

## Dairymen Hear Advice On Mktg. Milk & Managing Young Stock At 6th Pennsylvania Breeders Inst.

by Everett Newswanger, Staff Reporter

Three internationally known speakers was featured at the sixth annual Pennsylvania Breeders Institute held Tuesday at the Guernsey Sales Pavilion, Lincoln Highway East. Following introductions by moderator Clarence E. Lyons, Lancaster, the 150 dairymen present heard J. Fred Groomes, Mt. Airy, Md., on the subject, "A Small Breeder Can Merchandise"; Lyman D. McKee, Madison, Wisconsin, with "It Pays To Be Positive" and Dr. Richard G. Warner, Ithaca, New York, on "Ruminations on Dairy Cattle Nutrition".

Groomes described how he creates buyer interest for dairy sales. Being a good neighbor taking an active interest in community programs and having good cattle are basic for a sound merchandising program, he said. Show participation and consigning to breed promotional sales were stressed. The local FFA boys are invited to Groomes' 180-acre Ravenwood Farm for practice judging classes. The more people you can get to your farm the better, he said.

The time to sell is when you have a buyer and every animal should have a price. Groomes urged the dairymen to learn the market value of cattle and to make use of the registry certificate. Merchandising registered cattle is a cooperative effort, not one where each breeder is competing with the other, he said.

Former president of the American Dairy Association, Lyman D. McKee, stated that the productive capacity of the dairy farms must be converted into realistic marketing methods that can compete in the market place. As food technology improves we can expect more competition from imitations and synthetics, he stated. "We no longer are a nation that buys the product we like. We buy from whom we like, but we buy those products which we have been told to like through advertising," McKee said. Competent professional marketing analysis is a necessary prelude to any marketing effort. McKee gave examples of merchandising dairy products that had returned \$1.68 for every \$1.00 invested.

"You have to have a market for milk or every other part of your farm business is useless," he said. Seven out of 10 housewives no longer take a shopping list to the store. They expect the advertising people to remind them of what they need. That

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## PENNGIFT CROWN VETCH

The new forage crop discussed in the March 12 issue of the Pa. Farmer

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## Forester Calls For "New Look" For Pa.

Complete cutting of trees on small tracts, about 2 to 20 city blocks in size, on large forests might help solve the problem of forest regeneration on one hand and create another problem, citizen concern. This was reported by John L. George, of the School of Forest Resources at Penn State University, during a meeting of the Society of American Foresters in Philadelphia.

George said the "new look" of small tracts of even-aged trees would promote efficient management of desirable tree species. Such cuttings, well managed, would also help to create a favorable balance of wildlife between mature forests, which support limited species, and small clearings, which support considerable wildlife.

Citizen concern, he indicated, might come from persons recalling the uncontrolled cutting and burning of Pennsylvania forests from 1850 to 1915. Such persons would fear a repeat of this situation.

He said the small but

clear-cut areas would benefit rabbits, grouse, squirrels, pheasants, and deer which generally are not adapted to the large expanses of pole-sized forests in many areas of Pennsylvania.

Wildlife such as rabbits and grouse built up very high numbers in the brush-type forests which followed clear-cutting around 1900, he stated. These species are much less plentiful today, in the mature second-growth forests. "On the other hand, squirrels and wild turkeys increased in mature forests," he added.

Deer prospered in the clear cut forests and continued to increase in the pole-sized timber of today. Deer harvests increased from 2,000 in 1915 to an average of 100,000 today. This harvest could be maintained or even increased with proper management, including the "new look" of even-aged timber management, he claimed.

## Progressive Breeder Award To John Umble

The John M. Umble herd of Atlen completed its latest HIR testing year with a lac-

tion average of 16,246 lbs. of milk and 628 lbs. of butterfat, calculated on a two-milkings-per-day, 305-day, mature equivalent basis for 39 individual records, to qualify for the Holstein Assn.'s Progressive Breeder Award.

The herd is also above breed average in the national Association's official classification for body type program. The Umble Holsteins have a breed age average of 103.9 percent — obtained by dividing the classification score of each cow by the average score of all registered Holstein cows of the same age.

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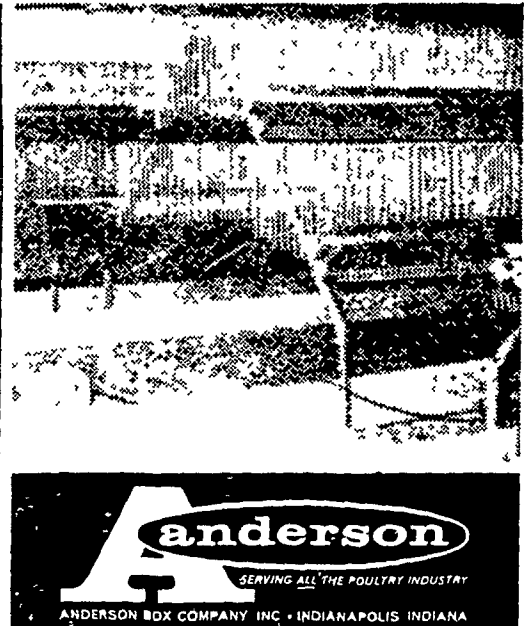
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