

Northeast DHIA Announces Promotions

ITHACA, N.Y. — Northeast DHIA is pleased to announce the official kickoff of the 1991-92 Promotion Plan. During annual promotion months, members have the opportunity to try new services, learn about new options and increase the use of special services- all at free or limited cost.

As part of the ongoing commitment to improving the Northeast Dairy Herd, DHIA offers the first month of Somatic Cell analysis free to all new DHI Herds. Field Supervisors will review this and other reports to be sure new members can use the information for maximum benefit. Also free the first month is Dual Complete: DHIA's premier feeding option that offers recommendations for one or two concentrates, balanced for energy and protein based on each cow's needs.

In addition to these ongoing, year-round specials, monthly specials are also available. November is "AIM for a BUCK" month. One AIM report (a custom designed report up to 12 columns that you design to fit your particular needs) is only one dollar. In January the "How those cows milking?" special begins. This is an opportune time for members to try Lactation Curve Graphics- free to herds already on the Peak and Persistency report. Those members not receiving Peak and Persistency, have the opportunity to receive this report free the first month.

During the months of February and March, all Fearing Id supplies and accessories will be 10% off, and also in March Somatic Cell graphics are \$1.00 for herds on Somatic Cell not currently receiving this report. Also a reminder: DairyLea Cooperative Fieldpeople have coupons to give DHIA members who would like to begin testing for Somatic Cell. These coupons entitle members to the first month free.

Promotions are an exciting time for Northeast DHIA members. It is the best time to explore new areas of opportunity, and to

pursue new avenues of information. By trying out some different tools, members can increase the overall value of their DHIA ser-

vices, which will ultimately result in improving the dairy herd. For more information, contact your local DHIA Field Supervisor,

Region Manager, or contact the DHIA Center at 1-800-344-2697 (New York); 1-800-255-5344 (Northeast).

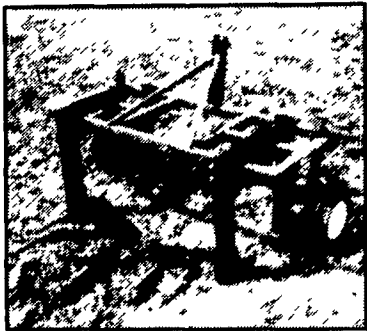
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