

Dairymen Told To Promote Milk

Milk dealers have indicated they don't care about the problems of the dairy farmer, so the dairyman must take the initiative in promotion to increase consumer demand for milk. These were among comments by Joe S. Taylor, Penn State dairy science section chairman, at the District 7 meeting of the Interstate Milk Producers Cooperative Wednesday.

Besides adopting good management practices leading to low-cost, high quality milk for the dealers, the dairyman must

Bigger Wool Production Helps Sheep Profits

One way to make the wool bag the money bag for small sheep flocks is to select a flock sue that will increase the flock's wool production.

According to J. V. White mena, professor of Animal Genetics at Oklahoma State University, genetic heritability for wool quality is very high. Use of a ram that will increase the wool clip from his progeny by two or three pounds can add profits of \$1.30 to \$1.85 per animal in the flock.

The USDA reports that average fleece weights for the U.S. approximate 8.5 pounds. In Pennsylvania they average 7.5 pounds, in Delaware 7.1, in Maryland 7.1 and in New Jersey 7.4. Wool clips for the various breeds of stud rams commonly used in these states are, Cheviots from 5 to 7 pounds, Hampshires from 7 to 8, Shropshires 10 pounds, Southdowns from 5 to 7, and Suffolks 6 to 7. After five generations the genetic make-up of the ewes in a flock will be over 96% that of the rams used.

A 50 ewe flock that had been grossing \$227.50 in wool payments, with a high wool producing ram such as a Shropshire could gross \$325 from its wool clip, a lot more money for the fee bins, the Penn-Mat Shropshire Breeders Club reports.

promote milk to make it competitive with beverage products, according to Taylor.

Taylor based his assertion on declining per capita consumption of Class I milk and upon recent revelations of milk dealers at a hearing in Memphis, Tenn.

Milk producers were rudely shocked at the hearing. Taylor stated, when the milk dealers said they could care less about problems of the dairy farmer.

Dealers, he said, told the dairymen that the companies were in the food business and were looking for any lower priced supplies that would sell and make money. The dealers consider their only responsibility is to the company stockholders.

Dairy farmers haven't understood what was happening to them, according to Taylor. "Nothing will happen until the co-ops sell milk. It has always been that way. Non-members won't help. Co-op members are the only organized group that can do the job."

The speaker also said that milk dealers were in trouble. The main problem is getting the product distributed.

Dairymen have a good product, he said, but they are being outsold.

Promotional efforts have shown that consumers can be conditioned to buy milk and any losses in sales caused by price increases can be counteracted. "We have proved we can sell milk without reducing the price."

Taylor also said if dairymen are satisfied with making \$3,000-\$4,000 clear annually with 30-40 cows, then they should forget automation and expansion.

If, however, the dairymen

Potato Growers Meet

The Annual Potato Growers meeting was held Wednesday, February 25 at the Centre Presbyterian Church one mile west of New Park, York County.

want to make more money, they must consider expansion and automation to handle large herds of 100 cows or better, coupled with good management.

Taylor said that no matter how many animals you have, the good dairyman will make \$100 per cow, with some real good managers making \$150.

Since this per cow figure does not change with the number of cows, the farmer's income is based on the number of cows.

Expansion requires good farm management, he said, and a knowledge of how to use money.

He said farmers must learn

how to use borrowed money. Taylor criticized the belief that it is wrong to borrow the money and purchasers shouldn't buy unless they can pay for it at once.

Taylor also urged dairymen to use the tools Penn State offered such as computers, linear programming and analysis equipment, which he said each farmer couldn't possibly own.

Also speaking at the meeting was Wilbur Seipt, of Montgomery County, president of Interstate. He too urged dairymen to sell the idea of promotion and to encourage neighbors to join with the cooperative.

He particularly singled out the need to have some kind of control over the milk being produced to influence the market value.

Awards for 25 years of membership in Interstate also were presented to two families at the meeting.

The Rev. John A. Breneman, of Willow Street R1, accepted the award for his family. His son now operates a 60 head herd of Guernseys.

Lloyd I. Lefever, of Conestoga R1, accepted the honor for he and his father, Lloyd S. Lefever. They operate a 35-head of Holstein farm.

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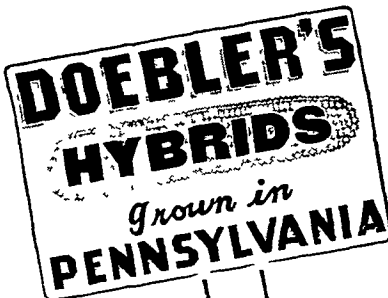
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