

## Atlantic Breeders Sales Performance Awards Presented

LANCASTER — Twenty Atlantic Breeders Cooperative sales and service personnel were recently recognized for their outstanding performance during the last six months of 1986. They were presented with special awards and prizes at regional sales meetings by Gary Heckman, Atlantic's Member Sales Director. The program encourages and recognizes achievements which improve service and increase sales volume.

Top sales leaders who received grand prizes were technicians Pat

Arnold of Myerstown; Jesse Fleck, Manheim; and Nicholas Brin, Drumore. First prize in direct-herd sales went to Titus Smith of Martinsburg and the leader among area supervisors was David Zimmerman, New Holland. Top unit coordinators were Paul Werner, Mount Joy, and Scott Osborne, Peach Bottom.

In the sales performance categories, Arnold was first in new and reactivated members, Fleck led in first service increase and Linear-Mate usage, and Brin had the highest semen sales increase.

Brian Martin, Narvon, was first in average semen fee and Alfred Goldinger, Kittanning, had the highest sampler sire index.

In direct-herd sales categories, Smith was first in semen sales increase and new and reactivated members, while J. Douglas Marsh, Harleysville, was the leader in blend price.

Among area supervisors, Zimmerman topped the list for

first service increase, semen sales, average fee, Linear-Mate, and sampler sire usage. Willis Ritchey, East Petersburg, was first in new and reactivated members.

Also finishing among the top 10 Atlantic technicians in total sales performance were Jeffrey Sherman, East Earl; Vince Arnold, Kutztown; John Williams, Hadley; Brian Martin, Narvon; Ted Leofsky, Coatesville; Jim London,

Punxsutawney; and Richard Smith, Honey Brook.

Harold Smithers, Titusville, was second-highest in direct-herd sales, and Clair Miller, Mount Joy, was third. Ritchey was second among area supervisors, followed by John Stevenson, Carlisle.

Another six-months performance contest is underway throughout Atlantic's service and sales territory.

## PMMB Enters Electronic Age

HARRISBURG — The Pennsylvania Milk Marketing Board has entered the electronic era in the testing of milk, according to Chairman J. Robert Derry.

"On February 28, new regulations went into effect that establish the procedures and standards to insure the proper use of electronic equipment in testing milk for fat content," according to Derry. "In recent years the testing of milk for fat content, in order to determine the price to be paid to the farmer for his product, has shifted from the 'Babcock Method' and other manual methods to the

more sophisticated electronic methods," he added.

The regulations define acceptable electronic testing methods and consequently insure that accurate measurements are being obtained so farmers are properly paid for their milk.

The new regulations also specify and outline the specific instructions for the use of electronic equipment and other necessary components, testing techniques to be used, and equipment maintenance and record keeping procedures.

## Kempton Local Sets Meeting

SOUTHAMPTON — The Kempton Local of Atlantic Dairy Cooperative District 1 will hold its annual dinner meeting March 24 at 7 p.m. at the Virginville Grange Hall.


James R. Barnett, Atlantic's member relations manager, will

be the guest speaker. Barnett will give an update on cooperative business and member activities.

The business meeting will be conducted by Penrose Hollowell, District 1 director, and Ronald L. O'Neil, Kempton Local president.



Atlantic Breeders Member Sales Director Gary Heckman (right) congratulates several service and sales personnel for their recent award-winning performance. They are from left, Brian Martin, David Zimmerman, Pat Arnold, Scott Osborne, Nicholas Brin, Paul Werner, and Jesse Fleck.



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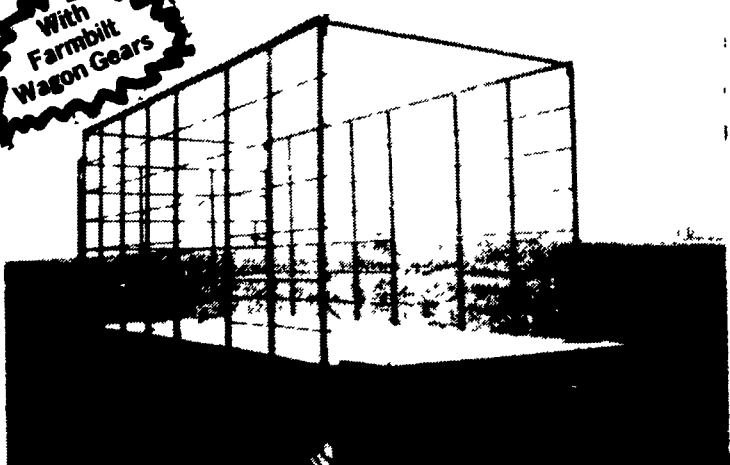


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