

## Clyde Robison is honored

STATE COLLEGE — Clyde S. Robison, well-known Jersey breeder from Washington County and active leader in local, state and national dairy organizations, was honored with the 1981 Distinguished Dairy Science Alumnus Award at the annual banquet of the Penn State Dairymen's Club.

As the honor was bestowed, Paul Wangness, head of the department of dairy and animal science,

told the recipient:

"We are proud to claim you as a Penn Stater. We think you are a tremendous credit to the dairy industry."

Born on the family's 280-acre farm at Coal Center, Robison graduated from Penn State in 1939 following a two-year program in dairy production.

Returning to the farm, he worked in partnership with his father and assumed ownership in

1960. Presently, the registered Jersey herd includes 125 milkers and nearly 100 replacement stock.

Always among the Jersey leaders in DHIA, the herd includes some outstanding individual producers. One member of the herd recently recorded the highest milk and fat production for the breed in the state, including 20,757

lbs. of milk and 1,126 lbs. of butterfat in 305 days of test. Another has recorded 17,891 lbs. of milk and 1,105 lbs. of fat.

Credit for these production records are shared by Robison and his son, Robert, who work together in partnership.

Among his many awards have been the Master Farmer Award

and the first Charles Cowan Award as Dairyman of the Year, which is presented by the Pennsylvania Dairymen's Association.

Throughout Washington County and on the state and national levels, he is known for his work and service to a wide variety of agricultural and dairy organizations.

### Booklet details UDIA market study

ROSEMONT, Ill. — United Dairy Industry Association has published a booklet which outlines the design and results of its 10-Market Study of non-brand milk advertising.

The study found that, in the 10 markets, returns to dairy farmers from non-brand milk advertising were \$2.20 for each \$1.00 invested. Results also showed average milk sales were 3.6 percent higher with non-brand milk advertising than they would have been without it.

UDIA's 12-page, 2-color booklet, "10-Market Study Shows Non-Brand Milk Advertising Pays," contains information about the history of milk advertising studies, the 10-markets, the econometric model use for analysis and the way in which net return was calculated.

An information copy of the booklet may be obtained by contacting: United Dairy Industry Association, Dept. TMS, Box 721, Rosemont, Illinois 60018; telephone: 312/696-1860.

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As 1981 Distinguished Dairy Science Alumnus, Clyde S. Robison, right, Washington County Jersey breeder, receives congratulations of Paul Wangness, head of

Penn State's Dairy and Animal Science Department. Looking on during ceremonies at Dairymen's Club annual banquet is Mrs. Robison.

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