

Guernsey Breeders Hold Annual Meeting

Fifty persons from Lebanon, Berks, Schuylkill and Dauphin Counties attended the annual Tri County Guernsey meeting at Grace Lutheran Church, Stouchsburg recently. An address by Deputy Secretary of Agriculture Jane Alexander highlighted the day's proceedings. Her remarks were directed toward the importance of sales promotion of agricultural products by farmer owned groups and individuals.

Mrs. Alexander congratulated the Guernsey Organization for a good job in promoting an excellent product as Golden Guernsey milk, by the use of well designed place-mats and drinking glasses with the Golden Guernsey emblem. She warned, however, "Too often we are only talking to ourselves - we need to get the message to our consumers that we have a superior product for sale . . ."



Members of the Tri-County Guernsey Breeders Association elected to office for the coming year are from (left): Carl Hollenbach, secretary; Lloyd Dreibelbis, treasurer; Jane Alexander, Deputy

Sec. of Agriculture and Speaker at the annual meeting; Robert Smith, president and Warren Bucher, vice-president. The officers were elected at the breeders annual meeting held recently in Stouchsburg.

Citing an example set by Pennsylvania apple growers in using cleverly written spot advertisements for radio and television, she explained the importance of competing

with manufactured food products for the consumer's dollar. "Consumers need to know how good and wholesome food fresh from the farm is." She stressed

the need for an ongoing promotion program to keep consumers aware of the superior value of farm fresh foods produced in Pennsylvania.

MRI Cattlemen Organize Association

The first annual meeting of the American MRI Meuse-Rhine-Ijssel Cattle Association was held during the National Western in Denver recently.

More than 150 cattlemen gathered for the organizational meeting and heard the guest speaker Dr.

Wiebe DeBoer from Voorburg Holland. Dr. DeBoer is Chief Inspector for the Netherlands Herdbook Cattle Association, one of the six inspectors.

DeBoer discussed the future of the MRI cattle in America. He stated the MRI cattle are dual purpose cattle combining high milk and beef production with good feed conversion.

The concentration of MRI cattle are in the Netherlands but during the last years the breed has expanded into several foreign countries.

Following Dr. DeBoer's presentation the convention members elected the new board members. Elected to the board were: Kenneth Sutton Pierre South Dakota President; Fred Hartman Woodriver Nebraska Vice President; Verl Cutler Claremont South Dakota Secretary-Treasurer; Dr. Russell Schelkopf Sycamore Illinois; Russell Bieri Jamestown North Dakota; Bill Seward Yuma Colorado; Stan Pozorski Rapid City South Dakota; Dr. G. B. Marion Manhattan Kansas and Larry Valco Cody Wyoming.

The meeting was highlighted by what is believed to be the first sale of MRI semen in North America. Proceeds of the semen sale were donated to the Association.

Governor Shapp's anti-inflation garden program also got a boost from Mrs. Alexander. She said that everyone should at least try to grow a vegetable garden. "The early radishes, onions and lettuce will give them a taste for good fresh vegetables that will make them flock to the commercial growers for more, after their own garden gets the best of them." She indicated that these home gardens would enhance fresh sales by commercial growers instead of competing with them.

In their business session the Guernsey Breeders elected officers for the coming year. President-elect is Robert Smith, Annville; Vice President is Warren Bucher, Myerstown; Secretary is Carl Hollenbach, Bernville; and Treasurer is Lloyd Dreibelbis, Shoemaker-ville. Guernsey Project 4-H Achievement Awards were presented to Thomas, David and Dale Smith, Annville; Bertina Olleig, Hummelstown; Douglas Solady, Jeffrey Smith, Dean Heisey, Jacob Leiby and Marlin Dietrick.

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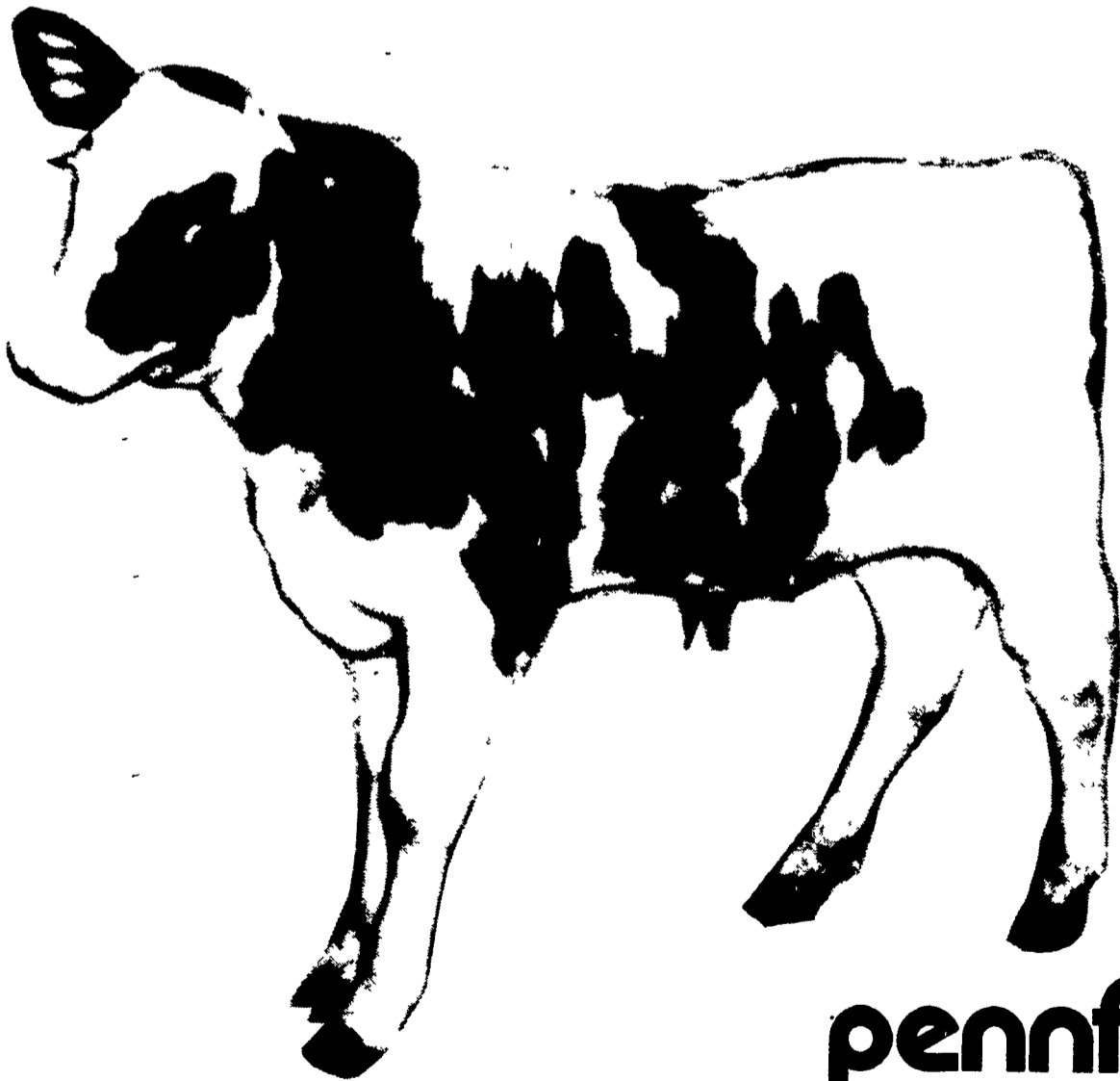
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