



Brockett's Ag Advice

By John E. Brockett
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Management Goals

In last week's column I discussed an article appearing in Hoards Dairyman. In that same issue there was a summary of a program being undertaken by the dairy industry of Virginia. Its basic philosophy was great. They listed production goals, economic guides, and quality milk goals.

Something like that may be a good starter. I would like to build on their program and offer you some goals.

Production Goals

Increase your production per unit by 10 percent with a reduction in cost per unit of 10 percent.

Use a DHI testing program, forage testing program, and soil testing program.

Economic Goals

Aim for a total of cash operating expenses plus debt service of less than 90 percent income.

Aim for outstanding bills (accounts payable) owed to supply and service people of less than 45 days duration.

Make all money borrowed for more than one year purchase necessary and profit making capital items.

Dairy producers aim for a feed conversion of \$200 livestock return for each \$100 worth of feed fed (including a value for home raised feed).

Swine producers aim for a feed conversion of 4 pounds or less of feed per pound of pork.

Crop producers aim for a cost of

less than \$2.40 per bushel of corn on a yield of no less than 100 bushels per acre.

Promote your product by farmstead appearance, advertising, marketing a quality product, encouraging the use of your product to produce new and innovative items that appeal to consumers. Farmers should learn what the consumer wants then gear their promotion to that "want".

Dairy farmers produce top quality (minimum 16 percent crude protein) forage.

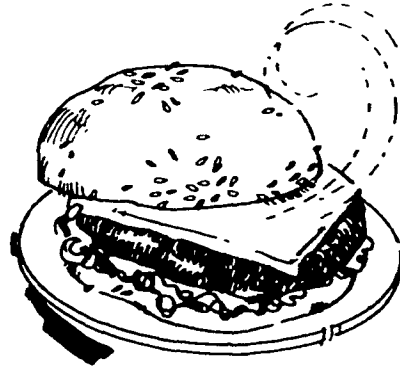
Quality Product Goals

Producers:

Somatic cell counts under 300,000. (In Pennsylvania we have a somatic cell count program coupled with DHIA - you can get a count on each cow).

It's not smart to try to ship milk with antibiotics, off flavors or any other abnormalities. The only one you hurt in the end is yourself. If you are going to beat imitation

dairy products you will have to provide and promote quality. All the government programs in the world can't do it for you - remember oleo.



CHEESE ON BURGERS
a picnic delight

Japanese beetles bug airports

WASHINGTON, D.C. Ohio and Maryland are being required to use mechanical or chemical means to prevent departing planes from carrying Japanese

beetles to uninfested areas, an official of the U.S. Department of Agriculture has announced.

This will continue during the next several weeks when beetle numbers are heavy, said Gary Moorehead, an official of USDA's Animal and Plant Health Inspection Service.

The five airports are Dover Air Force Base, Del.; McGuire Air Force Base, N.J.; Port Columbus International Airport, Columbus, Ohio; Rickenbacker Air Force Base, Columbus, Ohio; and Baltimore Washington International Airport, Baltimore, Md.

"Beetle numbers have become so high we've had to impose regulations so departing planes won't carry beetles to uninfested areas," said Moorehead.

When an airport is regulated, Moorehead said, airlines must use mechanical or chemical means to keep the beetles off aircraft. Mechanical beetle barriers include sealed entryways to airplanes and screened service entrances for airplane galleys. Properly used mechanical barriers are an excellent non-chemical alternative for beetle exclusion, Moorehead said.

Moorehead said more airports may have to be regulated in the next several weeks because of heavy Japanese beetle emergence in the eastern United States.

"USDA plant protection and quarantine officers monitor buildup of adult beetle populations at airports," he said. "When we find beetles flying around aircraft, airlines treat vegetation in those ramp areas to kill the beetles. If this doesn't reduce numbers, the officers regulate the airport."

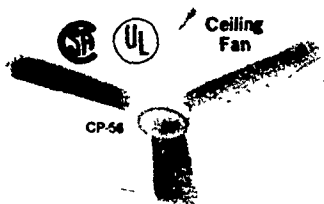
The precautions are to keep the beetles from being transported to uninfested western states and foreign countries, Moorehead said. Beetles are attracted to large metal objects. They climb through openings in parked aircraft or are loaded with the cargo, he said.

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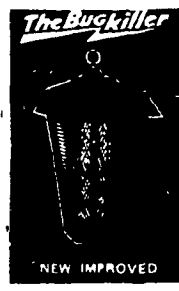
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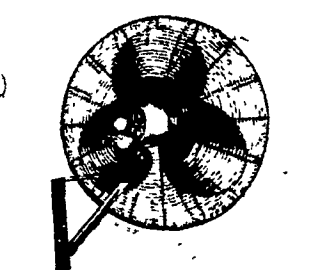


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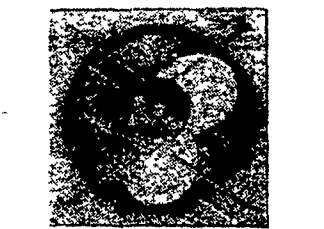


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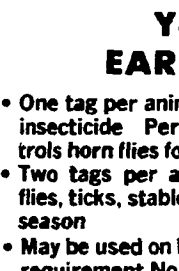
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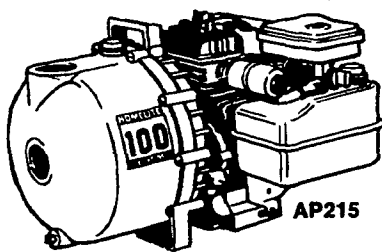


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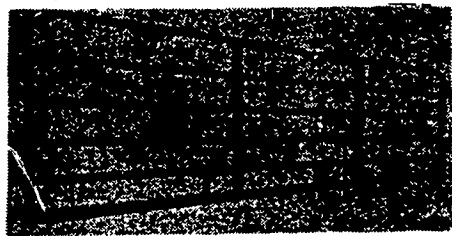
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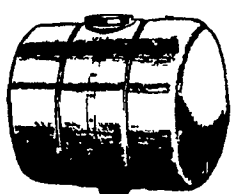
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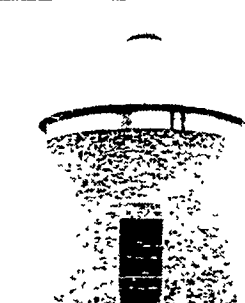


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