

# More About PSU Football Milk Promotion

Also see photo page 1



In the photo left to right back row: Bill Smedley, Harrisburg; James Harters, Ebersburg; Don Cook, Drums; Kenvin Brown, Pine Grove; Ernest Miller, Hamburg; Christian Wolff, Jr., Millville; Don Duncan, Robesonia. Front row: Carl Brown, Pine Grove; Sherry Gibson, Doris Brown, Pine Grove; Beverly Miner, Washington; Cindy Weimer, Harrisburg; and Duff Heald, Spring Mills.



The \$1,000 milk promotion check was given to the PSU Academic Scholarship Fund in the name of John Shaffer, quarterback and most valuable player of the Penn State/Temple football game last Saturday night. In the photo Shaffer meets the press after the game.

## DHIA Prepares

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products will be higher, but that total income for dairy farmers may remain the same.

"From the profit standpoint it may be tough sledding," Sechrist remarked. "In the 21st century DHIA needs to be ready to meet the needs of dairy farmers. We will need to be more high-tech. There will probably need to be more electronic instruments at the farm."

Sechrist concluded that since farmers are fighting to survive in a changing economy, DHIA must change to maintain its service to member farmers. He urged the delegates to formulate goals within their local organizations so that dairy farming will continue to be profitable.



Dick Sechrist

## PSU Students

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Harding, director of sales for the PHA, in visiting five farms. Other areas have already been visited. And plans call for the selection of animals even into Maryland to continue for the next several weeks. Kriebel said the dairy science club has about a hundred members. And they are involved with a number of projects related to milk promotion and to giving their members practical experience in many different phases of the dairy industry. "While some of our activities do become fund raisers, it's more important that we have a learning experience for persons in our club who would not otherwise have a way to gain these practical experiences," Kriebel said.

Jeff Harding said it's also good for the PHA to have a chance to work with the students and add an additional dimension of service to the state holstein program. This sale does put extra pressures on both students and PHA personnel since the sale selection must take place over the state show and the All American. In addition, the students just get back to college in September. So they really only get back into the project at about this time.

Obviously selecting cattle for a top quality sale is not easy. But you didn't need to travel with the group long this week to know these students knew their cow families. And it soon became evident that everyone contacted wanted to give them a good pedigreed animal in the right stage of life to be an asset to the sale. Dr. Larry Muller, club advisor, and Dr. Thomas Sweeney, assistant advisor, were given much credit for their work with the students and the success of the clubs activities.

The students hope to have about 50 head of good quality cattle in the sale. Right now they have commitments for about 30 head. So they still would like to have some additional leads, especially to young cows and bred heifers from strong cow families. If you or someone you know has a prospect for this sale, you are invited to call Jeff Harding at the PHA office, 814-234-0364, or the sale selection chairman Charles Seidel, 814-238-1421, or Kriebel at 814-234-8749.

And also get prepared to attend the October 31 Fall Classic Sale. With the prospect of some outstanding animals already consigned to this sale, it may be even more exciting than a football game.

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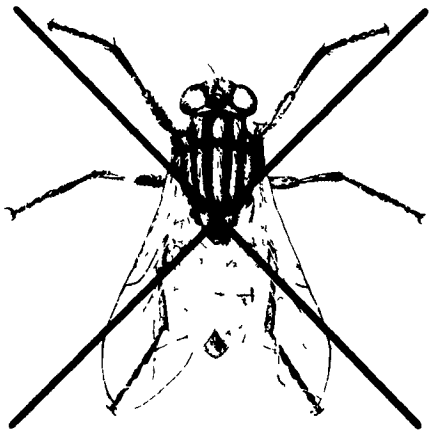
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