

# Dairyman named

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explained, "It is ready for a pipeline milking system if we ever decide to go in that direction but for now we are satisfied with our present system."

Brandt has been lauded for his outstanding management program which brought his enterprise from almost nothing to one of the distinguished operations in the area.

When asked how his program has developed over the years, Brandt expalined his personal management philosophy. "I believe that once you enter a field you should stay with it," he stated.

"I chose dairy and although it might see hard times, you cannot jump in and out of it."

Brandt noted that perhaps his thoughts on farming are different than many producers, "I'm not the kind of farmer who has to have the biggest and most ex-

pensive tractor or machinery."

"I try to get along with equipment which meets my need and using the remainder of the money in another constructive way."

Finances is one area in which Brandt has used his management abilities to keep ahead in the dairy business

"You really have to watch your finances," the farmer related, "it's a job but good decisions help the matter."

Brandt utilized much of his income from dairying to buy machinery and good needed for the farm but has tried to hold his spending at a minimum

"If you think you always have to have the best, then you'll need more money than you have to reinvest."

Getting along moderately has been one of Brandts' keys to good management and has paid off many times.

Brandt feels that although prices could be better, he has received a fair return for his work. "Things could be better and we could have better returns but, dairying, if managed correctly can bring returns."

"Many of the producers which squabble the most over prices are those which

are not managing like they should," he noted

"If you have to compete for the best things with your neighbor, you'll have to look for more money."

Not only has the young farmer been an outstanding manager with his dairy herd but also concentrates on doing a good job with his crops. Brandt has had the top corn yield among the young farmers in the area and recently exhibited the top alfalfa hay sample at the Lower Dauphin Young Farmer's contest.

Stop on Consumer Tour Brandt's farm was selected as a stop on the recently held Farm - City Week tour in Dauphin County, which saw many city dwellers come to the country. Brandt expressed his interest in reaching the consumer through more education.

"Consumers just don't understand what dairying is all about," he noted.

"I think programs like the Farm-City tour is good, but we probably failed to reach those people who really need to know our story."

The farmer expressed his concern about more educational programs for the consumer.

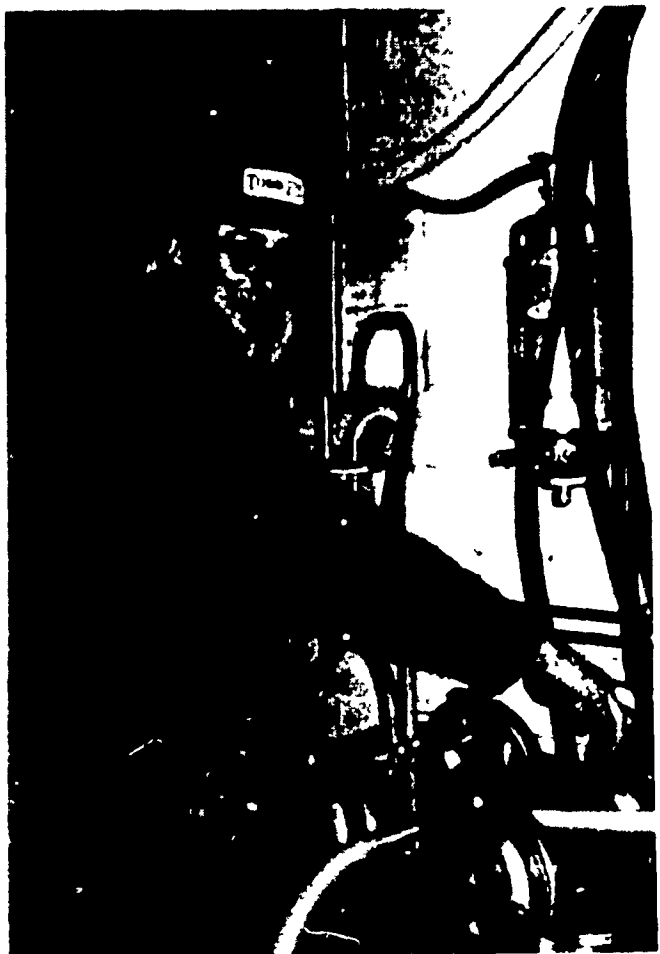
"We really need to tell them that milk is not 50 percent fat and that butter won't hurt anyone."

As a member of the Interstate Milk Co-op Brandt will see more of his milk check used for promotion and consumer education.

Along with his farming duties, Brandt has been president and vice president of the Lower Dauphin Young Farmers, and is a member of the local, state and national Holstein associations. The farmer has served as a director of the DHIA committee for two terms and was vice-president of the area Holstein group. He is also a member of the Dauphin Farmers Assoc.

Brandt has shown some of his cattle and for the past two years has exhibited the second place daughter and dam at the State Holstein Show.

Although the enterprise does have problems, Brandt expressed his desire in staying with the dairying, "its a good steady job if you work at it and make good management decisions."



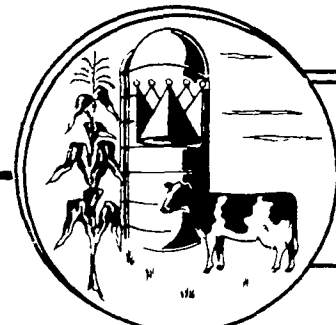
Jay Brandt, Hershey R1, was recently named as the outstanding young farmer in the state. A dairyman with milking Holsteins, Brandt also won the regional young farmer contest.

"I enjoy dairying and guess I'll stick with it as long as I can."

Brandt is enrolled in the young farmer program at the Lower Dauphin High School in Hummelstown which is directed by Ed Krebs, ag instructor.

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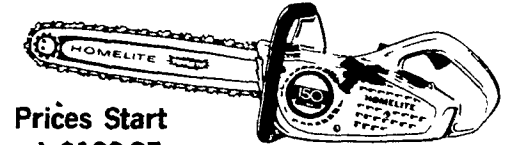
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