



## BUSINESS NEWS...

### Lehigh Valley seeks more milk



Alfred Wanner Jr., district president, addresses Lehigh Valley Farmers meeting attended by more than 150 dairy farmers and family members from the Gap area. At left is Richard Hess, member of Lehigh Valley board; and Wilmer Martin, district vice president.

LANSDALE — Members of the Lehigh Valley Farmers dairy cooperative shipped nearly 600 million pounds of milk in the first eight months of the year, an increase of eight percent over the same period last year. All the milk was sold to Atlantic Processing, Inc. for more than \$79 million.

Officers of the Lansdale-based organization announced these results at a series of 10 district meetings held throughout their milkshed during the first two weeks of November.

President Alpheus L. Ruth commented favorably on the growth, but acknowledged that it's not enough. "Our guaranteed market - API - needs more milk. They're growing in sales and we need to grow with them. We're considering various ways to speed up our membership growth and attract new producers. One thing we're going to do for sure is establish a fall bonus program next August through November. We will pay 30 cents per hundredweight for extra poundage over the 1984 production for the same period.

"The more milk we can put into API, the more money we will get

back in patronage dividends and the larger share of equity our cooperative will have in API."

President Ruth and General Manager Bill Stout asked for each district to form a Growth Committee among existing members, who will solicit friends and neighbors and describe the Lehigh benefit programs.

Stout congratulated the producers for their voluntary support of branded advertising programs. He cited the effectiveness of television commercials for LITE milk, in which Steve Carlton, famous pitcher of the Phillies baseball team, is the spokesman. President Ruth said that Lehigh would continue to seek matching funds for these programs from the National Milk Promotion Board. Presently, the Board spends many millions of dollars only on generic, no-name advertising.

Other subjects covered during the meeting included the company's bonus programs for quality production.

Fieldmen at the meeting offered tips on getting ready for winter and discussed the importance of keeping lances open for tank trucks that pick up the milk.

### Lebanon Agway holds meeting

LEBANON — Members of the Lebanon Agway held their local annual meeting at Mt Zion Lutheran Social Hall (recently) and elected four farmers to the store's member committee.

Elected to three-year terms were Galen Bollinger, Lloyd Byers, LeRoy Geesaman, and Harold Myer.

Elected to the petroleum committee was Robert Oellia and Robert Smith.

Member committees are responsible for guiding local management, evaluating the store's service to members and other customers, and nominating candidates to the 18-member Agway board of directors.

A report covering the 1983-84 store's operations for the past fiscal year was given by Jack Reed, manager. Guest speaker was Gen. Mgr. Bill Hiller.

## First loads of ProTek feed are delivered

BY GLENN B. KNIGHT  
CAMP HILL — Eight A.M., Nov. 19, 1984, two L.M. Sensenig, Inc. feed trucks made history at the Master Mix plant in Camp Hill.

The trucks pulled out with the first loads of ProTek dairy feed.

Developed by Central Soya research, the new dairy feed manufacturing process allows farmers to cut the amount of protein in rations by 15 to 20 percent with no loss of production or quality. According to Gordon S. Bierman, sales manager, a typical customer can cut protein requirements by from three to seven percentage points with no effect on the herd.

ProTek is not simply a re-formulation of protein sources, according to Master Mix officials, it actually alters the chemical properties of protein so that it is more effectively used.

The company and university tests have proven so conclusive that the first deliveries of the product are already sold. "These trucks will go right to our customers' farms," said Sam Oberholtzer, a Sensenig driver, who, along with Leroy Martin took away the first loads of ProTek in the region.

In the studies, cows fed ProTek-treated feeds averaged 44 lbs. of milk per day while the control animals averaged 43.4 lbs. per day. Both groups maintained 3.5 percent butterfat. The ProTek feedings required 3.3 lbs. of protein per cow per day—untreated animals needed 0.7 lbs. more protein per day.



Master Mix Plant Manager Dewayne Grafton discusses ProTek feed with Sam Oberholtzer of L.M. Sensenig, Inc. as Gordon S. Bierman, Master Mix sales manager, explains the new product to Leroy Martin, also a Sensenig driver. Loading of the first deliveries of the new Central Soya product was supervised by Plant Superintendent Mark Warren at the firm's plant in Camp Hill.

"We are in business to help our customers any way we can," explained Bierman, "and with the cost of protein supplements, saving three to seven percent of the protein required in ration we can help dairy farmers make a better return on investment."

ProTek is so unique that it has already been granted foreign patents and U.S. patents are currently pending. Master Mix dealers have more information on the test results, which involved 2,200 cows in nine widely-scattered states.

## Pioneer launches computer info network

DES MOINES, Ia. — Managing complex information to reduce risks is becoming even more important to farmers than managing their crops and livestock. Beginning Jan. 1, however, farmers will have some new help. Pioneer Hi-Bred International, Inc., has announced that the company will begin marketing and information management system to farmers in Iowa, Minnesota and the Red River Valley of North Dakota.

According to John James, President of the Farm Information Management Services Division of Pioneer, this new product includes everything a farmer needs to more accurately organize and analyze information.

"We intend to market a complete package, not just computer equipment and software," James says. Education is a major component of the Pioneer program. Emphasis is given to collecting appropriate data needed for decision making, using the computer to analyze information and interpreting and applying results to the farm operation. Ongoing service and support, which farmers have come to expect from Pioneer, also are important parts of the product."

Centered around the IBM Personal Computer, the basic Pioneer package comes complete with color monitor, printer, spreadsheet and word processing programs, exclusive decision aid programs and numerous supplies. An educational seminar, training materials and a variety of additional support services are included with the basic system.

An important feature of the Pioneer basic system is the popular Lotus 1-2-3 spreadsheet and analysis program, complete

with exclusive decision aid programs. These exclusively developed decision aids are designed to provide a wide range of farm accounting and production analysis procedures to the farmer. For example, a farmer can project return per acre for various cropping options or determine best crop selling opportunities based on storage costs and interest rates. Profits for feeder pigs or cattle can be projected using different feeding costs and selling prices, too.

Additional software programs are also available to farmers, based upon their farming enterprises. These include a Farm Accounting program which keeps track of the many financial details needed for better buying, selling and management decisions on the farm. A Crop Production program helps farmers record and analyze cropping data. Swine Production

programs help swine producers manage and analyze the details associated with a swine production operation.

Farmers who purchase the Pioneer Information Management System receive extensive training on practical application of information generated by the system to their farming operation. Various enterprise specific seminars and workshops will also be offered.

Membership in the Pioneer Information Network entitles purchasers to other support services, as well, including a toll free, customer service hotline and reduced prices on additional products.

Initially, a network of specially trained, full-time sales representatives will market the information management system to farmers in Iowa, Minnesota and the Red River Valley of North Dakota.



Educational support services, often taking the form of classroom instruction, will receive major emphasis as Pioneer Hi-Bred International Inc., introduces its new information management system to farmers in Iowa, Minnesota and the Red River Valley of North Dakota in 1985. Expansion into additional markets is planned as sales and support personnel become available to provide necessary service and support.