

Dairymen challenged to test consumer needs

BY ROBIN PHILLIPS
Staff Correspondent

MORGANTOWN — Dairymen were challenged recently to be "more perceptive to what the public wants." In speaking to Holstein breeders at the annual picnic of the Berks County Holstein Association, John Cope, Mechanicsburg, said, "let us produce with an eye to the consumer."

Cope, newly elected director of the National Holstein Association, said, "we are part of an industry that's ill, not terminally ill, and I'm grateful for that."

Speaking with optimism and encouragement to the 100 plus dairymen attending the outing, Cope compared the dairy industry to the automobile industry of a few years ago. At that time, he said, "they paid no attention to what the public wanted." Big cars, gas guzzlers, and poor quality was rampant on the manufacturing line, he added.

"I think we lack the proper perception of our own industry," the dairy leader continued.

Manager of Ascombe Farms for the past 32 years and past president of the Pennsylvania Holstein Association, Cope comes to his present position with a wealth of experience and insight.

Cope said that the current diversion figures are encouraging, but the problems are still there. "Don't get lulled into a sense of

satisfaction," he warned dairymen. "Don't let up on the pressure on the industry, your coops... for greater promotion."

The type of package, the flavor, the product, all make a difference, Cope told the farmers as he encouraged even greater promotional efforts and greater attention to milk quality.

Looking forward to a two to four percent increase in consumption of dairy products, Cope also told dairymen to "help explain to the bankers the importance of good, young farmers." "Some of those operations that are going to be statistics are not necessarily poor managers," he said.

According to Cope, the industry needs the good, young farmers and good registered cattle when the current problems are overcome. Current economics of dairying are forcing many to sell out. "It takes courage to stay with the dairy business these days," he added.

Held at the Penwood Farm of the Harvey Stoltzfus family, Morgantown, the picnic meeting also featured Steve Wilson, director of sales for the Pennsylvania Holstein Association and Doug Heydt, the new editor of the Pennsylvania Holstein News.

Wilson reminded breeders of the upcoming All-American sale, Sept. 27 in Harrisburg, for which selections are now being made. They are also seeking consignments for the Nittany Lions

Fall Classic to be held Nov. 2, at the Ag Arena, State College.

Trying to get the Pennsylvania Holstein News back on schedule, Heydt reminded dairymen of the advertising schedules and the anniversary issue scheduled for January.

Also adding to the afternoon program was Linda Moser, wife of Holstein breeder Lavern Moser, Bally, and officer in the Southeastern Pennsylvania Milk Promoters. Utilizing the tapes that her group uses in its radio spots, she encouraged greater participation in her group and towards promoting milk every day.

Don Meyers, Kempton, president of the Berks County Holstein Club, reminded dairymen of upcoming promotional events, shows and sales. Volunteers to help with the milking contest scheduled for Aug. 30 on Penn Square, Reading, are needed as well as a cow, truck and trailer.

The junior club is also conducting a calf raffle to be held at the Kutztown Fair, Aug. 17. Tickets are on sale now from any junior member or Constance Ohlinger, R1 Mohrsville. An April calf, sired by Roybrook Tempo out of a VG-85, Elevation daughter in the Reu-Hel Farms herd, will be chanced off. The dam of the calf boasts a 13,700 + 2-year-old record with 4.1 percent fat and 3-year-old record over 17,500 pounds of milk with a 4.0 percent test. Five other

prizes will be awarded. All monies will go towards the junior association's events and awards.

A judging contest was also held earlier in the day as juniors, women and men tested their judging skills in 2-year-old, 3-year-old, and aged cow classes selected from the Stoltzfus herd.

The herd numbers 62 milking animals pumping out over 16,000 pounds milk. With three "excellents" and 18 "very good" in the homebred herd, participants in the judging contest compared their placings with official judge Robert Kauffman of Penn Springs Farm, Elizabethtown.

In talking about his farm and cows, Stoltzfus explained, "we have no hired help here." Stoltzfus, his wife and four sons maintain the

160 acres farmed and the registered Holstein herd. Housed in a comfort tie-stall barn, the herd is fed home raised feed and homebred bulls are also used.

Winners in the judging contest were awarded prizes donated by breeders and local businesses. In the men's division, first place went to Keith Stoltzfus, Chester County, with second place going to Jerry Crone, Oley.

In the women's division, Debbie Johns, R1 Bernville, took first place and Sharon Troutman, Richland, took second.

Daryl Schlegel, Oley, took first place in the junior division and high individual over all. Second place in the junior division went to Donna Stump, R1 Bernville.

Del. offers wick bar use

DOVER, Del. — The Delaware Department of Agriculture is offering the use of 3 recently refurbished wick bars to state landowners trying to control johnsongrass on their property.

The wick bar is a 3 inch diameter pvc pipe with a piece of rope, or a wick, running through it. A herbicide is placed inside the pipe, absorbed by the wick, and then transferred to the johnsongrass as the bar passes through a field.

The wick bars available are 10 foot and 16 foot lengths and can be attached to tractors.

Terry D. Van Horn, Noxious Weed Specialist with the State Department of Agriculture, says

johnsongrass is seeded now through the first frost and it is critical to control it at this time.

Johnsongrass has been labeled a Noxious Weed in Delaware making it illegal to allow to grow.

Van Horn says persons wanting to borrow the wick bars should contact his office in advance by calling 736-4811 or 1-800-282-8685. They will be lent out on a first come, first serve basis.

He also suggests persons report johnsongrass problems in fields and other lands to his office. If seen growing on roadside right of ways, the State Transportation Department should be contacted.

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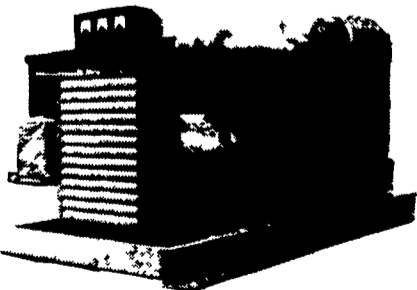
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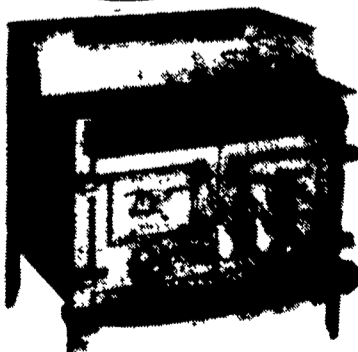
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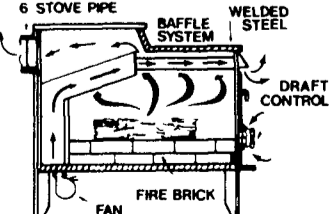
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