

Vista Grande Holsteins

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 whenever practical," he states. Classification, AAA, and common sense are incorporated as tools in Bitler's management of the dairy herd. "I try to come up with something I like to milk," he concludes.

Vista Grande Holsteins has many such individual. Among them is "Selina", an 83 point Pacemaker with 4-03, 365d, 35,041M, 3.6 percent, 1267F. There is also Vista Grande Star Lass, an excellent four year old with 3-08,

365d, 24,202M, 4.2 percent, and 1024F. "Astro Pansy", and 85 point, five year old boast a 4-04, 365d, 30,713M, and 1023F record. Even the smaller, but very typey "Sun Eloise," a VG-87 pumped out 4-03, 317d, 24,911M, 3.7 percent, and 917F.

It is obvious that the two families take pride in their farm. The beautiful landscaping and grounds work is maintained by Joanne, Joseph Ruth's wife, who also

works part time as a nurse. The lined up, painted calf hutches blend with the handy set up of the matching barns along with stone barnyard walls and rail fencing to design a lovely farm.

The partnership is active in the Berks County Holstein Club and DHIA. This year their plans include increasing the showing of Vista Grande animals at local and state shows. As for the long term plans of Vista Grande, Bitler sums it all up with, "I enjoy working with the cows, that's all I consider."



The feed room is well organized and efficient at Vista Grande. Dave stands by his mixer and scale with his son Jesse. Feed is formulated and mixed daily. Cows are fed four times a day, and Bitler formulates a custom ration for each stage of growth of young stock.

Good management key to survival

LITITZ — The farmer who is a good manager will be the one to survive for the next five years. This was the message that Larry Jenkins delivered, Associate Professor Farm Management Penn-State University, at the annual McCracken's Feed Mill Professional Dairyman's Seminar, held Tuesday.

A farmer that has a large debt can still survive providing he is a good manager, Jenkins went on to explain. He suggested the group check the actual costs of producing milk on their farms to make sure production was efficient as possible.

One common misconception is the high producing herds are the ones that are making the most net income, Jenkins pointed out. In reality, income does increase as production increases to a point. At this point net income then decreases as production rises.

Jenkins listed the measures of a good management program. The key point of this list was growing

and feeding quality forages on the farm. This lowers feed costs and aids in animal health and production.

Other points which Jenkins explained are part of a good management program include: testing the forages and balancing rations based on this test, using a good record keeping program such as DHIA, breeding with superior A.I. bulls and culling animals with a standard system.

Also falling under the classification of good management practices, Jenkins stated, are the

following items: practicing good sanitation in milking and waste management, checking milking equipment annually, and creating goals for milk production, farm income and cow numbers for the next ten years.

Jenkins concluded by profiling what a surviving farm will have achieved by the year 1990. Machinery costs on this farm will be \$400 per cow or less. It will be selling over 400 thousand pounds of milk per worker and purchased feed costs will amount to less than 30 percent of milk sales.



Larry C. Jenkins

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