

Master Mix outlines ProTek dairy feed studies

FORT WAYNE, Ind. — A new dairy feed manufacturing process from Master Mix allows dairy producers to save on feed costs by reducing protein levels.

The process, Master Mix ProTek, cuts the amount of protein needed in milking rations by 15 to 20 percent, yet maintains milk production.

"With today's financial situation in the dairy business, the challenge for dairymen is to maximize profitable production instead of just maximizing production at any cost," says Dr. Rodney Dennis, dairy nutritionist at Central Soya Research.

"A good place to look at cutting expenses is in a feeding program since feed represents up to one-half of a dairyman's total input costs," Dennis says. "But at the same time, dairymen have to be careful not to neglect production. This is why ProTek can help. It cuts protein costs, but maintains milk production."

The ProTek manufacturing process allows dairymen to feed a grain ration with three percentage points less protein. For example, if proper ration balancing calls for a ration with 20 percent protein, the dairyman could feed a ProTek ration with only 17 percent protein. That's where the cost savings come in.

How does the ProTek process work?

"ProTek technology enhances conventional protein," Dennis explains. "It actually alters the chemical properties of protein to yield higher utilization."

"This is not just another reformulation of protein sources like many other new dairy feeds," Dennis continues. "It's a technology owned exclusively by Central Soya. And because ProTek technology is so unique Central Soya has applied for a U.S. patent on it." European patents have already been granted.

University and on-farm trial results have shown that ProTek promises to be one of the greatest efficiency boosters available today, Dennis says.

Dairy cows fed ProTek-treated feeds averaged 44 lbs. of milk per day while control cows averaged

43.4 lbs. per day. Butterfat tests were maintained at 3.5 percent in both groups.

Although milk production was about the same, cows fed ProTek required only 3.3 lbs. of protein per cow while control cows consumed 4 lbs. of protein in the grain ration for a net savings of 0.7 lbs. of protein fed per cow per day. The average protein level of the ProTek-treated ration was 15 percent while the control cows received an 18 percent protein milking ration. Total feed consumption remained the same.

The trials involved more than 2,200 cows at the University of Tennessee, Ohio State University, the Central Soya Dairy Research Farm at Decatur, Indiana, and in individual herds in Florida,

Georgia, Missouri, North Carolina, Ohio, Pennsylvania, Texas and Wisconsin.

Results were recorded at all stages of lactation. Several roughages and feed forms were included.

Available as either a concentrate or complete feed, Master Mix ProTek is designed to meet any of seven protein levels, ranging from 12 to 18 percent. The complete feeds are formulated with either 85 to 90 megacalories of energy per pound.

Profitable milk production begins with a good consistent feeding program. With the feeding of Master Mix ProTek-treated protein, a dairyman can expect consistent and efficient performance and a good return on investment, Dennis says.

young's honors 4 in sales

ROARING SPRING — Four salesmen were recognized for outstanding sales performance at a company-wide convention held by young's, inc., at the Sheraton Inn, Altoona.

Selected for Outstanding First-Year Sales Performance were: James G. Longenecker of 540 Valley Ave., Atglen; and Curt Umble, Landisville. Selection for this award is based on sales volume, new account growth, individual growth in selling skills, product and market knowledge, and other skill areas important in the development of a new sales territory.

Ray L. Brechbill of 845 Erbs Quarry Rd., Lititz; was presented the District Leader Award which is given to the sales representatives who accumulate the greatest number of points in their sales district. Points are awarded for sales volume and territory

management.

Named to the Top Achievers Club was Ray Kline of 6 Arlin Circle, Lititz. Selection to the prestigious Top Achievers Club is based on sales volume, credit management, new account growth and other criteria involved in territory management.

Longenecker is a sales representative for young's, inc., Livestock Nutritional Services in Chester County, Umble in Northern Lancaster County, Brechbill in the New Holland area for 12 years and Kline in Western Lancaster and Southern Dauphin Counties for 2 1/2 years.

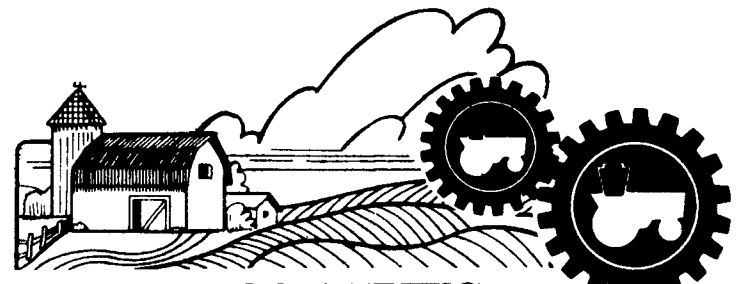
All work directly with area dairy and livestock producers in ration balancing and feeding management along with providing a complete line of mineral/vitamin premixes, supplements, and allied products.

Farmhand moving offices

HOPKINS, Mn. — Farmhand, Inc. has announced that the corporate offices will be leaving the Hopkins area and moving to Excelsior on Nov. 21. The new address and telephone number will be 6421 Hazeltine Boulevard,

Excelsior, Minnesota 55331; (612) 474-1941.

Farmhand manufactures loaders, spreaders, tillage and grinding equipment. Its manufacturing facilities are located in Grinnell, Iowa.



BUSINESS NEWS...

Deere dealers meet at Mt. Joy

BY KAREN BELBER

MT. JOY — The Kenneth Zurin farm in Mt. Joy was the setting for a two-and-a-half day John Deere dealer convention Oct. 29-30. John Deere dealers from 13 Northeast states and sales representatives traveled to Lancaster County to participate in seminars on consumer products at the Host Corral and to test drive a full line of John Deere farm equipment.

vester, Titan II combines, a double wind row attachment for mower conditioners, a disc-type three-point hitch mower and a new Model 4250 120-horsepower quad-range tractor with mechanical front wheel drive, as well as numerous other equipment, Walker said.

Some of the John Deere managers at the field day event were Fred Rovere, branch manager; Don Stover, general sales manager; and division sales manager, Dan McGinn.

Factory representatives were available at the four different field stations set up on Zurin's farm.

An estimated 300 people attended the event, according to territory manager Gene Walker. Some of the John Deere products included a new heavy duty har-

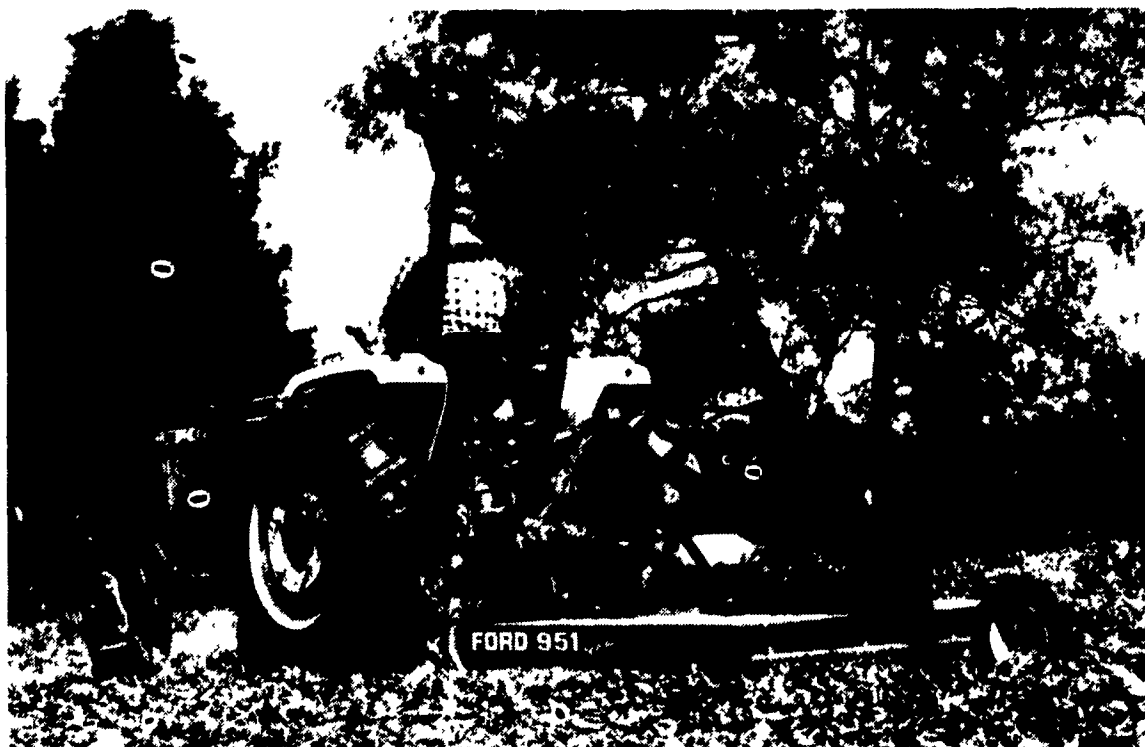


New equipment is examined during John Deere dealer gathering at Mt. Joy, Lancaster County.

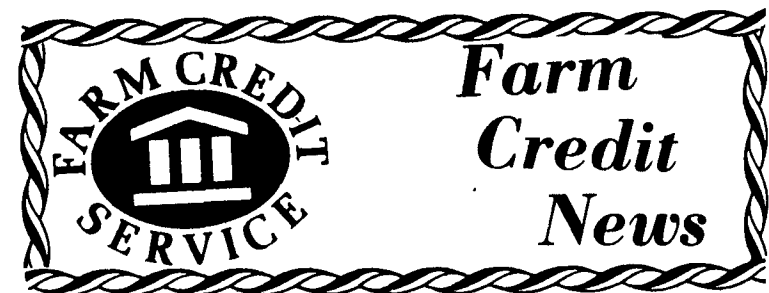


John Deere dealers got an opportunity to operate tractors during sessions at Mt. Joy.

New rotary cutters from Ford



A new line of Ford Rotary Cutters includes five economy models with various improvements, features and new options. Additions include new 48-, 60- and 72- inch economy models and 84- and 100-inch medium-duty models. Ford now offers 13 rotary cutter selections. Features include improved styling and strength, dishpan type blade carriers, full length runners, improved mower deck appearance, new equal-angle hitch for all pull-type models, compatibility for chain guards and optional floating top link toggle hitches and replaceable skid shoes



SE Farm Credit offers scholarship

WEST CHESTER — The Board of Directors of the Southeast Farm Credit Association announces the availability of its fourth annual \$500.00 scholarship toward the higher education of a student planning to pursue a career in agriculture.

The Southeast Associations have offices in Avondale, Silverdale and West Chester serving over 2,000 members of the agricultural community in Bucks, Chester, Delaware, Montgomery and Philadelphia counties with long and short term financing.

One of the requirements of the applicant is that his or her parent (s) or guardian (s) must reside in one of these counties. The ap-

plicant must be a high school senior planning to attend a four year college on a full-time basis with agriculture or agri-business as the major emphasis of study.

Notification of the availability of the scholarship is being sent to the Administrators of the secondary schools in the five county area. We also intend to reach as many of the private school systems. Anyone whose educational institution was not contacted should not consider himself or herself excluded from requesting an application form. They are encouraged to contact the Southeast Farm Credit Associations, Administrative Offices, P.O. Box 514, West Chester, PA, 19381 or telephone (215) 431-1257.