

creasing the efficiency and lowering the cost of milk production.

Recently compiled figures for 1958 show that on Jan. 1, 1959, a total of 2,232,267 cows - 11.3 percent of the U. S. total - from 66,089 herds were enrolled in the three DHIA plans

These included the Standard Record Keeping Plan, the Owner-Sampler Plan, the Weigh - Day - a Month Plan, which was the only plan to show a decrease in enrollment. Because Weigh-a-Day-a-Month was designed to introduce dairymen to record-keeping, DHIA officials point out that the decrease simply indicates that farmers start on this plan and then shift over to one of the other plans. Thus, the Weigh-a-Day-a-Month plan is serving the purpose for which it was designed. The records show that increases in the first two plans resulted from enrollment to Weigh-a-Day-a-Month herds in the Standard and Owner-Sampler plans.

Other records indicate that DHIA members are accelerating the rate of improvement in their herds. For example, DHIA cows increased their average annual production from 8,675 pounds of milk in 1948 to the present record level of 10,068 pounds per cow at an average yearly rate of improvement of 140 pounds. All U. S. dairy cows increased their average production rate from 5,010 lbs in 1948 to 6330 pounds in 1958, an average yearly rate of improvement of 132 lbs.

Pays More Than Average

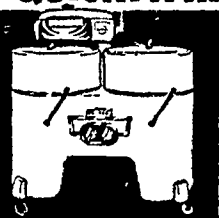
Dairy cows enrolled in the National Cooperative Dairy Herd Improvement Association program returned an average profit to herd owners in 1958 of \$78 per head over total estimated cost of feed and care, the U. S. Department of Agriculture reported today. In contrast, the average cow in the United States gave enough milk to provide her owner with only \$28.00 above estimated expenses during the year.

This \$50 difference in estimated net returns per cow demonstrates that sound management, based on record-keeping improvement programs, can lead to profitable dairying, USDA declared. Record keeping helps the herd owners: (1) cull low-producing cows (2) feed each cow according to production; and (3) select the best stock from which to breed herd replacements.

Dairy record keeping, a cooperative program between USDA and the State Extension Services, has been an important factor in U. S. herd improvement for more than 50 years. Currently, the program offers three different plans for keeping records of individual cows in participating herds. Dairy record keeping has repeatedly proved its value as a means of in-

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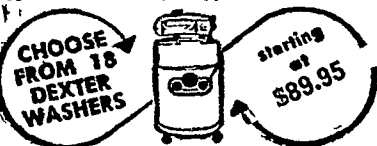
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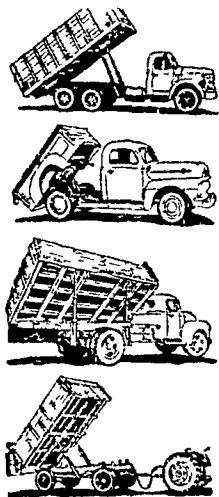
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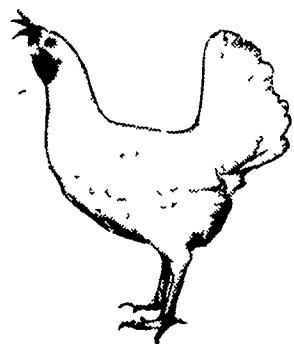
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Ivan Z. Nolt (left) of the Farmersville Equipment Company, R. D. 2, Ephrata, receives a certificate of membership in the Oliver 10-HI Club from J. Richard McGraw, Branch Manager, Harrisburg, Pennsylvania at Waterloo, Iowa, during the Oliver Fair at which over 3,000 dealers and their associates were given a preview of new and improved farm and industrial equipment they will distribute in 1960. Mr. Nolt qualified for 10-HI Club membership as a result of ranking among dealers of the Harrisburg Branch having the highest sales volume on Oliver products during 1959. He and Bud Buch also were awarded a two-day trip to the Oliver Fair at Waterloo, Iowa, together with a tour of the Oliver wheel tractor manufacturing plant at Charles City, Iowa.



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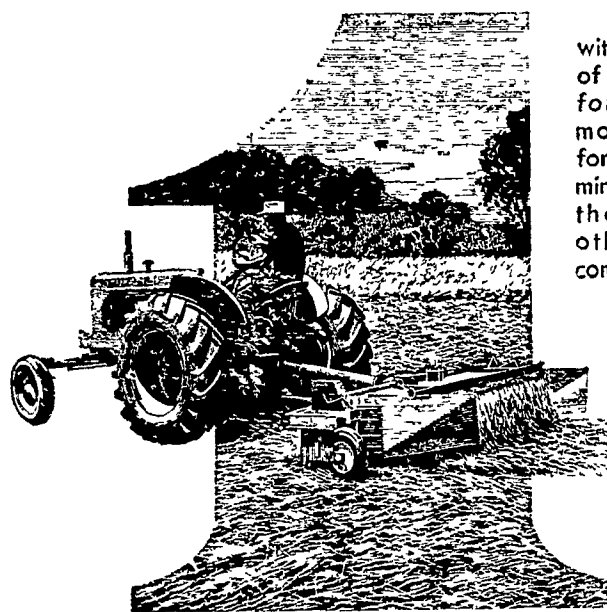
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