

# Atlantic Dairy Shows \$5.4 Million Net Margin

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cooperative community."

Hand joined Atlantic's staff in 1957 as an economist. He worked his way up through the cooperative ranks and was named general manager in 1982. He served on numerous industry boards and often spoke at dairy-related meetings.

"Paul Hand truly is a recognized leader in the dairy industry," said Robert B. McSparran, president of the 3,500-member cooperative. "Much of the success of the cooperative can be attributed to his leadership and management."

The Paul E. Hand Scholarship at Penn State will be dedicated to graduate students in agricultural economics. Hand himself received his Ph.D. from Penn State in 1960.

Earlier in the day, Dever reported that Atlantic Dairy ended the 1992-1993 fiscal year with sales of \$573 million and a net margin of \$5.4 million--the third highest margin in the 76 year history of the cooperative.

The net margin resulted, in part, from sales of 3.5 billion pounds of member milk. The volume marketed represents a 1.4 percent increase over the prior year. It also represents the greatest volume of member milk marketed by the cooperative.

In addition, Atlantic marketed approximately 700 million pounds of milk through joint marketing agreements with other cooperatives. The total milk marketed was 4.18 billion pounds.

Also contributing to the net margin were finished product sales from Atlantic's manufacturing division, Holly Milk, and profits from QC Inc., a wholly owned subsidiary providing quality testing services.

The net margin, down from \$7.5 million last year, equates to member earnings of 15.3 cents per hundredweight.

"A net margin of more than \$5 million should be considered satisfactory and consistent with our goals and sound financial position," Dever said. "Other good indicators are the extra payments made to members during the year."

These extra payments totaled \$16.5 million. They included \$2.2 million in quality milk bonuses, \$5 million in equity payments and \$9.3 million in over-order premiums. The total amount of such payments since the cooperative's 1987 merger is \$141 million.

"We have had six and a half years of good income levels," Dever said. "As we get bigger, maintaining that high level of income must be one of our primary goals."

During the past fiscal year, the cooperative's membership grew by 23 members. The total membership stood at 3,572 on July 31, the close of the fiscal year.

"Size in membership is only one part of the marketing equation," Dever said. The other part deals with the cooperative's ability to negotiate with its buyers. And the majority of these buyers are represented by large national or multinational corporations.

"Even though we think of ourselves as a large corporation, we are still only a regional dairy farmers' cooperative," Dever said. "We cannot be weak at the negotiating table."

Dever said the cooperative needs to have the same levels of expertise about the business as its customers. It also needs to keep up with technology and to adjust to modern marketing principles.

"A 76-year-old organization that has changed with the times, that is still in business and doing a good job of it, does have value," Dever said. "ADC is that kind of organization."

Mary Margaret Pecht a reporter for The Sentinel in Lewisburg was named the 1993 Agricultural Communicator Award winner.

Pecht was recognized for her "exemplary services to the dairy cooperative community" and given a plaque by Atlantic president Robert B. McSparran.

Pecht joins a select group of communicators who have been recognized by Atlantic for their roles as both communicator and educator. Through their work, these communicators have provided cooperative members, consumers, legislators, youth, young

farmers, industry employees and land-grant universities with agricultural and cooperative information.

Pecht began writing for the newspaper 32 years ago. In addition to general reporting, she serves as agricultural editor and religion editor. She also writes a column titled "View from the Valley."

Pecht is a familiar face at the cooperative's local and district meetings throughout Juniata County and the surrounding area. She also is familiar to a number of Atlantic's managers, whom she has interviewed for various farm news stories over the years.

Pecht grew up on a dairy farm near Vira and graduated from Chief Logan High School. She says she knows how to milk cows but never mastered driving a tractor. "They always had three pedals, and I only had two feet," she said.

Pecht and her husband, Richard, live in the village of Matternstown, a few miles from Lewistown. They have a daughter, Tamra Seiler, and two grandchildren, Katie 4, and J. Dwight 2. They are members of Evangel Baptist Church, the Fort Granville Grange, Pomona Grange 35, the Pennsylvania State Grange and the National Grange.

In addition, Pecht is a volunteer reader in the public schools. She

also enjoys traveling, reading, sewing and quilting (that's QUILting). She collects autographed editions of books and antique hymnbooks.

Pecht is the 21st person to receive the Agricultural Communicator Award, which Atlantic first awarded in 1973. Past winners have included various media representatives, Extension education specialists and cooperative leaders.

Atlantic Dairy Cooperative represents more than 3,500 dairy farm families in Pennsylvania, New York, New Jersey, Delaware, Maryland, Virginia and West Virginia.

## Lancaster Mennonite Names FFA Winners



National FFA winners at Lancaster Mennonite are from left, Wendall Landis, Joleen Herbert, Leon Trager, Jr., and Kendall Reiff.

Lancaster Mennonite High School senior Wendall Landis received a gold medal in the National FFA Livestock Evaluation

Contest held November 11-13 at Kansas City, Mo. LMH juniors Leon Trager, Jr. and Joleen Herbert both received bronze medals

in the contest. In addition, the four-member LMH livestock team received a bronze medal.

The livestock team consisted of Landis, son of Abram and Dorothy Landis, Manheim; Trager, Leon and Della Trager, Quarryville; Herbert, son of Luann Newswanger, Terre Hill; and LMH junior Kendall Reiff, son of Samuel and Elva Reiff, Ephrata. The team received a \$1,000 first-place award in state competition last June. Teacher Lem Metzler serves as advisor of LMH's Hans Herr FFA Chapter, chartered in January, 1992.

Also, in a recent regional FFA competition in Lebanon County, Pa., senior Crystal Hershey, daughter of Marlin and Barbara Hershey, Lancaster, placed first in the Salesmanship Contest. Sophomore Maria Hurst, daughter of George and Mary Hurst, Lititz, placed fourth.

FFA is a national organization of 416,529 members preparing for leadership and careers in the science, business and technology of agriculture. The organization has 7,545 local chapters located throughout the U.S., Puerto Rico, Guam and the Virgin Islands. At LMH 79 students are members of the FFA.



At the head table at the Atlantic Dairy Cooperative meeting from left, lower row, are Gordon Hiller, master of Pennsylvania State Grange; Jerry Klose, butter operations manager, Land O-Lakes, Inc.; Dawn Downey, 1993 Maryland Dairy Princess; Earl Fink, executive vice president, Pennsylvania Association of Milk Dealers; Jennifer Grimes, 1993 Pennsylvania Dairy Princess; Russell Wachter, president, Maryland and Virginia Milk Producers Cooperative; Stacy Huffman, 1993 West Virginia Dairy Princess; James Barr, chief executive officer, National Milk Producers Federation; Clyde Rutherford, president, Dairylea Cooperative, Inc.; Amanda Wolfer, 1993 Delaware Dairy Princess; Alpheus Ruth, retired president, Lehigh Valley Farmers; Donald Risser, president, Mt. Joy Farmers Cooperative; Nancy Sickler, 1993 New Jersey Dairy Princess; Michael Donovan, general manager, Eastern Milk Producers

Cooperative, Inc.; and Dr. James Honan, retired general manager, Atlantic Dairy Cooperative.

Upper row, J. Wade Groff, pastor, Strasburg Mennonite Church; Oscar Milinovich; Terri Milinovich, retired executive secretary, Atlantic Dairy Cooperative; Georgette Hand; Dr. Paul Hand, retired general manager, Atlantic Dairy Cooperative; Robert Dever, secretary and general manager, Atlantic Dairy Cooperative; Robert McSparran, president, Atlantic Dairy Cooperative; Donald Schirver, chief executive officer and general manager, Milk Marketing, Inc.; Don Rice III, guest speaker; Boyd Wolff, secretary, Pennsylvania Department of Agriculture; Leon Wilkinson, chairman, Pennsylvania Milk Marketing Board; Erik Rasmussen, market administrator, Federal Order 1; and Dr. Dhun Patel, New Jersey Department of Agriculture.