

Jersey owners urged to promote their breed

BY GINGER SECRIST-MYERS
Staff Correspondent

CHAMBERSBURG — "Are we tooting our horn as much as we should be?"

"The bottom line is that we must promote the cow, and capitalize on her assets."

These challenges to promote the Jersey cow and her high solids milk were made by Donald Koontz, Fredonia, PA, AJCC National Director and Dennis Erpelding, Columbus, Ohio, National All-Jersey Milk Marketing Specialist respectively at the Cumberland Valley Jersey Breeders holiday banquet held recently at the Lighthouse Restaurant, Chambersburg.

Over 50 members and their families gathered for a buffet banquet, and business meeting, and to hear Koontz and Erpelding, both leaders in the national breed organization, as they stressed that regardless of the present dairy position, the high solids cow is the dairy cow of tomorrow.

Director Koontz recalled the time when few Jersey dairymen spoke up for the breed. Times have changed he noted, "We need to be telling our neighbors what we're getting for our milk. We're still number two Holsteins, but not in what we're getting for our milk. A comparison to the Holsteins isn't all bad. They give us something to shoot for."

By contrast, he reminded the crowd that several of the most valuable tools in dairy cow breeding, such as the use of the USDA Sire Summary were pioneered by the Jersey Cattle Club, not the Holstein Association.

Koontz continued his theme of breed promotion by urging the

group to promote the cow for her market, that of high solids milk. He pointed out that Jersey cow prices have held steady over the past few years, while other breed prices have dropped.

He stressed that Jerseys are still in demand and breeders must continue to maintain that market by expanding the demand for her milk. "We have an edge with the high-solids Jersey cow, so let's not keep her to ourselves," he concluded.

Summarizing AJCC Board activities at their most recent meeting, Koontz announced that the only fee increases in Club services for 1986 would be an increase in Jersey Journal subscription rates from \$8.00 to \$10.00 per year. Advertising rates will also be raised. Present Club figures estimate that registrations for 1985 will top the 70,000 mark.

National All-Jersey Milk Marketing Specialist Dennis Erpelding told the group that, "The Jersey cow has proved herself. Now we must market the product. The bottom line for the All-Jersey program is dollars to the dairyman."

Nation-wide Erpelding cited the strong market in Wisconsin for Jersey cows where the milk is used for cheese and the protein market jacks up colored cow prices. On the West Coast, he cited how Jersey dairymen have pooled their milk and their resources to build two cheese plants. Used in making cheese, their milk is worth 50 cents to \$1 more and it is this money which is paying for the plants and still yielding some profit.

In addressing the present Farm Bill, Erpelding predicted that regardless of the political package

hammered out in Washington, dairying is still the best place to be in agriculture.

One current trend which he sees as promising is that the Great Salt Lake Basin milk marketing area has petitioned to have some form of component pricing put into the Federal Orders.

He encouraged anyone with influence to urge that the pricing scheme be based on protein and not on a solids-not-fat basis. The reasoning for his position, as he explained was that presently 100 pounds of 4.8% Jersey milk is paid an average of \$14.29. The same amount of 3.5% Holstein milk receives \$11.87. If protein pricing is

implemented, the Jersey milk would receive \$15.07 and the Holstein milk \$11.09. Under a solids-not-fat plan, the Jersey milk would receive \$14.59 and the Holstein milk \$11.57.

Erpelding went on to stress that this is not a breed issue. Since 90% of all milk produced in this country is from Holsteins, the program will be implemented on the average test of all milk.

He stressed, "If protein pricing cows into the market, the high solids cow will be more valuable. Protein pricing is not a matter of more dollars, it is just a re-distribution of existing monies. The high-solids cow will be the

winner."

The Club unanimously voted to hold The Third CVJB Fourth of July Jersey Sale. Doug Reinhart, Lemasters, will be the sale chairman. The Club approved its annual advertising commitment to The Jerseyletter. Florence Robinson, Waynesboro, newly appointed P.J.C.C. Field Representative gave a brief description of her new duties.

Results of Club elections were: President - William Dietrich, Newburg; Secretary - Ginger Myers, Littlestown; Treasurer - Florence Robinson, Waynesboro; and Fair Board Rep. - Thomas Horst, Chambersburg.

PFU praises Senate vote on price-cut amendment

HARRISBURG — Leaders of the Pennsylvania Farmers Union responded enthusiastically to the U.S. Senate's 50-47 decision to table the Moynihan-Hawkins amendment to the 1985 farm bill. The amendment would have lowered the support price on dairy products from \$11.60 per cwt. to \$11.10 per cwt.

"We are quite satisfied with the outcome for this issue," said PFU president David Stetler, "especially since both of our Pennsylvania Senators voted against this amendment, which would have caused so much more production at a time when supply is already far in excess of demand."

The farm organization's Vice President, Allen Deiter agreed

"Moynihan-Hawkins would have resulted in higher production and more Commodity Credit Corporation purchases," Deiter said. "The Senate's decision will help keep government costs down and family farmers in business."

"Clearly, there must be a better solution to the surplus problem," Stetler continued. He noted that both Farmers Union and the State Grange have endorsed the idea of a whole-herd buy-out program. "Even the Pennsylvania Farmers Association, which only a few days ago testified in favor of Moynihan-Hawkins at a special hearing held by Senator Specter, decided at its annual convention this week that a whole-herd buy-out and even a paid diversion program should be used in times of high CCC pur-

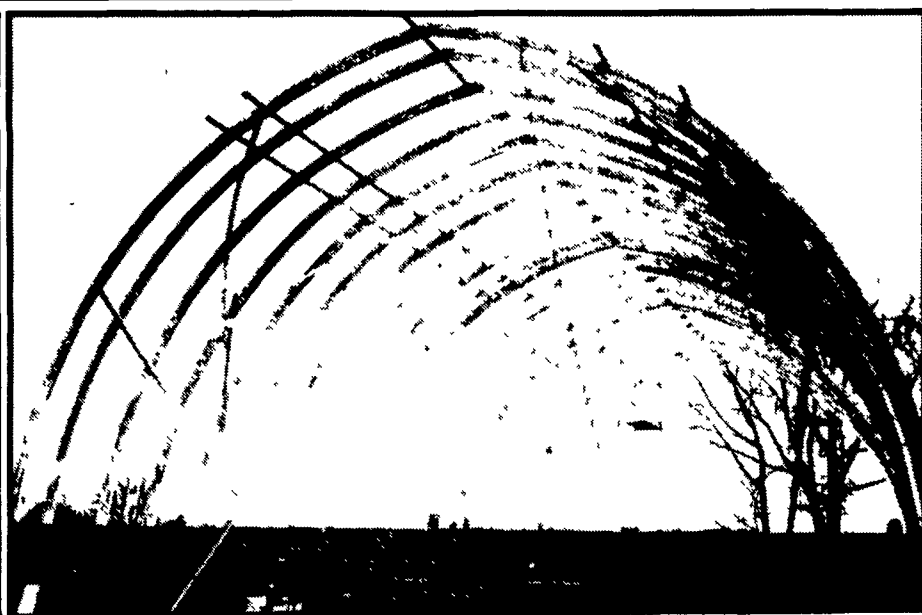
chases," Stetler said.

The Farmers Union leader said that he hoped the three farm organizations could now work more closely on getting a farm bill passed. "One of the biggest stumbling blocks to a comprehensive national farm policy has been disagreement among farmers themselves," Stetler pointed out. "There's a good chance that we won't have a farm bill in 1985 unless farmers can get together and tell Congress what they need. We hope this common ground on the dairy issue can continue into other sections of the legislation," he said.

The Pennsylvania Farmers Union represents family farmers across the State in 31 chartered counties.



Wood Roof Trusses Up To 80' Span
One Piece - Delivered To Job Site



We Specialize In Laminated Arches
Of Various Types, And Custom Build Them
To Your Building Needs Or Requirements.

Laminated Straight Beams Up To 60' In Length.

ITEMS WE MANUFACTURE & STOCK

Fabral Roofing & Siding
Why Not Buy The Best - The
Original Grandrib-3
Laminated Treated Timbers
Flooring & Decking
Cannon Ball Door Track
Agri Doors & Windows



UNI-ARCH -
The Square bldg.
appearance with high
center open clearance,
used for shops, eq.
storage, specialize
confinement bldgs.
The UNI-ARCH adapts
well to most ventilation
systems, also easy to
ventilate.

CORN-CRIB ARCHS
The bldg. that makes
you money.

**Laminated Arches Make
Excellent Bulk Storage
Bldgs. At Economical
Prices.**



RICHLAND RD.1, Pennsylvania 17087

717-866-6581