

# Goals Set For Jersey Club

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Howard and Dorothy, who was an elementary school teacher until 1976, raised and educated nine children. Dave speaks with a note of pride as he relates that of their nine children, eight have college degrees, seven of those eight have Masters Degrees, and one of his older brothers, Duane, has his Doctorate Degree and works with the USDA as a research geneticist.

In his own right, Dave stands in no one's shadow. His mother, a 4-H leader for 25 years, started Dave in the 4-H and FFA programs. He won a trip to the National 4-H Club Congress in Chicago in 1972 for being named the National Award winner in 4-H Field Crop Science. Like his four brothers who preceded him, Dave also received the FFA's Keystone Farmer Award.

Dave attended the Pennsylvania State University where he received his degree in agriculture education in 1974. He was a familiar figure on Ag Hill as he was actively involved in the Dairy Science Club and a member of the Dairy Cattle Judging Team. He is also a brother at the Delta Theta Sigma Fraternity.

It was during his time at Penn State that he met his future wife, Aggie Arnold. Dave and Aggie now have three children; Mark, Emily, and Renee.

Following graduation, Dave worked as an Assistant County Extension Agent in York County, focusing on the 4-H program and the Adult Dairy Program. He left the Extension Service in 1978, returning to the home farm where he entered into a partnership with his brother Ernest.

Dave, always looking for ways to improve, is not content with the 12,000 pounds of milk and 575 pounds of fat their herd is currently averaging. He said, "I'm convinced that you can best maximize profits with a 600 pound fat average. Below that I'm not so sure."

By raising their fat average, the brothers hope to also raise the

protein content of their milk and increase the protein bonus they are currently receiving from Eastern.

Norman does feel that the herd's 82 point type traits appraisal average is right on track. They presently have five cows in the herd scored excellent.

He notes that while they're still selecting bulls who are plus for type, selection is weighed heavily on milk production. He explained, "We breed for high Cow Performance Index (CPI) here."

"I'm not convinced that breeding on high PD dollars has hurt anyone yet. When I'm trying to breed the most profitable Jersey I can, PD dollars is the first tool I can use," he added.

"We make more money here from milk than from type," he continued. "I think we have some weak cows in the herd, but they're the ones that milk. Are you going to trade away your milk for some strength?" he questioned.

Dave noted, "People who criticize the use of indexes don't seem to realize what an index is. They want sound, functional cows from deep families that really milk and will produce good off-spring. Those are the traits that make up the CPI."



David Norman

As thoughtfully as Dave has prioritized his goals for Normandell Farm, he has also ranked his priorities for the PJCC. He feels that most importantly the Club must keep a good rapport with its membership.

He stresses that the Club can not rest on its laurels after hosting, last summer in Lancaster, one of the most successful national meetings in the history of the American Jersey Cattle Club.

## Ag research tied to extension

UNIVERSITY PARK — Agricultural extension and research cannot be treated as two separate activities, says a Penn State faculty member.

A sabbatical leave in Brazil from September 1984 to August 1985 reaffirmed Dan E. Moore's belief that it is unproductive to consider agricultural research and extension separately.

"It's all part of the same process," says Moore, an associate professor of rural sociology extension.

While in Brazil, Moore examined the organization of the country's Brazilian Enterprises for Agricultural Research (EMBRAPA) and Technical Rural Assistance (EMBRATER).

The separation between extension and research is much greater there than in the U.S. system, Moore says.

Some effort is made here to pull the two together, but in Brazil the two federal agencies compete for budgets and international support.

"They miss a lot of opportunity to gain from each other," he notes.

"We've got to keep our members involved. That includes sales, encouragement for the Club's projects, and showing the benefits of not only the State Club but of the National programs as well," Norman stated.

One PJCC project of particular concern to the new president is this year's State Jersey Sale. Due to the pending sale of the Guernsey Sales Pavilion in Lancaster, which has served as the sale site for the past few years, this year's sale has been moved. It will be held in conjunction with the Pennsylvania All-American Dairy Show in late September.

Norman stresses that one of his early goals is to get people behind this sale and to select the animals for the sale with showcase potential.

He sees the primary function of the club as being a full-time service organization for its members. As well as the sale, he sees the club

providing, through its Directors and Secretary, services which include private treaty sales, help with Genetic Recovery animals, and work in opening up protein markets across the state.

Noting that the PJCC has limited resources to do much in realm of milk marketing, he recommends that members strongly support the AJCC's Equity Program. He is encouraged by the efforts of NAJ, Inc. Milk Marketing Specialist Dennis Erpelding in opening protein markets within the Keystone state, particularly the smaller independent milk buyers.

Norman is confident in the solidarity of the PJCC and the future of the Jersey cow. He concludes, "We don't need to compare ourselves to any other breed. If we keep going ahead and follow AJCC's strong, progressive programs, we'll keep gaining. We'll take care of ourselves, and that's all we need to do."

## Lancaster Farming is New Benefit for Club Members

STATE COLLEGE — At Wednesday's state board meeting in State College, the directors of the Pennsylvania Jersey Cattle Club voted to accept Lancaster Farming's Organizational Membership Package as a benefit to their members, according to State President David Norman. The package includes special subscription rates and advertising space for club sales or other activities.

In other business, the directors received a report on the recent successful bred heifer sale. It was also announced that the State Jersey Sale will be held September 24 in conjunction with the All-

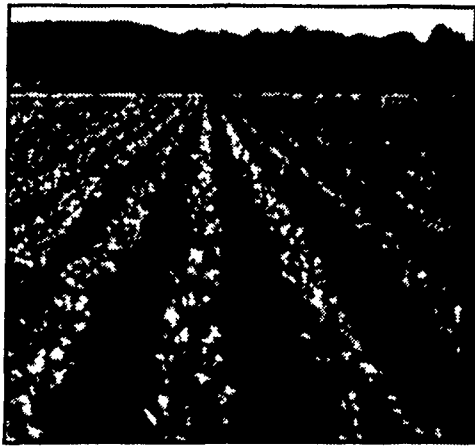
American Dairy Show in Harrisburg. Craig Rhein is the sale chairman.

Lori Shallenberger, youth committee, announced a fitting and showmanship seminar to be held July 31 and August 1 at President Norman's farm.

Florence A. Robinson, Waynesboro, was retained as a field person for an additional six months and the club will again have a booth at Ag Progress Days on August 19 to 21.

At the next meeting in October the directors will review the standards for their production awards.

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