

The Dairy Business

By
Newton Bair

The Golden Goose
Remember the childhood fable of the goose that laid golden eggs? As long as the owner of the goose was kind, generous, helpful and not greedy or selfish, he was rewarded with a golden egg. Later, in his overzealous haste to garner riches as fast as possible, he slaughtered the goose to get at the source of the wealth. Results — no more eggs.

Dairy farmers probably don't have such a goose, unless we liken the Commodity Credit Corporation price support program to the golden eggs. Within the past seven or eight years, the CCC has handed out increasingly larger amounts of gold in the form of price supports for our milk. Every time we got an egg we invested more in the production of more milk, for which the Government Goose has to lay out more gold. Unfortunately, the creature's feathers are ruffled and sticky from swimming in a sea of dairy products. It is in danger of either suffocating or slaughter by Legislation. Is there any way to save the Golden Goose?

It's pretty hard to predict

whether the Congress will choose to wield the axe on the chopping block, or to simply do some delicate surgery. We are going to see them try all kinds of corrective cutting and doctoring of the Goose—that is, the legislation that created it. The fifty cent per hundred penalty is just one form of surgery that was planned to cure the foundering Fowl. Most of us doubt that paying that kind of penalty will save it. On the other hand, we would not like to see the axe fall, killing the Goose forever.

How to Save The Goose

Now, boys and girls, there is no completely painless way to cure a belly ache. Any medicine is bound to taste bad, but if the problem can be treated, the relief is tremendous.

Trying to cure the milk surplus by reducing production is extremely unpopular, and not very likely to work without causing great harm to many individuals in the industry. We certainly can't simply put half of the dairymen (or dairy cows) out of production without serious damage to the

economy and health of the nation. The health and well-being of the entire U.S.A., economically and physically, benefits greatly from a strong dairy industry and increased use of dairy products.

Sell-Sell-Sell

So, here's the pitch. Get on the band wagon now to sell, promote, use, advertise, pitch, and con as many people into buying, drinking, eating, enjoying and relishing milk and all the other goodies made from it. How? Don't be afraid to be heard or seen as a VENDOR of milk. Spend a little money to convince the public that they NEED MILK, WANT MILK, LIKE MILK.

How often are your ears and eyes bombarded with jingles and pictures that absolutely convince you that you can't live without Coke, Tab, McDonaldburgers and Michelob's? If you hadn't heard or seen the radio, TV or billboards advertising them how would you know you need them? Believe me, Those ads cost big bucks, but they return even bigger bucks to the advertiser.

Take a cue from the richest and most successful merchandisers. They can sell all kinds of junk, simply by telling you repeatedly that you want it or need it. You have something really good to sell. Not only good for everyone but essential to their health and just plain fun to guzzle in quantity.

Members of the Young Farmers Associations in Lebanon County are embarking on an ad-

vertising campaign this month. For only \$20.00 a month, a dairyman can sponsor three ads a day, every day, promoting milk on the Radio. For a 50-cow herd, that adds up to less than three cents a hundredweight out of the milk check. That's pretty small compared to the fifty cents you pay to save the Golden Goose!

Many dairymen object to generic advertising of milk. I personally think that this is the kind of narrow attitude which

prevents progress in the promotion and consumption of more dairy products. We need to promote and advertise milk in every way we can, whether it is for the whole industry or our own little segment of it.

Drowning in milk is just one way to kill the Golden Goose. Another way is to let it die of neglect, which is a slow and painful way, and may take a lot of innocent people along with it.

Meat producer fined for bribing inspector

WASHINGTON, D.C. — Thomas J. Burke, president of Great American Veal, Inc., Newark, N.J., has been found guilty of 23 counts of supplementing the income of a U.S. Department of Agriculture official.

Burke was fined \$500 and sentenced to three years probation on each of the 23 counts, by the United States District Court, Newark, N.J.

In late 1978, Michael Gabriel — a veterinarian with USDA's Food Safety and Inspection Service — reported to USDA's Office of Inspector General that Burke was

offering him funds to relax the enforcement of USDA requirements. After reporting the incident, the Office of the Inspector General instructed Gabriel to accept payment so that evidence could be gathered to support a criminal action.

The payments amounted to over \$5,000 during a year and half period. However, Gabriel ensured that no unwholesome meat ever entered the food supply. Gabriel recently received USDA's Special Achievement Award for his role in aiding the investigation.

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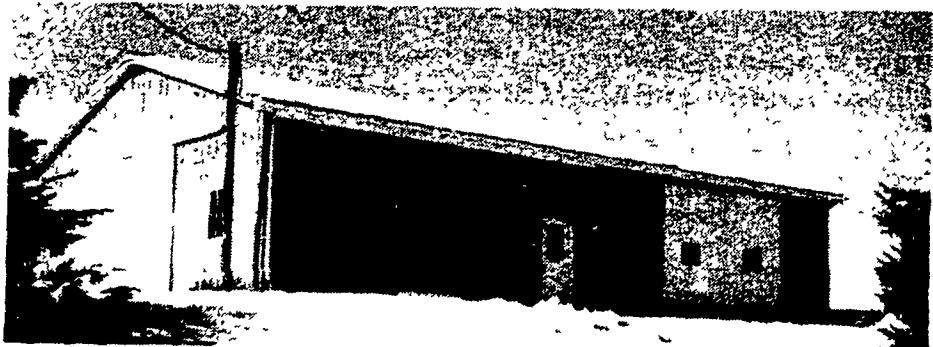
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