Mix says cull, cut-back

and promote

TUNKHANNOCK - Lew Mix from Agway, Inc. in Syracuse; N.Y. addressed the overproduction problem at the recent NEBA - Sire Power Open House.

"We must substantially increase marketing of milk through promotion, advertising and market channels or cut back on production," Mix said.

Mix emphasized that 400,000 to 500,000 cows should be removed \land from the production market to get under the price support plan.

The support price for 3.5 percent milk will be \$13.18, compared with the present support of \$12.80. Secretary Block has announced the support price and purchase prices. will be adjusted to the minimum levels authorized upon enactment of the 1981 farm bill, which is still under consideration in the House of Representatives.

Mix reported that in 1980, dairy farmers produced a record 128.4 billion pounds of milk. Fur-thermore, he said that 9 to 10 percent of the total production ends up as government purchases and 88 percent of cheese is in the Commodity Credit Corporation.

Mix told the more than 1800 dairy farmers from Central, South and Northeastern Pennsylvania and New Jersey that the future of the dairy business should not rest upon government support, but prosper through a strong and active marketing program, partially financed by producers.

"The Northeast is doing a better job at balancing supply and demand than the West Coast dairymen." He continued, "The point is we must market our product more efficiently."

To obtain efficiency; Mix listed several management guidelines. He said producers should strive for:

- Getting better rather than bigger.

- Intensive culling, especially cows that produce 450 pounds of fat or less.

Higher output and efficiency per worker in the dairy operation.

~ A feeding program with sufficient fiber to maintain butterfat test and reduce health problems.

- Lower interest costs through refinancing debts.

- Maintainence of cash-flow and determination of total cost per cow.

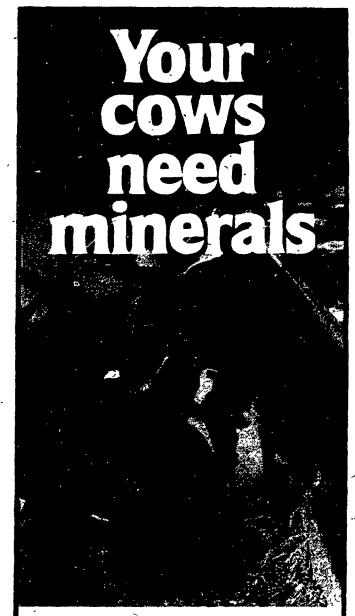
- Debt load per cow not more that \$3,000.

The open house offered visitors a look at the brand new sire production barn which includes 31 stalls.

"With our increase in sampling young sires, this new barn was neccessary for the growth of the program," reported assistant manager Lloyd Ébersole.







because a cow needs a total of 17 different. minerals in the proper ratios and at the right

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