

Young stock gets attention at Berks Dairy Day

BY ROBIN PHILLIPS
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LEESPORT — More than 100 dairymen filled the auditorium at the Berks County Ag Center, Leesport, on Tuesday for the 1984 edition of Berks County Cooperative Extension's Dairy Day.

Interest ran high throughout the day as many questions were answered about young dairy heifers, alternate forages, forage storage and the new milk program.

"It looks like the dairy industry does have a future. I'm glad to see all these young guys here," Ernest Miller, extension board of direc-

tors, stated as he began the program.

With most dairymen under pressure to scale down costs in their operations, there was much concern over the costs involved to raise healthy young stock. Clyde Myers, Berks County Extension, spoke on the problem of sulfa residues in veal calves. Taking this one step further, Jud Heinrichs, Penn State dairy specialist, discussed calf raising and genetic potential.

"Calf and heifer management is probably one of the biggest problems behind mastitis and reproductive inefficiency," Heinrichs stated.

"Fifteen to eighteen calves are lost per 100 born on Pennsylvania farms," he continued. "This leads to a genetic loss, a loss in heifers to replace cows that must be culled, and a future milk loss. We can't afford to do less than the best job we can," he concluded.

Heinrichs also discussed computers on the farm. "Management computers are really turning into a tool to help the farmer do a more efficient job," Heinrichs stated. They do not save hours and hours of time, but cause a farmer to do a better job of managing, according

to Heinrichs. They allow for the daily monitoring of records and look for that cow in the herd that is not eating or milking, like the others.

"Attaining economic gains by improving reproductive efficiency," was discussed by Mike O'Connor, Penn State dairy specialist. O'Connor encouraged dairymen to take advantage of monthly herd health checks by their veterinarian. After the physical work is finished, "sit down with your veterinarian and discuss those health problems," O'Connor stressed.

Clyde Myers announced plans to randomly select 30 Berks dairymen. Extension personnel will visit the farm and measure all heifers. Measurements will be sent to Penn State to be compared against the optimum growth rates of the breed. Results will help to develop a county-wide average and alert dairymen to problems in raising heifers or deficiencies in feeds.

Brassicas were discussed by Harry Schaffer, Berks County agent. Schaffer outlined the trial acreage grown in the county and the advantages and disadvantages in each crop. Some tentative

results were given on the limited county acreage.

"I believe the brassicas can do us some good," Schaffer said, "we are in a period where we need to reduce costs."

Forage management was compared by six area farmers on a panel, as Jud Heinrichs talked about the guidelines in properly harvesting and storing them.

"Reduce your losses as much as possible and get the best quality out of your silo," he advised. Heinrichs stressed good management practices with any system, harvesting at an early stage of maturity, and testing of all forages. "If you don't know what forages you're feeding, you don't know how to mix your grains," he said.

Lester Burkholder, Moselem Springs, told about his ag bag system. Mark Wolfskill, Jr., Robesonia, discussed his conventional silos and feeding methods. Nelson Troutman, Richland, talked about round bales in his TMR rations. Carl Myer, Bernville, discussed sealed steel storage. John Stump, Bernville, talked about sealed concrete silos and Ernest Miller, Hamburg, talked about the advantages and disadvantages of trench silos.

Jack Kirkland, Penn State extension milk marketing specialist, was on hand to discuss "The milk bill — Where do we go from here?" He predicted a three to five percent decrease in production in the East.

He expected more participation in Florida and the Midwest.

"The Midwest is an important area, if they go for it, it'll look pretty good." He said the government is hoping for a seven percent reduction throughout the nation.

"If we get that much, we'll be in pretty good shape," he concluded.

ADA plans training seminars

SYRACUSE, N.Y. — The dairy case is well recognized as a leading profit center and traffic builder in the retail trade. Its looks and appearance can be a major factor in dairy sales. Studies have shown that proper management methods can increase sales by as much as 25 per cent.

As a service to retailers who want to maximize their dairy sales potential, the American Dairy Association and Dairy Council is offering "Dairy Department Management Training Seminars." This one-day program instructs those involved in the dairy department how to operate more efficient and profitable dairy cases.

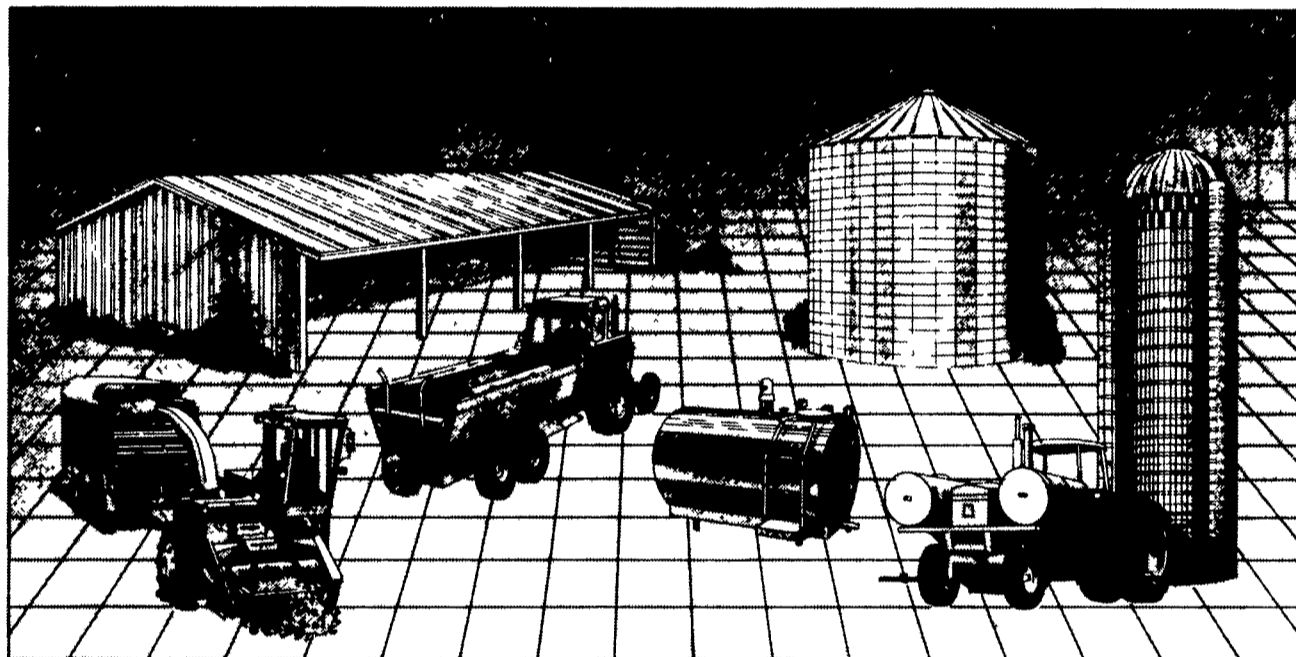
ADA-DC is launching this new program this month. Although the seminars themselves are one day long, there is a great deal of background work involved in preparing for the workshops. ADA-DC staff visits participating stores three weeks prior to the seminar in order to assess the specific needs of each store. They examine ordering, handling, rotation and the cleanliness of dairy cases. Pictures are taken to be used during the seminar, pointing out individual strengths and weaknesses.

Workshops are available to both retail and convenience store personnel throughout the New York, New Jersey and Pennsylvania area. Anyone interested in obtaining further information on the dairy case seminars should contact Art Fellows or Bruce Krupke toll free at 1-800-ADA-MILK (in N.Y.) or 1-800-HOT-MILK (in N.J. and PA.)

ADA-DC is a producer funded and directed milk promotion agency serving New York, New Jersey and Pennsylvania.



Penn State Extension personnel participating in Berks Dairy Day include, from the left, Mike O'Connor, Jud Heinrichs and Jack Kirkland.



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