

Alta Dena

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said it gains the dairy \$.05 per quart on the wholesale level.

The dairy barns have two double-12 herringbone pits, engineered for the maximum in sanitary equipment. The overall rolling herd average is 53 pounds of milk per cow per day. That's 6 gallons of milk per cow daily. Each farm has 10,000 gallon tanks, which must be completely emptied and sanitized before being

refilled. The milking units are washed completely between each milking and all the milk is pushed through the lines with air.

they can be cross tied if necessary. There is an excellent water supply to fulfill the needs of those 8,000 cows. Local ordinances require that the farms retain all their rainwater, so the runoff is captured in ponds or sumps which are then used to irrigate.

There are locking stanchions outside used for the monthly veterinarian checks, and all heat detection is done by observation with workers walking the corrals.

In addition to a delicious, quality Certified Raw milk, Alta Dena dairy also produces flavored cultured milk products and yogurt. On the tour of the Chino Valley dairy farms, the Alta Dena products were offered as refreshment, and were enjoyed by all who tried them.

Virgin pointed out that once a cow is assigned to one of the five dairies, she remains there for life. Most cows average five calves, and he said the dairy wants a "more mature animal to calve."

The Alta Dena spokesman said the products are available in ever state in the United States and in Puerto Rico, primarily through health food stores. The products had a very distinctive flavor, and was a refreshing way to serve dairy products in a new form. It would seem that this sort of non-traditional approach to marketing dairy products could be influential in reducing the surplus problem.

He said calf buyers are on the farms every day. They do not raise bulls and replacement heifers are sent 400 miles away to a "heifer ranch" to be raised.

Alta Dena Dairy is unusual, even in the numbers of the Chino Valley. But it is producing a product to meet a need, and creating additional sales through their unusual cultured products.

Hay is now purchased in ton bales because it "prevents theft." With a lot of road frontage, Virgin said they would find a lot of smaller bales being stolen. They also put in their own scales which resulted in a more accurate accounting of loads of hay purchased. Hay for Alta Dena is imported from Utah, Idaho and Arizona, and Virgin said they never purchase local hay after May because of the widespread use of aerial spraying in the valley.

Each of the five dairies has its own well for water supply, and

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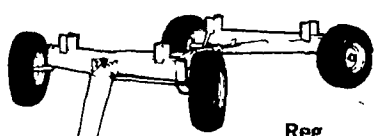
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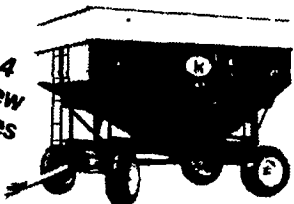
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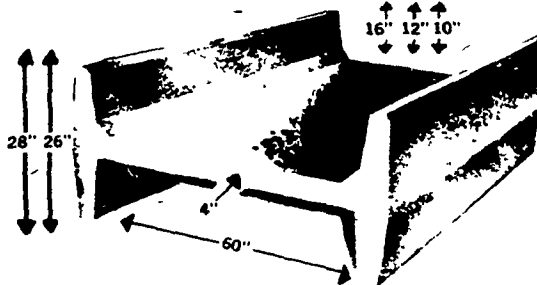


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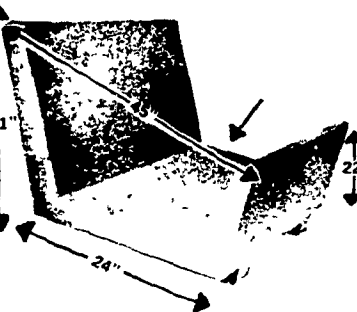
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