

Lehigh Valley projects improvement

ALLENTOWN, Pa. — Lehigh Valley Cooperative Farmers announced this month its first profitable quarter in several years and projected a substantial reduction in losses for fiscal 1976.

At the same time, Robert P. Barry, president and general manager, reported successful completion of negotiations with Kraftco on agreement to terminate a long-term contract for production of base cheddar cheese effective Oct 1. The contract, negotiated by previous management, had proved unprofitable for Lehigh.

Barry said that addition of three new, large customers for the dairy's base cheddar barrel cheese will more than offset the Kraftco business and place the cheese operation on a profitable basis. The new customers are Borden; Northfield Cheese Company, food division of Kane-Miller Company of New York; and Clearfield Cheese Company, a division of H.P. Hood Company of Boston.

Although Lehigh does not release quarterly earnings figures, Barry reported that the co-op made a profit for its second fiscal quarter, covering May, June, and July.

"We fully expect business to continue at the present level for the remainder of our fiscal year," Barry said. "However," he pointed out, "heavy losses incurred in February and March,

primarily from cheese operations, jeopardizes the possibility of a full year's profitability."

Even if fiscal 1976 is not profitable, losses will still be cut substantially from the \$1.85 million incurred in fiscal 1975, Barry stated. This compares to a loss of almost \$3.0 million in 1974, when Barry first took over management of the financially-beleaguered co-operative.

Results for the second quarter represent a remarkable turnaround for Lehigh in the short span of two years. This is attributed to a total reorganization of management, initiation of computerized cost control programs and production efficiencies, addition of several new items to the Lehigh product line, and expanded marketing efforts.

Barry revealed that several plant improvements aimed at increasing operating cost efficiency are currently underway and that increased marketing efforts in a highly profitable area of the dairy business will be launched in the near future.

Lehigh Valley is both a manufacturing and marketing cooperative, distributing a full line of dairy products in five states. The Cooperative represents 600 farmers and in 1975 processed over 390 million pounds of milk.

Sales in fiscal 1976 should reach the \$100 million mark, Barry said.

Ortho dealers at seminar

LANCASTER — Willis Rohrer, Jerry Roman, Barney Berger, Ralph Garber, Henry Breneman, Paul Campbell, and Ivan Bauman, of P. L. Rohrer and Bro., Inc., here, were among 150 Ortho fertilizer dealers and dealer salesmen who participated in the recent intensive second annual Ortho Team Seminar '76 at Inn of the Fourwinds, Smithville, Indiana.

These dealers and their representatives from a five-state area explored fertilizer problems and opportunities in a two-day, idea-packed meeting sponsored by District 1 of Chevron Chemical Company. They came from Illinois, Indiana, Michigan, Ohio, and Pennsylvania.

A combination of Chevron marketing and agronomy specialists teamed with economists from Purdue University, West Lafayette, Indiana, and Washington University, St. Louis, Missouri, to review crop, livestock, fertilizer, and credit outlook; and dealer motivation, incentives and sales techniques. Additionally, several Ortho fertilizer dealers presented case-history reports of successes in various administrative, marketing and

production-processing aspects of their businesses.

District manager, Roy Tuttle, Toledo, Ohio, emphasized that the meeting is a valuable learning and communicating experience for both dealers and Chevron-Ortho management.

Ephrata garden tractor pulling contest draws large crowd

EPHRATA — The Ephrata Fair garden tractor pulling contest drew a large crowd of about 300-400 people on Thursday evening. While the pull went well, there were few competitors. Don Beidler, Leola, who was in charge of the event, was hoping for a larger turnout of entrants.

"We're hoping for more inexperienced pullers for

next year," said Beidler. Inexperienced pullers entering competition means that more people have a chance at winning if they compete. Whereas, if all entrants are experienced the titles go to just a few people.

There is an 800 pound youth class for 8-12-year-olds which no one entered this year, and a novice class for the beginner.

"You can take a tractor right out of the lawn for that one," says Beidler. The results of the competition follow:

1000 Pound Stock
1 Randy Hollinger, Mountville, on a Cub Cadet,
2 Herb Shannon, Mifflinville, on a John Deere,
3 Brian Wise, Bowmansville, on a Case

1200 Pound Stock
1 Russell Hollinger, Mountville, on a Cub Cadet,
2 Herb Shannon, 3 Leroy Hurst, Stevens, on a Gravely

1200 Novice
1 Brian Wise, 2 Dale Weber, Reinholds, on a Gravely

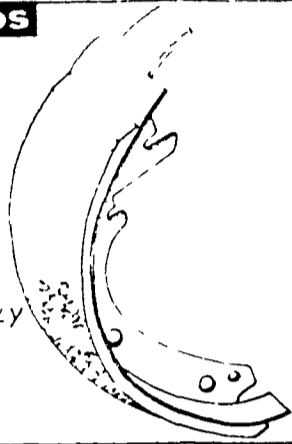
1000 Pound Super Stock
1 Leonard Hollinger, on a Cub Cadet, 2 Herb Shannon on a John Deere

1200 Pound Super Stock
1 Leonard Hollinger, 2 Herb Shannon, 3 Dale Weber.

1400 Pound Super Stock
1. Leonard Hollinger, 2 Herb Shannon

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