

Geldermann Peavey offers written marketing plan

CHICAGO — Geldermann Peavey now offers producers a written marketing plan as part of its Farm Marketing Program. The Program, directed by Bill Zielinski and Bill Mullins, former president of the National Corn Growers Association, is designed to help farmers make more money through better marketing.

"Our first objective is to make

the producer more profitable," Mullins said. "To be more profitable, the producer needs a written marketing plan. He needs to spend more effort in developing his price objectives, in deciding how he's going to achieve these objectives. Most producers don't have a written plan. They haven't taken the time to sit down and develop how they're going to go about doing their marketing, and

what tools they're going to use to accomplish their goals."

Developing a thorough, precise written marketing plan is the first step of the Farm Marketing Program. Geldermann Peavey will work with the producer to determine price objectives, break-even cost of production, risk-bearing ability, cash flow needs and what action to take if prices don't reach his goals. This eliminates a

common problem — there's no need to make an emotional decision under pressure. Geldermann Peavey then will write and deliver the finished marketing plan to the farmer.

Geldermann Peavey suggests the farmer divide his production into segments, assigning each to an independent market advisor (perhaps keeping one segment to market himself.) Then Gelder-

mann Peavey will monitor, execute and account for the farmer's program. (Currently Geldermann Peavey used 8 advisory services, monitoring each daily).

With a written marketing plan, at the end of the year, the farmer knows exactly how his program has performed. The results for current Program customers have been good. "Every account this year made a profit in the futures market," Zielinski said.

"A written marketing plan provides discipline for the producer," said Mullins. "The Farm Marketing Program is a service offering efficiency and a system to help the producer improve profits." With Geldermann Peavey's new program, Zielinski said, farmers "can walk out of the house each day and know their marketing is in order."

For more information about developing a written marketing plan and tailoring the Farm Marketing Program to their operation, farmers can call Bill Mullins or Bill Zielinski at (312) 322-6700. Outside of Illinois, call 1-800-251-6109.

Mifflin DHIA completes 62nd year

LEWISTOWN — Heading the 1984 list of top DHIA herds in Mifflin County were two Belleville dairy families. Percy S. and R. Glenn Yoder achieved the highest butterfat record, while Paul J. Zook topped the county milk records for the 62nd testing year ending September 30th.

The Yoder herd produced 771

pounds of butterfat with a 19123 lb. milk record. Other dairymen surpassing the 700 lb. fat mark were: John A. Peachey, Mill Creek; Paul J. Zook, Belleville; Charles L. Forgy, McVeytown; James G. Laughlin, Lewistown; Sylvanus S. Peachey, Belleville; James L. Hostetter, McVeytown;

Louis S. Peachey Jr., Belleville; Bradstead Farm, Lewistown; Russel L. Kline, McVeytown; and Byler Brothers, Belleville.

The highest milk record in the county, set by Paul Zook, was 20,705 pounds. Only one other dairyman, John Peachey had a herd record exceeding 20,000 pounds.

Also from the Peachey herd came the cow with the highest lifetime milk record. A Holstein named Molly produced 279,518 lbs. of milk and 9,506 lbs. of fat in 13 lactations. Fourteen Mifflin County cows finished their lifetime records with over 200,000 lbs. of milk.

The high lifetime butterfat record was achieved by Kitten, a Holstein from the Fred C. Myers herd, Lewistown. She produced 9,795 lbs. of fat and 224,270 lbs. of milk in 13 lactations.

The county averages on 101 whole-year DHIA herds for the 1984 testing year were 16,474 lbs. milk and 617 lbs. butterfat on 5434 cows.

Officers of the Mifflin County DHIA board of directors include: G. Sheldon Peachey, president; Frank Hartzler, vice president; and Paul H. Yoder, secretary.



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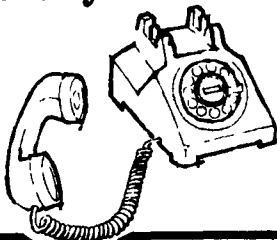
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