

UDIA Delegates To Discuss Promotion Programs

ROSEMONT, Ill. — The House of Delegates of the United Dairy Industry Association will meet at the Hyatt Regency Woodfield in Schaumburg, Sept. 5 and 6 to approve the proposed 1987 programs and budgets, and to take action on several recommendations from the UDIA Board of Directors which recently met in Vermont.

The proposed 1987 budget represents a slight increase of 0.2 percent over the 1986 figure. American Dairy Association, the advertising and promotion arm of UDIA is seeking a budget of \$3,133,000; National Dairy Council, the nutrition research and nutrition education arm of UDIA, is seeking \$1,818,000 for nutrition research and \$1,780,000 for

nutrition education; Marketing and Economic Research Division—\$842,000; Dairy Research Foundation—\$359,000; Communications and Public Relations—\$475,000 and Operations—\$970,000. Allowing for allocation for income variation, \$130,000, this adds up to a total budget of \$9,507,000.

Additional funding for specific

programs, such as ADA advertising and sales promotion programs, is provided by user program fees or National Dairy Board/Dairy Promotion Federation Association pools.

The general session will include addresses by J. Douglas Webb, UDIA chairman, and Edward A. Peterson, chief executive officer of UDIA.

Kristen McNutt, Ph.D., J.D., vice president for consumer and scientific affairs for Kraft, Inc., will speak at the Saturday luncheon about availability and accuracy of consumer information about food, nutrition and health.

In other business, delegates will consider the concept of the new promotion structure for the dairy industry, proposed by the National Milk Producers Federation Study Committee on Dairy Promotion and Research Structure. UDIA's Board of Directors has approved a motion supporting the concept of the single national dairy promotion organization directed by one board and one chief executive officer and calling for further study of the NMPF committee to bring about a more efficient promotion organization for the U.S. dairy industry.

Deacon Daughter Tops Guernsey Sale

LANCASTER — A just-fresh, 5-year-old daughter of Lyrene Wistar Deacon topped the recent 335th Special Guernsey Sale. Consigned by John Merryman, Sparks, Md., Leaders Deacon Clover was bred by Guy A. Leader and Sons. She has a top record of 15,400 pounds of milk and 867 pounds of fat. She was purchased by William and Nancy Cannon of Hermitage.

When the gavel came down for the final time, Big Creek F Wooly walked away with the second high price of the sale, \$1,000. Consigned by Charles McLaughlin, Taneytown, Md., and Jeffery Staner, Ronks, she was purchased by Dutch Mill Farm Inc., Sparta, Wis.

A 2-year-old daughter of Dutch Mill Telestars Fayette, she sold just-fresh. Her dam and granddam were classified VG-89.

Leemin Premium Corporation of Seffner, Fl., purchased the third high selling lot for \$875. A bred heifer, Guernland C Pansy, was bred and consigned by Guernland Associates, Rising Sun, Md. She is due in August to Shadylawn King Arthur.

Sired by Kellogg Minnies Choice, a full sister has a top record of 13,000 pounds of milk.

Next in the bidding and purchased by Leemin Premium Corporation for \$800 was Sunnydell Jupiter Whimsey. This bred heifer

is due in August to Lyrene Wistar Deacon and was consigned by Sunnydell Farm, Southampton, Mass. Her dam, a McDonalds Darimost Titan daughter has a top record of 14,245 pounds of milk and 776 pounds of fat for a 5.4 test.

Three animals sold for the pricetag of \$775. Leemin Premium Corporation purchased two of these animals, while the third sold to John Merryman, agent.

Leemin bought the 3-year-old cow, Merit Jupiter Sherry, consigned by Richard Merritt, Far-

mington, Conn., and the bred heifer, Crumdale Bruce Lady, consigned by John Merryman.

The third animal to sell for this price, Anchor and Hope Telear Glow, was bred by William Stroud, Port Deposit, Md.

Volume buyer for the sale was Leemin Premium Corporation with 13 head and a total of \$9,000.

The sale averaged \$609 on 42 lots and was managed by the Merryman Company and the Pennsylvania Guernsey Breeders' Association. John Merryman was the auctioneer.



Leaders Deacon Clover topped the 335th Special Guernsey Sale with a price of \$1,100. She sold to William and Nancy Cannon, represented by Don Cannon, left, and Denise Semerab. John Merryman consigned the high seller. John Harnish is on the halter.

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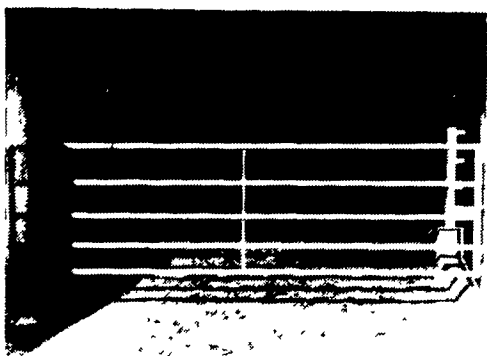
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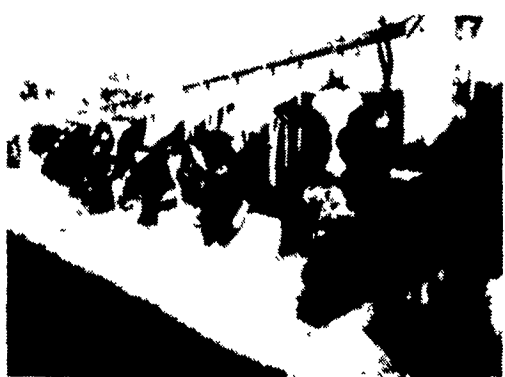
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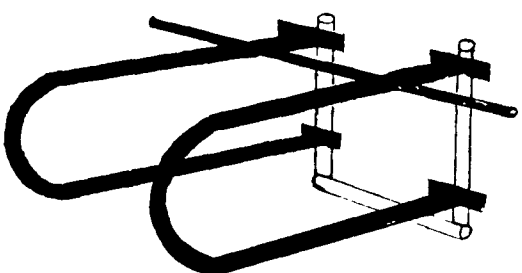
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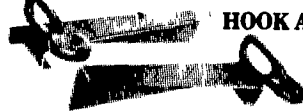
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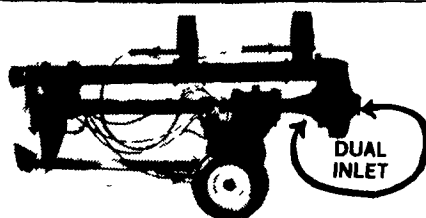


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