

# Dairymen Need Self-help Program

**STRONGSVILLE, Ohio** — Finding available solutions for the low price of milk will probably not come from a Congress fighting the national debt, but might come from the unity of dairy producers, said Gordon Riehl, general manager of Milk Marketing Inc. (MMI), at the annual delegate meeting in Columbus, Ohio.

"The best answer right now might be self-help programs whereby all dairy producers work together for their own benefit," Riehl said in his last presentation before the MMI delegates. He has announced his retirement for June 30, 1992.

"After the events of the last five or six weeks (the failure to pass an acceptable legislative solution to fight low dairy prices), I believe we'll have to do it on our own," he said.

"We must find self-help answers, and that will take cooperation. Our problems won't go away and I don't think we're going to get them resolved in Congress right now."

Because national government is now concerned with lowering the national debt, any program that needs federal support is under tough scrutiny, Riehl told the delegates. He said that current solutions could come from producers working together to foster their own cause at the national level.

### In Our Market

Price equalization in the MMI territory is the issue, said Riehl, and the time for action is now.

MMI is working with pricing equalization agencies, such as Regional Cooperative Marketing Association (RCMA), the Producers Equalization Agency (PEA), and Southeast Dairy Farmers Federation to get more money to producers.

MMI is also asking state authorities in Ohio and Pennsylvania to issue adequate over order premiums while equalizing costs to processors and returns to producers.

### One Last Lesson

In what he called his last marketing lesson to the delegates, Riehl reinforced his theme: "MMI sells your milk. It doesn't buy it!"

"It's very important to understand this," said Riehl, promising to make this his swan song for the next six months.

"MMI sells your milk and because of that your association wants fewer competitors, many buyers, the highest possible price for your product and a short supply," he said.

He contrasted this with his description of a milk buyer. Riehl said milk buyers want many sellers, few buyers, the lowest prices and a long supply.

According to Riehl, members need to understand the difference between these two points of view. Since MMI sells its members' milk, it has reduced the number of sellers in the market by 6,500.

In other words, Riehl said that since the 6,500 members of MMI are represented as one seller, they

as members are no longer in direct competition with each other, but with others.

He also said that buyers of MMI milk are MMI customers, they are not MMI competitors.

"Your competitors are your nonmember neighbors," Riehl said.

### From The President

In other business, MMI President Herman Brubaker updated delegates on dairy happenings

nationally and within MMI.

"From the legislative viewpoint, this has been a very wicked year for the dairy industry," said Brubaker. "For the past 10 years or so, the (White House) administration has advocated less federal involvement in the agricultural policy arena. Efforts to reduce the federal budget deficit continue to pressure Congress into deeper cuts in federal farm programs. In addition, an ever shrinking group of farm-state

lawmakers and an increasingly urban vote makes passing sound farm policy more and more difficult."

MMI is a 6,500 member dairy farmer owned cooperative encompassing an eight state Midwestern area including Ohio, Indiana, Pennsylvania, Michigan, New York, Kentucky, Maryland and West Virginia. Last year MMI marketed more than 3.9 billion pounds or 453.22 million gallons of milk.

# Dairy Breeding Workshop Set

**STATE COLLEGE (Centre Co.)** — A traveling 2-day dairy breeding workshop is scheduled to be put on late January and early February by the southwest regional offices of the Pennsylvania State University Extension Service.

The program is to be held in three different locations so dairy cattle enthusiasts from a seven-county region can attend.

For those in Armstrong and Indiana counties, the workshop is to be held Jan. 28 and Feb. 4 at Sandy Kaye's Restaurant, located along Rt. 422, in Shelocta.

For residents of Green, Fayette, Washington and Westmoreland counties, the workshop is to be held Jan. 29 and Feb. 5, at Rostraver Grange Hall, located at the junction of I70 and Rt. 51.

In Somerset County, the workshop is set for Jan. 30 and Feb. 6 in the Somerset County Vo-Tech School, in Somerset.

The workshop program is to be identical at all three locations.

On the first day of the workshop, registration is from 9:30 a.m. — 10 a.m. along with coffee and donuts, followed by an hour-long presentation on basic genetic principles.

At 11 a.m., a presentation on progeny testing programs with a look at balancing the use of young sires with proven sires is set.

Lunch is at 11:45 a.m. At 12:45 p.m., an explanation of the sire summary information, specifically looking at what the numbers mean, is to be given.

Following at 1:30 p.m., instructors are to talk about breeding goals, such as whether to breed for milk, fat, protein, or some other characteristic.

At 2:15 p.m., the focus will be on determining a herd's genetic inventory, looking realistically at the herd for strengths and weaknesses.

The second day of the seminar

also starts with coffee and donuts 9:30 a.m. followed at 10 a.m. with a presentation on criteria for culling and selection.

At 10:45 a.m., the program continues on the theme of culling, looking at who or what actually controls the culling decisions at a farm.

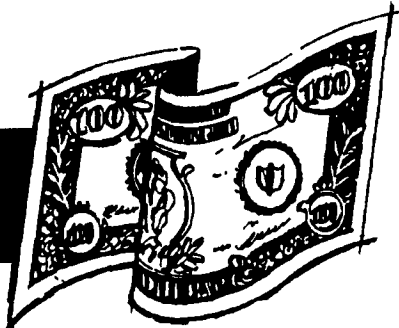
After lunch, a talk on new technology in dairy cattle breeding is to be given starting at 12:45 p.m.

At 1:30 p.m., experts will discuss the use of genetic markers and how to benefit from them, followed by a half-hour question and answer session.

The course instructors are to be Dr. Larry Specht, PSU dairy breeding specialist; Dr. Gary Rogers, PSU science professor; and Larry Swartz, with Atlantic Breeders Cooperative.

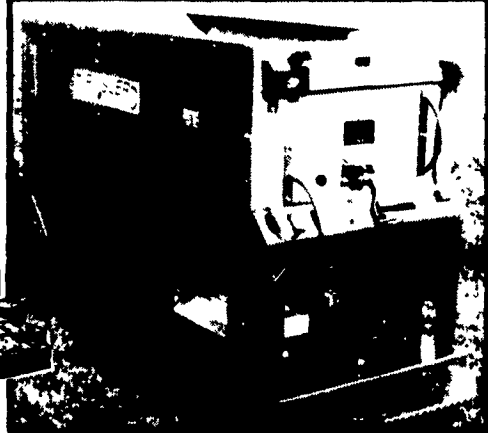
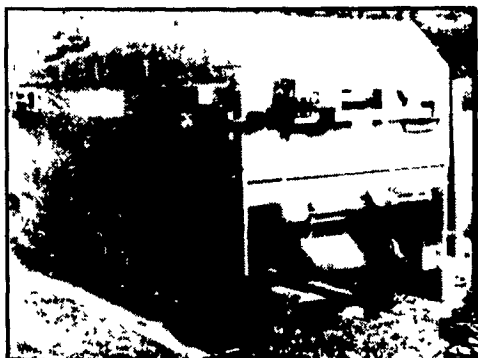
The cost of the two-day program is \$15 per person and the deadline for registration is Jan. 23. To register, contact a local extension dairy agent.

**Mr. Dairyman,  
Want To Make Some  
BIG BUCKS  
The Legal Way?**



**CHECK OUT THESE TWO MONEY-MAKING MACHINES**

**TAKE YOUR CHOICE — THEY'RE BOTH LEGAL... "RISSLER" TMR MIXERS**  
And They Come In Sizes To Fit Your Operation.



- ◆ Open top for easy filling of silage bags
- ◆ No need to run mixer while filling
- ◆ 10 sizes to fit all operations, or we customize to fit your needs.

### STANDARD FEATURES

- Beam Scale w/signal light, motors included in price
- Fast 2-5 minute mix time
- Stainless Steel Floor • Discharge Chute w/Magnet
- Lower Energy Consumption
- Heavy Stainless Steel Auger Trough

### OPTIONS AVAILABLE

- Wall-mount Beam Scales w/cable & pulleys
- Beam Scales mounted on all sides
- Electronic Scales w/ or w/o memory

*All Totally Re-designed*

Available as a rider or walk behind with optional electric start and electronic scales.

- Joystick control and zero turn radius, power steering from platform
- Fast variable speed mixing and unloading
- Driven w/hydraulic wheel motors.

# HIRED-HAND

**The name you trust -  
The products you can depend on!**



SUPER SAVER HEATER

FUNNEL FLOW FAN



ALERT ALARM



POWER CURTAIN



HIRED-HAND



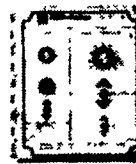
CURT-O-MATIC POWER FAILURE DROP



AUTO TEMP 12-STAGE CONTROLLER SYSTEM



POWER CURTAIN CONTROLLER SYSTEM 2,000



DC POWER CURTAIN CONTROLLER



**Cedar Crest Equipment**

608 Evergreen Rd.  
Lebanon, PA 17042  
(717) 270-6600

**WE CUSTOM DESIGN SYSTEMS FOR YOU**



24 Hour Service

We Ship U.P.S.

Hours: Mon.-Fri. 7:00 to 5:00; Saturday 7:30 to 11:30

Swine Systems Specialists

**FARMER BOY AG. INC.**

410 E. LINCOLN AVE.  
MYERSTOWN, PA 17067

**PH 717-866-7565**