

# Dairyalea's PR manager comments on program

By DIETER KRIEG  
PEARL RIVER, N.Y. — Bruce Snow, manager of public relations for Dairyalea Cooperative, Inc., says his cooperative's recently enacted capitalization program was two years in the making and will give the

70-year old organization financial stability.

In a telephone conversation with Lancaster Farming this week, Snow admitted that no business organization could exist on the type of financing that was previously practiced at the Pearl River-based cooperative. Up until recently, all of Dairyalea's certificates were of the interest-bearing, 10-year rotation variety which kept the organization in constant debt.

The old Certificates of Indebtedness are now being turned into equity certificates. Members of the cooperative have three alternatives to gain that equity in the financial structure of Dairyalea. 1. They may purchase certificates at 55 cents to the dollar; 2. They may take deductions from their milk checks at 20 cents per hundredweight for the first 50 per cent of their required equity, and 3. They may continue deductions at 11 cents per hundredweight for equity payments beyond the 50 per cent level.

A member's contribution towards the equity plan was

calculated by taking his 1977 annual milk production and multiplying it by \$1.20 per hundredweight. A farmer with 70 cows, for example, and a production of 1 million pounds of milk for the year, would be obligated to purchase \$12,000 worth of equity. He may do so at a rate of 55 cents on the dollar because the old Certificate of Indebtedness were purchased by Dairyalea from previous owners at 53 cents on the dollar. The two cents difference goes to pay for costs involved with the transactions.

"It doesn't solve all our problems but it does put a foundation under us to give us the ability to solve problems that come up," commented Snow.

"There was a certain amount of apprehension about it at first, but overall, we've seen a tremendous amount of enthusiasm coming from our members," the PR man continued. He, like many others, gives much of the credit to the co-op's new general manager and executive vice president, Robert Maerz.

Noting that the milk marketing situation in the Northeast is very volatile and complex, Snow said Dairyalea is now stressing sales of consumer products. He pointed out that the marketing situation has become so competitive that Sealtest and Borden have both left the area, leaving only Dairyalea of the original "big three."

Snow points out that there are presently 121 milk dealers in Federal Order 2. Ten of those handlers handle 61 per cent of the available milk while the other 111 compete for the remaining 39 per cent. Dairyalea has seven fluid milk plants and five manufacturing plants.

Snow says that the vast majority of Dairyalea members decided to stay with the cooperative because they recognize the security of marketing that a cooperative offers. He admits, however, that the show of confidence wasn't without reservations.

"Our members have noted that they won't pick up the

tab for bad decisions and anything less than effective, aggressive marketing," he said, adding that "our members shouldn't have to pick up that tab."

"Milk right now is in short supply. Memories are also short," Snow continued, referring to the hectic marketing conditions experienced by all Northeast dairies last Spring. Some farmers have forgotten about that and they continue to reflect optimism in marketing no matter what.

The Dairyalea membership, Snow speculates, is aware of the volatile marketing situations that can arise and is therefore willing to invest in some security for future sales.

According to latest available figures, 57 per cent of the Dairyalea membership has already met 100 per cent of its equity commitment. Another 16 per cent of the membership is at the 50 per cent stage.

Snow points out that the offer of certificates to members at a rate of 55 cents per dollar was discontinued as of November 20. A somewhat higher asking price is in effect now, and after December 15 the discount offer will be discontinued. A subsidiary of Dairyalea, Dairy League Cooperative Corporation, will purchase the remaining certificates.

Dairyalea, which registered sales of \$365 million in 1977, is accepting new members, Snow says. They, too, will be required to take part in the equity program. Dues are currently nine cents per hundredweight.

## Deer to be dressed

HARRISBURG - Successful deer hunters in Pennsylvania are urged by the Game Commission not to dress out deer along roads. The task should be performed back in the woods, where entrails will not be unsightly and offensive to motorists and landowners.

## Hunting Calendar

HARRISBURG - Below is a calendar for the coming hunting seasons.

December 9 - Duck, sea duck, coot, merganser season closes.

December 9 - Antlered deer season closes.

December 9 - Antlered & antlerless season closes, special regulations area, southeastern Pennsylvania.

December 11 - 6-Day antlerless deer season opens, in southeastern Pennsylvania.

December 14 - One-Day antlerless deer hunt, special deer management (Allegheny National Forest) area.

December 15 - Antlerless deer season opens.

December 16 - Antlerless deer season closes.

December 16 - 6-Day Antlerless deer season closes, in southeastern Pennsylvania.

December 16 - Snipe & woodcock season closes.

December 19 - Goose season closes.

December 26 - Muzzleloader & archery deer and winter small game seasons open.

December 26 - Canada goose season opens, in southeastern Pa.

December 26 - Snowshoe hare season opens.

January 1 - Mink & muskrat trapping season closes.

January 1 - Snowshow hare season closes.

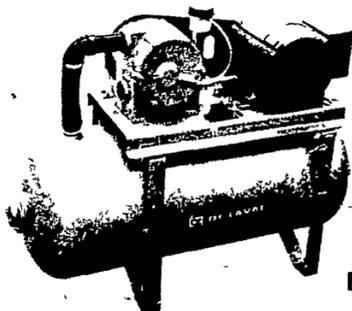
January 5 - Crow season opens.

January 13 - Muzzleloader & archery deer, winter small game and canada goose seasons close.

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