

PHA Seeks Bred Heifers For Saudi

STATE COLLEGE (Centre Co.) — The Pennsylvania Holstein Association (PHA) has recently announced its intent to supply a shipment of registered and bred Holstein heifers to Saudi Arabia. According to the association, headquartered in State College, the price paid each for qualifying bred heifers is to be \$1,400, delivered to the association's farm in Middletown. The farm is located off of Rt. 441.

To make an offer, contact the association at (814) 234-0364, or write to: Pennsylvania Holstein Association, 839 Benner Pike, State College, PA 16801.

Specifically, the association is seeking heifers that will be aged 19 to 28 months old as of Dec. 1, 1993, which means they were born

between August 1, 1991 and May 1, 1992.

Also, they must weight a minimum of 1,000 pounds or 1,100 pounds, as of Nov. 15, depending on age and length of pregnancy. They must also be "of good flesh and correct conformation," according to the news release.

By Dec. 1, the heifers should be from four- to seven-months pregnant, which means they were successfully bred between May 1 and August 1.

Other minimum standards include that the heifer's sire must have minimum PDs of +1,000 pounds milk, and +35 pounds fat; the service sire for the heifer's current pregnancy must have minimum PDs of +800 pounds milk and +35 pounds fat; and the dam of the heifer must have recorded at least a first 305-day lactation production of 17,000 pounds, 3.7-percent fat, milk, or have recorded a second or later 305-day lactation production of 19,000 pounds milk with 3.7 percent fat.

Fall Cheese Promotion Pays Off Big

SYRACUSE, N.Y. — The American Dairy Association and Dairy Council Inc. (ADADC) has announced that dairy producers enjoyed a net payback of more than 4.5 million dollars as a result of last fall's Cheese Snack Shoppe promotion.

Looking to repeat that success, the 1993 cheese promotion takes on a new twist and some new partners.

This year's fall promotion is called "Cheese Sandwich Shoppe" and features tie-in consumer offers with Continental Baking Company (makers of

Wonder Bread), and the Beef Industry Council.

Enticing, colorful point-of-purchase materials including banners, mobiles and free recipe leaflets will be used by supermarkets to create out-of-case displays and attract consumers' attention to the dairy and deli cases. In-store coupons will also give consumers the opportunity to save \$1 on the purchase of REAL cheese and any two varieties of Wonder Bread.

To further enhance the "Cheese Sandwich Shoppe" promotion, dairy promoters throughout

ADADC's marketing region are participating in a contest to promote real cheese.

As part of the contest, they will submit news articles to local papers featuring recipes using real cheese, record public service announcements suggesting consumers use real cheese, and will conduct cheese samplings in local supermarkets.

This year's promotion will be supported by a 3.5 million dollar national television and radio campaign which will run for three weeks.

Eastern Milk Supports Self-Help

SYRACUSE, N.Y. — "Self Help", an initiative to set up a farmer-run marketing mechanism to sell surplus dairy products

abroad, is the way for the dairy industry to go.

That was the message coming out of Eastern Milk Producers Cooperative's annual business meetings in Syracuse Sept. 28-29, where farmer delegates representing some 3,200 farm families affirmed the self-help initiative.

The unanimous vote came after delegates resoundingly defeated an unworkable a resolution favoring the concept of two-tier pricing, where farmers would be guaranteed a price for a certain amount of production and a much lower price for anything over that.

"It's significant to have representatives from all across the Northeast to not only vote not to support two-tier pricing, but to take the step to unanimously support the efforts of National Milk Producers Federation in fighting for 'self-help' in Congress," Eastern President Lewis Gardner said.

"The times require new solutions," was the way National Milk CEO Jim Barr summed up the plight of the dairy industry in a presentation to delegates the day before they acted on resolutions.

The trend in Washington toward cutting farm subsidies and assessing farmers for their own programs has become clear, Barr said. If farmers don't take steps to help themselves now, they may fare even worse come the 1995 farm bill, he argued.

That's why National Milk, a trade organization representing two-thirds of the milk produced in the U.S., is pushing for a way for farmers to have a say in their future — specifically, a dairy board that would intervene when government dairy surpluses hit the 5-to-7 billion pound range. The board would sell products abroad at world competitive prices, reducing surplus spending and bolstering the farmers' raw milk price.

The mechanism to clear the U.S. market of excessive surpluses would be farmer-run through a dairy board and farmer-supported through a 10-cent per hundredweight assessment.

Bill Perry, a co-op official from Ohio, gave Eastern's delegates what he described as a "dose of reality."

The majority of people in Congress and the majority of consumers do not really care about farmers and about farm policy, said Perry, director of member and governmental affairs for Milk Marketing Inc. What they care about is food safety, food for the poor and the environment, he said.

Farmers will get nowhere, he said, if they don't make their issues relevant to the concerns of Congress and the Clinton Administration, or to the concerns of urban-oriented consumers and the growing number of people at or below the poverty level.

"Issues that are important to us, we have to frame in such a way that are relevant to others," Perry said.

"Self Help" is an example of doing just that, he said, because it would keep prices down for the Women and Infant Children (WIC) food giveaways and at the same time keep farmgate milk prices from plummeting.

"As a veteran of battles in Congress," National Milk's Barr noted, "I don't think the old production control approach will work..."

"The times require new solutions. Self-help is that solution. Self-help is the way of the future."

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