

"THE EXECUTIVE" 8085

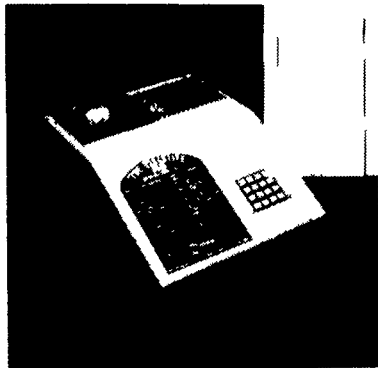
SERIES II

Computer Controlled Dairy Feeding System

- Feeding Savings more dollars over feed cost
- Improve Herd Health
- Simple Installation
- Program Each Cow to receive the amounts of feed as compared to production
- Easy To Operate

Efficient feeding = Higher PROFITS

Group feeding is costly and inefficient. To maximize your profits, you've got to supply each cow with the exact amount of feed she needs to maintain her milk production level. The computerized Selective Feeder Executive 8085 System lets you do just that. It's so effective, most dairymen find the system pays for itself in reduced feed bills and increased production in less than a year!



It's simple

You determine a daily feeding allowance for each cow by programming the computer to dispense a certain amount of feed during each 6, 8 or 12 hour cycle. You choose a unique ration for each animal by mixing supplement and base rations with the computer.

- Each cow wears an inexpensive, reliable identification tag.
- Cows can feed at any feeding station.
- Feeding auger automatically stops when cow steps away.
- Each cow receives only the amount of feed you have programmed for it.

Money-saving management tool

You can get a printout from the Executive 8085 at any time. Each printout gives you the valuable feed management information:

- Amount of feed programmed for each cow
- Amount of feed dispensed to each cow, this cycle
- Amount of feed dispensed to each cow, this month
- Summary of previous cycle.

You can quickly spot problem cows by asking the computer to print out all cows not eating 75% of their programmed ration.



Total herd management system

For a total dairy management system, connect your Selective Feeder System with our Zenith Farm Management System. Readouts are available in your office on the Zenith computer. Optional software programs allow you to integrate health, breeding, production and feeding management programs in one computer system.

For more information write for free product literature.



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Pa. Secretary of Agriculture Penrose Hallowell, left, presents the agribusiness cooperative award to Howard Featherman, manager of the Pa. Cooperative Potato Growers Inc.

Potato cooperative wins agribusiness award

FARM SHOW — The Pennsylvania Cooperative Potato Growers, Inc. has received the 1984 Pennsylvania Agribusiness Achievement Award during ceremonies Jan. 9 at the Pennsylvania Farm Show. The award was presented as part of Secretary of Agriculture Night's activities, by State Agriculture Secretary Penrose Hallowell.

Hallowell said, "The Pennsylvania Cooperative Potato Growers have been extremely active in efforts to promote and sell Pennsylvania products, and in their first two seasons using the 'Pride of Pennsylvania' bag, sold more than 1.6 million bags to growers throughout the state. In 1982, the Cooperative added the 'We're Growing Better' logo to three other brands — Blue Gem, Pennsylvania Best and Gold Banner. Nearly three million of these bags have been ordered across the state.

"The Cooperative joined the logo program in its first year, 1980, and designed their packages around the 'We're Growing Better' logo. They reserved its use for growers producing top quality potatoes."

Hallowell noted that judges for this year's contest had a difficult decision and commended the other five nominees for the prestigious award. "We could easily have had six winners this year, with the excellent jobs done by all the nominees in promotion and marketing of Pennsylvania food products," he said.

The other nominees were Gibbles of Chambersburg, Jandl's Turkey Farm of Orefield, Phillips

Lancaster Swiss Cheese of Gordonville, Riverside Markets of DuBois, and Spring Glen Farm of Ephrata.

"It is fitting to recognize our state's agribusiness during Farm Show Week," Hallowell said, "for the contributions to agriculture and our economy. More than 30,000 food retailers and processors regulated by the state employ some 200,000 workers and generate \$25 billion in sales each year."

The award is based on five criteria including quality of product, participation in the agricultural logo promotion programs, use of Pennsylvania raw products, the firm's overall efforts to promote Pennsylvania foods and its marketing area.

The Pennsylvania Cooperative Potato Growers market approximately 60 percent of their potatoes for fresh market and 40 percent for the potato chipping industry. They have exhibited in the Pennsylvania Food Marketplace at the Farm Show since its origin and have promoted potato products at food shows across the state. The cooperative recently hired a promotional representative to increase sales to supermarkets and processors.

Judges for this year's Agribusiness Award were John Kimbark, managing editor for the Pennsylvania Farmer magazine; Sheila Miller, research analyst, Pennsylvania State Senate Agriculture and Rural Affairs Committee; and Rocco Pugliese, executive director of the Pennsylvania Food Processors Association.

