

# York Holstein Club hears advertising update

BY JOYCE BUFP  
Staff Correspondent

DALLASTOWN — York County Holstein members heard a dairy advertising update, and honored junior member production winners during their annual meeting October 24 at the Blymire Church Fellowship Hall.

Speaker for the program session was Dick Norton, manager of dairy promotion for Federal Order #4. Norton outlined both Order 4 advertising efforts and their tie-in with the \$50 million dairy promotion program funded by national checkoffs through the dairy diversion bill.

Largest chunk of the \$50 million promotion budget is aimed at cheese sales. Cheese is the "romance item" in Norton's opinion, since each pound of cheese sold represents a market for ten pounds of fluid milk. Thus, a lion's share of the ad monies, 48 percent, or \$24 million, is aimed at this dairy commodity growing most rapidly in consumer sales.

New cheese advertising, says Norton, is already stirring interest, and local retailing brokers are ordering in larger amounts of extra cheese purchases.

Fluid milk advertising portion of

the budget is at 34 percent. About a third of the \$16 million is aimed at 6-12 year-olds, with the remainder of monies geared toward advertising to adult women, who do the bulk of the nation's family grocery buying.

"The calcium issue can do as much for the dairy industry as cholesterol did against us," predicts the advertising specialist.

Funding for a "calcium connection" ad drive originally won four percent apportionment of the national promotion budget, but recent board action boosted that figure several times, to \$14 million.

Centering on a theme that people never outgrow their need for calcium, the advertising will focus on how dairy product calcium is beneficial in helping to prevent two major osteoporosis, or brittle bones disease, and hypertension, high blood pressure.

Several junior members won milk promotion t-shirts for outstanding milk and fat production records by their animals. These records will be forwarded to the state contest, with awards presentations scheduled at the Pennsylvania Holstein Association junior convention, set for February, in Philadelphia.

In the two-year-old class, Sun-

nybend Fabulous Kingpin was high milk winner for owner Patty Bupp, with a 2-11, 305-day lactation total of 18,867 milk, 670 fat. C.E. Hubbard topped the butterfat category with his Kowraygan Creek Linnan Jean's 305-day, 2-year record of 17,946 milk and 753 fat.

Jenelle Boyer's Sunnybend Fancy Kit B-Boots outmilked another Hubbard entry in the three-year-old division. In 305-days, at 3 years and 2 months, Boots' production was 21,981 milk and 744 fat. Hubbard collected a second butterfat award with Beshore Elevation Miranne Eve, freshening at 3-7 and finishing 305-days with 20,512 milk and 795 fat.

Both awards in the aged cow division went to Chris Wolf. At 305 days, her Sunnybend-bred Holstein, freshening at 5 years, 7 months, produced 29,110 milk with 993 pounds butterfat.

During the business session, Holstein members elected a trio of new directors to three-year terms on the county association's board. Electees are B. Robert Charles, Carlisle Road, Dover, Wayne Myers, S. Salem Church Road, Dover and Daniel Hushon, Delta R3.

At the close of the meeting, members were invited to con-



York Junior Holstein members receiving production awards at association's annual meeting include, from the left, C.E. Hubbard, Jenelle Boyer and Patty Bupp.

tribute toward a fundraising effort for the Thoman family of Dallastown, members of the county association. Holstein

breeder Gary Thoman was seriously injured earlier in the harvest season through a silage equipment accident.

# San-Bo dispersal in Lebanon averages \$1,430

BY ROBIN PHILLIPS  
Staff Correspondent

LEBANON — "You breed a lot of cattle before you get one like this," the auctioneer chanted when San-Bo Conductor Clarinda came into the ring. The stylish two-year-old daughter of Wapa Arlinda Conductor topped the San-Bo Dispersal on Monday at \$4000.00. She sold to Galen Martin, Ephrata. "He's going to miss her," stated Sandy Lentz, wife of owner, Robert

Lentz, R6, Lebanon. Because of the high interest rates, current dairy situation and a desire to reduce their short term debt load, Robert and Sandy Lentz decided to make their breeding stock available to the public. Their decision resulted in the dispersal of 75 milking cows and their 1984 calf crop.

"We elected to pay off our short term debt," Lentz stated before the sale on Monday. "These girls have done super well for us," he

continued. Stating that he has always bred for good udders, feet, and legs, in addition to "playing the numbers." Lentz added, "they're saleable cows."

The Lentz' have been at their present site for five years after building the farm from "scratch." Although they did consign to several sales in the past, they have been building up the herd for a major dispersal like this. They are keeping the bred heifers and older



Robert Lentz, with members of his family, introduced his herd at dispersal sale on Monday. "I hope they do just as well and better for you," he said.

cows to begin building a herd again. "In probably a year or so, we'll have the barn full again," Mrs. Lentz stated.

The herd currently averages 16,677 milk, 3.6 percent test, and 622 fat. The sale featured many of the breed's top sires and 24 very promising two year olds. The 82 head selling averaged +1,430,000, with the help of a crowd that packed the tent.

The sale topped, "Clarinda," was not scored yet but featured a typey udder and depth of pedigree. Her dam, San-Bo Ideal Clarissa, who sold for \$2150.00 to the same buyer, is "excellent" with records over 22,000 and a 3.8 percent test. The two-year-old was fresh in July and bred back to Marshfield Elevation Tony. "She's got her whole life ahead of her," Lentz stated and added that he thought

this heifer would be the sale top-per.

Other high selling animals included:

San-Bo Willow Rose, a VG-88, out of a VG-87 "Elevation". Rose has records over 23,000 milk, and 3.7 percent and sold to George Knight, Airville, for \$2750.00.

San-Bo Persuader Josie, a VG Persuader out of a Penstate Ivanhoe Star. She sold to Allen Rohrbach, Breiningsville, for \$3300.00.

San-Bo Chairman Candy, just fresh on August 11, featured a VG Astronaut dam and a Ivanhoe Star granddam. She sold for \$2800.00 to Kevin Sattazahn, Womelsdorf.

San-Bo Milestone Nancy, testing 4.0 percent and just fresh, sold for \$3000.00 to Daniel Harnish, Richland.



High seller at San-Bo dispersal in Lebanon on Monday is San-Bo Conductor Clarinda at \$4,000. Behind cow are Robert Lentz and his wife, Sanday, with daughter, Brenda, at halter.

# Penn State plans dairy computer conference

UNIVERSITY PARK — Dairy farmers who want a taste of feeding and milking computer systems can get first-hand experience at the 1984 Penn State Dairy Computer Conference, scheduled for Dec. 13 and 14 at the university's Keller Conference Center.

The conference will "answer questions the dairy farmer may have, whether or not he owns a system," Jud Heinrichs, assistant professor of Dairy and Animal Science Extension at Penn State,

said last week. "It will include many aspects of dairy computer systems."

Nine seminars specializing in computerized feeding and milking are scheduled over two days. In addition, five two-hour workshops that offer hands-on experience with computers are available. The workshops will involve instruction on spreadsheet (cash flow), data base, dairy herd management, milking equipment sizing and ration balancing.

"This was the most popular part

of last year's meeting," Dr. Heinrichs said. "Everyone wants more computer experience."

Conference speakers will also talk about some of the dairy computer networks available throughout the country. Two speakers will address participants on state and national computer use of the Dairy Herd Improvement Association.

"The conference deals with what dairy farmers will see tomorrow," Heinrichs said. "We want to let

them know what's coming down the road — and that includes DHIA networking."

Computer programs used at the conference were developed at Penn State, Heinrichs adds, so dairy farmers interested in using workshop skills on their own farms can purchase Penn State software.

Advanced registration is \$40, or \$45 paid after Dec. 1. Registration deadline is December 10. Each optional hands-on session costs \$5, but applicants are limited to two

sessions. Since campus computers are limited, sessions are available on a first-come, first-serve basis.

To register, send a check payable to "The Pennsylvania State University" along with an application to the "Agricultural Conference Coordinator, The Pennsylvania State University, 409 J.O. Keller Conference Center, University Park, PA 16802."

For more information, contact Heinrichs at (814) 863-3916, or Larry Muller at (814) 865-7638.