

Milk Marketing Update

(Continued from Page A17)

referendum for continuation of the program.

When questioned about the chances of the referendum passing, Eckel did admit that a number of variables were at play, including the possible April and July reductions in the support price. "I'm sure the impact the national dairy promotion board will be able to show by the referendum will have a great effect," he said. "We have never seen this ambitious a program."

The decreasing consumption of milk and dairy products over the years, claimed Eckel, is due to the farmers not being actively involved in selling and marketing the product. The nationally organized promotion program, he continued,

will aggressively begin the job of retaking our share of beverage consumption.

But both Eckel and marketing specialist Tom Jurchak warned the dairy farmers to look carefully at the variables that are currently taking place in the market situation.

Consumption has increased four percent this year, and it would be easy to credit the promotion programs for the upswing. But remember, said Eckel, that such factors as the improved economy and the relative good buy that dairy products are today may be the real causes of consumers' buying behavior.

Jurchak's comments too, cautioned the farmers about "getting the wrong signals" from the recent increase in demand for milk. While handlers may be knocking on your barn door and crying for more milk now, said Jurchak, no one knows what lies ahead.

He cited three main variables that depend on each other and will be determining factors in future milk prices: the results of the diversion program, the success of the national advertising and promotion program, and the support price adjustments.

"I don't think we can avoid the 50 cent adjustment in April," said Jurchak. But predicting what happens after that is less certain.

"We're on the right track, bringing everything to bear that we can," commented Jurchak in reference to the variety of avenues that are being pursued to aid the ailing dairy industry. But it seems that dairy farmers will need to gear up for uncertain economic times in 1985.



Phil Wagner, right, Franklin County Extension dairy agent, organized the milk marketing update. Here he discusses the program with dairyman, Cliff Hawbaker.

WARWICK 22000 SA... THE PROFITABLE CHOICE!

Warwick's Diapower 22000 SA Power Washer is built to blast and outlast. The average working life of a Diapower pump exceeds 20,000 hours!

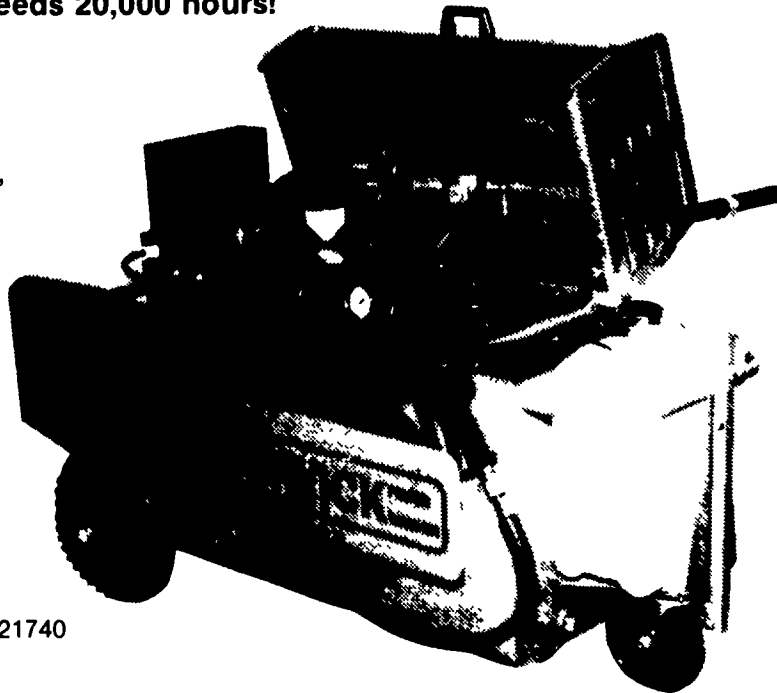
Built to Outlast and Outperform

- The twin diaphragm pump can't be damaged by running dry of water.
- Removes dirt, grease, oil, fat, blood, grime with little or no chemical.
- 2,250 psi @ 4 gpm. with cold or hot water to 210°.
- Portable, direct drive - no v-belts.
- 90% efficient pump.
- Low maintenance design.
- Easy one-man operation.

For a free demonstration on this or any other Warwick model, call or write:



WARWICK
M/L WARWICK
88 W Lee Street
Hagerstown, MD 21740
(301) 739-8860



Dam and daughter top Dreamstreet Production Sale

LANCASTER — The auctioneer's gavel dropped at \$7500 for the top-selling Dreamstreet Holstein on Thursday, Nov. 29. Nearly one hundred cows and heifers with the Dreamstreet prefix were put up for sale during the Dreamstreet Production Sale at the Guernsey Pavilion, Lancaster.

John Merryman, Sparks, Md., purchased the high-selling cow, Dreamstreet M Boot-Nick Maxine. The three-year-old is out of Dreamstreet M Apache Maxi, an EX-92, 2E cow with an 18,550 lb. milk record.

And it was the Maxi cow who brought the second highest bid of the sale. A fourth generation excellent, she was purchased by George Morgan, Walton, N.Y., for \$6,400.

The sale average on 102 head of cows and heifers was \$1,447. Prior to the sale auctioneer Dave Rama described the offerings as "a good honest group of cattle." Bidders had opportunities to select animals from some of the strongest sires in the Holstein breed. Total receipts were \$154,550.

Manager of the sale was The Cattle Exchange, Delhi, N.Y.

PRE-COOLING DOES MAKE A DIFFERENCE!



A difference in quality Since Mueller introduced its Refrigerated Receiver more than two years ago, it's made some remarkable differences

Milk temperatures lowered from 95 to 40 degrees without agitation Improved butterfat Bacteria counts down to between 10,000 and 15,000 units More efficient cooling Easy to clean Overall improved quality Enhanced taste and smell

Isn't it time for you to join the growing number of dairymen testifying to the improvement the Refrigerated Receiver has made in their operations!

We Mueller distributors know the Refrigerated Receiver can make a difference in your operation, too Just ask us how

• 3 Servicemen • 3 Service Trucks • 24 Hr. Service
Now Serving the counties of Northampton,
Monroe & Lehigh in Pa. Also Sussex,
Warren & Hunterdon Counties in NJ



Authorized
MUELLER
Milk Coolers
SALES-SERVICE

FIELD SERVICE
TRAINED DISTRIBUTORS
offer INSTALLATION AND
24-HOUR SERVICE to
ensure the safekeeping
of your milk!

MUELLER
Refrigerated Receiver

K.C. DAIRY SERVICE

RD 2, Box 2332

Mt. Bethel, PA 18343

(717) 897-5141