

DHIA Makes Adjustments

(Continued from Page A1)

in our organization are the field technicians on the employee side and the farmers on the other side. These are the two areas in which we must work hardest. The county committee is the most important committee in the organization. I'm planning to try to attend each county board or committee meeting each year so that I maintain contact with the grass roots of our organization. We want to work with our field service."

The rapid change in the national DHIA scene has put Pennsylvania

beat production in the East. Pennsylvania dairy farmers face stiff competition from these dairymen.

In Pennsylvania DHIA, Orner said we need to develop programs that suit whatever the members need. Some herds are going to get larger, and some are going to remain small with one person caring for the cows and a spouse working off the farm.

"Our efforts are put toward keeping the most money in the hands of farmers," Orner said. "In addition, the extension service is important to us, as they are our

"The most important people in our organization are the field technicians on the employee side and the farmers on the other side."--Dave Slusser, general manager, Pennsylvania DHIA

in the position of being a testing ground for the new approach that calls for the elimination of exclusive territories for providers of service. Dave said he believed good things were going to come out of the trials of the past few years in Pennsylvania DHIA. He believes their experience has prepared the state association to be efficient and ready for the competitive age.

"We are in the information business, which is an important part of farming," Dave said. "We can't afford to be police officers as we have been in the past. We can't afford the liability. But we need to provide a good service for those who want accurate information. We will not necessarily be the cheapest, but we will provide good service at a reasonable price."

Phil Dukas, national CEO, addressed the group on Friday and gave an overview of the changes to expect in the future that include: increased pressure on profitability; increased educational levels in the area of technology--farmers will not hesitate to pick up the computer to see what's available; openness to new ideas will be the result of better communication, and higher expectations will come from exposure to greater consumer

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service.

"To satisfy these needs, we must focus on doing whatever it takes to satisfy these needs," Dukas said. "We cannot convert everyone to our way of thinking, but we must give others what they need for their operations. These needs range from the intense cattle breeder/marketer to the commercial producer. Each group has different needs."

Dukas listed general trends as follows:

Service will be more customer oriented.

Pressure will continue to cut overhead.

Employees will be developed to fit new job descriptions.

Reduced farm profitability will put pressure on DHIA's cost/benefit relations.

Farm production technology will increase, and DHIA will need to help farmers use the technology at the management level.

Economic orientation will replace production orientation.

President Frank Orner reported on his visit to the national DHIA manager's meeting in California. He said the farms in the West are prepared to produce milk with whatever efficiency is needed to

educational arm and they also are working with reduced personnel. We need to work with them whenever we can."

Orner credited Dave as the new general manager with building a team spirit and complementing the staff. "It's very important that everyone from the local level on up to management speak positively about Pennsylvania DHIA," Orner said. "It's important we all work together to make Pennsylvania DHIA a strong organization."

Gordon Conklin, guest speaker at the opening of the general session, said agriculture is facing a monumental challenge from environmental concern, animal welfare, and government programs.

"We live in a society where 95 percent of the people are two or more generations removed from the farm," Conklin said. "We live in a world where people believe Elvis is alive and God is dead. People act not on what they know but on what they believe. Education is not enough. The challenge is to help people change their beliefs."

In a look at the 21st century, Conklin said the number of dairy herds in the nation would be reduced to 50 to 75,000 by the year 2,000, but total milk production

will increase. High precision farming is the wave of the future with focused time frames for pesticide application and precise fertilizer application rates.

The average farm will take larger inputs of skills and management. Prices for farm products will be low in relation to hours worked to earn food. Manure disposal will be a major problem.

Farmers make up two percent of the population but own 40 percent of the land surface. This gives an enormous political potential of taking away land rights in the name of preserving agriculture.

"With new information systems you will be swimming in a river of information when you only want a glass of water," Conklin said. "Computer services to access all kinds of information will be a challenge to sort out what is relevant so you can disregard the rest."

I'm optimistic. Not all will be well. But over a lifetime, I have seen that dairymen have shown it is possible to live with courage and treat neighbors with compassion. I hope that's what you really seek," Conklin said.

At the awards banquet Friday night, Kent and Jodi Heffner, Schuylkill County, and Bob and



At the Pennsylvania DHIA annual meeting are from left, Bill Jackson, vice president; Phil Dukas, national CEO; Frank Orner, president; and Dave Slusser, general manager.

Marcia Trotter, Lawrence County, were honored as DHIA'S Young Cooperative Couples.

The 1993 herd management awards were presented as follows: Ayrshire Breed: 1. Plumb Bottom Farm, Mifflin County, 91 points; 2. Ardrossan Farms, Chester County, 81 points, and 3. Delaware Valley College, Bucks County, 80 points.

Goat Breed: 1. Kickadee Hill,

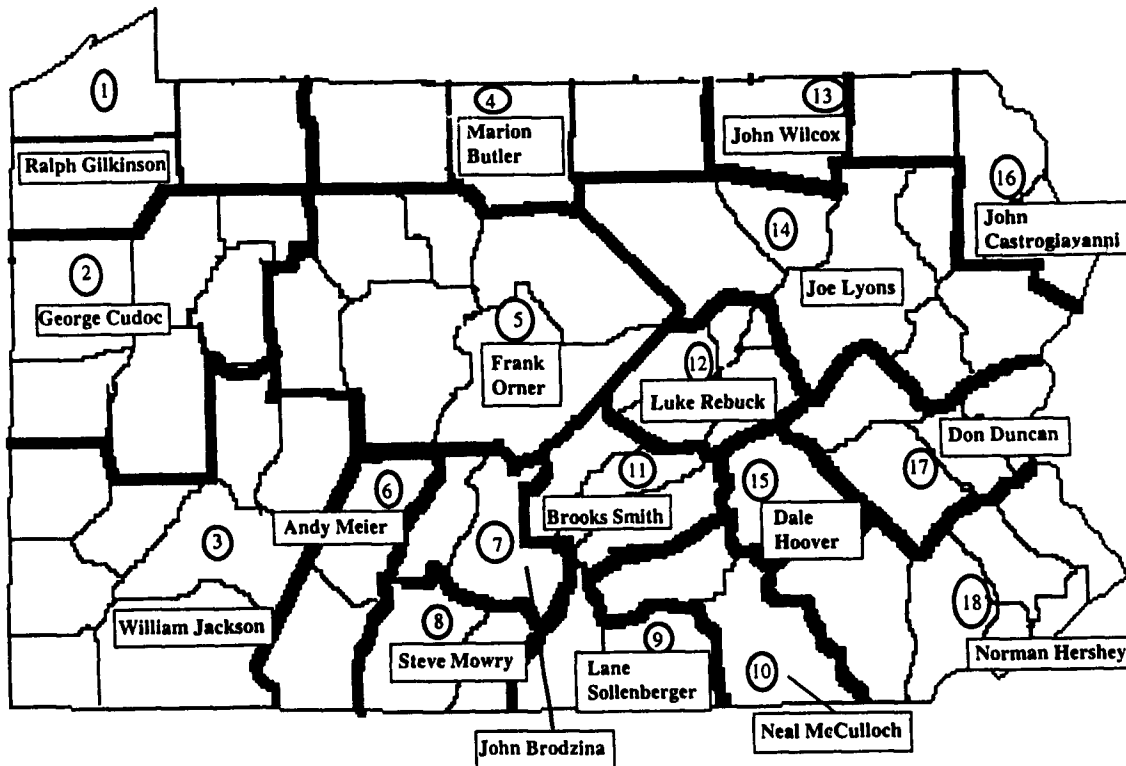
Lawrence County, 45 points; 2.

Harold & Joan Stump, Montgomery County, 33 points; and Susan Shields, Indiana County, 33

Guernsey Breed: 1. Trolacre Farm, Lawrence County, 87 (Turn to Page A25)

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THE PENNSYLVANIA DAIRY HERD IMPROVEMENT ASSOCIATION Membership Districts and Directors



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1	Ralph Gilkinson 13886 Macedonia Road, Wattburg, Pa 16442	814-739-2087	Erie
2	George Cudoc 485 Three Degree road, Valencia, Pa 16059	412-538-9143 work 412-625-1051 home	Butler
3	William K Jackson RD1 Box 404J, New Salem, Pa 15468	412-246 9398 home 412-246-0496 barn	Fayette
4	Marion Butler RD 7 Box 368, Wellsboro, Pa 16901	717-724-4735	Tioga
5	Frank Orner RD 1 Box 88, Rockton, Pa 15856	814-583-7864 home 814-583-7418 barn	Clearfield
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