

Heald Receives Citation

HARRISBURG — There's no milk surplus as far as Pennsylvania Dairy Princess Beth Heald is concerned.

Accepting a citation from the Pennsylvania House of Representatives on June 11, she told members that the dairy problem wasn't a matter of too

much milk, but rather not enough consumption.

The citation, recognizing Heald's achievements in promoting milk and other dairy products, was presented by her state representative, Rep. Ruth Rudy, Centre County.

Then the Penn State junior

demonstrated why she won the citation.

"Dairy farmers are eager to help themselves and all Pennsylvanians," she emphasized. One way, she said, "was by establishing advertising promotion and research programs."

U.S. Department of Agriculture

figures prove Heald and the programs are on track. General dairy sales have increased 7 percent nationally since 1984 when the dairy advertising programs were launched, with cheese leading the way with a 12 percent gain. Butter has shown a 5.7 percent increase over two years while fluid milk sales have risen 2.4 percent.

Heald reminded the Pennsylvania representatives that milk is both the official beverage of Pennsylvania and the most popular beverage in Pennsylvania,

outselling all others by a wide margin.

The pert dairy princess is the daughter of C. William and Judith Heald, Spring Mills. At Penn State, Beth majors in dairy production and is active in the Penn State Dairy Science Club. Upon graduation in 1988, she plans a career in dairy public relations.

Six to eight thousand showed up in Pittsburgh's Market Square June 3 to help Beth Heald and the Pennsylvania Dairy Promotion Program kick-off Pennsylvania's 50th June Dairy Month.

\$12,000 Tops Guernsey Sale

PEORIA, Ill. — The National Guernsey Sale averaged \$2,558 on 58 head.

The when the gavel came down for the final time, Arrowhead T F Linkon walked away with the highest price of the sale. Tri-State Breeders and the Arrowhead T F Linkon syndicate paid \$12,000 for the rights to own this bull.

He was sired by Dutch Mill Telestar Fayette, and is out of a Dari Fayvor daughter. His dam produced 22,270 pounds of milk, 1,081 pounds of fat, and 782 pounds of protein in 355 days. She is classified EX-93 and was the All-

American 4-year old in 1985.

This bull was consigned by Karla Halbert, Union, Mo., and bought by a syndicate managed by the Illinois Guernsey Breeders Association.

An unborn male ET came in second in the bidding with a price of \$9,000.

This bull was sired by Dutch Mills Telestar Fayette and out of Med O Bloom Choice Faithfull. "Faithfull" has a class leading record in 365 days of 27,260 pounds of milk, 1,287 pounds of fat with a 4.6 test, and 978 pounds of protein with a 3.6 test. She has the second highest CPI in the breed and was

the highest selling animal in public auctions in 1985.

The highest selling female was Pen Hol DF Elsie. Consigned by Joseph Pendergast and Robert Holcomb of Cobleskill, N.Y., she was purchased by Eric Harrell of Tennessee for \$6,100.

She classified EX-90 as 3 years and 3 months. As a 2-year old, in 296 days, she produced a record of 12,345 pounds of milk and 554 pounds of fat.

Eight animals sold for over the \$5,000 level. The sale was managed by the Guernsey Breeders Association.

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Pennsylvania Dairy Princess Beth Heald, Spring Mills, right, was honored recently by the Pennsylvania House of Representatives. Making the presentation was Rep. Ruth Rudy, left, of Centre County. The Penn State junior lauded dairy promotion and research programs as self-help efforts initiated by the dairy farmers.

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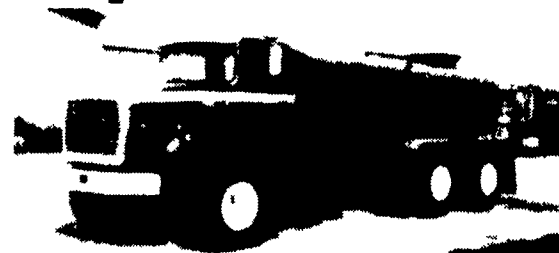


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