

1976 one of best years

Atlantic honors Sam Guss

MOUNT JOY, Pa. - Penn State University's former Extension veterinarian, Dr. Samuel B. Guss, was honored by Atlantic Breeders Cooperative last month for his contributions to the cattle breeding industry. The citation was presented during the Cooperative's 13th annual meeting, held here at Hostetter's Dining Hall.

Guss joined the Penn State staff in 1955 and retired last year. For more than 20 years he devoted most of his time to dairy and livestock health problems, working closely with private and public organizations, such as Atlantic Breeders. Prior to his coming to Penn State, he was a practicing veterinarian with 12 years of experience.

The recognition extended to Guss by Atlantic Breeders is just one of many citations the now retired Extension veterinarian has received. He has earned the Pennsylvania Dairymen's Association Award, the American Association of Extension Veterinarians Award, The Pennsylvania Veterinary Medical

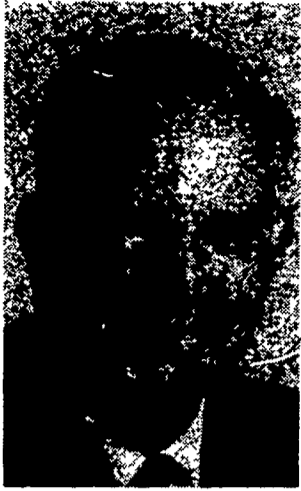
Association's Distinguished Veterinarian Award, Pennsylvania Dairy Goat Association Award and the Pennsylvania Grassland Council Award.

FAVORABLE YEAR REPORTED

The annual meeting was called to order by Herman Stebbins, president of the board of directors for ABC. Stebbins told the gathering, which included numerous Extension personnel from southeastern Pennsylvania as well as from Penn State's University Park Campus, that the Cooperative had a "very favorable business year during 1976."

"Atlantic's 33rd year of operations, was one of the most successful in your Cooperative history. Total units of semen sold increased over 1975 and progress was achieved by all divisions of the daily operations. For the second consecutive year, revenue exceeded \$3,000,000 and the net margin was over \$500,000." ABC reported.

A total of 709,338 units of semen were marketed by Atlantic, or two per cent more than the previous year.



Sam Guss

About half of this volume was used through Professional Technician service and sales direct-herd breeders. The other half was shipped to the Noba and Louisiana studs in NAL Affiliated Breeders, other domestic distributors, and export distributors. Major gains in marketing volume were through direct-herd breeders and foreign customers.

Non-return rate on first services by professional technicians was 71 per cent the same level as in 1975.

The average professional technician breeding fee per service last year was \$6.72, and the service volume by fee category is as follows: \$4 young sires - 5.6 per cent; \$5 regular - 28.0 per cent; \$6 special - 34.1 per cent; \$8 premium - 7.9 per cent; \$10 premium - 23.6 per cent.

Technicians reported 11,959 farm visits in their continuing quest of more business, or 60 per cent more

than a year ago. They also measured 16,683 cows for the Mate-Rite program, an 88 per cent gain. During the year, a unit survey program was carried out to more clearly define the potential for future sales effort and design effective methods of follow-up contacts with the best prospects.

In the growing sales effort outside of Atlantic's service area, two additional domestic distributors and three foreign distributorships were established. Considerable work was done to not only complete the detailed arrangements for numerous foreign shipments, but to also provide information and training for overseas customers.

Stebbins noted that "Although expenses again increased by 6 per cent, your Cooperative has paid another 15 per cent patronage refund, equal to the return for 1975. Twenty cents of each refund-dollar is returned in cash and the remaining eighty cents is issued as a certificate to be revolved in cash when declared by the Board of Directors. The Cooperative's financial statement continues to be especially strong." Guest speaker for the program was Dr. William Baumgardt, head of the Department of Dairy and Animal Sciences at Penn State. His topic was "How Penn State Relates to the Animal Industry of the Future." He spoke of existing programs and opportunities at the College and what the University had to offer to the increasing number of students interested in agriculture.

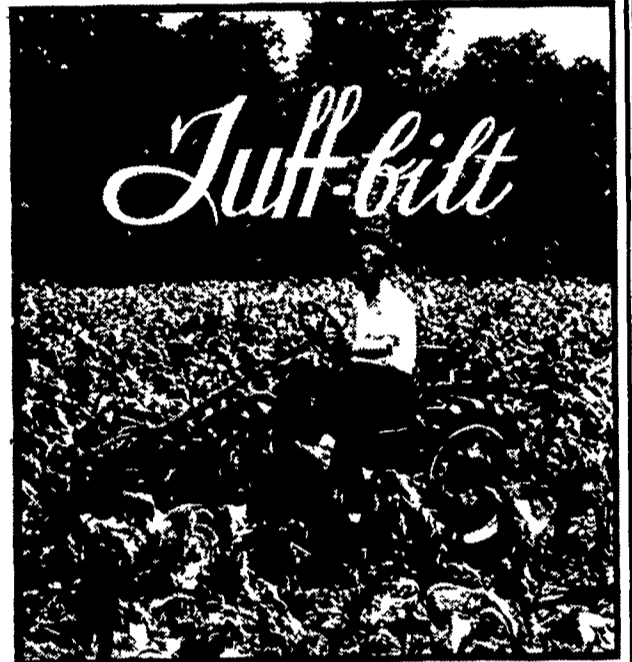
Deficiency payment not needed for 1976 corn and soybean crop

WASHINGTON, D. C. - Secretary of Agriculture, Bob Bergland, recently announced there will be no deficiency payments made for 1976-crop corn and sorghum. Under current legislation, deficiency payments are made to producers when the average market price received by farmers for corn and sorghum during the first five months of the marketing year (October-February) is less than the established 'target price'.

The national weighted average price received by farmers for corn was \$2.24 per bushel and \$1.97 per bushel (\$3.52 per cwt.) for sorghum. Since these prices are above the 1976 corn target of \$1.57 and sorghum target of \$1.49, there will be no deficiency payments.

Deficiency payments have never been made on either corn or sorghum in the four years of the program.

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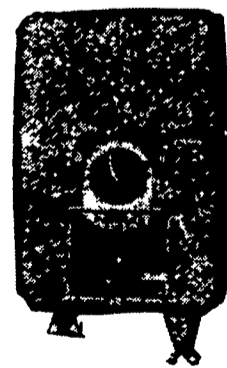
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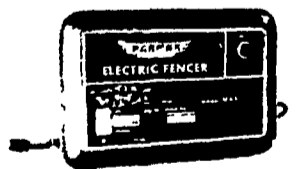
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