

*Persons with greatest stake must get more involved*

## Dairy product marketplace is in state of change

BY ROBIN PHILLIPS

Staff Correspondent

MONTEREY, CAL. — The 26th Annual Meeting of National All-Jersey, Inc., convened in Monterey, Cal. as more than 350 Jersey breeders from across the nation gathered on the coast. Labeled the "marketing arm of the American Jersey Cattle Club", the NAJ meeting continued to stress the importance of producer involvement in marketing to the dairymen present.

The guest speaker of the day was Jay F. Goold, Executive Vice President, The League of California Milk Producers, who discussed "Milk marketing in the next decade."

"The fickleness of the American people is overwhelming," Goold began as he spoke on the future of the dairy industry. "Shifting special patterns must be taken into consideration as we market our milk," he stated. "We must look closer at the quality of milk that we are selling," he continued. Stressing that more people must get involved in the decision making of the dairy industry, Goold congratulated the AJCC and NAJ for their efforts in marketing milk.

G. Joe Lyon, NAJ president, presided over the business meeting. Although he praised the Jersey organizations for the "excellent job of marketing milk,



Jay F. Goold  
Calif. Milk Producers

cheese, and cows," he reminded dairymen that component pricing of milk is critical for the survival of the dairy industry.

Assistant Secretary, Guy M. Crews, also followed these observations and stated, "those who still believe that there are 'breed issues' simply have not come into the reality of today's marketplace." "Marketing of Jersey

cattle and Jersey milk is being emphasized, but I am persuaded that Jersey folks are concerned with the successful marketing of all dairy products, irrespective of breed origin," Crews continued.

"The marketplace for dairy products is in a state of change... turmoil brought on by overproduction," Crews said. Crews cited the fact that over 50% of milk tested did not meet the low ingredient standards in a survey a few years ago. "Now we come to a time when every producer of milk must invest 15 cents per hundredweight in advertising and promotion. Does it make sense to spend this kind of money on a product that does not have high, reasonable nutritional standards?" he asked dairymen. "The lack of such standards is a detriment to intelligent marketing of our product," he stated.

"The person who has the greatest stake in the dairy marketplace must become more deeply involved," Crews stressed. He suggested three goals for every dairyman, "irrespective of breed persuasion." They include:

1. Be active in your marketing co-op. Vote. Support the objectives of the organization.
2. Communicate your advocacy for higher minimum standards on milk offered to consumers. Let your elected representatives know of your stand on these matters.



Guy M. Crews  
National All-Jersey Inc.

### 3. Promote our product.

Crews also invited any need for additional information on marketing to write to him at National All-Jersey, Inc., P.O. Box 27310, Columbus, Ohio 43227.

Executive Secretary, J.F. Cavanaugh, also gave his report and concluded with, "I would make a plea with all owners of Jerseys, with the membership,

with the staff, and with all the directors, never lessen our efforts to market our product. I am certain the Jersey breed would not be in its present strong position without All-Jersey, Equity, Jersey Marketing Service, and our newest venture, Jersey Pride & Cheese."

According to Calvin Covington, executive assistant, Jersey Pride cheese is being well received. A domestic specialty cheese, Jersey Pride is a 100% Jersey milk cheese high in butterfat with a creamy, buttery taste. "The Jersey Pride Program contains the three ingredients of a good cheese program," said Covington, "an excellent product, unique package, and an aggressive promotion program."

"We all know and appreciate the specialness of the Jersey cow. Just as the cow is special, so is her milk," Covington continued. "In order for Jersey milk and Jersey milk products to be treated fairly in the marketplace, it will take specialized marketing. NAJ has and will continue to provide this specialized marketing."

Following the reports, Richard Clauss, California, was elected to the presidency of the NAJ. Former vice president, Clauss succeeds G. Joe Lyon.

## Jersey revival is continuing on target

BY ROBIN PHILLIPS

Staff Correspondent

MONTEREY, Calif. — The 116th Annual Meeting of the American Jersey Cattle Club was held recently in Monterey, California. Approximately 400 Jersey breeders, including 18 from Pennsylvania gathered at the Doubletree Inn, June 28 - 30, for the weekend of meetings, tours, and elections of the AJCC.

In his report to the members on June 30th, AJCC Executive Secretary, J.F. Cavanaugh, stated:

"Today, the expansion of the Jersey breed is recognized by the entire dairy industry."

He cited the greater percentage of Jersey registrations during the past decade than any other breed as further proof of his statement. Because of the increased production of Jersey cows, expansion of milk marketing efforts, opening the herd register to superior unregistered Jerseys, availability of profitable Jerseys, and leadership and breeders who adopt progressive programs, the Jersey breed is expanding more than any other breed, according to Cavanaugh.

"In addition to our milk marketing efforts, several other key ingredients played a part in the Jersey revival," continued Cavanaugh.

"First, we had a cow that would respond. Second, scientists gave us easy-to-use indexes to recognize superior genetics. Third, the AJCC board had the wisdom and courage to throw out the old and adopt the new, modern programs. Fourth, your staff was dedicated to change and progress."

Cavanaugh then went on to introducing key members of the staff who talked about their efforts to "make owning Jerseys more profitable than any other breed of dairy cattle."

Following Cavanaugh's address, Dr. J.B. Siebert, assistant vice president, director, Cooperative Extension Division of Agricultural Sciences, University of California - Berkeley, spoke to the members on the future of the dairy industry. Discussing the many aspects of the



J.F. Cavanaugh  
American Jersey Cattle Club

current problems, Siebert cited several factors the industry is dependent upon. According to Siebert, the government's role, marketing, the quality of the product, management, and scientific technology, all play an important role in dairy's future.

The American Jersey Cattle Club honors young Jersey dairymen each year for their expertise in dairy farming, Jersey Cattle breeding, participation in AJCC programs and leadership in Jersey activities. Presented annually to breeders under 36 years of age, the AJCC honors their future leaders at a breakfast and awards presentation directly preceding the annual meeting. Those honored this year include: William and Marion Barlass, Janesville, Wisc.; Jack and Renata Gilson, Greanleaf, Wisc.; Reed and Shirley Johnson, Mollala, Ore.; Gary and Lynn Moore, Greenwich, N.Y.; Dan and Debbie Payzant, Canby, Ore.; and Wilfred and Linda Owens, Frederic, Wisc.

The 1984 Distinguished Service Award was presented to Dr. C.A. Ernstrom, Utah State University, Logan, Utah.

A Utah native, Ernstrom in-



J.B. Siebert  
Cooperative Extension  
University of Calif. - Berkeley

troduced Jersey breeders to a revolutionary concept of marketing milk in 1974. His contention is that milk should be paid for on the basis of product yield. He was instrumental in developing a pricing system for cheese milk, has continued to speak out for end-product pricing, and continues with research in the milk industry's fields.

W. Charles McGinnis, AJCC President, also presented the Master Breeder Award at the annual meeting. Walter and John Brown, Hughson, California, were honored as the 40th recipients of this prestigious award.

The Brown's, Edyvean Farm herd was founded in 1939 and features production winners, hall of fame cows, and national class leaders. Their milking herd usually numbers 55 head and four

Edyvean bulls have entered A.I. service.

Nationwide votes for directors on the national board were also tabulated at this meeting as the American Jersey Cattle Club assumed new leaders.

C.L. Collins, Jr. Sylacauga, Ala., has taken over the president's reins of the AJCC. Collins, serving on the board for six years, brings his knowledge of finances, and management of his Arco Jersey Farm, to the AJCC. He succeeds W. Charles McGinnis.

The new directors that were elected are: Donald Koontz, Fredonia, Pa., District Two; Loraine Funk, Liberty, Ill., District Seven; Ray Schooley, Niangua, Mo., District Nine; Duane Wickstrom, Hilmar, Cal., District Twelve.



Dr. Robert Dreisbach, R3  
Hamburg, president of Pa.  
Jersey Cattle Club, invites  
Jersey breeders to the June,  
1985 national convention to  
be held at Host Farm in  
Lancaster.

## Order 4 milk price \$14.87 for August

ALEXANDRIA, Va. — Middle Atlantic Market Order Administrator Joseph D. Shine today announced a Class I milk price of \$14.87 per hundred weight for August 1984. This price is up one cent from July but is 41 cents below last August's Class I price.

Order No. 4 prices are announced for milk testing 3.5 percent butterfat f.o.b. plants located within 55 miles of Philadelphia, PA and also within 75 miles from the nearer of Washington, DC or Baltimore, MD. There is also a 6-cent direct-delivery differential applicable to producer milk received at plants located within 55 miles of Philadelphia.

Shine announced a Class II milk

price of \$12.00 per hundredweight for June 1984 and a butterfat differential of 17.3 cents for the month. The Class II price was up two cents from May while the butterfat differential increased nine-tenths of a cent.

The August Class I price and the June Class II price are based on the June 1984 Minnesota-Wisconsin manufacturing milk price of \$12.09 per hundredweight at a 3.5 percent butterfat content.

The USDA reported that the wholesale price of Grade A butter at Chicago for June was \$1.5004 per pound and the nonfat dry milk price was \$.9016 per pound, f.o.b. plants in the Chicago area.

## Willow Maple Holsteins honored

NEWMANSTOWN — Two Holstein cows in the Willow Maple Farm herd, Newmanstown, were recently recognized by the national Holstein Association for their performance in the Dairy Herd Improvement Registry program.

The two cows, owned by Donald and Harold Bollinger, were Willow-Maple Snowman Lil and Willow-Maple Topper Candy. Lil, a

5-year-old, produced 30,660 pounds of milk and 1,106 pounds of fat with a 3.6 percent fat test in 365 days. She is sired by Simpsons Burkgov Snowman-Twin.

A 3-year-old, Willow-Maple Topper Candy produced 31,730 pounds of milk and 1,086 pounds of fat with a 3.4 percent fat test in 365 days. The cow is sired by Penmar Apollo Topper.