

Dairy Marketing

December milk output up 9%; '85 up 6%

WASHINGTON — U. S. milk production in December surpassed year-earlier levels for the tenth straight month, driving the output for the year six percent higher than the total for 1984, USDA officials said.

The nation's milk output in December was 11.57 billion pounds, an increase of 400 million pounds over November's total and almost a billion pounds, or nine percent, more than the December 1984 total.

The December production concludes a year in which production jumped to 143.1 billion pounds, 7.5 billion pounds more than the 1984 total, recorded during the first 12 months of the 15-month dairy diversion program.

Cow numbers in December climbed about 3.4 percent over 1984

levels, to 11.18 million, while production per cow was up 5.6 percent to 1,071 pounds.

In Pennsylvania, production was up 14 percent to 863 million pounds, giving the state the largest increase among the major milk-producing states. Cow numbers averaged 747,000, 10,000 more than year-earlier totals, and production per cow was up 125 pounds, to 1,155.

In the Mid-Atlantic region, New York's production was up nine percent, while in Maryland, milk output increased 13 percent over last November's total.

Around the country, production in California was up 10 percent, Minnesota and Michigan were up six percent and Wisconsin was up nine percent among the leading dairy states.

Dairy co-ops sponsor meeting

SYRACUSE, NY — Daniel W. Fox, Ephrata, PA, Eastern Milk Producers district 8 director and Raymond J. Diebold, Altoona, PA, Dairy Lea district 6 director have announced a public dairy education/information meeting will be held Monday, February 10 at 1 p.m. in Intercourse, PA, at the Harvest Drive Restaurant.

The meeting will be jointly sponsored by Eastern Milk Producers Cooperative and Dairy Lea Cooperative Inc., both headquartered in Syracuse, NY.

Topics for review and discussion

will include the 1985 Farm Bill, rules and regulations of the whole herd buyout, marketing background and dairy price outlooks. Presentations will be made by one of the following economists: Joseph Mathis, Eastern Milk Producers; Art Little, Dairy Lea Cooperative; George O'Brien, Dairy Lea Cooperative.

All dairy farmers are invited to attend this open meeting and will have an opportunity to ask questions.

"America's Dairy Farmers" was selected as the new tagline for the National Dairy Board's television and print commercials at the Board's meeting in New Orleans, La., January 17-18. The current tagline, "National Dairy Board," will appear in smaller letters below "America's Dairy Farmers."

This new tagline reflects the Board's desire that credit be given to the nation's dairy producers, who fund the national promotion program.

The revised tagline will appear initially on the Board's new butter commercial. The final butter spot was reviewed by the Board at this meeting, as were two butter print ads that will run in national magazines. The first butter spot will appear during the February 2 broadcast of CBS's "60 Minutes."

The butter campaign is designed to go head-on against butter's major competitor, margarine. One of the print ads will focus on the fact that there is virtually no difference in calories between butter and margarine; the other will position butter as a pure, natural dairy food, whereas margarine is hydrogenated oil and water.

Three creative concepts for this summer's ice cream program were approved for consumer testing. One will be chosen as the final execution for the campaign, due to begin in late May or early June. This program will again be a joint effort by the Board and the International Association of Ice Cream Manufacturers.

Six new calcium print ads were approved, in other advertising action. They will begin appearing in the March editions of numerous national magazines.

In 1985, the first year of dairy

calcium advertising, the print ads stressed the importance of calcium and how all dairy foods are excellent sources of this essential nutrient. The new ads are "product specific"—three will focus on cheese, three on yogurt, and three on cottage cheese.

Five new product research projects were also approved, bringing to 41 the number now funded by the Board.

"The Development of Value-Added Cheese Products for the Food Service Industry," to be carried out through Dairy Research, Inc. (DRINC) will involve developing cheese products better suited to use in institutional and food service establishments. The Board committed \$260,000 to this project.

Another project, "Production of Low Cholesterol Butter and Butter Derivatives" will be carried out at the University of Wisconsin. The Board will provide \$126,835.

The Wisconsin Milk Marketing Board (WMMB) has expressed interest in jointly funding these two projects. Such a joint effort in contingent on approval from WMMB's Board of Directors.

Two of the other project are "Development of Non-Cariogenic and Anticariogenic Dairy

Products" and "Development of Uniquely Textured Gourmet Cheese Products Utilizing UF Retenate as a Dairy Ingredient." Both will be contracted through Land O' Lakes and coordinated closely with the University of Minnesota.

In nutrition research, the Board voted to expand its funding of Dr. David A. McCarron, M.D., of the Oregon Health Sciences University, by \$289,900. This brings the total to \$1,139,980 through December 1986. Dr. McCarron's work has been instrumental in creating awareness of the link between calcium and hypertension. This funding will help expand the specific aims of this research and advance the progress of the data.

The Board also allocated \$100,000 to evaluate a new advertising program developed by the Middle Atlantic Milk Marketing Agency of Towson, Md.

Finally, the Board approved the establishment of an Increased Export and Military Sales Advisory Committee. The Committee, whose members are yet to be named, will explore opportunities to increase dairy exports and sales to the U.S. armed forces.

Dairy Board selects tagline "America's Dairy Farmers"

Holstein Assoc. slates Winter Forum meetings

BRATTLEBORO, VT — The National Directors of the Holstein Association recently announced its annual series of Winter Forum meetings that will be held throughout the country between January 29 and March 18.

These forums provide the directors with the chance to learn what the opinions are of the members of the Holstein Association on various topics.

Some topics that are likely to

come under discussion are: changes the Holstein Association has incorporated to meet demands; chronology of animal performance information; new total performance index formula; first record scores used for PDTs; new billing system; transfer fees, bylaw amendment; association finances; and bylaw amendment proposal.

These forums are scheduled for March 3-4 in Syracuse, NY and March 10-11 in State College, PA.

TURKEYS TURKEYS TURKEYS TURKEYS



TURKEYS...A Bright Future
Because Of Their Lean Meat And Low Cost Of Production

ATTENTION - ATTENTION - ATTENTION

All Turkey Growers Or Anyone Interested in Becoming A Turkey Grower, Contact:

WOLGEMUTH BROS., INC.

Florin Foods
Mt. Joy, PA (717) 663-1461

We Are Looking For New Or Good Existing Buildings For Contract Turkey Growing:

- Long Term Contracts
- Can Give Your Farm A Positive Cash Flow
- Full-Time Or Part-Time Labor Requirements
- Profitable Return On Labor And Building Investment
- Little To No Risk To Grower

ATTENTION - ATTENTION - ATTENTION

All Turkey Growers Or Anyone Interested In Becoming A Turkey Grower, Contact:

FARMER BOY AG, INC.

Myerstown, PA (717) 886-7505

We Can Help You With All Your Building Or Remodeling Needs. Turnkey Packages Or Drop-Ship Turkey Growing Equipment. Featuring:

- Beacon Turkey Feeding Systems. High Quality. Ruggedly Designed With Feed Conversion In Mind
- Plasson And Bec Bell-Type Drinkers For Dry Litter And Sanitary Water
- Shennandoah Gas Brooders With Variable Control And 100% Safety Shutoff. Energy Efficient And Uniform Heat
- Insulated Curtains For Heat Savings And Better Ventilation For Better Feed Conversion And Less Days To Market
- Complete Total Turnkey Equipment For A High Quality. Well Designed, Profitable Turkey Production Factory

For More Information, Call Or Write Anytime

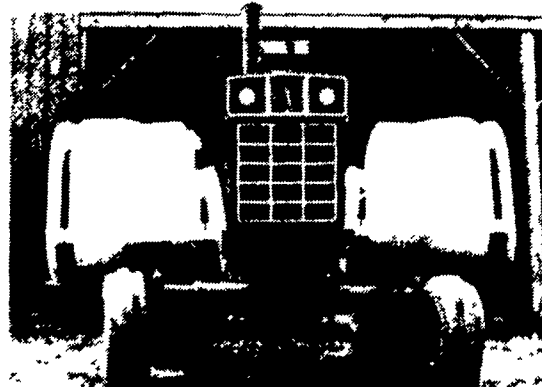
WOLGEMUTH BROS., INC. FARMER BOY AG, INC.

Florin Foods
Mt. Joy, PA 17052 (717) 663-1461

410 E. Lincoln Ave.
Myerstown, PA (717) 886-7505

TRACTOR SIDE MOUNTS

- Extra Heavy Steel Tubing
- Strong yet simple and easy to install on tractor
- Three sizes - 120 Gallon, 200 Gallon Slim View, & 225 Gallon
- Plumbing Kits Available



200 Gallon Slim View Tractor Side Mount

DEALER FOR:

- INDUSTRIAL FARM TANKS Various Sizes & Styles Available.
- MI-T-M PRESSURE WASHERS Gas & Electric Powered - Hot & Cold
- AGROTEC PRODUCTS EQUIPMENT & PARTS

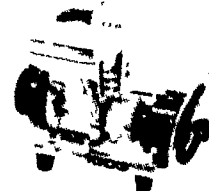


RANSWASH
of Central Pennsylvania
R D #3 Box 816 Mount Joy, PA
Phone: 717-898-3006



2400 PSI @ 5 GPM Power Take-Off Driven 3 Point Hitch Pressure Washer - 540 RPM PTO Water Source Can Be Direct Or Tank Fed Utilizing Your Tractor For Superior Cleaning And Sanitation In Countless Areas Around The Farm.

ONE TIME ONLY LIMITED SUPPLY



CW 1003 MGH
3 GPM @ 1000 PSI
3.5 HP Honda Eng.
Reg. List \$1325.00
Special **\$900⁰⁰**

ONE YEAR WARRANTY COMPLETE UNIT

CW1003 MGB
3 GPM @ 1000 PSI
3HP I/C B & S Eng.
Reg. List \$1225
Special **\$820⁰⁰**



Less than 85 Lbs.
Ideal For Poultry Houses Cleaning & Disinfecting