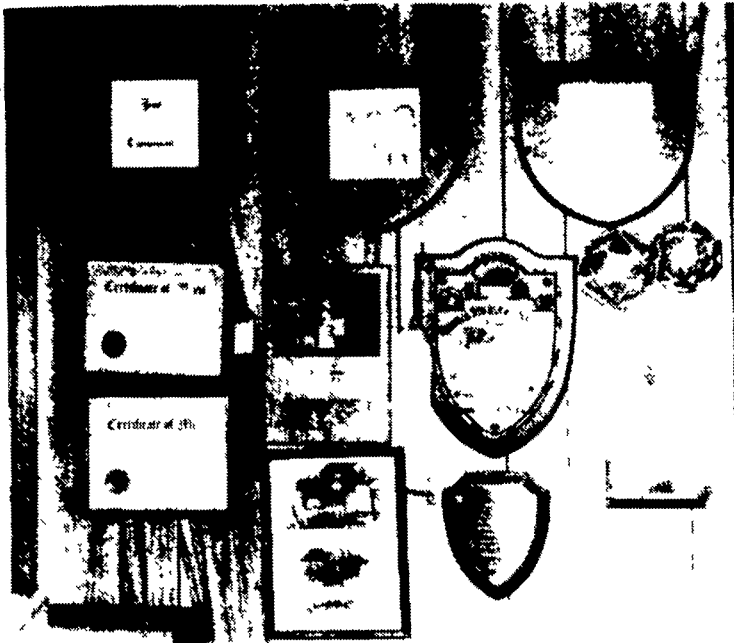


Wall of awards



The office walls display only a few of the plaques and ribbons captured by the Kennedy's Brown Swiss.

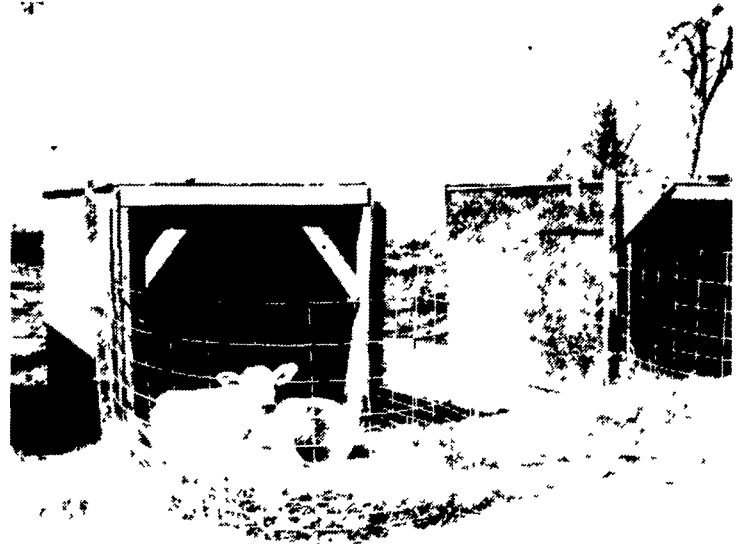
Dairy Promotion Service Inc. In addition, she does all of the milking during the busy field work seasons and more than one-half of the milking during the other times. Rita coordinates the family's Farmer's Market efforts and keeps all the farm's records.

"She is the one who says 'yes we can afford that' or 'no, we can't'," Jim says.

Finances are an important part of the running of a farm business as is the conservation of land. Jim was named the 1983 Cooperator of the Year by the Butler County Agriculture Stabilization and Conservation Service. The Kennedys have a conservation plan for every field on their farm. Some of their accomplishments since 1978 include placing over 132 acres in contour strips, using crop residue management on 99 acres to prevent erosion and installing more than 10,000 feet of tile for sub-surface drainage. They have also placed 138 acres into a Woodland Management Plan.

The Kennedys are always looking for ways to improve their operation. They continue to strive for increased production with

Calves in hutches



Calves on the Kennedy farm are housed in hutches initially and are later grouped in pens of three or four.

higher butterfat and protein content while maintaining type. Currently, they have seen an increase in requests for calves and breeding stock. This is a market they hope to pursue strongly. Jim points out that they believe in selling cull cows as culls — not to other farmers. It bothers him to see "common looking cattle" at shows and to have people thinking "that's what we're striving for."

Not only does the family do their share of competing on the tanbark, but Jim is well-known for his own judging abilities. He has also served as past president and secretary of the Brown Swiss Association.

Jim's involvement in these areas has helped him to stay current with happenings in the dairy industry. Jim believes that an abundance of information is available to dairymen today.

"Ninety-nine percent of that information is free — all I have to

do is apply it," Jim says of the information he obtains from businessmen, bankers and others he works with regularly in managing his farm.

As Jim and Rita look to the future, they hope in five years to be independent of debt, establish more strongly a business in merchandising breeding stock while improving production and their heifer facilities, and involving their children in the farming business.

Like many purebred breeders, they chose not to participate in the recent federal reduction programs. "Fifteen months is a long time to stay out of the market," Jim says. "There are a lot of up-and-coming breeders out there trying to get their share of the breeding stock business."

The Kennedy's future plans do include continuation of the diversification of their business. This Butler County farm truly is a Four Seasons Farm.

Nestled in W. Pa. valley



The majority of the buildings on Four Seasons Farm lie in a valley nestled among Western Pennsylvania hills.

Cornell plans seed day

ITHACA, N.Y. — Progress made in Cornell University's plant

breeding programs involving food and feed crops such as wheat, oats, barley, and hay will be discussed at this year's Seed Growers' Field Day, Friday, July 6.

To be staged at Cornell's field crops research plots, the outdoor event features tours and discussions of a number of cereal and forage crops being grown for evaluation in Cornell's breeding programs.

New, promising varieties of wheat, barley, oats, alfalfa, and clover will be shown. Disease and insect problems affecting field crops this year in New York State will be discussed, also.

Open to members of the seed industry in the Northeast, including growers, processors, and dealers, the annual event is sponsored by the department of plant breeding and biometry in the New York State College of Agriculture and Life Sciences at Cornell.

The July 6 field day starts at 10 a.m. at the seed barn of the New York State Seed Improvement Cooperative on Route 366, near Cornell Orchards. The program will end at 3 p.m.

For more information about the program, contact the field day coordinator, William D. Pardee, chairman, Department of Plant Breeding and Biometry, Cornell University, Ithaca, NY 14853. He can be reached by telephone at (607) 256-2180.



David Roth, Loysville, Pennsylvania

herd average is 19,476 lbs. "I tried to increase milk production with another feed," he says, "but it didn't work — so I went back to Purina. It's a lot better feed."

Richard Muller, Washington, Illinois, who also feeds Purina High Octane brand 36% concentrate, reports a DHI rolling herd average of 19,962 lbs. "My father started feeding Purina Cow Chow about 1925 and the herd

has been fed Purina since," Muller says. "We have always been satisfied with the results and felt that Purina has done more research than other companies."



Richard Muller, Washington, Illinois

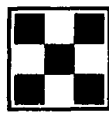
Another third generation dairyman is Arnold Oechsner, Jr. of Brownsville, Wisconsin. He feeds his 115 head herd both Purina High Octane brand 36% concentrate and Purina Milk Generator® brand 1056 complete ration. Oechsner, who has a DHI rolling



Arnold Oechsner, Jr., Brownsville, Wisconsin

herd average of 20,309 lbs., says he has fed Purina milking ration for more than five years because it "has given me the most milk production per cow per year."

*Recognition of dairymen who have fed Purina milking rations for over 12 months and whose DHI rolling herd averages are in the top 5% in their state for their breed



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