

# ACRES Isn't The Size Of Your Farm

(Continued from Page A1)

## Walkup Holsteins

(Continued from Page A27)

would let anybody have her. Indexing between 13 to 15,000 is not that important if you're not going to be able to work with that cow.

"I wouldn't want the buyer to go out and say this is the cow I bought from Walkup," Dan explains. "We enjoy something of a reputation on the quality of cattle and because of that reputation we cannot sell this cow — and we will not sell those cows that we know for a fact won't be able to make a customer happy. That's good business sense whether you're a retail store or whether you're a car dealer or whether you're breeding registered Holsteins," he says.

When it comes to selling his Holsteins, Myers maintains a contract with the Holstein World and advertises through the publication several times a year as well as in Southeast Holstein News. "From there our marketing efforts are done largely with the cattle in consignment sales and hoping they

will build a reputation for repeat business." The breeder also exports some cattle and has shipped cows and heifers from Japan to Hungary to, most recently, Morocco.

According to Dan, milk sales are still greater than breeding animal sales at Walkup, but both are an important part of the operation as a whole. "We believe the milk should be able to pay the bills and living expenses and that the sale of surplus breeding stock is basically profit. That's just one more reason to register cattle," he grins from his soapbox briefly.

"We invest in registered cattle," he continues, "And it's like all investments — you hope it turns out. If they have the pedigree and they're good individuals that perform after they grow up, hopefully we'll be able to cash in on the investment."

"As Ron Buffington has said, "Dan adds, "Those that fail to plan, plan to fail."

compete with major growers in the nation for markets for vegetables. And weather plays a major role in market movements at any one particular time. The ACRES program paid for itself just in the 45 days I was harvesting tomatoes," Eckel said. In talking to one of my fellow state presidents, this president indicated that a hog producer made \$9,000 from the program last year.

To use the new service you need a computer, a telephone modem, a private telephone line and an agreement with PFA's Farm Management Services to receive your computer "password" for access to all information.

Richard Denison, manager said, "We started to sell hardware, but my interest was in programs, those things that work in the hardware to perform the reports that allow the farmer to make better management decisions. However, you can't support a man on the road just selling software. So we have combined the hardware and software into a package.



Keith Eckel (right), Pennsylvania Farmers Association president and farm user of the new acres program, works with Nevin Dourte, marketing representative for farm computers.

One of the things farmers kept telling us was that we need market information. So now with the ACRES program in place to help with the educational part of our program to farmers, we have a total package available from the PFA Farm Management Services.

Denison listed the services of his division as: 1. a farm business managed service that includes a records program 2. a legal service

plan that refers members to a law firm 3. a money market fund 4. trust management service and 5. the computer hardware and software division that involves the ACRES program.

At present a 13-month subscription is offered for the price of 12 months. Both members and nonmembers may call the PFA office for more information about this new ACRES service.



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