

Noss Is Vice Chairman

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running mountains, really ridges, on the southeastern edge of the Appalachian Mountains.

They make a northwestern half-circle and outer border to the relatively flat, wide fertile farming area of south central and southeastern Pennsylvania.

It's kind of like a "Great Wall of China" that protects the thousands of acres of farmland from severe weather storms coming up the Ohio Valley. As a geological feature, it has many protective and beneficial attributes.

The Tuscarora is also unique in that the long mountain ridge serves as the natural and political boundary for five counties.

The Noss farm is one of many in the four- to five-mile wide farming valley that is formed between the Tuscarora mountain and the similarly stretchy Shade Mountain to the north.

In the valley that Noss lives, the community is rural and seemingly slow paced, compared to the congested traffic and residential development that has overcome the state's southeastern farmland. And it is quiet.

Noss said traffic has picked up, as everywhere, over the years. The highway has become more dangerous and requires more concern when moving farm equipment from storage to field.

But many things have changed over the years.

Including Noss.

Raised on his father's dairy farm, Noss went to college at Penn State and then sold farm machinery for seven years.

Then, in 1978, when David's father wanted to retire from a partnership with David's brother Larry, David bought his father's share of the operation.

The brothers milk out of a 51-tie stall bank barn at the home farm site and keep heifers and dry cows at Larry's place nearby.

David also sells Pioneer seed corn, and Larry also has his own sideline raising breeding stock chickens to produce hatching eggs.

In addition, there is also some custom field work that gets done to help pay bills.

Dave's wife Sharon works as a manager at the Lewistown branch of the Kishacoquillas Bank. They have a daughter Karen, who is a sophomore at Penn State University, and a son Ryan, a senior at Juniata High School.

And while he has plenty of work on the farm to keep himself occupied, Noss has been active in dairy promotions for years at all levels.

He is currently serving as vice chairman of the National Dairy Board, and he is also a member of the newly created Dairy Management Inc. — a combined overseeing board formed by a recently approved merger of staff and effort between United Dairy Industry Association (UDIA) and the National Dairy

Board.

Although the joint effort, which is short of an official merger, has had several questions raised about

its appropriateness (by the California Milk Advisory Board, and from some of the same people who have been calling for the demise of the National Dairy Board), the joint venture is official and legal and otherwise widely supported. For the smaller member promo-

tion organizations, the joint venture promises access to high cost milk marketing tools that were never available before. (See related story, "Promotion Groups Join Forces")

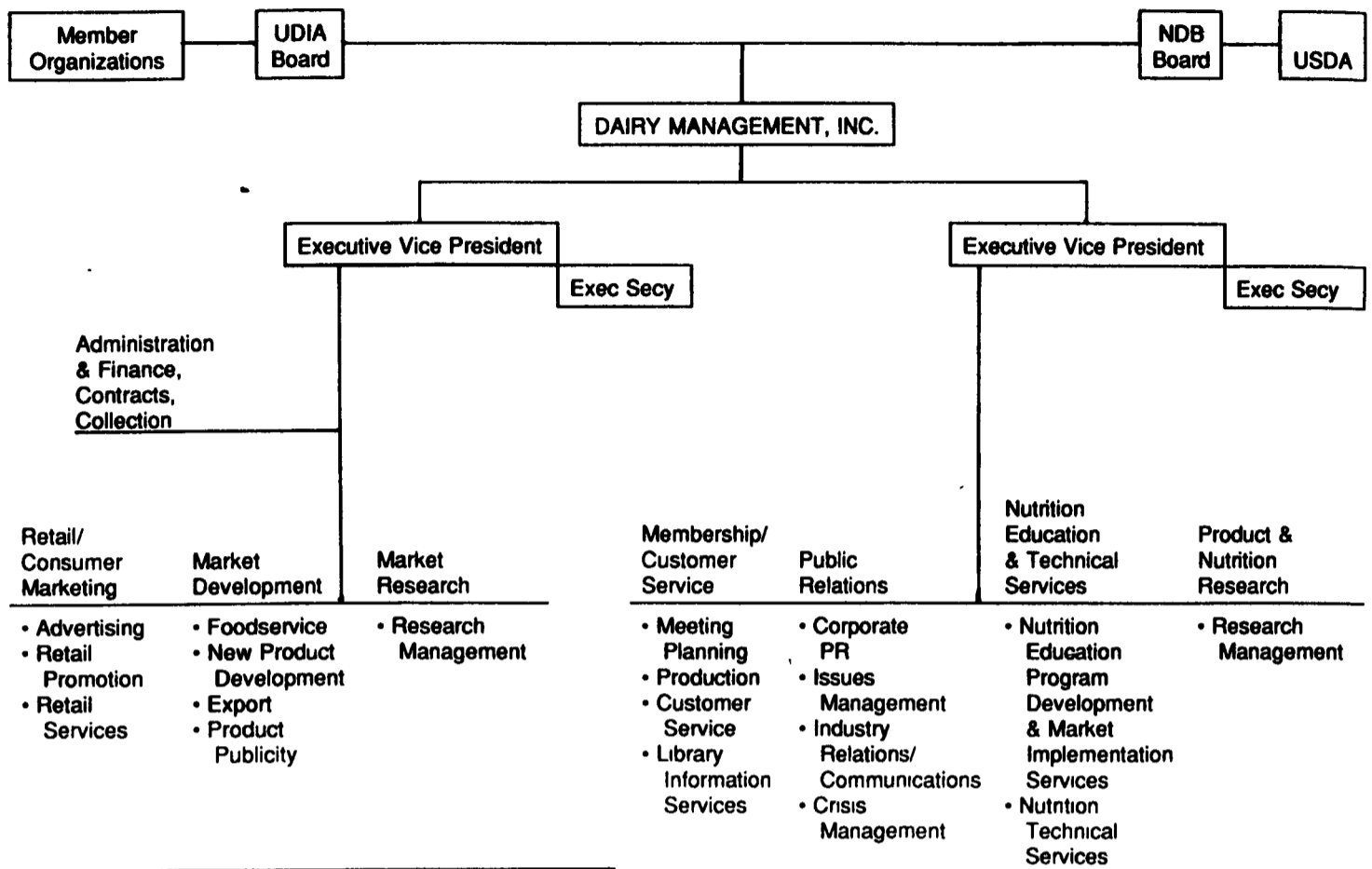
In a way, dairy promotion organizations are like the chain of

mountains to which the Tuscarora Mountain belongs — they are series of intertwining ridges.

In this analogy, the Dairy Management Inc. represents the larger geological formation comprised of ridges of smaller, independent

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Transition Chart
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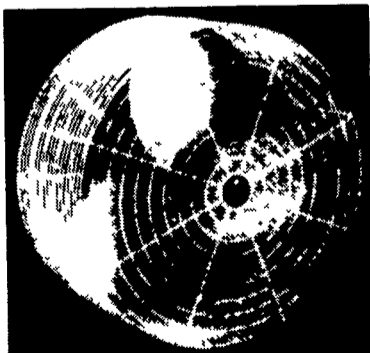
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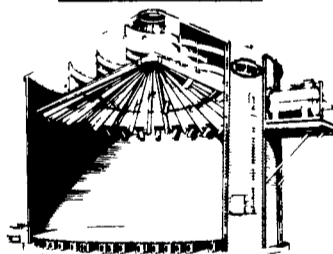
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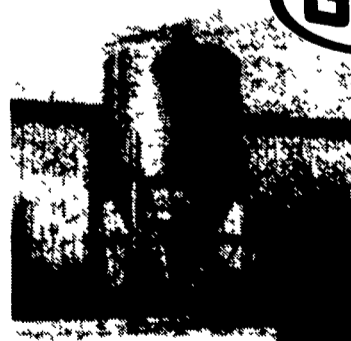
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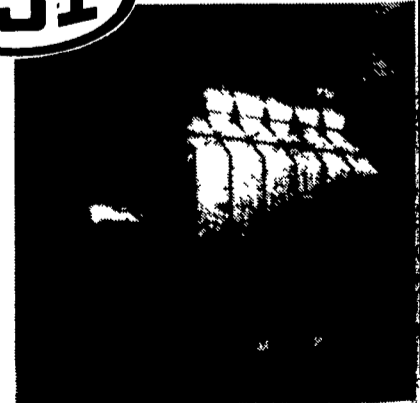
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