Marketing Communications  
**Potomac Digitek**–[www.Milkplan.org](http://www.Milkplan.org) Web site Services  
**Prime Consulting Group**–Consulting Services, Survey Analysis; Promotion Assessments  
**Snyder, Cohn, Collyer, Hamilton & Associates, P.C.**–Audit Services  
**Taylor Nelson Sofres**–Hispanic Consumer Market Research  
**Weber Shandwick, Inc.**–Public Relations Activities and Sponsorships; MilkSplash Web Template  
**Widner Burrows**–Assessment of Dairy Attitudes on Weight Loss  
**Wirthlin Worldwide**–Assessment of Print and Television Milk Advertisements