

'Project Equity' talk highlights PJCC meeting

READING, Pa. — The annual meeting of the Pennsylvania Jersey Cattle Club was held at the Sheraton Berkshire Inn, Reading, last month. Jersey breeders from all parts of the Commonwealth gathered for the two-day event which culminated with the annual awards banquet and business meeting.

One highlight of the meeting was a speech by Guy Crews of Columbus, Ohio, who spoke on "Project Equity"—the pricing of milk on marketable and nutritional value rather than on volume alone. Crews reported that there has been no appreciable change in methods of pricing milk in over 40 years. Research has proven that consumers prefer to drink high solids milk, but pricing methods have not encouraged production of this product. Cheese manufacturers have become alarmed by low cheese yields resulting from the low solids milk which they receive. Crews stressed the fact that protein pricing is not a breed issue and that dairymen in all breeds could benefit from a pricing change.

A convincing argument was California's component pricing system which has been in effect for several years. This state demands higher solids in its whole, skim, and low-fat milk than is accepted in the rest of the nation. As a result, California has become the country's leading state in per capita milk consumption — proof that the consumer will buy a better bottle of milk.

Crews also reported that manufacturing plants in the Mid-west which have paid for milk on protein content have raised their premiums three times because of the added profit to the plant realized by this pricing program.

Awards for the top herds and individual Jersey cows in the state were presented by Penn State's Dexter Putnam. Results were: top herd (under 50 cows) for

milk — William and Susan Dietrich, Pipersville, Pa., with 11,361 pounds of milk; top herd (under 50 cows) for fat — Clyde McConaughey of Smicksburg with 564 pounds fat; top herd (50 cows and over) for both milk and fat — Wallace Mellott, Harrisonville, with 12,997 pounds milk and 698 pounds fat; top herd in classification (under 50 cows) went to Mildred Seeds, Top-O-Hill Farm, Downingtown; top herd in classification (50 cows and over) was G. Richard Moose, New Wilmington top individual cow in the state was a two-yr.-old owned by Cynthia Waltemyer, Walebe Farms, Collegeville. The cow produced 18,467 pounds milk, and 911 pounds fat on her first lactation. Miss Waltemyer was also the winner of both the Brunges Production trophy and the Olmstead trophy. Winner of the Fetherolf Trophy was Norman D. Weaver of Bradford County. Distinguished Service award went to Adolph Zoellin of Ottsville, the founder of the

good Freyhof herd of Jerseys, winner of production awards in recent years.

The 1976 World Jersey Congress held in Australia and New Zealand was the subject of a slide presentation by William Swingle of Canton during a social hour held Friday evening. Berks County's dairy princess, Nedra Yoder, crowned the new Pennsylvania Jersey Queen, Lori Sollenberger of Everett, in a ceremony which concluded the evening's events.

The annual PJCC Calf sale, which supports the Pennsylvania youth fund, was held Saturday morning at Long Meadows Farm in Hamburg. A dozen registered Jersey heifers, ranging in age from three to eight months, were sold into Virginia, New Jersey and Ohio as well as Pennsylvania. The top selling heifer at \$710 was a daughter of Generators Orator of Ogston, consigned by Ogston Farm of Columbus, N.J., and sold to Jack Ernest of Fredericktown, Ohio.

Consumer day set for Thurs.

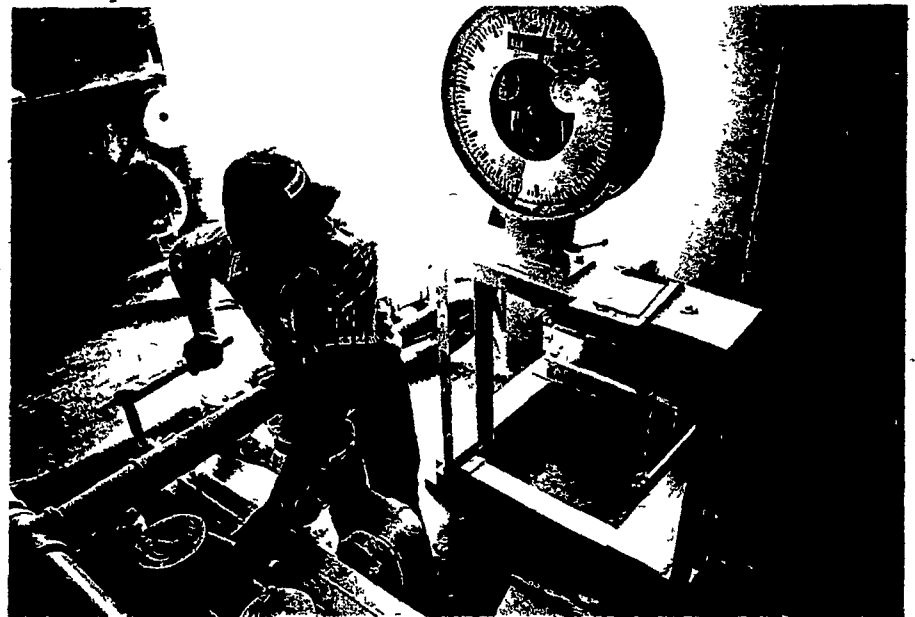
MEDIA, Pa.— Harold E. Neigh, consumer economics specialist with Penn State University will tell listeners if they are being "ripped-off" by middlemen during the third annual consumer day being held at the Delaware County Community College on Rt. 252 north of Media, on April 14. The program, titled "Living with Inflation: It Here To Stay," is sponsored jointly by the Penn State, the Delaware County Community College and the Federated Women's Clubs of Delaware County.

Outstanding speakers will be featured as well as eight workshops from which to choose. Topics such as "Making Small Home Repairs," "Furniture Cosmetics," and "Women and Credit" will be offered. To register, send a check for \$2 made payable to DCC

to Consumer Day, Delaware County Community College, Media, Pa. 19063. Bring a brown bag lunch. A beverage will be provided both during registration and lunch. Dessert will also be served for lunch. The public is invited to attend.

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