

NDB, UDIA Announce Joint Venture

CHICAGO — The National Dairy Promotion and Research Board (National Dairy Board) and United Dairy Industry Association (UDIA) recently announced the establishment of Dairy Management Incorporated, a joint venture designed to improve joint planning, increase program and cost effectiveness, improve industry communications, and enhance accountability by combining the current staff and program administration of both national organizations.

Under the new agreement, Dairy Management Incorporated will be responsible for development and execution of all producer-checkoff-funded national marketing for milk, cheese, butter and frozen desserts and other industry functions including pro-

duct research and development, nutrition education, public relations, market research and development of export markets.

In many respects, the joint venture represents a formal extension of recent promotion and research planning efforts between the two organizations. Over the past year, the National Dairy Board and UDIA jointly developed the 1993 adult fluid milk marketing plan, selected a new advertising agency for fluid milk, and significantly increased coordination of other promotional activities for the current year.

"The joint venture we've announced today is an important and logical development for our industry," said Robert W. Giacomini, chairman of the National Dairy Board. "Over the past year,

the two organizations have worked very closely and very effectively together. Today's announcement represents a formal extension of our current working relationship."

Under the new arrangement, the structure of the respective boards of directors for both the National Dairy Board and UDIA will remain unchanged. Both Boards maintain responsibility for approval of annual business plans and budgets and accountability for results. For purposes of overseeing Dairy Management Incorporated, a 20-person governing board will be formed by each parent Board naming 10 of its members to the DMI Board. Details of the joint venture involving immediate staff assignments, reporting relationships and other operational

issues will be brought to the parent boards in the weeks to follow.

"Given the increased demands on the dairy industry's resources, the increasing costs of competing in the marketplace, and the significant opportunities associated with promoting the benefits of dairy products, the consolidation of these two staffs is both sensible and timely," said Herman Brubaker, chairman of the United Dairy Industry Association.

"For too long, there has been confusion over which organization was responsible for specific program areas," adds Brubaker.

"This is an opportunity to streamline communications for the benefit of the dairy industry and other organizations involved with the promotion of dairy products and proper nutrition. Dairy farmers have asked us to do this

and we're delivering."

The United Dairy Industry Association, located in Rosemont, Ill., is a member-driven federation which contributes a total promotion program for U.S.-produced milk and other dairy products. UDIA is the umbrella organization for American Dairy Association, which conducts advertising and marketing services, and National Dairy Council, which conducts nutrition education and research programs.

The National Dairy Promotion and Research Board, based in Arlington, Va., is comprised of 36 dairy farmers from across the U.S. The organization develops and implements a coordinated effort of promotion, research and communications to increase demand for U.S.-produced milk and dairy foods.

Two Good Reasons For Farmers To Test Soil

NEWARK, Del. — Farmers have two good reasons to soil test — to save money and to protect the environment.

"Soil tests tell you what nutrients and how much of them are needed for a given crop," said Karen Gartley, University of Delaware soil testing program coordinator. "Why spend money on what's not needed?"

Soil tests can also help diagnose in-season production problems and determine when and where manures can best be used, Gartley said.

"For example, a soil test can tell you whether a field needs not only the nitrogen but also the potassium and phosphorus and other nutrients in manure, thus increasing its fertilizer value. If the soil is already high in potassium and phosphorus, the crop won't benefit from more," she said.

In such cases, a farmer may find it more cost-effective to buy commercial nitrogen fertilizer for that field and spread the manure on another one that needs potassium and phosphorus as well.

"Farm soils should be tested

every two to three years," Gartley said. "It also pays to test when problems are observed or there are major changes in cropping rotations, such as from grain to vegetables."

The University of Delaware Soil Test Laboratory charges \$5 for a basic fertility test. Special tests for boron, copper, sulfur, and soluble salts are available for an additional charge. A presidedress soil nitrate test (PSNT) calibrated for Delaware soils and growing conditions is also available for \$6

to corn producers looking for in-season nitrogen recommendations.

Soil samples can be collected any time of year, provided the ground isn't frozen. PSNT tests should be taken in early June when corn plants are 12 inches tall. Soil test kits and additional information are available at county extension offices in Newark (302) 831-2506; Dover (302) 697-4000; and Georgetown (302) 856-7303.

Atlantic National Angus Show May 27-30

ST. JOSEPH, Mo. — Angus breeders from throughout the nation are expected to attend the 1994 Atlantic National Roll of Victory (ROV) Angus Show May 27-30 at the Maryland State Fairgrounds in Timonium.

The Atlantic National Junior Show, May 27-28, has been designated as the 1994 Northeastern Regional Junior Preview Show. Judge for the junior event is David Hawkins of East Lansing, Mich.

The open show, May 29-30, is one of 14 ROV point shows the American Angus Association

sponsors each year. Vance Uden of Franklin, Neb., will judge the open show.

Junior Angus exhibitors are invited to the first annual meeting of the Atlantic National Junior Angus Council to be held at 9:30 a.m. on Friday, May 27, at the show grounds. At noon on Friday the showmanship contest begins followed that evening by a junior fun night. The junior show begins at 8:30 a.m. on Saturday, May 28.

Open show activities start on Sunday, May 29, with the heifers followed by the cow-calf and bull show on Monday, May 30.

Cow Hoof Trimming

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long toes develop lameness because of bruising of these bulbs, and correction is done by shortening the length of the hoof and redistributing the cow's weight.

Heel erosions begin at the bulb of the heel and start out as pits on the surface. After a time, parallel grooves develop and fill with black material and bacteria. The horn can separate at the grooves to form a "flap", and a new sole develops underneath, with material becoming packed in between the layers. Usually this condition is seen in cattle confined in wet/dirty lots. This is why the cleaning of the hoof is so vital before trimming.

Objectives of foot-trimming were also given, as well as information on diseases of the foot and treatments. A live demonstration of foot trimming was then given by professional trimmer Paul Neer, after which literature from Penn State on the covered subjects was distributed by Dr. Moore.

In discussing the subject of cleaning and trimming of hooves with some of the farmers, this writer found that many of them had done their own trimming in the

past but more and more of them have turned to using the services of a professional. They expressed that they do not have time to do it on a regular basis and were not sure they were doing it as thoroughly and correctly as it should be. Also, they do not have the equipment to place the cow in a position where they could work well on her. Through demonstrations such as this, they have learned more of the importance of correct cleaning and trimming because healthy feet make a much healthier, more productive cow.

As all other businessmen, farmers have learned that they must put to use the latest information and instructions in order to produce the best quality product. When they turn the technical work over to those experienced in that line, it allows them to use their valuable time in the production which is their livelihood. The more that this writer associates with them, the greater is her admiration of farmers and their families for the quality of work that is evident, as well as her understanding of their investment of time and money in their business.

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