

This is an architect's sketch of what the Waverly dairy plant will look like when fully completed. It is to be the largest mozzarella cheese plant in the United

States. Eastern Milk Producers Cooperative has a 20-year contract to provide the milk for it.

# Eastern smiles when it says 'cheese'

By DIETER KRIEG

SYRACUSE, N.Y. — The chaos and complexity of milk marketing in 1977-78 still has some dairy cooperatives licking their wounds. Eastern Cooperative Milk Producers, headquartered here, is among them.

They've been knocked about by burdensome surpluses, handlers' bankruptcies, closed doors, bad debts, insufficient operating funds, and internal turmoil. The list could go on. What's more, their problems are far from over. The management admits that, but they're also hopeful for improvement.

Some knowledgeable observers of the

industry doubt that Eastern can overcome its problems. But don't tell that to the top brass of the 4500-member dairy farmers' organization. While admitting that they've suffered some stunning blows, and that a lack of foresight on their part was responsible for some of their defeats, the official bottom line from Syracuse is of a positive nature.

Much, if not all of the official optimism displayed by Eastern's management can be traced down to one word: "mozzarella".

Mozzarella is an Italian cheese manufactured on a huge scale by the Leprino Cheese Company. Eastern is

under contract with Leprino to supply milk to the cheese industry giant for a 20-year period. The dairy cooperative's management, directors, and a majority of the remaining membership look at this association as a means to not only solve problems, but to also provide a bright future.

The idea has sparked considerable controversy and misunderstanding. The issue itself, and subsequent reports about the deal in some trade journals have contributed to a substantial reduction in membership. Eastern's director of member and public relations, Lisle Dutton, says the membership now stands at

4500. By comparison, the cooperative's news releases of a year ago claimed a roster of 7000 members.

According to Eastern's president, Arden Tewksbury, a dairy farmer from Meshoppen, Wyoming County, Pa., the depleted membership leaves the cooperative with a dedicated, solid core from which positive support can be expected.

Tewksbury, among others at Eastern's headquarters, acknowledges the sharp criticism that has been directed towards the wounded cooperative. He says he is

(Turn to Page 107)

## YOU'VE HEARD THE TALK.

There's a better way to dry grain. It's called CHILLCURING™ because it means CURING without heat. Here's what the talk is all about.

### THE GRAIN

Every kernel of grain is alive when it comes out of the field. It is a seed, able to grow because it has the ability to take on moisture. Likewise, it can be kept in a state of preservation by removing the moisture already in it.

But by heating the grain to dry it, the seed life is destroyed.

By removing heat and moisture from the grain, it becomes dormant, and stays alive. Then it can ripen to full weight, losing only water while keeping valuable protein, starches and sugar

### THE SYSTEM

It's simple. Grain goes from the field right to the bin. With the unique AIRFRAME™ and AIRFLOOR™ the grain rests on a solid bed that allows maximum ventilation.

Clean dry air is the best curing medium for the grain. GRAINLAMPS™ provide electric sunshine, cleaning and drying the air beneath the floor, before it passes through the grain.

Fans force air under the floor. Rising through the grain, this dry outside air carries away moisture and heat.

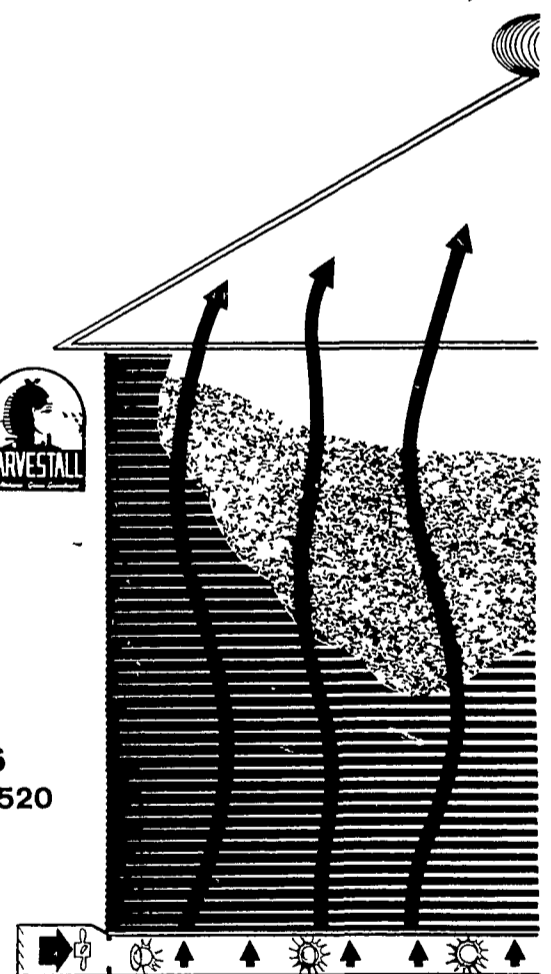
At the peak of the bin a jumbo 40" turbine, the WHIRLCOOLER™, puts nature to work for you. Wind and rising air keeps it turning, venting the system naturally.

A special HARVESTAT™ Control System monitors the curing process. A simple setting controls the GRAINLAMPS™ to make use of free, natural air.



Advanced Ag Products

RD 2 Box 174 Elverson, Pa. 19520  
215-286-9118



### THE FACTS

1. You can't beat Nature. HARVESTALL GRAIN CHILLCURING™ uses the same elements that ripen and preserve grain if left to itself: free flowing air and infra red rays (sunshine)
2. CHILLCURING™ has been tried and proven in 17 states on over 3000 farms. The research is in: CHILLCURING™ WORKS!
3. The CHILLCURING™ system uses only the electricity to power fans and lights, using about 1½ KW hrs. per bushel. Compare that cost to other systems that use increasingly expensive fuels to get disappointing results.
4. The grain goes from the field to the bin and stays there till you need it. Save time and money at harvest with the one step HARVESTALL CHILLCURING™ and storage system.
5. If you're in the market for grain storage, you owe it to yourself to look further into HARVESTALL GRAIN CHILLCURING™