

# The Dairy Business

By  
Newton Bair

## SUPPORT THE MILK REFERENDUM

Right now you have a ballot in your hands. If you don't, you should pick one up at your ASCS office immediately. The ballot is to vote for or against the continuation of the nationwide milk promotion campaign which is financed by your 15-cent-per-hundred contribution.

Pennsylvania milk producers have defeated several milk promotion referendums in the past. I think I have heard nearly every possible reason or excuse for casting negative votes. The biggest alarm was over the widespread headlines calling the mandatory write-off a "Milk Tax". Those who were vehemently opposed to the mandatory write-off of 15 cents used the term to express their negative ideas, and the term became almost a profanity. Perhaps it is time to take a more objective view of what the term really means, and see if it deserves such an ugly reputation.

There were other feelings expressed by producers who opposed the use of their funds to advertise milk. Some felt that milk dealers should do the advertising. They overlook the far-reaching fact that today independent dealers are few and far between, with most of the milk now being marketed by farmer cooperatives. Back in the days when dealers did most of the competitive advertising, they were paying the producers only a small fraction of the price they get today for their milk. They could afford to spend their money for brand advertising, because it was mostly at the producers' expense anyway! We didn't think of it that way, but the effect was the same.

Some people were opposed to the mandatory write-off because they thought it should be a voluntary effort. They were not entirely opposed to advertising milk and dairy products, but felt that someone else should pay for it. Of course, the non-participants could reap the benefits without paying their share of the cost.

Naturally, many producers felt that they just could not afford it. That attitude might easily be excused in light of tight economic conditions, but is very shortsighted

when analyzed alongside declining per capita sales.

Many of our Pennsylvania producers feel that too much of their money is going into national advertising. Only about 40 percent of the money collected from Pennsylvania producers goes into the national dairy promotion and research. Actually, up to 10 cents out of the 15 cents contributed by producers can be diverted to local advertising and promotion, as is the case in Federal Orders 2, 4, and 36, covering most of the state.

Have you watched the excellent TV ads that millions of consumers see every day? They are the same high calibre of advertisements that are used by our biggest competitors, and should produce the same impact on the viewers. Look for them, and rejoice that you are in the position to compete with Coke and Sprite and the other high-powered fast-food industries.

## WHAT ARE THE CHOICES?

We love to produce, and are working daily to increase production per cow, as well as keeping the stable filled up with cows. Numbers are up, and production per cow is up. The result? Six percent more milk in May than a year ago, and about 80 cents less per hundred for our milk.

There are only two possible choices. Sell more milk, to keep pace with the supply, or reduce the supply to keep pace with the demand. It doesn't look like we are going to voluntarily reduce the supply of milk, so the remaining choice is to do everything we can to increase sales. Our dairy products have so many competitors for the food dollar, that it is only by strenuous efforts that we can retain our share.

The decision is yours to make. Consider carefully the long-term effects of the referendum. Will the dollars you and your fellow producers spend on promoting your products help to win the battle for the food market? Or will you save a few dollars now, while high-powered advertising by other interests destroy your market? Don't lose the battle by default. Send in your ballot before August 20.

## Order 4 milk \$13.88 for September

ALEXANDRIA, Va. — Middle Atlantic Order Market Administrator Joseph D. Shine has announced a Class I milk price of \$13.88 per hundredweight for September 1985. This price is down 10 cents from August and is \$1.07 below last September's Class I price. The Class I price has declined \$1.62 since the beginning of the year.

Mr. Shine announced a Class II milk price of \$11.15 per hundredweight for July 1985 and a butterfat differential of 16.3 cents for the month. The Class II price

was up 4 cents from the previous month, while the butterfat differential was unchanged.

The September Class I price and the July Class II price are based on the July 1985 Minnesota-Wisconsin manufacturing milk price of \$11.10 per hundredweight at a 3.5 percent butterfat content.

The USDA reported that the wholesale price of Grade A butter at Chicago for July was \$1.4150 per pound and the nonfat dry milk price was \$.8313 per pound, f.o.b. plants in the Chicago area.

## Dairy Marketing

### ADA awards vacations in cheese promotion contest

WILLIAMSPORT — Two lucky Pennsylvania residents will enjoy an expense paid vacation to any location in the United States as a result of their entry in the Great Cheeses of America Contest. The contest, held this past spring, was sponsored locally by the American Dairy Association and Dairy Council (ADADC).

The two local winners were

Leonard F. Decker from Allentown and Mary Louise Carlisle from Ebensburg. Both will receive a vacation for two anywhere in the Continental USA. The trip includes round-trip coach air transportation and hotel accommodations for seven nights.

The contest was part of a national consumer supermarket promotion held during the spring

months to encourage the consumption of cheese. It is one of four supermarket promotions sponsored each year by ADADC.

ADADC is a dairy producer funded and directed milk promotion agency serving the Federal Order 2 areas of New York, New Jersey and Pennsylvania.

### Penn-Breeze Holsteins win at Central Jersey Show

FLEMINGTON, N.J. — Honors were rather evenly distributed at the Central Jersey Holstein Show Aug. 2 on Flemington Fairgrounds. Exhibitors, young and old, shared the top ribbons.

Penn-Breeze Holsteins, owned by Charles Rogers and Family, Raritan Township, emerged with enough points in the overall scoring to take the day's high honors: Premier Breeder and Exhibitor. They had many high-placing animals in the show, and significantly, 3 blue ribbons in heifer and cow classes.

Backacres Farm, William Teets and Family, Clinton Township, had its achievements. Backacres Joyous Dixie, bred and owned by Lucinda Teets Pill, was Grand Champion Female. This was the third year in a row that "Dixie" walked off with the rosette and trophy as "best in show."

Dixie, incidentally, was out of a

cow that Lucinda had won as top youth award in this show some years back when she was active in 4-H.

The judge for the day-long event was Paul King of Delta, Pa. He is a well-known Holstein judge, recognized by the Holstein Asso. of America. He placed the eighty head in the show and described his reasons for placings to the exhibitors and the ringside.

Junior Champion Female award went to Charles Rogers on his senior heifer calf, Penn-Breeze Tally Elvate Willi. She edged Windy Crest Citation Buttercup, 1st place senior yearling, shown by Windy Crest Holsteins for junior champion honors.

Reserve Champion rosette went to Penn-Breeze Oriel Persua Sandy, a 3-year-old shown by Sandy Rogers.

In the Junior Division of the show, results were as follows:

Junior Champion - Windy Crest Finest Nina, Gretchen Kuehn.

Senior and Grand Champion - Penn-Breeze Missie Mile Tracey, Janet Rogers.

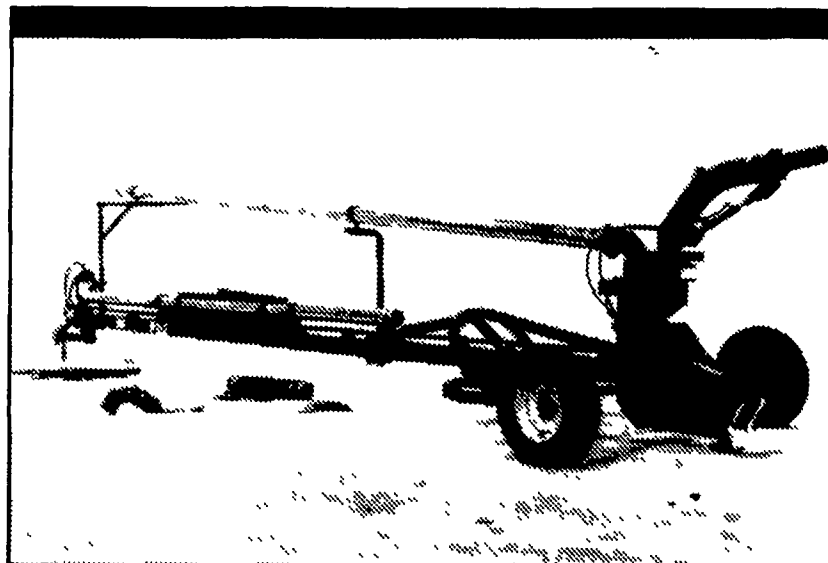
Reserve Champion - D-V-C Elmer Chief, Tom Holcombe II.

In fitting and showmanship competition, Gretchen Kuehn was First Senior Fitting; Wayne Sutton, First Senior Showmanship. Tally Beatty was First Junior fitting and showmanship.

Overall youth winner was Tracey Beatty, winning a registered Holstein calf, donated by Sandy Rogers. Trista Beatty was second and won a show box.

Fitting and showmanship judge was Tom Smith, King and Queen Farm, Allentown, N.J.

All Cooperative Extension programs are offered without regard to race, color, national origin, sex or handicap.



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