

# On The Record

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PA DHIA General Mgr.



tougher the last thing you should skip on is advertising and promotion. In fact, when sales are down they often increase the advertising and promotion budgets to increase consumer knowledge of their goods and services and thereby generate more business.

Likewise, when your profits are squeezed by lower milk prices, you ought to consider increasing your investment in production records services. I don't mean spend more money, but spend time learning how to use your records better. Look for extension classes, kitchen clinics, conversations at the coffee shop, anything that will help you learn more about the DHIA records you get every month and how you can increase the payback on that investment. Well used records

should return at least \$8 for every \$1 spent.

Even if you decide you cannot continue to pay for DHIR or DHIA official records, we probably have a records program you can use as a lower cost alternative. DHIA has programs that cost as little as \$.18 per cow per month. That's right, eighteen cents! And other types of service are available for about \$.50 per cow for lab component testing, or about \$.80 per cow for lab testing and pro-

cessing so you can get cow projections.

I know these choices might not be perfect, but they are usually better than the alternative of no records service at all. If you need to know more, call 1-800-DHI-TEST (that's 1-800-344-8378) and ask for the DHIA region manager in your area. He'll be glad to help you find the record program that best suits your needs.

## PLANS TO MEET ALL NEEDS

What will that mean for you, the Pennsylvania DHIA member? That you have to consider dropping your membership and service because you cannot afford it anymore?

You should think carefully about where your priorities lie before you seriously consider that alternative. Why? Because retailers understand that when times get

**By Dick Barth**  
General Manager, PA DHIA  
A rather ominous story appeared in dairy publications last week reporting that milk prices are expected to go down almost \$2.00 a cwt. in the near future. Not great news for the holidays, or any other time for that matter.

## FOCUS

Pennsylvania Dairy Herd Improvement Association

Call 1-800-DHI-TEST for service or information.

## How Does Your Herd Compare?

STATE COLLEGE (Centre Co.)—This data is pulled from Pennsylvania DHIA's mainframe computer each week. It is a one-week summary representing approximately one-fourth of the herds on test, as they are tested monthly.

These data are valuable from a business management standpoint and can be used for comparing your operations to the averages from almost 1,400 herds across the state.

DHIA Averages for all herds processed between 10/30/90 and 11/06/90

Number of Herds Processed	1,428
Number of Cows Processed	81,367
Number of Cows Per Herd	56.9
Milk Per Cow (Lbs)	16,952
%-Fat	3.67
Fat Per Cow (Lbs)	623
%-Protein	3.19
Protein Per Cow (Lbs)	541
Average Days in Milk Per Cow	315
*Value for CWT Milk(\$)	14.85
*Value for CWT Grain(\$)	7.99
*Value for CWT Hay(\$)	4.39

*Value for CWT Silage(\$)	1.52
*Value for Pasture Per Day(\$)	.30
*Value for Milk Per Cow Per Year(\$)	2,517
*Feed Consumed Per Cow Per Year(Lbs)	
A: Grain	6,848
B: Hay	2,662
C: Silage	14,335
D: Day Pasture	69
*Feed Cost Per Cow Per Year(\$)	
A: Grain	547
B: Hay	117
C: Silage	218
D: Pasture	20
*Total Feed Cost Per Cow Per Year(\$)	903
*Income Over Feed Costs Per Year(\$)	1,613
*Grain to Milk Ratio	1:2.4
*Feed Cost Per CWT Milk(\$)	5.33
Avg Level For 1,147 SCC Herds	346,691
*Member generated figures	

## Average Farm Feed Costs For Handy Reference

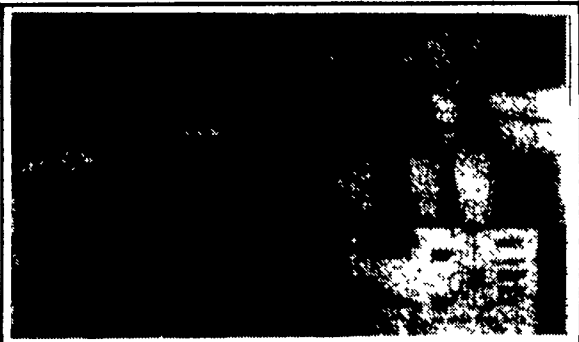
To help farmers across the state to have handy reference of commodity input costs in their feeding operations for DHIA record sheets or to develop livestock feed cost data, here's this week's average costs of various ingredients as compiled from regional reports across the state of Pennsylvania. Remember these are averages so you will need to adjust your figures up or down according to your location and the quality of your crop.

CWT.	Wheat, No. 2 - 2.735 BU. 4.57
CWT.	Barley, No. 3 - 1.97 BU. 4.22
CWT.	Oats, No. 2 - 1.29 BU. 4.03
CWT.	Soybeans, No. 1 - 5.63 BU. 9.40
CWT.	New Ear Corn - 55.64 BU. 2.78
CWT.	Old Ear Corn - 73.225 BU 3.66
CWT.	Alfalfa Hay - 107.25 BU. 5.36
CWT.	Mixed Hay - 93.75 BU. 4.69
CWT.	Timothy Hay - 91.25 BU. 4.56
CWT.	Corn, No. 2y - 2.525 BU. 4.52



# AIR POWER

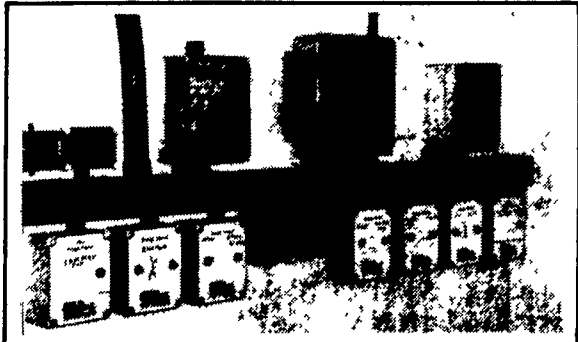
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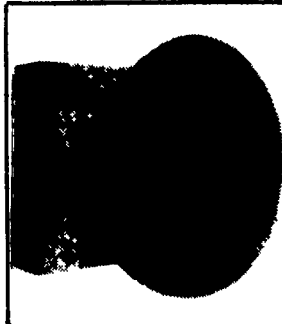


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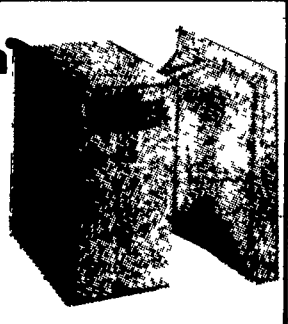
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