

# Tired of being 'milked'

(Continued from Page 10)

is. Would these producers have shipped it to Lehigh Valley had they know of these financial problems? This seems to be running into the same situation as in 1974 when management did not tell the whole truth. I resent having to pay a management team to run a milk co-operative, and then find that every few years they come back to the farmer for extra funds to support deficiencies in management. If there is no more money in the sale of milk than Lehigh Valley is presently able to receive,

then management must be paid accordingly. It is my understanding that management should take steps so that every facet of the organization is doing well; however, we find that certain divisions of the plant are losing money, and every time it occurs, the management comes to the farmer to bail them out instead of correcting the situation so a profit can be made.

I don't foresee any bank that charges 8 to 10 per cent interest on their money, issuing certificates with no interest, only collateral. I, as

a farmer, would do very well on that type of set-up.

I understand the assessment for 18 cents per hundredweight of milk shipped for the first six months of the year is illegal. According to my interpretation of the by-laws, only a maximum of 25 per cent can be removed, and cannot be retroactive. In talking with a great number of farmers, this also is their interpretation. If we are wrong, then perhaps we became involved in the "Dumb Farmer" syndrome, and believed what we were told by management.

Criticism without some design of betterment is usually not worth very much, so with this in mind, I will offer the following suggestions:

1. That management be reduced in salary with a clause for a percentage of the profits. In other words, without a profit realized within a reasonable amount of time, one cannot expect to share in monies designated for depreciation and capital improvements, or in the farmers' income.

2. If monies are needed from time to time to market surplus milk, those monies should be based on the total of excess milk produced by each farmer, as only excess milk apparently is causing

the financial problem in the milk market. Thus, a farmer who is a good farmer and produces no excess milk would not share in the marketing expense incurred. Assessments should be monthly, current, and within limits set up by members and management.

3. That milk be sold not because it is cheap, but because it is better. The recent price war between milk marketing companies in New York City has been approached on a price only situation. This will probably continue until there is no profit. Lehigh Valley must, at some date, institute a program of better milk at a better price, brought about by an incentive program to those farmers who do a good job of producing milk. Milk with higher protein and solids, and a more flavorful taste has more public appeal, therefore, it should sell at a premium, at which a profit can be made for everyone. Milk has a long history of being a political football, and this can be removed by comparison selling a better product to the Consumer. If soda with little or no nutritional value can sell for \$1.79 a gallon, then milk, with all of its nutrition, should sell for an equal amount. One commissioner on the milk board

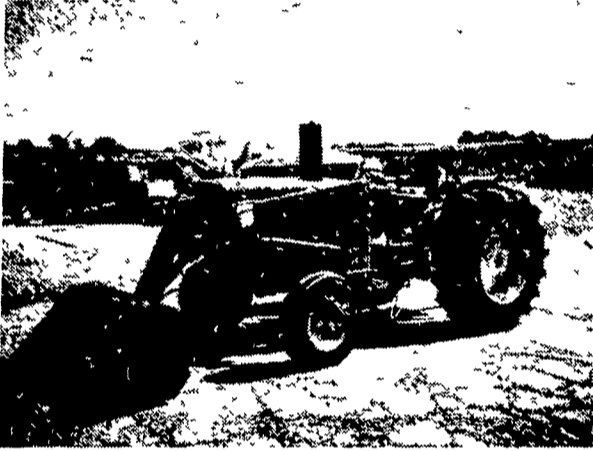
recently stated that she purchased milk from a "jug-type" farm store because of the better taste. Perhaps a lesson can be learned here.

4. Since July 17, according to The Allentown Morning Call (Thursday, August 17), 150 administrators and 60 union members have been laid off. It seems to me in a plant this size, there must have been a lot of "no-workers." When a farmer doesn't work, he cannot very well ship milk, so we would expect those in the plant to be doing a reasonable job in productivity for whatever position they hold. Also, no new employees should be added to the payroll unless it is absolutely essential.

5. If some capital cannot be raised from accounts receivable and current sales, this indicates to me a very poor job in management is occurring. Similar to this; a president from another milk cooperative received 1/2 cent per gallon for all the milk sold, which was sold at a loss, but he still received his 1/2 cent a gallon, at no profit to the co-operative. If, in fact, the sale of milk cannot support the industry that produces it, then perhaps the whole procedure of milk marketing at Lehigh Valley must be re-evaluated. To

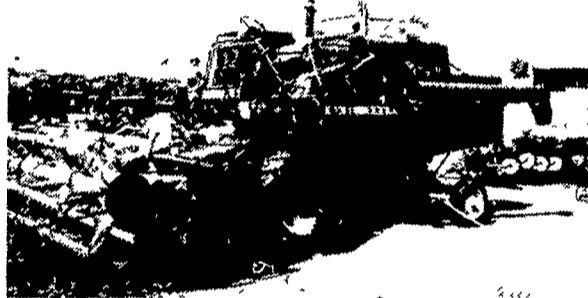
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# SUMMER VALUES



### USED TRACTOR

John Deere 2020 Diesel w/Hi Lo Shift, engine overhauled, new tires, new paint, 143 loader. **\$6,750.**



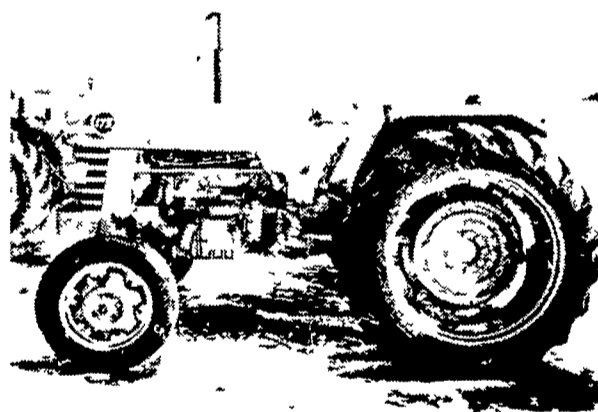
### USED COMBINE

John Deere 3300 w/13 ft. Platform. **\$15,700.**



### USED COMBINE

John Deere 55 Corn Soybean Special 12' Head. **\$11,700.**



### USED TRACTOR

M.F. 175 Diesel. **\$5,850.**

### USED HAYBINE SPECIALS

New Holland 479 **\$2,750.00**  
John Deere 1209 **2,450.00**

### USED BALER SPECIALS

New Holland 67 Baler **\$1,150.00**  
John Deere 14T **750.00**  
John Deere 14T w/ejector **700.00**  
John Deere 24T **950.00**  
NH 269 w/thrower **1,750.00**

### USED TRACTORS

John Deere 3020 w/cab **\$5,150.00**  
John Deere 1520 w/Hi-Low Shi(SOLD) **4,550.00**

### USED GRAIN DRILLS

MF 1138 21x7 Plain Grain Drill **\$1,650.00**  
Co-op 15x7 Fert Grain Drill w/grass seed attach **750.00**

### USED PLANTER SPECIALS

Tag 11650 John Deere 1250 - 6 Row Plateless **\$2,350.00**  
11941 John Deere 494A - 4 Row **650.00**  
11934 John Deere 494A - 4 Row **1,275.00**

### MISCELLANEOUS

New Set 18 4x30 Snap on Duals w/New Goodyear 6 Ply Tires **\$1,050.00**

### USED COMBINE SPECIALS

AC - C w/4 Row Corn Head 14' Platform **\$8,750.00**  
Cockshutt 427 w/Power Steering & 10' Platform **1,450.00**

### USED TILLAGE SPECIALS

John Deere 4-16" Hyd Reset Three Point Ford 4-18" Semi-Mount Spring Reset **\$2,250.00**  
MF 720 Disk Harrow 28 Blade w/Hydraulic Cylinder A-1 **2,450.00**  
IH #710 4-16" Auto Reset **3,950.00**  
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