

ADADC Board Approves 1987 Budget

WILLIAMSPORT — The board of directors of the American Dairy Association and Dairy Council has approved a 1987 budget of \$11.4 million to be used for generic dairy advertising and promotion programs.

The board met in Syracuse, N.Y., Nov. 18 to 19 in order to review programs and finalize budgets. The funds have been allocated to promote dairy products through a variety of outlets.

Highlights of 1987 programs are as follows:

MEDIA ADVERTISING — The majority of ADADC's budget will be used to advertise dairy products through television, radio and outdoor billboards. The primary product to be advertised is milk. Ads for milk will continue to use the successful theme, "Milk, America's Health Kick." This theme positions milk as a healthy beverage, fitting consumers' active lifestyles.

Additional advertising will also be conducted for cheese, butter and ice cream. ADADC will cooperate with the National Dairy Board and regional promotion units around the country for the development costs of all media ads.

ADADC will continue using its two newest media outlets in supermarkets and ski resorts. For the past year, they have been purchasing in-store broadcasting ads in supermarkets throughout the area.

These ads are played over the sound systems of supermarkets, advertising products and promoting special offers. ADADC also purchases space through Ski-View USA. This is a network of billboards which are placed on skilift towers throughout the Northeast.

NUTRITION EDUCATION — Physicians will be a major target for Dairy Council programming in 1987.

Consumers recognize physicians as sources of information about health and disease, and are influenced by their advice. During

the coming year, Dairy Council will increase their efforts to provide physicians with nutrition information. The end result should be that physicians will counsel patients to incorporate dairy foods into their diets.

Another focus of Dairy Council programming in 1987 will be to introduce the redeveloped Food . . . Your Choice program into area schools.

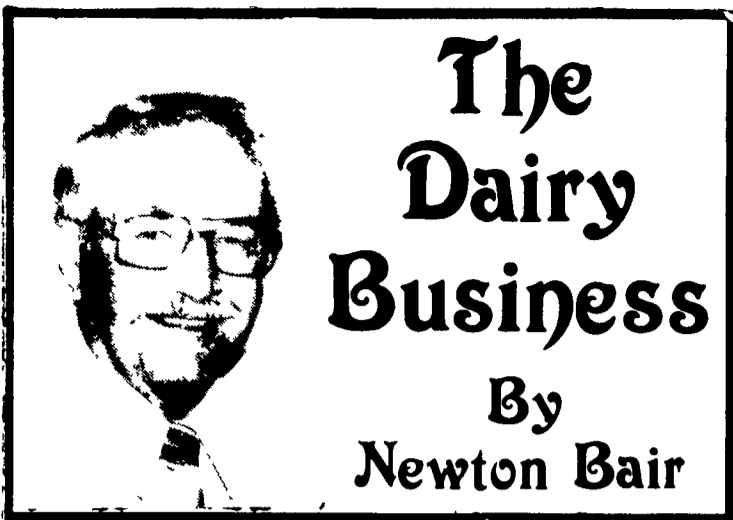
Food . . . Your Choice is a nutrition curriculum designed to educate students on proper eating habits. It was first introduced in 1977, and has been redeveloped to meet changing educational needs.

PROMOTION — During 1987, ADADC will continue its successful

school milk promotion in 3,000 schools throughout its tri-state area. The promotion's theme is "Turn It Up," and it will provide school cafeteria managers with milk display material for use in the cafeteria. Also included will be milk storage tips and nutrition information.

ADADC promotions will continue to place dairy display materials in supermarket dairy aisles, and promotions will be developed with major restaurant chains. A dairy product public relations campaign will also be continued.

In addition, the board approved continued funding for local dairy princess programs.



The Dairy Business By Newton Bair

Corn Fodder And Cow Feed

Time was, when the leaves from the old maple tree drifted against the garden fence, and the cows licked the ice at the edge of the water trough, that we woke up to the fact of winter. We simply ignored the other signs, like wild geese headed south, and rough hands from the damp corn husk — they were normal and necessary events in the seasonal cycle. We worried about whether there would be enough hay and corn fodder for the winter though, so the cold weather was really somewhere in our thoughts, waiting for reality to wake it up.

The last load of corn was usually shoveled off the two-horse wagon during World Series week, if we were lucky. If help was scarce or too expensive, corn harvest might go into hunting season, making it necessary to wear a red bandanna on the hat, while husking corn. The old shotgun stayed handy in case we surprised a bunny or a pheasant hidden under a shock. That took some of the sting out of the tyranny of late harvest while our city friends were enjoying the hunt.

Mechanical corn pickers existed, but were not yet considered cost effective on our farm. Besides, they made it impossible to harvest the corn fodder, which we considered necessary for winter feed. Yes, I said feed, meaning cow feed.

Two haymows were filled with hay. The west bay held the timothy and clover mix and was exclusively for the six mules. The limited alfalfa hay went into the East bay over the cow stable. Never enough to last the winter, it had to be stretched out with corn fodder.

While the silage from the old Unadilla silo lasted, the cows filled their rumen with corn silage, corn fodder, and corn chop, supplemented with a taste of alfalfa and a little brewers grain on the corn chop. No wonder the critters went wild when first turned loose on spring pasture!

Corn fodder could be fed either whole or shredded. Whole corn fodder, of which only the tasty

leaves were eaten, ended up as bedding and made miserable forking from the gutter and manure pile.

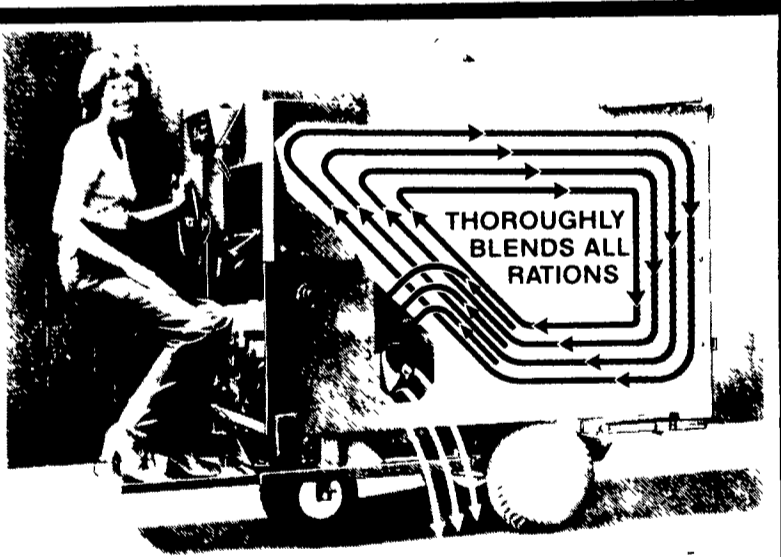
Whole stalks became woven into an impossible matrix, and did much to influence the language of the times. Especially if the manure had to be handled three times by hand, once out of the pen or stable, twice off the manure pile, and a third time when spread by hand off the dung board wagon. To say nothing of trying to plow the stuff under next spring. One earned his virtue, if virtue can be measured by muscle power and abstinence from audible profanity.

So much time and energy was spent on corn fodder. First, cut each and every single stalk by hand with a sharp corn hook, tie it into shocks, throw it down and husk the ears, stand it up again, and finally haul the sheaves somewhere near the barn and build a neat stack. There was an art in building a neat fodder stack, topped off like a steep roof. Every sheaf must slope outward from the center of the stack. The final thatch must stand upright and be tight enough to turn water, even though it might be torn asunder next week and hauled into the barnfloor to be shredded for feed and bedding.

The idea of shredding corn fodder came later, with the advent of the Hercules gas engine and an old Dellinger shredder. The cows ate a little more of it after shredding, and the manure was infinitely easier to fork. It was true progress in our time.

Today, chopping the stalks and baling them for bedding is a far cry from all that hand work. Even leaving the fodder on the field has greater merit than all that intimacy with every blessed corn-stalk. Nature has a grand scheme for recycling the nutrients while binding the soil for another ground next year. And Bless the day that someone thought of ensiling the whole corn stalk! For that is the most efficient way of all to get our money's worth from corn.

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