

MCMP

(Continued from Page A1)

marketing activities and are financially strong."

"Functions which can best be handled at the corporate level will be handled in Louisville, and matters best handled on a local level will be dealt with in Baltimore," noted MCMP general manager Ralph Strock.

Dairymen, Inc., follows the policy of centralized direction, but decentralized operations within each division. Thus, MCMP will continue to maintain its own division board of directors and management team.

In the final moments before the last two or three ballots were collected from the raptly attentive audience, manager Strock again outlined the months of study that had brought the cooperative to this history-making meeting.

He said the cooperative had looked in several directions, seeking a partnership where they would be best equipped for the changing demands of the dairy industry. Strock predicted milk volume handling by farmer-owned

cooperatives will continue to increase; buyers will become larger nationwide or regional customers, requiring large volume suppliers; and successful suppliers will be those with the foresight to increase their scale of operations to new market needs.

The manager also predicted that, following this pattern of ever-larger marketing organizations, in the future the nation's supply of milk is likely to be handled by perhaps 13 to 15 large, regional cooperatives.

"Maryland Cooperative is an organization that believes like we do," said P.L. Robinson, president of Dairymen, Inc. "The cooperative's biggest responsibility is to guarantee established markets for members."

Expanding on that theme was Ben F. Morgan, Jr., Dairymen's chief executive officer.

"Our purpose is to serve the dairy farmer in the marketplace and give some meaningful influence," said Morgan. "Dairy farmers should make the rules, not by playing 'catch-up'."

During a pre-ballot tabulation question-answer session, Morgan

fielded one query on how milk would continue to be handled within the Baltimore market area.

He indicated that if bottling plants in the area would come up for sale, Dairymen would evaluate their possible acquisition in a "strictly businesslike way." If the operation of such facilities would be deemed profitable, the cooperative would then consider such purchases.

Flav-O-Rich, the processing-sales arm of Dairymen, Inc., is a wholly-owned subsidiary of the members, operating 20 bottling plants. Last year, Flav-O-Rich earned \$5.6 million on operations, and is projected this year to \$6 million. Management of Dairymen, Inc. speculates someday the processing business may completely fund the operating costs of running the large cooperative.

According to James W. McDowell, Jr., vice president of operations for Dairymen, roughly 97 cents of every dollar of milk handled through the cooperative returns to producers. That translates, he says, to about 40 cents per hundredweight in operating

costs.

One as yet unsettled issue, the method of raising milk promotion funds, emerged during the member question-answer period preceding the vote counting. Maryland Cooperative members have been contributing 13 cents per hundredweight, but funds were subject to "ask-out" by those not wishing to support the Federal Order 4 promotion program.

For the past two years, Dairyman, Inc. has operated their own cooperative promotion program, based on board philosophy and policy aimed at long-term goals of marketing milk.

"We develop a game plan, as to our objectives, and put our dollars there," explained McDowell.

That funding amounted to a mandatory 8.1 cents per hundredweight, with no "ask-outs" permitted.

McDowell assured MCMP producers the workability of the Order 4 program will be carefully analyzed and a decision made only after intense study.

With the approval of MCMP members to merge, Dairyman, Inc., now encompasses 8,000 farmer-members operating in 17 states.

DID YOU EVER SEE A TREE AFTER A FOREST FIRE



CORN SILAGE TIME

Machines To Do Your Work Faster
With Less Fuel Cost



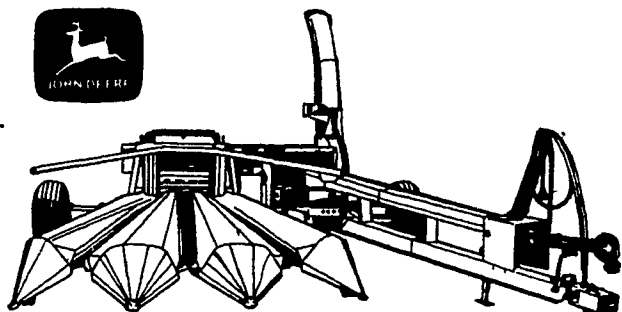
**The 48-knife 3960
Powr-Mizer Forage
Harvester . . .
more capacity from
tractors up to 180 hp**

**WAIVER
of
FINANCE
TO
JANUARY
1982**

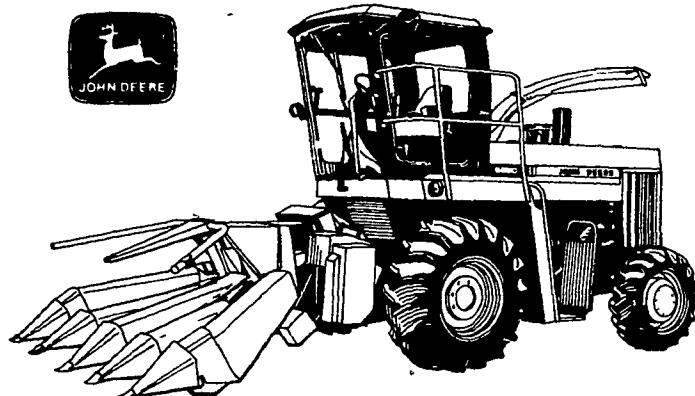
**Two new Time-Mizer
Self-Propelleds**

210 hp Model 5720
275 hp Model 5820

**8 and 18%
more horsepower**



In Stock
Ready To Go



USED FORAGE HARVESTER

**JOHN DEERE
3800
With
2 R Corn**

**JOHN DEERE
38
With
2R CORN**

**FOX MAX I
DIESEL
Self-Propelled
Forage
Harvester
3 Row Narrow
No Cab**

**INTERNATIONAL
650
Forage
Harvester w/
Pick Head and
2 R Corn Head**

**FOX 3005
Forage
Harvester
w/2 Row
Corn Head**

**SPECIAL RENTAL
243 with Chopper Drive, Like New**

\$3995⁰⁰



CHAPMAN EQUIPMENT CENTER, INC.

Corner of Ruppssville Road & Chapman Road, Wescosville, Pa. 215-398-2553
Open Mon. thru Fri. 8:00 AM to 5 PM; Sat. 8:00 AM to 12:00



Area Codes 215 & 717 Call Toll Free... 800-322-9289

Area Codes 201, 301, 302 & 609 Call Toll Free... 800-523-9323