

Round-Table

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year to produce a 100 lbs of Milk is \$2.40. Assuming that feed cost is half of cost of producing a 100 lbs of milk, one can readily see the cost of approximately \$5.00 per Hwt. Our figures would agree with this.

What do you consider the most important management procedure in your dairy herd production?

NISSLEY—Most important is raising good heifers, and sec-

ond would be keeping the cows healthy and comfortable.

LANDIS—Breeding—getting the cow bred 60 to 90 days after she is fresh, and good quality feed and the way they are fed.

EBY—The most important management procedure I feel is to eliminate as much stress as possible. Keep the cows as comfortable as possible—heat drafts etc. Don't change feeds, or feed schedule too suddenly.

SHELLENBERGER—Along with all the dairy herd management procedures that we have mentioned heretofore, I believe the most important is the

management of breeding procedure. This calls for an alert dairyman or herdsman, along with a good set of well kept records. A top notch dairyman must be alert and very observing to notice any indication of heat periods in cows. Many a good dairyman has failed because of this phase of management. No matter how good a program apart from breeding management one cannot have an efficient business. Every day a cow stands dry unnecessarily is potential profit lost. Along with

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Dairymen's

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ing will take its place in the newspaper headlines.

I am not trying to degrade our achievements in space. I am attempting to direct your attention to the needs in agriculture of tools for transition of a new agriculture era—an urban consumer controlled era. Agriculture needs something to capture the minds of people.

New Jersey Secretary of Agriculture Phillip Alampi, in addressing a group of farmers in Atlantic City, raised the question, "Why shouldn't farmers who are doing a bigger, better, more expensive job every season, get bigger and better returns for their labor, their investments and their managerial abilities? Consumers have no inherent right to subsidies—subsidies especially from the producers on whom they depend for life itself."

Market Orientation

It appears that in every effort to increase the net income of farmers the "cheap food" complex has become a serious problem. The American con-

sumers are not seriously concerned about the prices of non-food items.

It is important that we recognize the receding position today of farmers with respect to our total population. Today, we are close to six percent of the total United States population. (I am inclined to think that the farmer's share of the consumer's dollar will also decline in future years. Today it is 39 cents.) This will be due mostly to the fact that consumers want more and more services added to the products of the farm before they purchase them at the retail store. Today, the consumer wants better packaging and everything more convenient.

Therefore, we must have a change in our attitudes toward marketing farm products. The change to market orientation is important. We must create markets for our own products. The move today is to consumerism. The American consumer is never consistent in her market patterns. As has been determined through consumer research, some products she wants packaged, labeled in a manner that the product is ready for the oven, another product she will want loose so she can make a selection even though this means waiting in line for weighing and packaging the item. But, we can be sure she is going to have her products the way she wants them, and if we cows.

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