

## Price Stability Sought

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to maintain operations during periods of break-even milk prices, or survive temporary financial losses, or the ability to buy materials, feeds or fuel at bulk wholesale prices, independent producers are at a disadvantage in the competition to market milk.

On Tuesday, a 59-year-old established dairyman in Lebanon County bemoaned the days when an average milking herd was 25 to 30 cows. He now has almost 60 registered Holsteins and said he doesn't think conditions will improve for the traditional dairyman.

But even before those days of 25-head milking strings, many family farm milking herds had 10 to 12 cows, some even fewer.

Changes in the dairy industry have been slowly, but consistently following a pattern.

Improved technology has eliminated a great deal of labor with milk production and allowed larger milking herds and theoretically more income, but it has also increased the need for higher overhead costs and additional education.

Without the monetary rewards needed to pay back the cost of education, the impetus for independent producers to start into business does not exist.

However, jobs on large farms are providing opportunities for specialists within the dairy industry.

Money received on the farm for milk apparently will continue to fluctuate and only provide a marginal profit for the small producer, according to the observations by a number of people within the dairy industry.

There are exceptions with niche marketing of milk, such as dairy farms with retail stores which offer a variety of products and have locations near large populations of people. These dairy producers can undersell the normal retail supermarket stores and chains.

However, the ability to under-price milk products does not guarantee such niche marketing is profitable. A combination of location, demand and other aspects which create customer appeal are needed to make such venture work, as was evidenced by the large number of on-farm retail stores which were

## Pantano: Proud To Head

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poultry, educates members, and supports activities that strengthen the industry. The Association offers the Jay Irwin \$1,000 Scholarship fund, holds educational banquets for home economists, funds the 4-H embryology project, and has a food stand at the Ephrata

created and failed during the 1970s.

The demand for fresh milk is still as great as it was for the past decades, but it is not increasing, according to industry officials.

The greatest increase in demand has been for milk byproducts and components.

Currently, officials calculate that of the milk produced in the Pennsylvania area, about 40 percent is used for fluid consumption, while 60 percent is used to make other products.

The milk processors have not completely lost their demand for fresh raw milk, but there are many businesses which can ship milk products into Pennsylvania at a cheaper price than it what it costs to maintain a work force and equipment to extract those commodities from fresh milk.

Fluid milk cannot be stored for

Fair.

As far as his goal as the Poultry Association president, Pantano said, "Do everything better than last year."

Last year was a successful year for the Association. And Pantano is optimistic that this year will be even better. He said, "The Association has strong backing and the county's poultry industry is strong."

Some of this year's successes for the Poultry Association included having more people attend and exhibit at Poultry Progress Days and having the largest crowd ever attend the pageant and the annual poultry banquet.

For the first time, the Association awarded Poultry Family Spirit Awards this year in recognition of families who have helped make the industry strong.

As an avid stamp collector, Pantano has worked to have the U.S. Post Office print a postage stamp honoring the poultry industry. One had been printed in 1948 commemorating the industry's centennial.

Pantano is also a board member of the Pennsylvania Egg Marketing Association and the Pennsylvania Egg Marketing Board.

After six satisfying years with Hess Mills, Pantano was asked to join Pennfield as a broiler flock supervisor. As always, Pantano was eager to find more out about the industry, and the chance to learn about broilers intrigued him. In regards to Pennfield's advertisement of the "Right Chicken," Pantano jokes that it took him six years to realize that he was working with the wrong chicken.

Although Pantano is now working with broilers that doesn't mean that he isn't concerned about the salmonella problem facing egg producers.

He said, "I have a positive outlook. We came through Avian Influenza, we can get through salmonella also."

Colored Easter chicks are no longer given to children as pets and Pantano understands the reason why, but he will never forget how those chicks steered his interest into a poultry career.

He said, "I really enjoy my work. I love working with farmers. There're lots of opportunities in the poultry industry."

"We're the number one ag industry in the county and the county has the largest egg production in the U.S. It makes me feel good to be part of such a fine industry."

## Jersey Cattle Shown

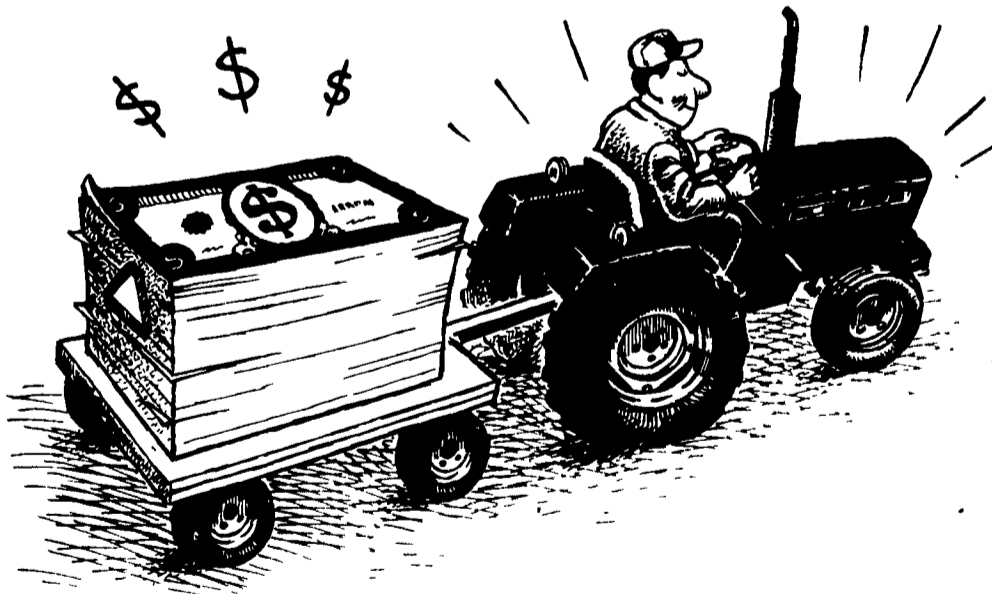
LOUISVILLE, Ky. — Seventeen Pennsylvania Jersey juniors and their animals competed in the All American Jersey Cattle Shows, held in conjunction with the North American International Livestock Exposition, in Louisville, Kentucky.

The animals and owners participated in the All American Junior Jersey Show last Saturday, and also in the open competition, held on Monday.

Pennsylvania juniors participating in the Louisville trip include the following: Intermediate Calves, Kimberly Miller, Cambridge Springs and Benjamin Voorhies, Stoneboro; Senior Calves, Sarah Brocklehurst, Mercer, and Jennifer Miller, Cambridge Springs; Summer Yearlings, Jason Miller, Cambridge Springs, and Brian Reichard, Chambersburg; Junior Yearling, Amy Plummer, Chalfont; Intermediate Yearling, Roger Alexander, Mansfield; Senior Yearling in Milk, Adam Dean, New Castle; Junior Two Year Old Cow, Paul Plummer, Chalfont; Senior Two Year Old Cow, Roy Skinner, Mercersburg; Three Year Old Cow, James Moffitt, Chambersburg; Four Year Old Cows, James Crouse, Greencastle and Tammy Yeager, Spring City; Five Year Old Cows, Tiffany Yeager, Spring City, and Melanie Dietrich, Newburg; and Six Year Old Cow, Chad Kunz, Centerville.

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