

Mid East UDIA Approves

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through nutrition education.

Dairy Council dietitians and home economists convey key nutrition messages through programs and services that target health care professionals, educators, and specific leader groups who have an impact on consumers of all ages.

Mid East will spend \$310,000 and \$273,000 on retail marketing and foodservice development, respectively. These programs provide training and promotion resources to dairy case managers, processors, restaurateurs, school foodservice directors and distributors to increase the sales and profitability of real dairy products.

These programs also complement seasonal advertising campaigns and therefore create higher visibility of dairy products during promotion periods.

The board also approved \$393,000 for consumer marketing, communications and industry promotions. These programs offer vital messages and services to consumers, the media and dairy farmers about the product and promotional messages of the association.

The consumer marketing program will also work in a coordinated effort with the Dairy and Nutrition Council to deliver unified dairy-friendly nutrition communications throughout the Mid East service area.

This aggressive new direction will build on existing successful

nutrition education programs and incorporate local efforts to make dairy information more accessible to the media through the 12 Dairy Council offices. This localization will enhance the visibility of Dairy Council/Mid East as the dairy nutrition resource for consumers, and will positively and accurately position dairy products in the marketplace.

As member of the United Dairy Industry Association, Mid East will also contribute \$318,000 to the federation for unified research and development of advertising, marketing and nutrition education programs designed to create a market for real dairy products.

The UDIA federation coordinates programs through the National Dairy Council and the American Dairy Association based on the needs of its 26 member organizations and Affiliated Dairy Council Units. UDIA will also continue to work with state and regional promotion groups outside of the federation as well as with the National Dairy Promotion and Research Board to conduct complementary programming.

The Mid East board also approved \$300,000 for the organizational operating expenses necessary to conduct the business of the association.

All of Mid East UDIA's advertising and marketing programs are structured to complement one another and to deliver a unified promotion message, therefore maximizing the efficiency of the dairy promotion dollar.

UNIVERSITY YIELD TRIALS



**TOP YIELD!
TOP CHOICE!**

**IN THE 1990 PENNSYLVANIA
COMMERCIAL HYBRID CORN TEST**



DK 524

**OUT-PERFORMS THE REST
IN GRAIN YIELD* AND SILAGE!**

Choose The Best



DK 524

PENN STATE SILAGE ENTRIES

Silage Performance of Short Season Hybrids (Maturity Zone 1)

Hybrid	Tons Per Acre	% Moisture	Tons Per Acre Dry Matter
DeKalb - DK 524	28.5	45.3	10.0
Hardy HB6938	27.4	42.1	9.6
Agway AG 261	26.9	38.7	9.4
Funks G 4018	25.7	39.7	9.0
Funks G 4106	25.5	45.8	9.0
Hardy HB 6872	25.2	47.6	8.8
Cargill 842	24.8	47.6	8.7
Pioneer 3540	24.7	58.9	8.6
Eastland 478	24.5	49.5	8.6
Pioneer 3925	24.0	33.1	8.4
Hyttest HT 238	23.4	42.6	8.2
Agway 310	23.5	39.7	8.2
Garst 8823	22.6	42.6	7.9
Doebler's 48X-E	22.3	31.8	7.8
Jacques 4170	22.2	41.1	7.8
Doebler's 35XP	18.2	49.2	6.4
Hybrid Means	24.3	43.4	8.5
L.S.D. (.05)	7.4	13.9	2.6

* See the 1990 PA Commercial Hybrid Corn Test Report (Maturity Zone 1)

See your local DeKalb dealer for more information.

Dauphin Co. DHIA

dhia Monthly Report

Pennsylvania Dairy Herd Improvement Association

DAUPHIN COUNTY DHIA

November 1990

Rolling Herd Average

Owner	Brd.	No. Cows	Lbs. Milk	Lbs. Fat	Lbs. Protein
Toby T Farm	B3	48.9	21,805	768	704
Catalpa Farms	3	131.6	21,590	754	680
Restful Acres	3	118.8	21,324	805	678
Alwine Farms	3	79.5	20,504	771	671
My-Favorite Hols	3	56.8	21,033	694	665
Crissinger Dairy Farm	B3	87.6	19,745	753	639
Pleasant Hill Farms	B3	73.9	20,073	709	635
Dale F Faust	B3	49.5	20,177	669	635
Stoney Lawn Farms	B3	86.5	19,939	667	628
John Hertzler	3	68.9	18,781	711	623
Irvin G Martin	G3	32.5	19,683	728	603
Elwillo Farms	B3	175.6	18,613	691	590
Samuel K Lapp Jr	B3	41.0	18,639	659	588
Lytie Farms Inc	3	92.7	18,610	676	586
J Melvin Brandt	B3	79.8	18,303	709	582
Hill Side Farm	B3	44.8	18,612	638	581
Mahlon L Lehman	3	56.4	17,648	652	578

Lactation Report

Stoney Lawn Farms					
Marge	3	3-3	22,754	774	1048
Lytie Farms Inc					
Alice	3	7-1	22,410	711	913
Jeni	3	5-1	26,581	857	1097
May	3	4-0	28,443	888	1047
Mahlon L Lehman					
Erin	3	4-7	22,492	711	865
J Melvin Brandt					
384	3	4-4	21,169	707	862
391	3	4-1	23,333	758	900
400	3	3-10	26,554	798	966
Alwine Farms					
Star	3	5-7	27,451	874	903
Catalpa Farms					
570	3	4-2	23,852	726	870
Stanley R Long					
Jody	3	3-10	22,327	675	864
Restful Acres					
Toni	3	3-10	21,134	689	876
Irvin G Martin					
2	3	7-10	22,704	660	923
My Favorite Hols					
Cuttie	3	9-2	26,480	911	919