

Mifflin Holstein Club Holds Annual Meeting

GAIL STROCK
Mifflin Co. Correspondent
ALLENSVILLE (Mifflin Co.)— At their annual dinner meeting, members and friends of the Mifflin County Holstein Club (MCHC) gathered to present awards, elect directors, and to hear comments, observations, and advice from speaker Ron Buffington of Dublin, OH.
The club honored Bill Bradford

of Lewistown with the Distinguished Service Award. Bradford became a member when the MCHC first formed in 1957 and served as a State Director from 1960-1980. He also served 6 years on the Youth Committee and has shown cattle for 26 years.
Darvin Yoder presented the Junior Membership Report. Junior member Andy Reed placed in the top third in the state at Penn

State's Junior Judging School. Yoder distributed the award money for dairy show placings at the Mifflin County Youth Fair. Junior Production Awards for Milk and Protein went to Chad Renninger while Lee Leinaweaver earned the Junior Production Award for butterfat.
A special award honored Matt Kline of McVeytown for his Junior All PA fall calf. Matt also



The Mifflin County Holstein Club annual dinner meeting featured speaker Ron Buffington (second from right), a farm consultant from Dublin, OH. From the left, Bill Nichol, Executive Director for the Pennsylvania Holstein Association, John Rheim, Master of Ceremonies, Buffington, and Ed Glick, President of the Mifflin County Holstein Club.



Those receiving awards at the Mifflin County Holstein Club's annual meeting include: (L-R) Mike Kline, Russell Kline, Bill Bradford, John Byler, and Matt Kline. Mike Kline received a Distinguished Junior Member Award, Russell Kline had the highest classified herd in Mifflin County, Bill Bradford received the Distinguished Service Award, John Byler had the highest herd average in Mifflin County, and Matt Kline was recognized for his Junior All PA fall calf. He also received a Distinguished Junior Member Award.

joined his brother Mike Kline in earning the Distinguished Junior Member Award. Earned through a point system, this year's award resulted in a tie.

State Director Ron Maidens presented the BAA Award to Russell Kline of McVeytown for having the highest classified herd in Mifflin County. For the DHIA Award, John and Saloma Byler has the highest herd average.

Bill Nichol, Executive Director of the Pennsylvania Holstein Association, mentioned state activities. "The biggest part of our activities is international marketing." A cow from Mifflin County was one of six destined for Japan the same day as the banquet. Since 1970, the Holstein Association has shipped cows to 50 countries. Nichol stated that the Holstein first came to the United States in 1895 and was bred for milk production and rate of gain. Because of this emphasis on milk production, the global demand for Holsteins from the United States has increased. "We look for 5,000 head to be shipped to Kuwait this summer or fall and another shipment to Egypt."

Nichol mentioned that the 340 youth attending the State Junior Convention helped to sell 20 tons of cheese with proceeds going back to the local clubs. Rochester, NY, will host the 1993 National Holstein Convention while the 1995 Convention will be held in Pittsburgh. Nichol encouraged members to consider a purchase at the ballroom sale during the National Convention on February 27. The topic of diversification to increase income will highlight the convention.

Elected as MCHC Directors, Paul J. Zook, Glenn Peachey, and Keith Spicher join President Edwin F. Glick, Vice President David R. Spicher, Secretary/Treasurer Rod Kauffman, Jeffrey

A. Ranck, Michael Ammon, Estel Maidens, and G. Sheldon Peachey on the Board.

Ron Buffington, a farm consultant, addressed the group on matters concerning advertising, salesmanship, and financing. he was keynote speaker at the 1986 National Holstein Convention in Connecticut and has spoken at five National Junior Holstein Conventions.

"The frustrating part the longer I work with farmers is that the American farmer is the only businessman that buys most of his supplies retail, produces a product, and sells it wholesale. And I say to the American farmers, we gotta do something different in buying products," Buffington states.

Buffington reminded that the purpose of a businessperson should be to expand income and shrink costs with the motive to be debt free. He asked farmers to take a hard look at better ways to market their product, citing the successful ad campaign of the Florida Citrus Growers.

"There's a whole lot of things in salesmanship that you can do. One of the things I like toward the idea of helping us on the price of milk is selling cheese. I compliment the Pennsylvania Holstein Association for selling a lot of cheese this winter. It takes 10 pounds of milk to make a pound of cheese. And when you give somebody 5 pounds of cheese at Christmas-time, that takes 50 pounds of milk out of the marketplace. And I know that most industries that got out of trouble got out of trouble by good, hard smart selling."

Buffington went on, "You need area effective advertising. If I were in charge of the American Dairy Association advertising, I'd hire the firm that does the Florida Citrus Commission to do our advertising. You gotta have some- (Turn to Page A37)



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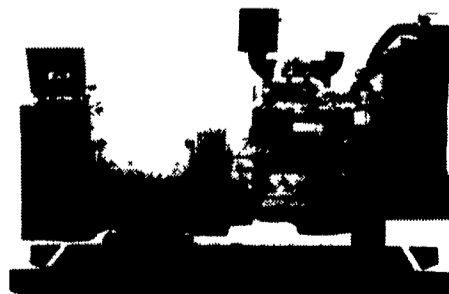
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