

Farm Show Dairy Promotions Work

HARRISBURG (Dauphin Co.)—Pennsylvania's Dairy Promotion Partners' activities at the 1993 PA Farm Show sparked media coverage from across the nation.

Most of the coverage came from the Partners' butter sculpture, but additional stories were generated by the new milk carton robot, "Half Pint."

The Partners is a cooperative group of organizations including American Dairy Association and Dairy Council, Mid East UDIA/F.O. 36 Advertising Agency, and the Pennsylvania Dairy Promotion Program.

The dairy industry in Pennsylvania was the feature of a story that appeared on CNN Network, several times on Saturday, Jan. 9. The story reviewed the butter

sculpture and explained the sculptor's tribute to the state's ice cream industry. Callers to the promotion organizations said that the story aired in Salt Lake City (Utah), Texas, Florida, and North Carolina. CNN is a National Cable News Network, from Atlanta, Georgia.

Because of the CNN feed, stories were also aired on local news programs in Washington D.C. and Binghamton, New York. Photos of the butter sculpture appeared nationwide as well, largely due to the feature story created by the Associated Press. Within the state, stories about the butter sculpture aired on Harrisburg area television stations, WTAJ-TV in Altoona, and stations in the Philadelphia area.

At the Farm Show, the dairy

barn featured a new attraction—a moving, talking milk carton robot, "Half Pint." The robot was a media spectacle of his own, especially with television reporters. This "Real" milk carton spent the week delivering industry and nutritional information to show visitors. On the news, the robot was a real "advertisement" for the dairy industry because of its likeness to a real milk carton. "Half Pint" was the first Farm Show attraction seen by Gov. Casey during his annual tour of the show. Reporters crowded the robot as "Half Pint" welcomed the governor to the show and gave Casey a "high five."

"We were excited that our activities at the Farm Show interested the media," said Betsy

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This robot milk carton dairy promotion attracted a lot of national attention during the Farm Show. Standing with it is Pennsylvania Dairy Princess Crystal Schweighofer.

Lancaster Farm, With Easement, Sells For \$435,000

WILLOW STREET (Lancaster Co.) — Parke and Mary Breckbill's 68-acre farm went on the auction block Tuesday and sold for \$435,000 — after the couple donated the development rights to Lancaster Farmland Trust.

According to reports in the Lancaster Intelligencer Journal and New Era, the farm was purchased by Joseph Esh, East Lampeter, for about \$6,397 per acre. It is located south of Willow Street off of Fieldcrest Drive, near the Hayward Heath development.

Karen Weiss, of the Farmland Trust, said it was one of the highest per-acre prices for a Lancaster County farm with an easement in place. According to the trust representative, the highest price paid for farm property with an easement in the county was \$7,100 per acre for the James Hess farm in Pequea Township.

Average price of an acre of farmland in Lancaster County in 1991 without an easement was \$5,393, according to information provided by the county's ag preservation board. With a preservation easement, the price was slightly higher, at \$5,639.

Esh farms ground in East Lampeter and owns a 48-acre farm which his brother farms in Fulton Township. Esh spent some time looking for a farm to purchase. He told the newspapers that the reason he purchased it was for farming.

Esh said he was pleased with the price, noting that he didn't expect the price in light of the fact that the buildings were in good condition, when normally you have to spend a good deal of money to upgrade the buildings.

The Breckbills moved to the farm in 1950, and operated a dairy of about 40 milking Holsteins and 40 replacements. Mary Breckbill said they are done farming.

The farm is the 34th preserved solely by the Farmland Trust. An adjacent parcel of 41 acres owned by Breckbill's son Wilber was also sold at the auction, bringing \$167,000 and was sold to Dr. Robert and Debbie Moore of Manheim Township. Debbie said she and her husband hope to build on the property in the future, possibly keeping a few horses.

BETTER SEED FOR BETTER FEED

DAIRY VERSION EFFECTIVE OCTOBER 1, 1992

CORN SILAGE Menu

FOR PENNSYLVANIA/MD/VA

DAY RANGE	HYBRID	GRAIN YIELD		FORAGE YIELD		ENERGY		INTAKE		DAIRY
		AT 18% MOISTURE	70% TONNAGE MOISTURE	CRUDE PROTEIN	% DM NFC	IN VITRO WP DIGESTIBILITY	% DM NFC	IN VITRO FIBER DIGESTIBILITY		
Early 90-100	3427	8	7	7	8	6	8	5	43	
	3477	5	3	5	7	6	7	6	49	
	3637	6	5	7	7	6	7	6	47	
	4137	7	9	6	9	8	9	6	48	
Medium 100-112	4327	9	6	6	9	9	9	9	65	
	5877	7	6	9	8	8	9	5	45	
	SX269	7	9	7	3	5	4	9	64	
	6227	8	8	5	9	7	8	6	42	
Med-Late 110-120	7697	8	8	4	6	6	5	6	45	
	7877	9	9	7	6	7	7	8	57	
	8027	8	7	7	8	9	8	8	62	
	8127	8	7	9	8	9	9	9	68	
Late 120-130	8177	7	9	3	9	9	9	6	46	
	8527	8	9	8	8	8	8	6	48	
	9027	9	8	4	8	7	8	5	38	
	9197	7	9	6	6	6	6	9	66	

RATING SCALE

9 = Outstanding
8 = Above Average
7 = Average
6 = Below Average
5 = Substandard

University conducted research supported by Cargill has built the data base for the whole plant quality portion of this menu. Quality profiles were developed by the use of In Vitro Rumen Fermentation technology. In Vitro True Digestibility was used to measure whole plant energy. In Vitro Cell Wall Digestibility was used to measure fiber digestibility and correlated to dry matter intake.

CARGILL HYBRID SEEDS

QUALITY INDEX - DAIRY

The Quality Index was designed to simplify the corn hybrid selection process from the Corn Silage Product Menu. This one index is structured to take into account the key quality criteria that could effectively reduce ration supplementation costs and influence milk production potential.

This Menu is designed to profile corn hybrids on forage & grain yield potential and key forage quality traits. Corn hybrids differ in their combination & level of fiber (NDF), digestibility, and protein content. The dairy cow has different Forage Quality requirements that are dependent on her stage of lactation.

Because of these relationships, the Quality Index was created to score each hybrid's quality potential by putting a weighted factor or emphasis on the key quality traits that would have the greatest impact on milk production & profitability. This factoring system is as follows:

QUALITY CRITERIA	HIGH LACTATING
NDF	0%
NDF DIGESTIBILITY	75%
TOTAL DIGESTIBILITY	12.5%
NFC	0%
CRUDE PROTEIN	12.5%
TOTAL	100%

Cargill Scholarship Program

- 1 Yr. Scholarship Award of \$1000
- Available To Graduating Seniors From Farm Families
- 250 Scholarships Nationally
- Feb. 15 Postmark Deadline

Brubaker Agronomic Consulting Service, Lititz, PA

Average of 3 Corn Variety Trials

Hybrid	Moisture	Yield
#1 Cargill 7997	24.3	174.9
#2 Cargill 8127	23.6	174.5

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