

National Holstein Research Study

BRATTLEBORO, Vt. — Registered Holstein dairymen who accept emerging biogenetic technologies and closely manage their profit margins can look forward to a more important industry role and exciting business opportunities during the 90's. Those who don't, face an uphill battle, according to findings of a national research study commissioned by the Holstein Association.

Conducted by Bruce K. Symonds & Co., Inc., St. Paul, Minn., and the Management Center for Agribusiness, Kansas City, Mo. The study, designed to profile the dairy industry and identify factors which will be associated with profitable dairy enterprises during the next 10 years, was presented to the Holstein Association national directors at their December meeting in New York City.

Opinions expressed in the comprehensive, six-month study represent those of 140 registered and grade Holstein dairymen in nine states, plus 50 key industry leaders associated with AI firms, DHIA, Farm Bureau, milk marketing co-ops, export services, dairy suppliers, government agencies and university specialists.

Douglas Maddox, Riverdale, Calif., chairman of a Trends Task Force comprising a dozen industry leaders who directed the study, said the final report will be shared with the Holstein membership at the 1990 Winter Holstein Forums

scheduled for February and March.

Maddox said the next 10 years promise to be a decade of significant, dramatic changes for the dairy industry. "We wanted to identify and monitor those changes," Maddox said, "so we can help our members make plans to stay competitive."

The board of the largest breed organization in the country has an obligation to its membership to base its strategic planning on the best information we can obtain about the future impact of regional economics, new technologies, and consumer and environmental issues, Maddox said. "That's why we did this study," he said, "to keep our association relevant and our members competitive."

Maddox, who is national director of the Holstein Association, was joined on the Trends Task Force by Hugh Sutherland, N.Y.; Dr. William Pettit, Jr., N.J.; Paul Knox, N.H.; Mike Rainey, Ga.; Tom Kelly, Pa.; Robert Kindig, Pa.; Ted Halbach, Ariz.; Dan Ranney, Calif.; Elmer Paper, Iowa; Gary Wagner, Wis.; and Dr. Paul Miller, Wis. The group was instrumental in setting general direction for the research study and arranging for thirteen group interviews with registered and grade dairy producers.

Bruce Symonds, whose career with Ralston Purina and as an agricultural marketing consultant

spans 40 years, interviewed and tape recorded the thoughts of 50 industry leaders, many of whom had conducted their own research on selected areas of the industry.

"We wanted the very best thinkers to give us their thoughts on tough questions about the future," Symonds said. The final report includes their responses to, "Where will the major dairy producing areas be by the year 2000?, What role will the registered breeder play in the 21st century?, What changes are anticipated in the price support program?," and "What challenges and opportunities will face the Holstein Association during the next ten years?"

"According to industry sources," Symonds said in his final report, "many of the trends we've seen during the 80's will continue, and at a faster pace. As productivity per cow increases, cow numbers will decline, but farm members will decline even more. With the advent of cloning, semen sexing and DNA genetic selection, registered breeders will have global opportunities to market very special genetics. The marketing opportunities created by developing special cows for special purposes are unlimited."

Inquiries regarding the full report should be directed to the Holstein Association Member Service Unit at (802) 254-4551.

Herd Management

(Continued from Page D10)

out of the information each time he comes to the farm.

McCulloh vaccinates for IBR, PR3, Lepto 5, hemophilis, and BVD. Heifer calves are vaccinated the day they are born.

McCulloh treats repeat breeders if they have discharge, and uses GNRH if they require a third service.

The most important data to him about his herd's reproduction are his DHIA records and the breeding wheel.

Heifers are housed in an area where he can watch them daily. They are bred artificially at 16 months.

Sherwin Brechbill, along with his father, a herdsman and two part-time employees, milks 156 cows on a farm near Chambersburg. The herd's calving interval is 12.3 months, with 1.8 services per conception. Cows are observed for heat in the parlor and the feed lot. Brechbill paints the cows' tailheads to aid him in heat detection. "We rely on that a lot," he said.

The veterinarian visits the farm twice a month to pregnancy check, and to examine recently fresh cows.

Cows are given Lepto 5 and respiratory vaccines. Dry and recently fresh cows get vitamin boluses and electrolytes to help keep their stress levels down.

Brechbill gives repeat breeders a shot of lulatoryse if they have been confirmed non-pregnant by the vet. He uses a clean-up bull with his second group of cows. All groups are fed the same total mixed ration. "A good feeding program is important," in reproductive management, he said.

Brechbill uses his breeding wheel to give him a fast indication of his herd's status, and is also on a record-keeping program with his veterinarian. He cites the routine visits of the vet as the most important aspect of reproductive management. "It helps us to keep abreast of what's going on with the herd," he said.

A home-raised bull out of a good cow, or a purchased bull, is used to breed the heifers, which are kept at a second farm.

In other business, Darren Stoner, of Mercersburg, won a heifer calf given away by Farm Credit of York. The calf, a Russell Dale Promise daughter, had been purchased from Ro-Meyer Farm, St. Thomas.

PUT YOUR FARM DOLLARS TO WORK

You could lose your farm.

Failure to have Workers' Compensation Insurance can cause you severe financial hardship.

IT'S THE LAW.

If you have employees, you must have Workers' Compensation Insurance coverage.

IT IS THE LAW!

So, an employee suffers a work related injury on your farm.

You don't have the proper coverage.

You will be fined!

You will pay the employee's medical bills.

You will pay the employee's lost wages.

Medical costs and lost wages could go on for a lifetime.

The financial burden could destroy your farm.

Without Workers' Compensation Insurance

the employee can take civil action against you, causing you and your family greater financial hardships.

Yes, it COULD cost you the farm,

mainly because you are violating the law.

GET PEACE OF MIND . . . JOIN A GOOD GROUP PLAN.

CALL (717) 761-2740

8:00 a.m. to 4:45 p.m. Monday thru Friday

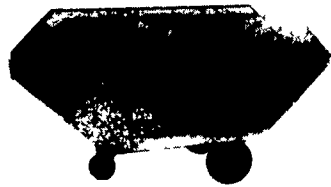
PFA INSURANCE SERVICES

Working to insure YOU and Pennsylvania Agribusiness TODAY and TOMORROW.



PENNSYLVANIA
FARMERS'
ASSOCIATION

A Real Work Horse Tuscarora Feed & Utility Cart



- Full 16 Bushel capacity
- Replaceable Bottom
- Short Turn Radius
- Narrow 24" width • Low Cut Work Ends
- Easy rolling, roller bearing wheels
- All welded full support chassis
- Dual casters available • Replaceable galvanized panels • Optional Stainless Steel

• Dealer Inquiries Invited • Quantity Discounts

TOTAL VENTILATION SYSTEMS AVAILABLE



TUSCARORA ELECTRIC MFG. CO. INC.
TUNKHANNOCK PENNA 18657
Phone 717 836-2101

COME TO

HOOPER
C B HOOPER & SON INC
INTERCOURSE, PA

The
Saving Place

ANNUAL OPEN HOUSE

February 5 - February 10
Look For Details In
Next Week's Issue

FARMER'S MACHINERY SHOW - FEB. 8th

Featuring:

- Planned Programs
- Movies All Morning
- Inside Equipment Display
- Door Prizes
- Lunch At Noon
- Factory Representatives

HOOPER
C B HOOPER & SON INC
INTERCOURSE, PA

(717) 768-8231

Radio Controlled Trucks For
Better Service

case