

Dairyman

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breeding calendar. Cows' tails are marked with four different color tapes to let him know what production status each cow is in. Yellow tape, for example, signals him that the cow is producing more than 55 pounds of milk per day.

As far as calf management is concerned, Oliver has made a U-turn. He's tried the so-called "calf hutches" and abandoned them because they just didn't work for him. The young animals are in the old dairy barn now, running loose and kicking their heels. At feeding time they're tied up. He mixes his own ration with home-grown ingredients (except for minerals, salt, and a supplement, etc.) and uses a forage harvester to accomplish the task!

Other feeds incorporated into Oliver's dairy cow feeding program include high moisture corn, and grass and hay silage. All are stored in separate upright silos, and are mixed in pre-determined amounts at feeding time. Small amounts of a commercially prepared protein feed are fed according to production while the cows are in the parlor.

Innovative and hard working, Oliver, his wife Carol, and two children, Chris and Robin, have accepted the changes on their farm with good faith. The farm has been in the family for approximately 125 years — which gives the family just a little extra incentive for believing strongly in a family operation.

Oliver reckons things will continue to change in the future just as they have in the past. Understandably, he's not sure if he'll like all the changes he'll have to make, but he's willing to stick to it — producing close to 600 gallons of milk daily; which is enough for approximately 600 families per day.

According to Oliver, the American farmers' food production potential is enormous. The U.S., furthermore, is in a good marketing position. As one who admits he enjoys farming, Oliver is happy to be a part of it all, and he is — for the most part — optimistic.

Motor Truck Transport
Approximately 41,000 trucks are used to deliver milk and dairy products from farms to plants and from plants to consumer outlets.

- From Dairy Council



Pasteur Medal Awards
The Pasteur Medals are awarded annually by the Milk Industry Foundation to give recognition to men and women in the milk industry who perform acts of heroism and exceptional service. The awards were established in 1937.

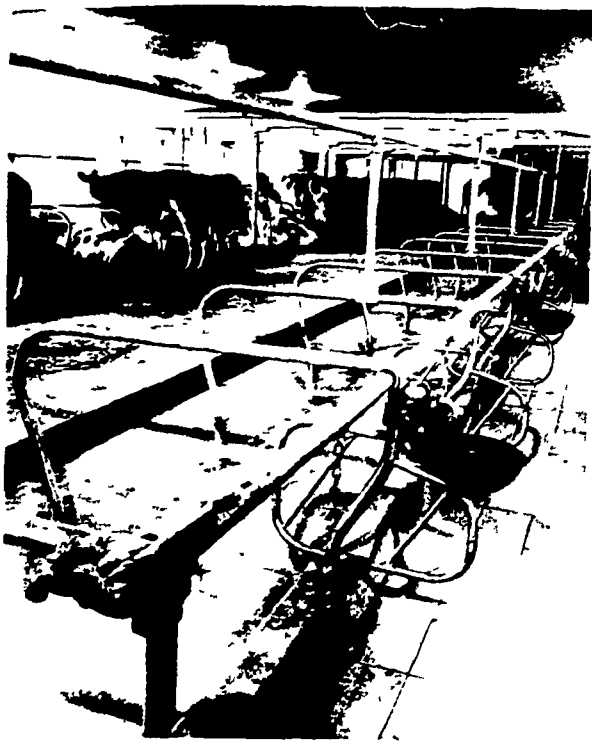
- From Dairy Council



Carol and Bob Oliver enjoy dairying and have an optimistic outlook for agriculture as a whole.



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John E. Kreider

Dairy Week celebration slated for Berks County

READING - The Berks County Dairy Association's annual Dairy Week celebration scheduled for June 14 through 19 at the Berkshire Mall in Reading promises to be an entertaining and educational experience for all. Live calves, dairy exhibits, and a number of dairy demonstrations will be presented daily, and additional special activities are scheduled to take place throughout the week.

Dairy Week's opening day activities will center around the dairy products cooking contest. Final judging will take place that evening, and the winners will be announced at 7 p.m. During the following day, contestants for this year's Dairy Princess title will be on hand to demonstrate butter making

for the public. On Wednesday at 7 p.m., the contestants and past dairy princesses will be modeling in a fashion show sponsored by Pomeroy's department store. A musical program is scheduled for Thursday from 7 to 8:30 p.m. featuring "The Relatives" playing the melodicas. On Friday evening beginning at 7:30, there will be a square dancing demonstration featuring "jigging."

The climax of Dairy Week will be the Dairy Princess Pageant to be held on Saturday evening. The pageant will get under way at 6 p.m., at which time the contestants will be interviewed on stage by the Master of Ceremonies for the event. The "Singing Millers," also known as the "Miller Family," one of

whom is a former State Dairy Princess, will perform for the audience beginning at approximately 7 p.m. At 8:00, the 1976 Dairy Princess will be named with State Dairy Princess Charlene Maust and Berks County Dairy Princess Cathy Yanos taking part in the crowning ceremonies.

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Dairy Council wants everyone to know that there is a difference between chocolate milk and chocolate dairy drink. Chocolate milk is made from whole milk and chocolate dairy drink is made from skim or partially skim milk. Otherwise, the two milk drinks are made with similar ingredients.

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- Provides more efficient use of dairy detergents.

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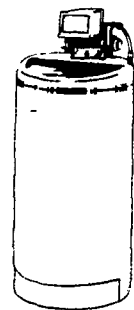


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