



Plushanski Chief Faith



Woodbine-K Enhancie-ET

Holstein Convention Sale Hits \$125,000 On Four Bulls

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the spotlight by earning some of the best prices of the Star of the North event. Rothrock Rotate Lorelei-ET, a two-year-old consigned by Rothrock Golden Holstein Farms, of Kempton, Pa., sold for \$23,000. Lorelei sold bred to Thonyma and was purchased by Alan Dynshorn of Iowa.

Plushanski Trifecta Flu-ET, born March 6, 1989, gathered \$22,000 for Plushanski Holsteins of Kutztown. Flu-ET is from the exceptional line out of Plushanski Chief Faith which began in the early 1970s and according to Clyde Plushanski, one of the top cow families in entire world.

The Plushanskis sell semen, bulls and daughters from this family "anywhere they milk cows" said Clyde in a telephone interview last Thursday evening. A bull from this family just recently was exported to Russia. Also, the Plushanskis have sold more than 15 bulls to Japan which is a large number for such a small market as Japan's.

Clyde reported that the sister to Trifecta sold two weeks ago at the 21st Century Genesis Sale in Minnesota for \$27,000. Another sister took the second highest bid at the Pennsylvania State Calf sale this spring.

Woodbine-K Enhancie-ET, just shy of one-year-old, earned \$17,000 in the grand ballroom parade. Enhancie-ET was consigned by Woodbine Farms & Romandale Farms of Airville, Pa. and sold to the Big Easy Syndicate, according to Snyder.

Seipt: Challenges For 1990

After serving on the HFA board of directors for ten years, Donald V. Seipt, was made president by unanimous decision. This Easton, Pennsylvania Holstein breeder succeeds Max Herzog of California.

Finding new facilities to house the staff of more than 200 people in Brattleboro, Vermont tops the list of challenges facing the association and the new president, said Seipt, Thursday evening after he and his wife had returned home to their Keystone Farms.

The staff has outgrown the present facilities. The association has several options open to them which include expanding, moving to a different location in Brattleboro or accepting one of the many invitations extended to the association to locate in other states.

"The building is obsolete and we must make a decision this year. We are not soliciting offers from other states, but we must look closely at all our options," said Seipt.

Farmer controlled supply management must be immediately

actively pursued by the association and its members. Within the next two weeks, according to Seipt, the Congressional subcommittee which will be formulating the 1990 farm bill, will begin hearings.

"We took a standing straw vote on the floor," said Seipt, "and it was very interesting to see that greater than 90 percent of the delegates voted in favor of farmer controlled supply management. We must get some uniformity throughout the industry through working with the National Federation of Milk Producers and the American Farm Bureau, two of the organizations which Congress does respect and listen to."

BST and its impact on the entire dairy industry, including consumers, goes hand-in-hand with the members concern about the farmer controlled supply management program.

"The resolution was approved requesting that a non-biased firm determine the impact of bST on the industry. Up to this time the only studies available have been done by the four manufacturing companies of bST. We are requesting the study be done before the FDA releases bST for commercial use," said Seipt.

Seipt said that the role of HFA has changed. It is no longer just an association to register dairy cattle and develop genetics of the Holstein breed.

"If a farmer cannot economically profit from dairy farming, what good will registering cattle do for him. We, as members, have to work to strengthen the farm economy. That's the bottom line," said Seipt. "The dairy industry is very unstable and the government does not have in place any program to stabilize the industry. It's important that we all work together now."

Seipt is a 1950 PSU Dairy Science graduate. This year he was recognized as PSU's Distinguished Alumnus. In 1977 Seipt received the Charles E. Cowan Award for his leadership contribution to improvement and promotion of the Pennsylvania Dairy Industry.

In 1978, he received the Pennsylvania Master Farmer award. He has also served as president of the Pennsylvania Holstein Association. He is also a past president of the Dairy Shrine Club. He is presently the vice-president of the Purebred Dairy Cattle Association.

The Keystone Farm has bred 19 Gold Medal Dams and has been the recipient of the Progressive Breeder's Registry 31 times. Seipt has produced 152 cows with over

100,000 pounds of lifetime milk and 24 cows with over 200,000 pounds lifetime records.

New Directors Elected

Marlin Hoff of Maryland and Bobby Traweeks of Texas have been elected to serve four-year terms on the HFA board of directors. Relected were Cary M. Smith of East Montpelier, Vermont and Roger Gerlach of Iowa.

At the convention delegates approved the resolution to amend the bylaws to read "The fee for one-year limited membership shall be \$10".

Delegates approved another resolution urging all members to oppose the beef checkoff charge of \$1 on the purchase of cattle for purposes other than for slaughter. The resolution called for beef

checkoff charge to apply only to the sale of cattle destined for the slaughterhouse.

Delegates gathered for a moment of silence at the start of their annual business meeting on Tuesday, in honor of James Pound, who passed away last year. For 21 years Pound served on the staff of Pennsylvania Holstein association and became the director of field services.

School Lunch Room, The New Marketplace

BY KARL BERGER

Special Correspondent

FREDERICK, MD — The school lunch room, a significant and often overlooked marketplace for milk, is becoming another front in the ongoing battle to sell dairy products.

Ag economists say that schools account for about six percent of fluid milk sales nationwide. In recent years, however, the traditional use of milk in the school lunch program has been challenged by a number of developments and dairy promotion groups are no longer taking this marketplace for granted.

At least one such group, the Middle Atlantic Milk Marketing Association, is targeting new resources on schools in the wake of two generally successful promotions it sponsored last winter, according to manager Dick Norton.

The American Dairy Association and Dairy Council Inc., which operates in the Federal Order 2 market, also will increase its involvement in training school cafe-

teria workers and distributing promotional and nutritional materials, according to executive vice president Brian Ward.

Conducted last February in elementary schools in Montgomery County, Md., MAMMA's "I Love Milk" contest boosted milk sales considerably during its week-long run, according to Susan Vogts, the MAMMA staffer who coordinated the effort. Data compiled by school officials indicates that sales of half-pint cartons during the week of the contest were 9 to 14 percent higher than sales the previous week.

Vogts, who serves as MAMMA's foodservice director, said 117 of the 120 elementary schools in the county-wide school system participated, involving 54,000 students in the promotion.

In a related effort, MAMMA staffer Kelli Giglio coordinated the "adoption" of Sharswood Elementary School in Philadelphia by the association and the city's Dairy Council affiliate.

The association is looking into

the possibility of conducting similar events elsewhere during the 1989-90 school year, Norton said. Moreover, it also hopes to extend at least one element of the Montgomery County promotion — training for cafeteria workers — to school systems throughout the Mid-Atlantic area in which it operates.

The Syracuse, N.Y.-based ADA and DC has conducted a "Spring Break with Milk" promotion for several years, Ward said. It also has developed a special promotion for the New York City School System and tries to reach school foodservice workers with product handling and nutrition tips.

These activities amount to a new trend in the farmer-funded milk promotion business, whose organizations have tended to concentrate on other segments of the market. MAMMA, for instance, has long targeted consumers between the ages of 18 and 49 with its "Milk: It's Fitness You Can

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Children drink milk in the Shaswood Elementary School in Philadelphia as part of the school lunch Milk Promotion Program.