

## Butter Council SR 2BC

The Butter Information Council was formed for the generic promotion of butter, in 1954. It became a limited company in 1981, and changed its name to the Butter Council. The Council aimed to promote butter sales, provide information about butter and combat its rivals the margarine companies.

The Council represented the farmers of Denmark, the Republic of Ireland, Netherlands, New Zealand and United Kingdom. It was financed proportionally in relation to UK market size by each country. The UK funding came from milk marketing boards. These Boards were abolished, and the replacement body, the Milk Development Council decided not to fund the Butter Council. The Council was wound up in December 1995.

Accession number DX117

Please see SR BC for related material

|          |                      |
|----------|----------------------|
| SR 2BC A | Award certificates   |
| SR 2BC B | Promotional material |

| <b>SR 2BC A</b> | <b>AWARD CERTIFICATES</b>  | <b>1981-1983</b> |
|-----------------|--|------------------|
| SR 2BC A/1      | Award certificate from the Hollywood Radio and Television Society for the International Broadcasting Award Honouring the World's Best Broadcast Advertisements of 1981 for 'Bomber Command' presented to the Butter Information Council<br>(1 doc) | 1981             |
| SR 2BC A/2      | Award certificate from the CLIO Awards for Advertising Excellence Worldwide for International Print for 'No more calories than margarine. Now get stuck in'<br>(1 doc)   | 1983             |
| SR 2BC A/3      | Award certificate from the Advertising Creative Circle for 'Jacket Potato' 'French Bread' and 'Toast'<br>(1 doc)   | 1983             |

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| SR 2BC A/4      | Award certificates from CLIO Awards for Advertising Excellence for International Radio 'Gentlemen' 'Monroe' 'John Wayne' and 'Groucho'<br>(2 docs) | 1984                 |
| <b>SR 2BC B</b> | <b>PROMOTIONAL MATERIAL</b>  | <b>n.d. [1980's]</b> |
| SR 2BC B/1      | Posters of butter advertisements featuring Loyd Grossman and Jean Boht, signed by them<br>(2 docs)   | n.d.[1980's]         |