

MAMMA Names Communication Director

TOWSON, MD — Pat Purcell has joined the Middle Atlantic Milk Marketing Association's staff as the new communications director. Pat replaces Trish Williams, MAMMA's communications director for five years.

Pat reported on dairy industry issues and events throughout Pennsylvania and several surrounding states as a staff writer for the weekly agricultural newspaper, Lancaster Farming, located in Ephrata. She was also responsible



Pat Purcell

degree in English and journalism from the University of Delaware.

Pat was named Ag Journalist of 1988 for a series of articles she wrote on John's disease in dairy cattle. The award was presented by Penn Ag Industries, a trade organization of agribusinesses located in Pennsylvania.

As communications director,

Pat will coordinate and publish the newsletter, News from MAMMA, for MAMMA's 5,000 farm family members. In addition to communicating to members, Pat will also report MAMMA's advertising and promotional events and other programs to the local and national media.

Maryland's New DHIA

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a problem on your HMA score. Calving interval-can't change what is already done, but a look at a predicted calving interval will help you see if you are improving your herd management.

Age first calving—we see breed differences. For example, Holsteins often calve at 24 to 26 months but Jerseys may calve before 24 months.

Dry cows and percent of cows removed—obviously, these factors affect the over-all bottom line of your herd.

"You can't tell producers who have a 23,000 lb. herd average that they are not doing a good job," Majeskie said. "but with these breakdowns, you can tell them there are things they could be doing to improve their bottom line. Many times a dairyman will try to compensate on things that negatively influence the bottom line to get high records. They may have a tendency to breed the cows later. Or they may feed them heavier without consideration of the cost. It's fair to say that with these new records and the emphasis on them, dairymen will still be able to produce good records, but do it with a better bottom line. They will be able to manage all areas of their herd's needs rather than over compensate in one area to offset a management deficiency in another area," Majeskie said.

"We have presented manage-

ment in pieces—feeding, breeding and herd health for example. But we need to integrate all these important areas of management into one program. DHIA can provide the catalyst program to put the package together so you will see results."

ENERGY CORRECTED MILK RECORDS

"In the (ECM) program instead of recognizing cows and herds for milk, fat, 3.5 fat corrected milk or protein, we will use the ECM formula to identify cows that produce high values of milk solids," Majeskie said. "With the decrease in price of butterfat now, we should be looking at the components of milk in the area of marketing. This would include solids-not-fat as well as protein.

"The awards are based on milk plus fat plus protein," Majeskie said. "We have talked about 3.5% corrected milk and now we also add protein to the calculations. In the past, one cow or one herd could win all the awards based on milk and fat. But now this awards program gives more value to herds and cows that have high component milk.

"Instead of thinking of total pounds with high incentives to produce large records at all costs, we can now go a little deeper and give more people recognition for producing a product more acceptable to the market.

for editing as well as photography and layout.

Raised on a 111-acre dairy farm in Oxford, in southern Chester County, Pat gained her knowledge of dairy farming from hands-on experience. She and her family milked a herd of nearly 50 Holsteins.

She received her bachelor's

Gayman Named State FHA Director

WASHINGTON — D. Eugene Gayman, a dairy farmer from Chambersburg, has been appointed state director for the Farmers Home Administration in Pennsylvania, according to U.S. Secretary of Agriculture Clayton Yeutter.

As state director, Gayman will be responsible for all of FMHA's family farm, rural housing, and community and business loan programs and supervise a staff of more than 200 in five district offices, 45 county offices and the administrative headquarters in Harrisburg.

Gayman has operated a dairy

farm since 1951 and served as vice president of the Pennsylvania Farmers Association. He has also served on the executive committee of the Pennsylvania Council of Farm Organizations.

Gayman was a trustee of Pennsylvania State University for six years, a member of the Delaware River Basin Commission for nine years, and a director of the Chambersburg Area School District for 18 years, including five as president.

Since 1968, he has provided rural mail service to 670 families in the Chambersburg area.

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