

National Ayrshire Award Winners



Recipients of the French Awards for highest production in their herd sizes were honored at the 114th Annual National Ayrshire Convention held in Hagerstown, Maryland last week. Pictured are: (front, from left) Jack Miller, Paul and Iva Hebbe, and Charles Gable. (back) Barney Wilson, Stan Covey, David Hartford, and Doug Fenton.



Jack Miller (left) of Ohio and Weston Trombly (right) of Vermont were honored for adding two more cows to the 200,000-pound honor roll.



Ayrshire breeders receiving awards for cows with 25,000-pound lactation records were: (from left) Stan Covey of Covey-Farms; Weston Trombly and Ralph Shank, Sr. accepted the award for Ardrossan Farms.



David Hartford (left) and Weston Trombly (right) both of Vermont received 1988 Maurice Benson Protein Awards during the National Ayrshire Convention last week.

Bedford County Junior Holstein Field Day Held

BY LINDA WILLIAMS
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NEW ENTERPRISE (Bedford)
— FFA and 4-H members from Chestnut Ridge, Everett, Bedford, and Northern Bedford High Schools met for the 15th annual Bedford County Junior Holstein Field Day at the Bernard Snider Homestead Farm recently.

Teaching the skill of milk cattle judging was Ken Mowry who is the owner of the world's champion Holstein.

Students were divided into four groups with each group getting a turn at cattle judging. Results then were fed into a computer with the winners being announced at the conclusion of the event.

Winning the judging contest were Alisha McDonald, junior division, and Susie Mowry, senior division. McDonald is a student at Chestnut Ridge, while Mowry is

from Northern Bedford County High School. Both girls had a score of 143 points. Junior second-place winner was Ernie Bubier of Northern Bedford High School with 137 points and the senior second-place winner was Jim Bence from Chestnut Ridge with 140 points.

Other parts of the field day included Susan Fox, Bedford County Extension agent, who talked to the young people about milk from the pregnant and non-pregnant cow.

Dr. Walter Northern, a veterinarian from New Enterprise, talked about natural poisons to cattle and sheep such as Mountain Laurel and the Japanese yew.

David Pullen, a nutritionist from Young's Inc., discussed some of the basics of commodity feeding.



Winners at the Bedford County Junior Holstein Field Day judging contest were, from left, front row: Alisha McDonald, first-place junior winner, and Ernie Bubier, second-place junior winner; back row: Susie Mowry, first-place senior winner, and Jim Bence, second-place senior winner.



Honored for their 150,000-pound cows were: (front, from left) Melody Bell accepting the award for Keith Tyler, Morrison Ennis representing John Ennis, Charles Gable, Harold Kulp, Doug Shares, Doug Fenton for Ayrshire Dairy, (back) Barney Wilson for Masonic Homes, Weston Trombly, Jim Madsen, Jack Miller, Ralph Shank, Sr. for Ardrossan.

Mid-East UDIA Annual Meeting Focuses On Dairy Promotion

COLUMBUS, OH — "Promotion...An Investment In the Future" is the theme of the first annual meeting of Mid East United Dairy Industry Association (UDIA), scheduled for Thursday, June 1 at the Radisson Inn on Sinclair Road in Columbus.

The meeting will focus on Mid East UDIA's 1988 and 1989 program plans, which utilize dairy farmers' promotion investment for a comprehensive dairy advertising and promotion program. The programs, implemented in the Federal Order 33 and 36 milk

marketing areas of Ohio, western Pennsylvania and parts of West Virginia and northern Kentucky, include advertising, foodservice, food publicity, retail merchandising, nutrition education and research, communications and local promotions.

The afternoon's guest speaker will be Joseph Kelsch, president of the American Dairy Association. "Milk Advertising...Then and Now" is a retrospective of 40 years of dairy product promotion. Kelsch will describe how the dairy industry's marketing programs

have evolved with the continuously changing consumer trends and lifestyles. Early commercials depict how consumers' attitudes and perceptions of dairy products and nutrition have been dramatically influenced by the changing roles of the traditional family and the aging "baby boomer" population.

The meeting is scheduled to begin at 10:00 a.m. and conclude by 4:00 p.m. R.S.V.P.'s are requested. For more information contact Lenore Meila at 1-800-292-MILK.