

The Dairy Business

By
Newton Bair

Create your own markets!

Did you ever stop to think why you grow corn? Or wheat or beans or anything else, for that matter. Chances are that you grow them because they have been the traditional crops on your farm, or you grew up on a farm that grew those crops. If you grew up on a dairy farm, that is most likely the type of farmer you are now. We are naturally creatures of tradition and habit.

There has generally been a market for the things we produce, simply because people need to eat. But the market is fickle when it comes to what the customer is willing to pay for food. The sky is the limit if the supply is less than the demand. No amount of promotion will entice the consumer to buy more milk, cheese or yogurt if his belly is already full of other things. Even lowering the price substantially won't do it, unless the eater eats less of something else.

The key to the Dairyman's Dilemma is to produce and promote new and exciting uses for our products. Dairy products can be as exciting as hamburgers and pizza, but we must make the consumer want to get up out of his easy chair in front of the TV and satisfy his hunger or thirst.

Not for McWhopper or Coolcola, but for a tall glass of slushy Cherry or Chocolate milk. Or a thick, soft and tangy chunk of Swiss cheese, so holey that it forgives all your sins. Or a dish or cone of creamy Ice Cream laced with your favorite flavoring, like peanut butter. (Excuse me while I check the freezer.)

Now I suppose that it's alright to promote milk products for health reasons.

The Osteoporosis commercials should go a long way in getting the old folks like me to drink more

milk. But I prefer to drink it because I like it, not just because a nutritionist says it is the best way to get my daily allowance of calcium.

The best sales pitch is always the one that makes your juices start flowing and the stomach start growling. I always respond quicker to hunger pangs than to somebody telling me that my bones might get brittle if I don't eat enough limestone!

Our industry needs some real innovative and far-out thinking and planning. Maybe we need to be hitch up some other successful fast food industry that goes after the competition for food. Milk and milk products are versatile enough, as anyone who uses a cook book knows. The best recipes always use REAL cream, REAL butter, and many specific types of REAL cheeses. And we need to stress the REAL seal more. Synthetics and substitutes are robbing our markets and our stomachs.

Did you ever check the cost of the phony substitutes that are trying to steal our market? It is often as much or more than the

York Co. Holstein Club names officers

BY JOYCE BUPP
Staff Correspondent

YORK — Sue Beshore has been named York County Holstein Association's first woman president, following recent reorganization of the dairy breed group.

Mrs. Beshore, of New Cumberland, heads the slate of officers that includes Tom Stein, York R12, as vice-president, Shirley Trimmer, East Berlin R1, secretary-treasurer, and Bob Charles, Carlisle Road, Dover, assistant. State director is Leroy Bupp,

Seven Valleys.

The first activity planned for the year is the annual barn meeting, tentatively set for March 4 at the Doug and Joanne Cope farm, near Dillsburg.

Other spring events tentatively include a March 18 Calfarama sale, to be held jointly with Adams County at the York Fairgrounds, and an April bus trip to select registered Holstein operations on Eastern Shore. Still in the early planning stages are the July 24 county show, an August fun-day picnic, and the annual dinner

meeting in October.

Committee chairmen for 1986 are as follows: sales, Jim McCaffree and Doug Cope; breed activities, Tom Stein; Junior Holstein, Sue Beshore and June Boyer; tour, Jim McCaffree; banquet, Sue Beshore; county show, Shirley Trimmer; membership, Leroy Bupp.

In addition to the officers, include Paul King, Delta; Dale Doll, Glen Rock; Dan Hushon, Delta; Jim Warner, New Park; and Wayne Myers, Dover.

REAL thing. People can be gullible enough to pay more for a substitute made from Soy or lard, if it is advertised as "low cholesterol" or "low calorie" schmuck. See your Congressman about cleaning up those misleading ads that quote phony "scientific findings."

A few local farmer-oriented restaurants are offering a free glass of milk with the entree. I always take it, and enjoy it immensely. Not because it's free, but because it is always fresh and cold. There is not a better way to promote good taste than to make an excellent product available, easily and at reasonable cost.

Have you ever wanted a glass of cold milk or an ice cream cone, and couldn't find one? It's very frustrating, and shouldn't be allowed to happen anywhere. Every dairy processor should be required to hire a person to see that milk dispensers are available everywhere that people congregate or pass by.

With the advent of UHT milk, servicing those dispensers should be no problem. And if it is readily available as the other drinks are, people will soon demand it.

Won't that be a great day for the Dairy Business, when people start screaming for more good, cold, classic milk?

Ayrshire Ass'n. plans sales

HARRISBURG — The Pennsylvania Ayrshire Association met for their mid-winter meeting at the Farm Show Complex, January 14, 1986. With about 40 people in attendance, an ambitious 1986 program was approved.

President John Ocker III appointed a sales committee of John Ocker, Shippensburg; Edward Kulp, Pottstown; Harold Rader, Connoguening; and Milk Brubaker, Lititz.

The Association voted to hold two sales in 1986: a spring Calf and Heifer Sale at Bedford Fairgrounds on April 12, 1986, and the Elite Ayrshire Sale with the PA. All-American Dairy Show, Harrisburg, PA, September 23, 1986.

The Sale Committee will manage the Spring Sale and Englan Select Sales, Inc., Madison, N.Y. will manage the Elite Sale.

The Youth Committee reported Wesley Harding Jr. of Lebanon, PA is the Pennsylvania candidate for the Outstanding National Ayrshire Boy and Girl Contest

slated for the National Conference in Pennsylvania on April 24, 1986. All youth showing at the Pennsylvania Farm Show received ayrshire decals and the champions and reserve champions received trophies.

Ocker appointed Dale Maulfair, Jonestown; Charles Gable and Paul Kemerer, Latrobe to the Nominating Committee.

David Jones, Aroda, Va., or national director reported there have been more young Ayrshire sires sampled in the last 5 years than in the previous 20 years.

The Ayrshire Association is cooperating with the National Holstein Association to have the Ayrshire registrations processed.

Judges recommend for the Pennsylvania All-American Dairy Show are: William Broadwater, Preston, MN.; David Dickson, Madison, WIS.; and Norman Hill, Jefferson, MD. The Pennsylvania All-American Dairy Show will also be the place of the Eastern Ayrshire National Show.

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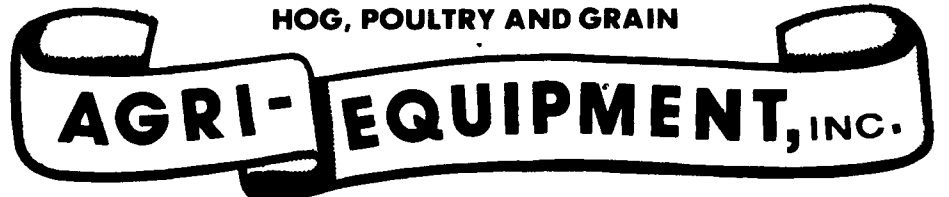
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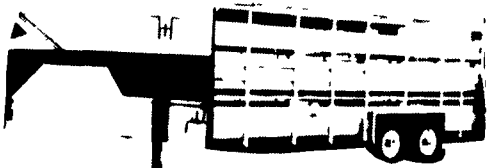
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