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# Lancaster Farming

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Vol. 39 No. 52      60¢ Per Copy      Lancaster Farming, Saturday, November 5, 1994      Four Sections      \$21.00 Per Year

## Hershey Chocolate, Atlantic Dairy Announce Long-Term Supply Agreement

**EVERETT NEWSWANGER**  
Managing Editor

**SOUTHAMPTON (Bucks Co.) and HERSHEY (Dauphin Co.)** — Atlantic Dairy Cooperative and Hershey Chocolate U.S.A., a division of Hershey Foods Corporation, jointly announced Tuesday that the dairy cooperative will supply the confectionery company with all its raw milk needs in Pennsylvania. The announcement was made by Michael Pasquale, president, Hershey Chocolate, and Robert Dever, Atlantic's chief executive officer.

For the last 10 years Atlantic has had Hershey as a customer, but Hershey has also bought milk directly from 722 farms in southeast Pennsylvania. Under the new agreement, these farmers will be offered membership in Atlantic, which currently represents 3,500 dairy

farm families in the Middle Atlantic region.

According to Dever, the new agreement benefits both companies and will result in increased income for the dairy producers currently supplying Hershey with milk.

John Long, Hershey Foods Corporation, agrees. "We are always looking to make our operation more cost effective," Long said. "But from the farmers' point of view, we have always bought all their milk whenever they produced it and sold whatever excess we may have had into the Class 1 market. However, we did not do enough of this to be able to increase the blend price to the farmers as much as a cooperative such as Atlantic Dairy has been able to do. So we think the move is good for us and good for the farmers also.

And since Hershey is already Atlantic's third largest customer, the agreement will not affect prices paid to current Atlantic members. Robert McSparren, president of Atlantic Dairy, said the move is good for everyone.

"Without customers we don't need members," McSparren said. "Because of our businesslike dealings with Hershey over the last 10 years, they have seen us as a reliable source of the milk supply they need. And for the farmers, we have the over-order pricing and the returned profits (an extra nickel in September) to make it good. Since we are a regional cooperative, we can't control the national market. But what we do is in the 30 to 50 cent bracket.

"This agreement allows both companies to concentrate on what they do best," Dever said. "Hershey Chocolate

U.S.A.'s expertise is in the manufacturing and marketing confectionery products. Our expertise lies in marketing milk for dairy farmers for the best possible price.

"Hershey Chocolate U.S.A. is a strong supporter of production agriculture in Pennsylvania," Dever said. "We look forward to a long and successful business relationship with them."

Pasquale agrees. "We're very pleased with this agreement," Pasquale said. "We feel a full-supply contract with Atlantic Dairy Cooperative is in our best interest, as well as the dairy farmers who currently supply us with milk."

The agreement is effective December 1, 1994. In the meantime, all current shippers to Hershey will be offered membership and a milk market by Atlantic.

## Two Farms Tie For Pa.DHIA Herd Management Award

**VERNON ACHENBACH JR.**  
Lancaster Farming Staff  
(Part 1 of 2)

**BERNVILLE (Berks Co.)** — For the past several years, the Pennsylvania Dairy Herd Improvement Association has annually presented county level awards and a top state herd dairy herd management award in recognition of members who have made significant achievements in improving the management of their herds.

This year two herd manage-

ments tied as the top herd managers — Fantasyland Farm in Berks County, and Mark and David Campbell in Armstrong County.

The awards are based on various dairy herd management aspects and points are awarded to those aspects.

The basic qualifications, according to the awards outline, are that end-of-year data (end of September each year) is used, that herds must be on official test, that herds must have at least 10 cow years and 10 tests for the most recent cow year, that the top three herds in each breed with 20 or more official tests will be recognized, and all information for the entire testing year will be used.

As far as determining winners, the Pa DHIA has a point system based on milk production increases per cow, protein and fat production increases, and pounds of peak milk production, the average days to peak production,

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David and Martha Pool and family were co-winners of the top Pa.DHIA herd management award. From the left is son Elliot, David, Martha with baby Caitlyn, and daughter Lynette.

### Lancaster Farming Now 39 Years Old

Lancaster Farming had a birthday this week. On November 4, 1955, the first issue appeared in rural mailboxes. Since that time the paper has expanded in size and circulation with 51,000 copies sent out to our farm readers each week. Coverage of farm and agribusiness news, markets, features, columns, and advertising for the farm market continues to be the emphasis of this farm newspaper.



The All-Pennsylvania Aged Cow is Justa Beauty Trixie Lise for Guy and Sharon Hammond, Carlisle. Please turn to page A-27 for a full pictorial report of the All-Pennsylvania winners.

## Berks Farm-City Council Honors Grange, Ag Reporter

**ANDY ANDREWS**  
Lancaster Farming Staff  
READING (Berks Co.)

More than 380 farm friends from a wide range of industries met at the 11th Annual Berks County Farm-City Banquet Thursday evening at The Inn at Reading.

What they learned, according to exchange representatives from farming and industry, is that there are distinct parallels between farm and non-farming businesses, according to Chip Lutz, president of Sentry Abstract Company.

Lutz exchanged experiences by spending a day with sheep farmer Joe Vogel, Stony Run Farm, Kempton. He said that farmers should be granted the right to compete on an "even keel" and that his experience allowed him to

"garner a new respect for the kind of work that goes into farming," he said.

Vogel, president of the Berks County Sheep and Wool Growers, manages a herd of 80 Columbia ewes on his farm. Vogel called the farm-city exchange program "a great way of getting people from

the city together." Vogel said the program promotes "the total understanding of from whence each other comes."

Vogel was provided a tour of the abstracting business and was impressed with the high-tech developments in title searching and record-keeping.

Martene Firestone, who with husband Mike farm 150 acres of vegetable and other crops and maintain 30 head of registered Polled Hereford cattle on their Womelsdorf farm, said the program "gives you a great insight." Firestone, who toured the offices

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## Pa. State Grange Holds Annual Convention

**CARLISLE (Cumberland Co.)** — The Pennsylvania State Grange last week held its 122nd annual convention at the Embers Convention Center in Carlisle, reviewing policy, honoring members and electing officials.

Gordon Hiller, of Lycoming County, was reelected master for

another two years. The position of master is equivalent to that of a president in a more modern organization.

In the position of master, Hiller — a retired farmer, retired conservation program specialist for DER, and retired regional director for the state Department of

Agriculture — is to be responsible for supervising the state office in Harrisburg and overseeing all state Grange programs, as well as visiting Granges, hearing concerns, helping members solve problems and representing the organization as a member of various agricultural

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