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**E-I-E-I-O**  
 From Dairy and Animal Science at Penn State

**PENNSYLVANIA PARTNERSHIP — FINDING THE FUTURE**

**Lisa Holden  
 Bill Heald  
 And Larry Specht**

Never before has the dairy industry faced so many challenges — increased competition, higher input costs, outdated facilities, volatile prices, and shrinking profit margins. Never before has there been so much excitement and enthusiasm for the future of the dairy industry in Pennsylvania.

Why all this optimism in the face of so many challenges?

At the First Forum early in June, virtually all segments of Pennsylvania's dairy industry formed a partnership with Penn State Cooperative Extension and gave voice to a common goal — increase the profitability of Pennsylvania dairy businesses through enhanced awareness and application of management technologies.

The first step toward this goal was to expand the current Dairy Management And Profitability Program — Dairy-MAP — to provide advanced business education for more of Pennsylvania's dairy farm managers.

In the short time since the First Forum, industry leaders — including milk producers — have developed plans of action on several fronts and are beginning to implement these plans. It is exciting to see this all unfold. What an awe-

some alliance!

Members of agricultural organizations who had different agendas in the past now are partners, working together to ensure a viable future for the dairy industry in Pennsylvania.

Industry groups have planned for the marketing and funding of an expanded Dairy-MAP initiative.

Teams of extension and industry staff will conduct Dairy-MAP workshops beginning in January 1995.

The Dairy-MAP Program will be guided by an advisory council of 14 members, made up of half milk producers and half industry personnel. Penn State will continue to provide the educational component — people and materials — working with industry volunteers and the advisory council.

Working together in this newly formed partnership, we are likely to demonstrate our inexperience along the way. Expansions on farms do not occur without some unexpected changes in plans, and program expansions are no different. We ask for your patience and support.

By way of Dairy-MAP, we all have started to look in the mirror, learn who we are, see where the dairy industry is going in the future, and plan our future in this rapidly changing industry so that we are not left out.

We cannot roll back the clock, but we can predict where the industry is going in the next five years and then equip ourselves to be a competitive partner in that time and place.



Lisa Holden



Bill Heald



Larry Specht

From the beginning there has been a trend in this country to produce more milk with fewer cows and farms. Dairying has been concentrated in areas most favorable to its success.

Regions of Pennsylvania have been very favorable for dairy production. Pennsylvania recently moved from fifth to fourth in milk

sales. If the trend can be continued, we may become third around the turn of the century. With improved business skills and use of dairy management technology, we can be more successful in the competition for profitable milk sales.

Meeting the needs of tomorrow's dairy industry is of paramount importance to all of us. Col-

laborating as partners, for our collective benefit, is a positive step toward the future. We need to work as one to keep dairying in Pennsylvania and to make our share of the industry grow.

See your local extension office or agribusiness representatives for more information about the expanded Dairy-MAP Program.

## State Board Moves To Protect Farms

**HARRISBURG (Dauphin Co.)** — The Pennsylvania Agricultural Land Preservation Board has approved easement purchases for four farms in four counties, protecting 387 acres of prime farmland from development.

"Three of the farms approved at today's meeting are dairy operations," said State Agriculture Secretary and Board Chairman Boyd E. Wolff. "It's farms like these that make Pennsylvania fourth in the nation in milk production."

Under the Farmland Protection

Program, which began in 1989, the state and counties purchase development rights to guarantee that their farms will remain as agricultural land. Individual landowners apply to county Agricultural Land Preservation Boards.

If approved for possible easement purchase, the county boards may request state funding participation. Counties may participate jointly with the state in easement purchases or may purchase easements outright themselves.

Following are the properties

approved, listed by county, owner, township, acreage, and purchase cost:

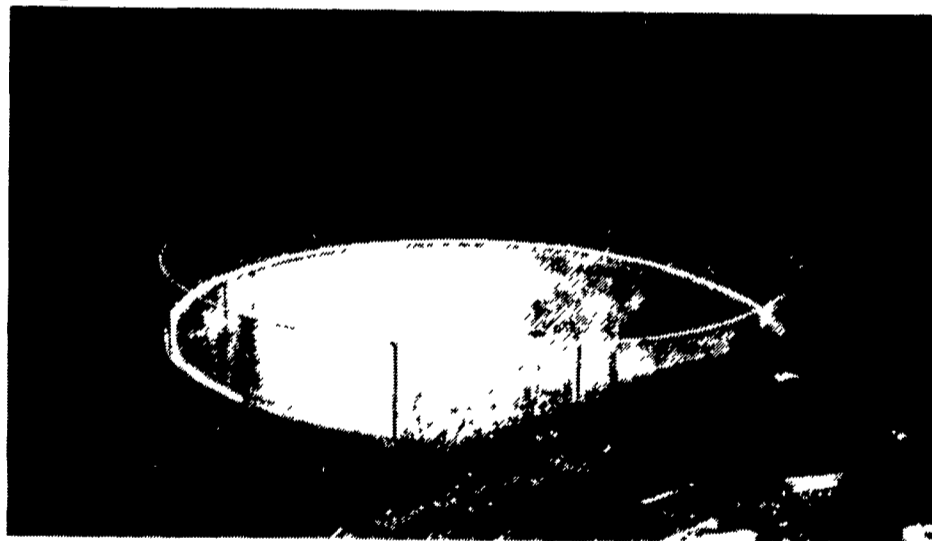
• Lackawanna — Ronald Mayeski, Jefferson Township, 95 acres, \$118,655.

• Lancaster — Andrew G. and Naomi P. Miller, Rapho Township, 85 acres, \$128,703.

• Montgomery — John G. Lutz, Douglass Township, 72 acres, \$410,000.

• Union — William and Dianna Hiller, Gregg Township, 135 acres, \$155,639.

### • Agricultural • Commercial • Residential



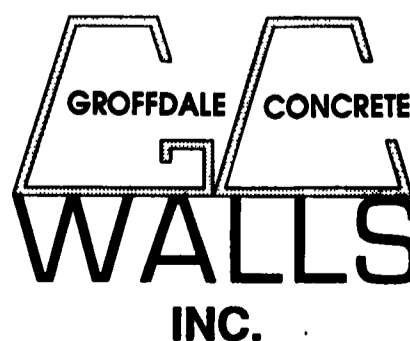
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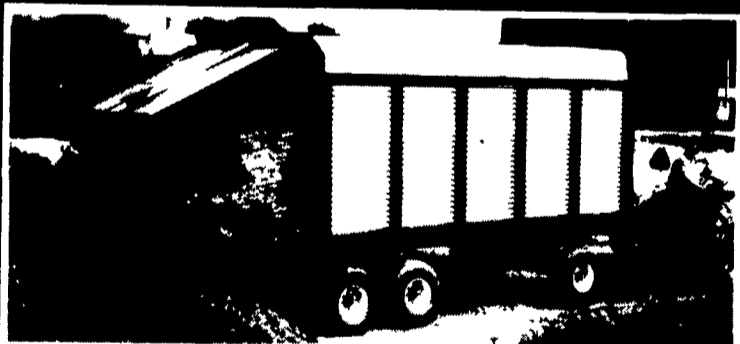


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