

Holstein Breeders Meet February

B R A T T L E B O R O, winter forum meetings sponsored by the national Holstein Association of America on Feb. 9 and 10.

MMI Appoints Stiefer

Director Business Development

STRONGSVILLE, Ohio — David L. Stiefer has been named to the newly created position of Director of Business Development for Milk Marketing Inc., the Strongsville, Ohio dairy farmer cooperative, Don Schriver, MMI's executive vice president and chief executive officer, made the announcement Jan. 4, 1994.

Stiefer's new responsibilities will include working to develop marketing and sales programs for both MMI in fluid milk and its wholly owned subsidiary Farmers Dairy Foods, Inc. in value added products.

"We've looked for quite awhile to find someone of Dave's caliber for this job," said Schriver. "His background will also be helpful in further developing the alliance MMI/FDF has with DMV USA and the Dutch cooperative Campina Melkunie."

In December, 1992, MMI and DMV USA formed an international alliance to enable MMI to enter the global market.

Before joining MMI, Stiefer was vice president, sales and marketing, for DMV USA. Previously he was president and chief operating officer for Western Dairy Products, a U.S. company which imports and export dairy products for the New Zealand Dairy Board.

Stiefer will be part of MMI's senior staff and report directly to Schriver.

"Obviously we're very pleased that Dave's background is steeped with more than 15 years of dairy marketing experiences including sales in both national and international markets," said Schriver.

Stiefer received his bachelor of science degree in business administration from Pacific Western University and also studied food science and dairy science at the University of Wisconsin. He also served six years in the U.S. Marine Corps.

MMI is a 5,900 member dairy farmer owned cooperative encompassing an eight state Midwestern area including Ohio, Indiana, Pennsylvania, Michigan, New York, Kentucky, Maryland and West Virginia. Last year MMI marketed more than 3.8 billion pounds or 442 million gallons of milk. MMI marketed \$688 million of raw milk in

1993 which includes Foods, Inc. and farm \$307 million in net sales supply, plus dues and from Farmers Dairy service fees.

The sites of the two meetings are planned so that breeders from all over the state have an opportunity to attend.

Every year, the national Holstein Association holds winter forum meetings in order to hear about herd owner concerns. The meetings are held across the nation.

For Pennsylvanians in the western part of the commonwealth, a

forum is scheduled for Wednesday, Feb. 9, from 9 a.m. to 5 p.m., at the Days Inn Butler Conference Center, 139 Pittsburgh Rd., Butler. Call the center at (412) 287-6761.

For those breeders in the eastern and central portions of the state, a conference is set to be held Thursday, Feb. 10, from 9 a.m. to 5 p.m., at the Sheraton Inn-East, at 800 East Park Drive, in Harrisburg. Call (717) 561-2800.

Scheduled to speak at the two Pennsylvania forums are national

directors Tom Kelly, of Tyrone, John Howard, of Willow Street, and national vice president John Cope, of Grantham.

Holstein field representatives Clarence Stauffer and Tom Dum, and classifier Dan Crossen, are also to be present to review new classification options, progress with the Qualified Herdbook, and some new methods for animals identification.

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