

Holstein Association

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both the state and national association. If you register your calves under three months it will cost you \$4 per calf. So the total cost for registry on an animal may be only \$6 to \$10 depending on how many animals you register. No one would dispute that a registered animal is worth \$10 more than a non-registered one. Dairymen need to make the decision if they are going to raise the calf. And if they are going to raise calf, they should automatically register the animal.

Q. What other services do you offer the members?

A. One of the newest things we have begun again is the "Pennsylvania Profiles" magazine. We have two issues out with another going to the printer today. We are really excited about it. It's building on itself. And we think as the readers realize the profit they make by selling an animal they will want to advertise. And others just like to read it. It goes to the members and any one else who wants to subscribe for \$12 per year for the five issues.

Q. Can you describe your youth program?

A. Yes. This is one of our most successful programs. We have about 1,800 junior members right now. We are involved with a large show program. And we offer recognition for our juniors in the Junior All Pennsylvania Contest. We have county and state milk and fat contests. And we are taking a bus trip with juniors to the national convention in Milwaukee. We sponsor a dairy bowl contest each year at the state convention and the junior and senior winners represent us at the national convention. We also sponsor our distinguished junior member. And this program has been extremely successful.

Of course we have our own state convention separate from the adult

convention. And we sponsor three judging schools each year to give young people a chance to brush up on judging or to learn what judging is all about. A new feature for the juniors in Pennsylvania and actually in the eastern United States this year will be at the Pennsylvania All-American and the Eastern National Holstein Show. For the first time ever we'll have a junior division that includes premiums. The Pennsylvania Holstein Association and the All-American are matching funds for nearly \$2,000 in premiums to be offered for the junior show.

Q. Where do you see the dairy industry going in the next five years? And how does the holstein business fit into this progress?

A. Well there is no question that the interest that's been generated for dairy products with the 15 cent checkoff program will be continued. It's been so successful. Also to stay competitive our dairy farmers are going to need to increase efficiency. He must use his equipment more. Using expensive equipment four hours a day to milk cows isn't very cost effective. In industry they keep their expensive equipment working to turn a profit. Those who are going to be milking cows down the road are going to be milking more cows. If you milk 75 cows today, you will be milking 150 cows in the future. And those who are going to be in the cropping business will need to cover more acres, and may be raising feed for those who milk cows. We visited a dairy herd in Ohio while selected for the All-American sale. There a young man was responsible for 150 cows.

And he had a 22,000 pound herd average. It didn't look to us like anyone around there was worked to death. They were on a fast schedule but the cows were comfortable, the cows were feeding themselves out of an automatic feed bunk in a loose

housing operating. And they had pens for cattle that were to be isolated. But it looked like a real efficient operation. And it was interesting to see those cows walking around in this kind of a atmosphere with the high rolling herd average. This shows it can be done.

Also in the Peoples Republic of China there is interest in the yogurt business. And if they start flavoring their yogurt, there is going to be demand for dairy products. We see new product development as essential. The industry needs to come up with things that will excite the public

and have more consumer appeal. There is no reason why we can't produce products that are competitive on the international market as well as the domestic market.

In summary, we need on the one hand new products to stimulate consumer interest. And on the other hand a more efficient dairy operation down on the farm.

Q. And how do holstein cows fit into this program?

A. Well the holstein cow represent 90 percent of the dairy cow operation. She will maintain that position. We'd like to see a higher percentage of these

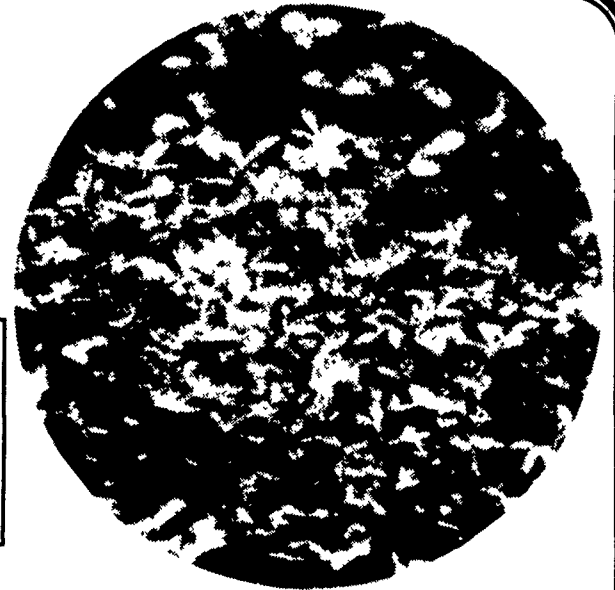
holsteins registered. Of course there is interest in this country to recognize the outstanding unregistered cattle with a certificate. Whether this comes about or not is a decision the purebred industry will need to face. In Pennsylvania we are fortunate to have about 33 percent of our holsteins registered. We want to increase that number. The dairymen will need to look for alternate cash income besides milk and meat. With the registered offspring available for sale he has that built-in additional cash income potential. That will increase his net worth and give him more opportunities down the road.

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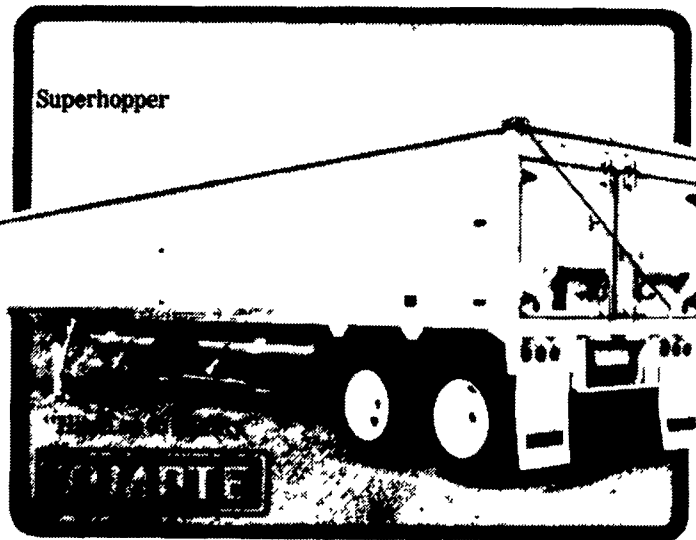
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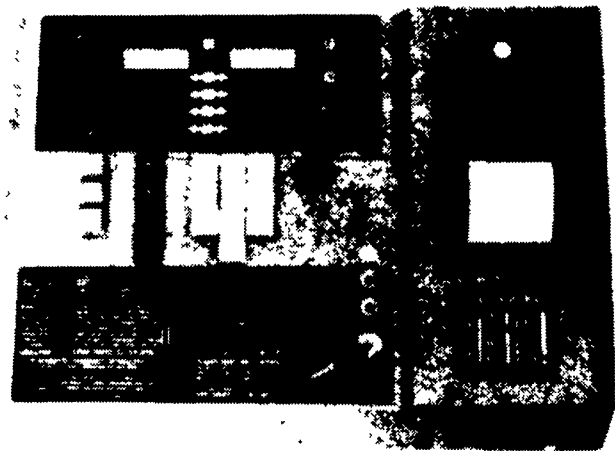
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