

FOCUS
 Pennsylvania Dairy Herd Improvement Association

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times 60 cows times \$12.00/100 pounds times 1/2 for feed costs divided by 5 hours or \$720. Little things such as 3 lb./day make startling large numbers when you multiply by 330 days, 60 cows and \$12 milk. This return of \$7200 makes the \$108 monthly DHIA fee a good investment. However, it is only a good investment if the records are used. If the farm does not use the records then a paid consultant such as a veterinarian, feed dealer, DHIA technician, or someone experienced with records could be hired so that the cost of DHIA records is an investment rather than an expense. Another approach is to select the DHIA Herd Performance Evaluator option and let the DHIA computer do the comparison work for you. Contact DHIA at 800-DHI-TEST for more information.

Another DHIA money saver involves culling decisions based on DHIA records. A replacement cow can cost \$1200 to raise. A cull cow returns about \$600 in salvage value. A genetically superior cow can cost \$2000. Culling the wrong cow is a \$2600 mistake. For example, a cow may be able to exceed herd average by several thousand pounds but because of

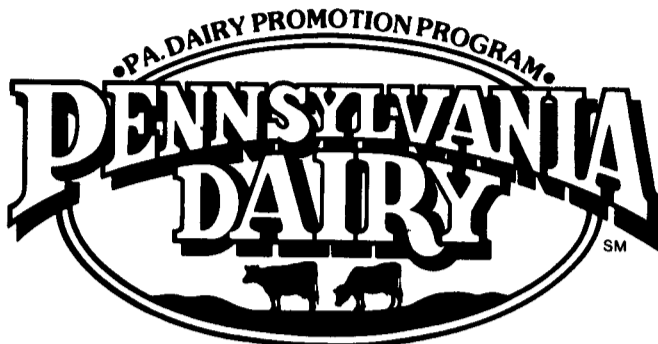
illness was a low producer this lactation and seen as a poor risk. First, a \$2000 loss is experienced by culling the low producing high genetic merit cow. The meat value of the cull is \$600. The replacement cow costs \$1200. So \$2000 minus \$600 salvage value plus \$1200 for the replacement equals \$2600. This may appear extreme but could happen. The \$108 monthly cost of DHIA would be small in comparison to one mistake that cost twenty times this amount. DHIA PTA's would alert the farm manager that the low producer had the parentage to be in

the top half of the herd.

Increasing the fat test .02% in this herd would pay \$1620. Avoiding an increase in the linear score somatic cell count would pay \$2400. One cow per month can take a herd over the break point for quality payment and cost \$2160 in lost bonuses. Many other examples of return for dollars invested in DHIA can be cited.

You must measure it to manage it is an old saying that is still true for well managed herds. DHIA

records are an easy way to get information to manage a herd and is not an expense but an investment if used wisely. Time spent using these records can pay high wages in the right hands as demonstrated above. In addition, they are used in various degrees by your veterinarian, feed dealer, county agent, breed association, AI organization, USDA, and Penn State University to make farmers more successful. Money spent on DHIA pays in many ways.



Brown Swiss Hires Two Field Reps

BELOIT, Wis. — representative.

June 7 marked the first day of employment for two new Field Representatives with the Brown Swiss Cattle Breeders' Association.

Paul B. Krueger has been employed as Eastern Area representative and Rex Hendrickson as the Central Area

After a one-week orientation to breed programs, services and goals at the home office in Beloit, Wisconsin, Paul and Rex have embarked on summer schedules that will take them through the majority of the states they are assigned to service.

Paul and Rex will be calling on Brown Swiss breeders and interested dairymen to promote breed programs, answer questions, and assist in locating, breeding and profiting with Brown Swiss cattle.

Krueger, a May 1993 graduate of the University of Wisconsin-Platteville, is a native of Horicon, WI. Paul has a background in registered Holstein cattle and a wide-range of experience in the dairy industry. He participated and placed well in three national dairy judging contests while at the U.W.-Platteville.

In addition, he served as president of the university's dairy club and as sale chairman for the Pioneer Dairy Club Classic Sale which boasted a \$15,000 top price and a \$2,000 average. Krueger spent the summer of 1992 as an intern with Select Sires Inc., working in the area of field communications.

He is to be based in the Columbus, Ohio area and service the Michigan-Indiana area, all states east and south-east. Please contact Paul at the following address if he can be of service to you: 15890 Middleburg-Plain City Rd., Plain City, OH 43064 (614) 873-3888.

Hendrickson is a May 1993 graduate of Kansas State University. Growing up on a Holstein dairy near Payola, Kansas, Rex participated in dairy judging through 4-H, FFA and Kansas State.

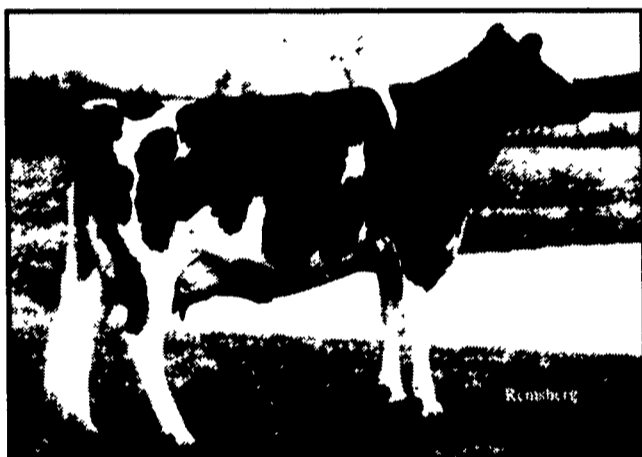
He has had an active career in dairy leadership through his participation in many clubs and organizations throughout his high school and university years. In addition, he worked as a summer intern in 1992 as a fieldman for Associated Milk Producers Inc., gaining valuable experience in milk marketing and customer service.

Hendrickson is to use Beloit, Wisconsin as a base for his travel from Minnesota and Wisconsin, south through Louisiana and Texas and into Colorado and the Dakotas.

For more information, contact the Brown Swiss Cattle Breeders' Association, P.O. Box 1038, Beloit, WI 53512 (608) 365-4474.

+90 Pounds of Protein

Welcome to the 90's!



CURIOS Dtr: Mor-Dale Curious Gladys Gerri, VG-85
 3-10 244d 18,468m 3.9% 713f 3.3% 614p, Inc.
 Clair & Pat Thrush and Rick VerBeek, Ulster, PA

CURIOS-- +97p

CURIOS leads an impressive list of protein improvers available from Sire Power. We offer you the only two sires over 90 pounds of protein! Take a close look, you'll find a variety of pedigrees, solid type and high reliability.



MOUNTAIN-- +95p

There are 17 Sire Power sires at or above 60 pounds of protein. Four of those are in the \$300 category, with PTAM's as high as +2931m. Sire Power is Helping You Move Forward with these industry-leading protein sires!

MOUNTAIN Dtr: Hy-Seen Mountain Norma, VG-86
 2-3 89d 6,300m 3.7% 231f 2.8% 177p, Inc.
 Hy-Seen Farms, Stockton, IA

					PTAT	IPI	
9H1293	CURIOS	\$310	+97p	83%	+2386m	+0.88	+1255 Ned Boy X Valiant
9H1401	MOUNTAIN	\$338	+95p	82%	+2931m	+0.94	+1231 Royalty X Chairman
9H1448	SANDMAN	\$327	+78p	83%	+2609m	+1.41	+1176 Beautician X Spirit
9H1289	OSCAR	\$290	+76p	84%	+2421m	+1.37	+1141 Ned Boy X Ivan
9H939	FRONTIER	\$273	+73p	99%	+2399m	+0.74	+1131 Chairman X Jet Stream
9H1360	LEADER *RC	\$249	+70p	99%	+2307m	+1.56	+1123 Cavalier X Conductor
9H1382	REID *RC	\$248	+70p	89%	+2089m	+0.97	+1016 Enhancer X Bell
9H1396	PERCIVAL	\$256	+70p	81%	+1808m	+0.61	+1025 Enhancer X Bell
9H1351	JOURNEY	\$281	+67p	85%	+2249m	+1.32	+1138 Mark X Bell
9H1294	AMBITION	\$261	+66p	88%	+1789m	+0.72	+1115 Ned Boy X Tradition
• 9H1469	MINT	\$268	+66p	68%	+2313m	+1.36	+1055 Cleitus X Pete
• 9H1493	DUBLIN	\$258	+65p	74%	+2081m	+1.23	+1042 Cleitus X Valiant
• 9H1475	JAG *BL	\$248	+64p	76%	+1652m	+1.89	+1179 Cleitus X Bell
• 9H1488	VANQUISH	\$300	+64p	71%	+2576m	+2.01	+1205 Cleitus X Bell
9H1270	BOMBER	\$247	+63p	86%	+2071m	+0.63	+950 Rotate X Pete
• 9H1415	TALISMAN *BL	\$278	+62p	85%	+2434m	+1.13	+1039 Jesse X Lindy
9H1271	BALANCE	\$208	+60p	83%	+1788m	+1.48	+952 Ned Boy X Bell

• New Release

7/93 USDA & HA



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