



Farm Talk

by

Jerry Webb

At long last milk will compete in the beverage market. Americans will be told again and again in TV commercials and in magazine ads of the many advantages of dairy products. In fact the biggest push will be for cheese, half of the board's budget for that purpose, seventeen million dollars for fluid milk, seven million for butter, and three million for the health benefits of dairy products.

If the promotion works, it would reverse a long-running trend of declining milk sales. It could head off a further price support cut of 50 cents per hundredweight to dairymen and it might even boost dairy prices. So the 15 cent per hundredweight check-off required by Congress and resisted by many dairymen could be a very worthwhile investment, one that could pay off quickly.

The National Dairy Promotion and Research Board made up of 36 dairy farmers has a very short time to get its campaign together and show results. In setting up the mandatory checkoff, the first one ever, Congress worked hard to draft legislation that would be effective. It insisted on a number of safeguards to make sure the money was properly spent and then it gave dairy farmers the right to vote in the fall of 1985 as to whether to continue the program.

Unless the campaign has worked and worked well, you can bet voting dairymen will repeal it. On the other hand, all of those television commercials for products as basically good as milk, cheese, and ice cream can't help but work. That old dream of getting each American to drink just one more glass of milk a day could come true. If it can be done with carbonated drinks, beer, and those other liquids with little or no nutritional value, then why can't it work for milk.

This is a truly exciting time in the dairy industry. It's an historic

NY Holiday Classic to feature top Polled Herefords

ITHACA, N.Y. — Twenty-eight Polled Hereford breeders from seven states have consigned registered open and bred heifers to the Holiday Classic Sale at 12:30 p.m. Dec. 1, at the Livestock Pavilion on the Cornell campus. The sale is jointly sponsored by the New York Hereford Association and the New York Polled Hereford Association.

The 50 heifer consignments and the select group of steer calves that have also been consigned have been inspected for the quality on the farm prior to the sale. The cattle will be acceptable for interstate shipment as well, according to the sale committee.

"The Holiday Classic Sale will feature some of the top bloodlines

and pedigrees of the Polled Hereford breed today," said Royce Herrala of Geneva, president of the New York Hereford Association.

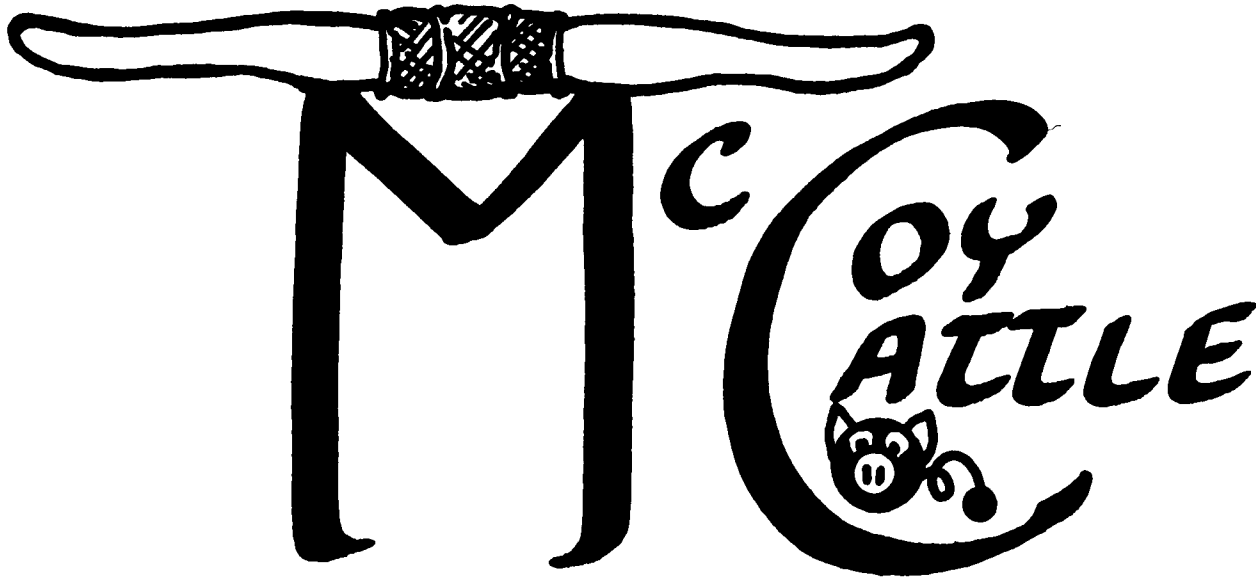
Pennsylvania consignors include: Terry Shearer and Craig Peterson of Abbottstown, John Hausner of Dover, and Walter Dana of Tunkhannock. Other out-of-state consignors include Blakeley Herefords, Berryville, W.Va.; Michael Budney of Berlin, N.Va.; Four Wind Farm of Lebanon, Conn.; Double M-B Ranch of Westfield, and Powisset Farm of Dover, Mass.; Suzanne Schmidt, Monkton, Md.; John B. Hudson of Middleburg, and James Neal of Nokesville, Va.

Further information and sale catalogs may be obtained by contacting Robert Generaux, Rt. 9-3372 County Rd. 18, Canandaigua, N.Y. 14424 or Jack Abrams, Brown Settlemen Rd. Livingston Manor, N.Y. 12758.



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