

**National FFA  
Week  
Feb. 19-26**

ALEXANDRIA, Va. — More than 417,000 FFA members will promote FFA, agricultural education, and the food and fiber industry during National FFA Week, Feb. 19-26.

FFA members in 7,545 chapters across the U.S. as well as Guam, Puerto Rico and the Virgin Islands will be organizing events and activities to foster awareness of agricultural education and support for FFA.

This year's theme, "FFA — Leadership for America," will be seen through communities nationwide through promotional efforts of local members. FFA activities and agriculture classes emphasize leadership skills, analytical thinking and the application of both to the industry of agriculture.

Larry Case, national FFA advisor, said today's young people are aware of their responsibilities as agricultural leaders for tomorrow. "Our members realize the world in which we live is growing larger and more interdependent," he said. "These young people will be leading the effort to provide food and fiber for a growing popula-

**GLENN'S  
UDDERINGS**

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once base-builders are now producing excess milk, which is worth less, 4.) fewer calves are born, 5.) cell counts may increase with longer lactations, 6.) cows may gain excess flesh and have more metabolic problems, and 7.) problem breeders have reduced sale value.

**Replacement Costs per Cwt of Milk**

A lot of profits can be eaten up by replacement costs.

Herd replacement costs are determined by the average net cost per replacement times the number needed per year. The net cost of a

tion, as well as to keep America competitive in the global marketplace."

National FFA Week is held each year during the week of George Washington's birthday to recognize his leadership and commitment to American agriculture. Both the National FFA Center and the National FFA Hall of Achievement are located on part of Washington's original Mount Vernon estate near Alexandria, Va.

replacement is the total cash and non-cash costs of raising a heifer, or the cost of purchasing a replacement minus the sale value of the cow she replaces.

The sale value of the cow removed has a big impact on net replacement costs, and can vary considerably, depending on whether or not she is a worthless "downer," a cow in good flesh, or a cow that has increased market value because of her production and genetic merits.

Let's look at the impact this can have on annual replacement cost per cow per year and per cwt. of milk in a herd that ships 1,800 pounds of milk per cow per year.

It makes a big difference as to why cows are sold, how much they are sold for, and how often cows must be replaced.

Another cost related to problem cows is veterinary and medical

expenses. Replacement costs per cow per year and per cwt. of milk shipped can get high as Table 2 indicates!

Your DHIA records can give you a clue as to how well you are doing and where you are heading.

On your DHIA Herd Summary report, look at the percent of cows that left the herd the past 12 months, and the reasons why they left.

Is the turnover rate too high? Were you able to voluntarily select the cows you wanted to sell for dairy prices or to cull so you can upgrade the herd? — or did herd problems dictate which cows had to be removed, and were some of these your better cows that you were counting on to upgrade the herd, but instead had to sell for depressed prices? — not a very

profitable situation to be caught in! If you have these problems, get help soon and attempt to reverse these costly trends.

What percent of your herd is first-calf heifers? If it is high because the problems discussed earlier, or for some other reason, your herd is younger and won't be as productive or as profitable as a more-mature herd.

However, if the herd is being expanded, or if you are merchandising a lot of breeding stock, having more first-calf heifers in the herd can be profitable.

You also need to make room for some well-bred, genetically-superior heifers to upgrade the herd on a regular basis.

Penn State is an affirmative action, equal opportunity university.

**ADC Announces Fall Winners**

SYRACUSE, N.Y. — Marci Anderson, Ontario County Dairy Princess, and her court, Katie Strub, Amanda Wadsworth, and Nancy Anderson, achieved the greatest number of cheese promotions dur-

ing October and November with a total of 76 accomplished.

As winner of the American Dairy Association and Dairy Council's (ADADC) fall cheese contest, Marci and her court won \$150

for the county's dairy promotion program.

Dairy princesses from New York state and Pennsylvania were encouraged to enter the contest as part of the "Cheese Sandwich Shoppe" promotional

activities conducted by ADADC.

Dairy promoters were required to record public service announcements at local radio stations, write news articles featuring cheese, and conduct cheese samplings in local supermarkets and malls.

Verification of all their promotional efforts had to be submitted to ADADC by Dec. 15 to qualify for the contest.

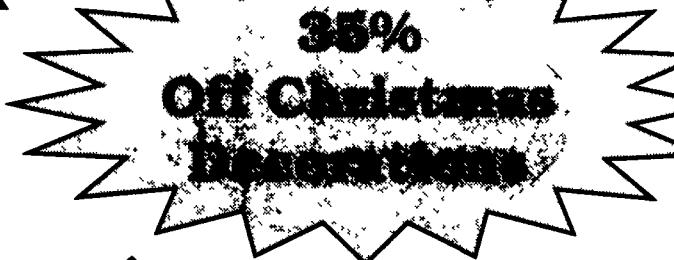
Throughout ADADC's marketing region, local dairy promotion groups reach consumers with a positive milk message by presenting educational programs in schools, nursing homes, and to civic organizations. They also conduct special events at county fairs, malls, dairy festivals and banks.

More than 1,000 volunteers across the region, help extend ADADC's dairy promotional efforts. Last year, at no cost to dairy farmers, over \$136,000 in advertising equivalent was garnered through newspaper articles written by dairy princesses.

The American Dairy Association and Dairy Council, Inc. is a dairy promotion organization that supports dairy princess programs in New York, Pennsylvania and New Jersey.

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