

Wayne's Dairy Care-Van Visits Lancaster County

Wayne's Dairy Care-Van, a touring educational conference for dairymen and Wayne Feed representatives paid a visit to Lancaster County on Tuesday, October 22nd.

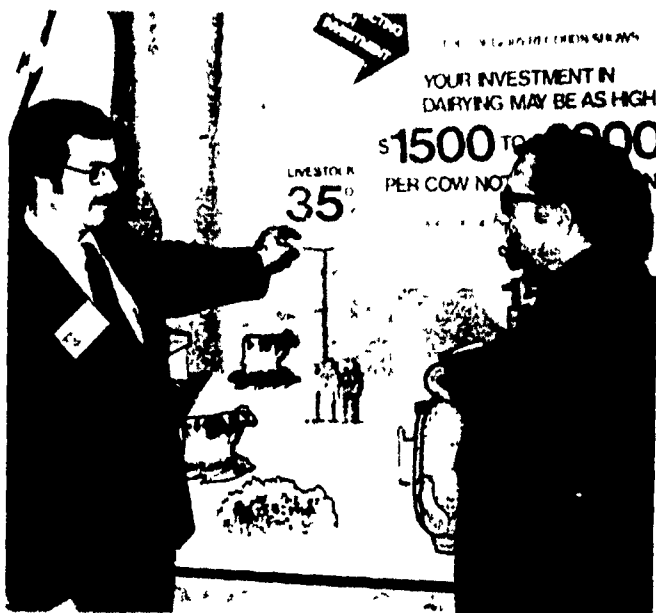
The conference, which includes displays and speakers is built around the theme "Solving the Dairy Profit Puzzle" and has planned visits in the highly concentrated dairying areas from Rochester, Minnesota to Rochester, New York.

Nick Rosandick, Marketing Manager for the Wayne Feed Division of Allied Mills, Inc., explained the purpose of the traveling conference.

"We realize that dairying today means that a farmer must put out a good deal of financial investment."

"Through our conferences we hope to help the farmer realize how he can protect that investment while increasing his production."

Rosandick further explained that the conference incorporates four main objectives namely to explain how to protect high in-



Art Henderlong, Supervisor of Advertising and Nick Rosandick, Marketing Manager for Wayne Feeds (Allied Mills, Inc.) talk over one of the featured displays at their Care-Van conference held at the Guernsey Pavilion on Tuesday.

vestments, watch for health problems, balance nutritional needs and milking more money.

A. D. Henderlong, Supervisor of Advertising for

Allied Mills explained that although the Care-Van only stops in those areas where dairying is highly concentrated the company also uses slide presentations and question and answer type meetings in smaller dairying areas.

"We have many programs that can be used to keep the dairymen informed," he commented.

"Whether it is by our Care-Van or smaller programs we realize the farmer's needs and use our programs to answer some of his questions."

Following an informal social hour Dick Psallo, Regional Sales Manager for Allied Mills, opened the conference with a welcoming

address. He then introduced Rosandick who spoke on the financial situation facing dairymen today.

Rosandick explained that better production will help to increase profits and illustrated the breakdown of variable and fixed costs incurred by dairymen.

Following Rosandick's portion of the conference, Dr. Larry Price, D.M.V., with the Wayne Animal Health Research program and Al Lane, Ph.D., with Dairy Research took the floor and jointly spoke on numerous animal metabolic problems that could cause a decrease in production.

Detection, cause and cure of ketosis, the displaced abomasum, acidosis and magnesium tetany were discussed along with their effect on the production of the cow.

Dr. Price commented on the metabolic diseases and their medical implications while Mr. Lane explained how balanced nutrition would help prevent the problems before they caused serious decreases in production.

A special guest speaker at the event was the new State Dairy Princess, Debra Miller from Dauphin County.

Miss Miller greeted the guests and spoke on the importance of promoting dairy products whenever



Dr. Larry Price, Wayne Animal Health Research and Al Lane, Ph.D., with Wayne's Dairy Research, were principle speakers at the conference acquainting farmers with dairy herd health problems.

possible. Cautioning the group on the rising appearances of non-dairy products, Miss Miller explained the need for good advertising and promotional principles.

During the afternoon session of the conference, a panel discussion was held in order for guests to have their questions answered. Participating on the panel were Dr. Price and Al Lane who

answered questions that the guests had submitted along with frequently asked questions that dairymen had over the country.

Wayne Feed personnel and dealers attending from this area included: Dutchman Feed Mill, RD1, Stevens; Mountville Feed Service, Mountville; Rohrer's Mill, Ronks; Je'Mar Farm Supply, Lawn; White Oak

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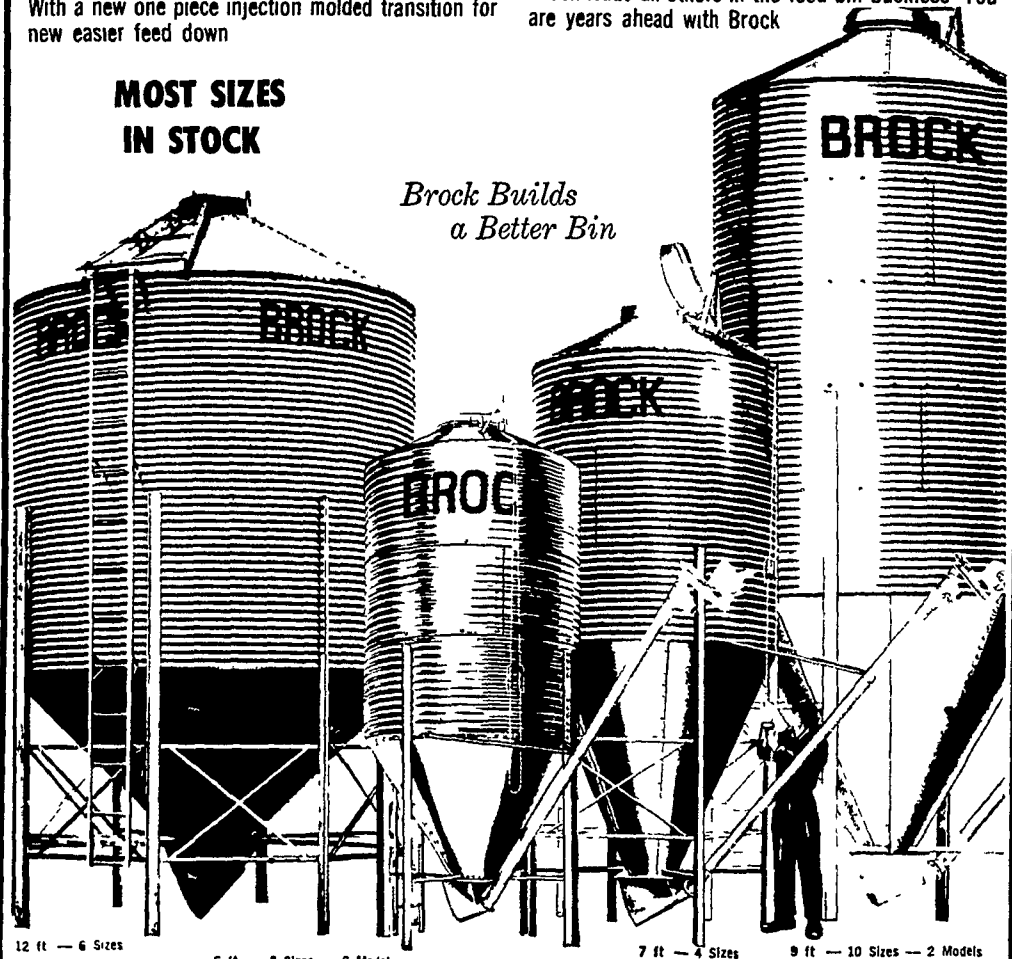
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