

Kutz delivers message of growth, profitability for Sire Power

TUNKHANNOCK — DuWayne Kutz, Sire Power's General Manager, delivered a message of growth and profitability at the cooperative's second annual meeting, held recently in Harrisburg. Kutz further discussed Sire Power's accomplishments and strong position in the industry.

"Although profitability was down from our previous record-breaking year, our budgeted profitability was attained, and we surpassed one million units of semen sold for the first time in our history. The unit sales totals represent a 19 percent increase for the fiscal year. This sales growth was accomplished without sacrificing unlimited availability of sires to our membership," stated Kutz.

"Maintaining reasonable prices, while others were raising prices, and still returning a 50 percent patronage refund totalling \$354,000 was unequalled in the A.I. industry this year," he stated.

Even though the past year saw a

depressed dairy economy, Sire Power's outlook is extremely good, and sales continued to develop and increase, added Kutz. The acceptability of Sire Power, and their superior sire line-up continues to be at an all-time high in the membership area, nationally, and internationally.

More than 100 member delegates, staff, and guests were on hand at the annual meeting. Upbeat staff progress reports, financial and sales growth statements, and an excellent presentation from the National Dairy Promotion Board also highlighted the event.

Sire Power's President, Gary Rickard, announced that Sire Power's competitive position in the A.I. industry continues to be strong. "All comparisons done have confirmed that the value of genetics available from Sire Power for the dollars spent is equal to any, and superior to most of our competitors," stated Rickard. "Sire Power's expanded marketplace continues to create

an ever-changing market, and our growth is adapting to gain the competitive edge."

Each department reported on their input to the goals of giving members and customers a better product and service, such as sales training, management workshops, breeding techniques and efficiency, improved non-return rate, and positive decisions for future growth and success.

A highlight of the annual meeting was a presentation by Tom Krajewski, vice-president for public affairs of the National Dairy Promotion and Research Board. Krajewski provided a stimulating and informative explanation on the Board's work to improve the

market position of American dairyman and the entire dairy industry. The financing from the 15 cent assessment will bring in approximately \$197 million to be used toward promotion and advertising.

The National Dairy Board will administer and oversee a unified nationwide advertising and promotional campaign to boost the consumption of U.S. dairy products. The hoped for results are increased dairy sales, which will be a major factor in decreasing government purchases of surplus products. The resulting benefits will be passed along to the con-

sumer, dairy processors, and the dairy farmers.

"A major emphasis of the national program will concentrate on the importance of calcium intake from dairy products. The new awareness of fitness and calcium, especially for women, is a market with a lot of potential growth. We can capitalize and emphasize the health benefits of a calcium-rich diet," said Krajewski.

Krajewski concluded with optimism and a belief that advertising and promotion efforts can lead the American dairy industry into an era of stability and profitability.

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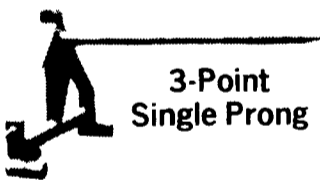
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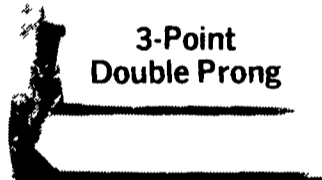
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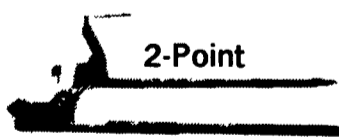


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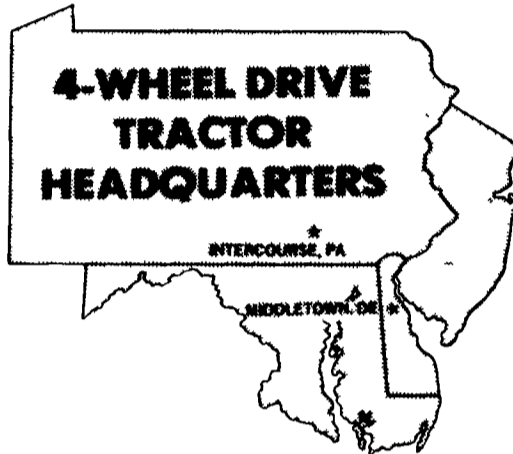
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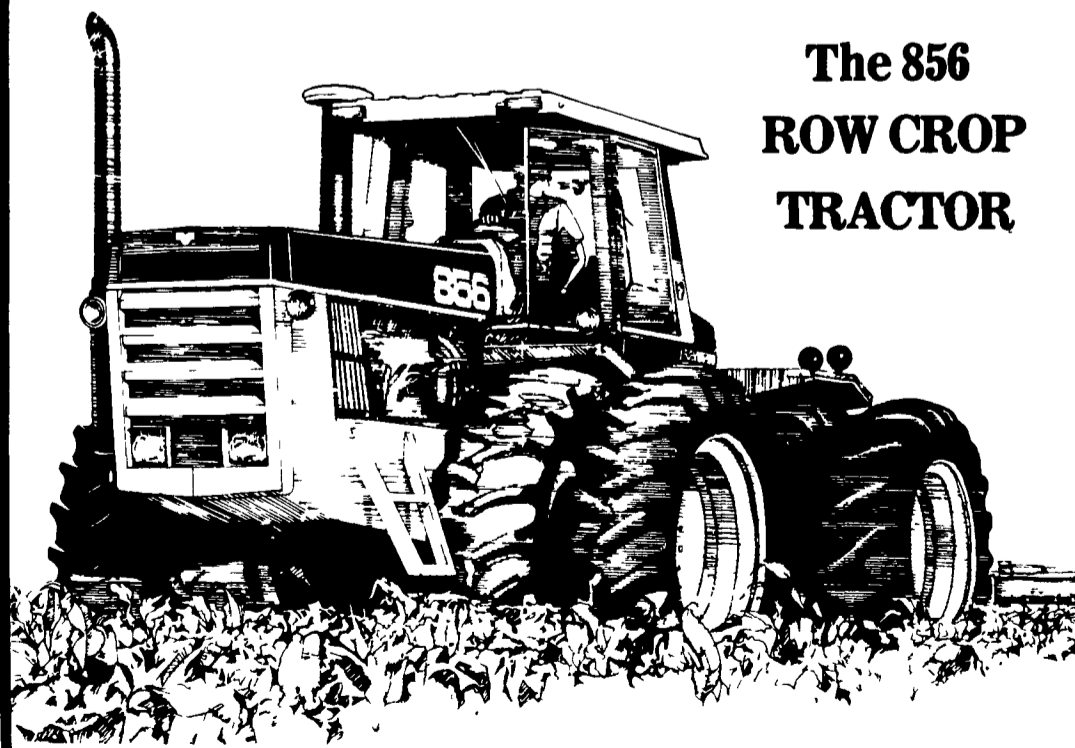
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