

# Atlantic Breeders Co-op Introduces New Service

LANCASTER (Lancaster Co.) — A new service is now available to Atlantic Breeders Cooperative members who use technician service exclusively for their herds' AI Needs.

Called Computer Record Services (CRS), the new program is offered as an added-value service at no charge, according to Gary Heckman, Atlantic's member sales director.

"The objective of CRS is to provide Atlantic technician service

herds with analysis and herd management tools to improve profitability and efficiency," Heckman said. The new service uses breeding receipt data already stored in the cooperative's computer to print out a summary to help a dairyman evaluate the results of his herd's AI program, solve reproductive problems, and carry out more effective herd management.

"CRS summaries can help a dairyman shorten the herd's calv-

ing interval, reduce the number of services per conception, and improve overall conception so better genetics can be used without raising breeding costs," he said.

"It isn't our intent to compete with DHIA, but to provide special supplemental information that's useful in herd management. CRS can motivate a dairyman to want even more information for decision-making."

Heckman explained that CRS was developed with the help of

Penn State dairy extension personnel, veterinarians, Atlantic technicians, and members. The new program was field-tested with 54 members across the technician service area to evaluate usage.

"CRS is now available for widespread use, with additional improvements to be made as more data is gathered," Heckman said.

When a member enrolls in the program, he receives quarterly printouts that summarize herd genetics and reproduction data for

a rolling 12-month period.

This report includes:

- genetic production profile on sires used
- herd reproductive analysis on AI first services and returns
- service interval evaluation to monitor heat cycles/ detection
- problem breeder profile to pinpoint cows that need extra attention and evaluate patterns exhibited by problem breeders
- dry-off and due-date list for all animals bred
- and due-date list for heifers to watch for calving.

## Collectors Club To Meet

KINZERS (Lancaster Co.) — Pull your Farmalls out of the field and polish up your McCormick-Deering. On February 18, the newly formed chapter of the International Harvester Collectors Club (IHCC) will meet at The Rough and Tumble fairgrounds in the Modelers building on Rt. 30. This meeting is open to anyone who is interested.

Leroy A. Baumgardner, Jr. will be presenting pictures and literature from his vast collection of International Harvester memorabilia. The club was formed in August and has been accepted by the national organization in Indiana as the first chapter in Pennsylvania.

The IHCC purpose is to promote IH collecting, restoration and show displays of all International Harvester products. The group meets on the third Thursday of each month at 7:30 p.m. at its headquarters at Rough and Tumble.

Annual dues are \$35, and that includes membership to Rough and Tumble, IHCC National, and the local chapter.

For more information, call Robert Rzuclidlo, (215) 274-0122.

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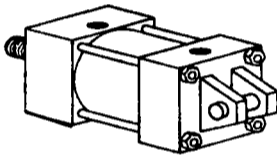
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