

## Dairyman Says Profit Motive Is Best Guide; Tells Farmers How He Makes His Farm Pay Dividends

How does \$25,000 per acre sound as a price tag for farm land? A speaker at the University of Delaware's Farm and Home Week recently said his Connecticut farmland will be worth that if he is able to stay in farming long enough. Louis Longo, a Glastonbury dairy farmer, said urban pressures will move land values in urbanizing areas beyond the imagination. He said he has already been offered \$5,500 per acre for some of his land which only a few years ago was worth one to two thousand.

In his effort to stay in farming he's counting on two things: a tax system that taxes farmland according to its production capacity; and a system of good business procedures that yields profits. "I farm for profit as cold as it may seem. I do not farm for the love of cows or the love of the outdoors. It's only from profits that dairy farmers can develop good herds and good farms. It's only from profits that any farmer can take his place in the community and do the civic duties that he has to do. Beggars contribute very little to a community. All calculations must be aimed toward this ultimate goal — profit."

Many dairymen are guilty of mal-practice he said, although the results hurt only the dairymen themselves. He charged them with mal-practice in the way they run

their businesses. He cited a dairyman friend of his who complained of spending 35 years in the dairy business with nothing to show for it. "I know of no other business where a man could stay in business this long without making the necessary changes required to show a profit."

Longo, who utilizes the services of a farm accountant, talks production costs, profit margins and capital

gains like a stock broker. He knows exactly what he pays for units of feed energy and how much milk each unit produces. He keeps a daily invoice on the amount and cost of each item that goes into production. And he knows exactly which items are paying off. When they stop showing a profit, he makes changes.

The feeding program on Longo's dairy herd is handled with the same kind of cost accounting procedures. He feeds on a net energy basis. A weekly check is made to determine the energy requirements of each cow based on her milk output. Each gets a pound of grain

for every three pounds of milk produced, plus about 85 pounds of corn silage and been a pioneer in free-stall housing and single-phase complete the energy requirement. (Continued on Page 21)

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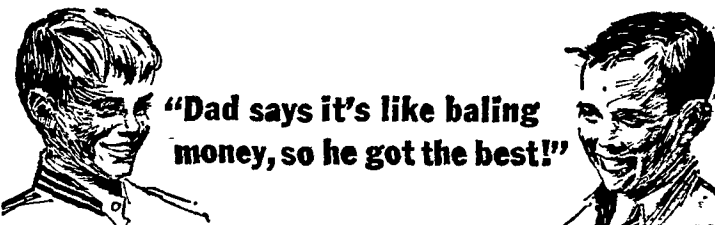
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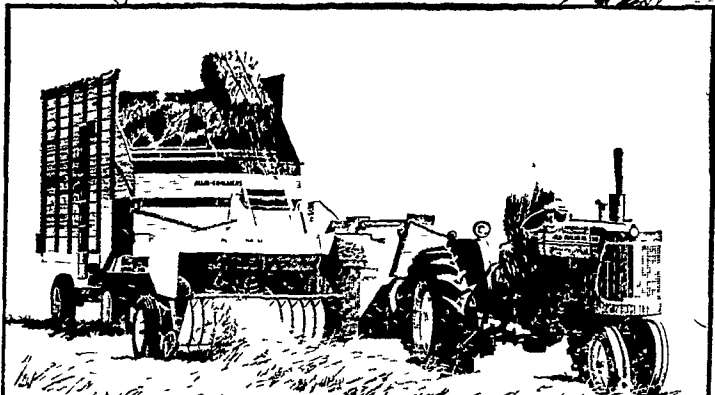
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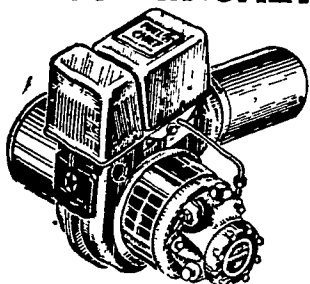
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