

# Atlantic Dairy Cooperative Banquet Set

LANCASTER (Lancaster Co.) — Atlantic Dairy Cooperative is gearing up for its 1994 annual meeting, which will be held Nov. 17-18 at the Lancaster Host Resort and Conference Center in Lancaster.

The theme of the 77th annual meeting, "Building for the Future," is reflected in Atlantic's continued success. During the 1994 fiscal year, Atlantic marketed more than 3.5 billion pounds of member milk, at a net margin of \$7.3 million.

The annual meeting will begin on Thursday, Nov. 17, at 9:45 a.m. with reports by Atlantic's officers and staff. At this time, a complete financial report will be presented by Evan L. Fineman, treasurer and chief financial officer.

Robert M. Dever, chief executive officer, will present his report during the afternoon session, which begins at 1:20 p.m. Dever's presentation will be followed by Gary Hanman, chief executive officer of Mid-America Dairy-men, Inc.

The annual banquet will begin Thursday night at 6:15 p.m. in the Showroom. Dr. Lamartine Hood, dean of Penn State's College of Agricultural Sciences, will serve as master of ceremonies. The guest speaker will be Dr. Carl Hurley, a humorist.

The meeting will resume on Friday morning, Nov. 18, at 7 a.m. with the Young Cooperators Breakfast Program. At this time, the 1994 Young Cooperator winners will be recognized and the

1994 Agricultural Communicator Award will be presented.

During the breakfast program, Dick Norton of the Middle Atlantic Milk Marketing Association will report on MAMMA's dairy promotion activities. Norton will also introduce the Philadelphia Phillies baseball mascot, the Phillie Phanatic. The Phanatic this spring teamed up with MAMMA to promote milk and the school

breakfast program in the Philadelphia school district.

Following the breakfast, at 9 a.m., the delegate session will begin with action on the 1994 resolutions. James Stonesifer of Westminster, Md., chairman of the Resolutions Committee, will preside over the session, which concludes the business portion of the meeting.

## Conference Focuses On Expansion Strategies

UNIVERSITY PARK (Centre Co.) — Expansion Strategies for Dairy Farms: Facilities and Financial Planning," a national conference and trade show, will be held at the Turf Valley Hotel in Ellicott City, Md. December 8 - 9. The conference is sponsored by the Northeast Regional Agricultural Engineering Service (NRAES).

"Many dairy farms are at a major crossroads," said Dr. Robert E. Graves, professor of agricultural engineering in Penn State's College of Agricultural Sciences, who provided leadership for the conference. "Economic pressures are forcing many dairy operations to expand, but this is a complex process that must be approached very carefully."

Dairy farmers must consider the long-term effects expansion will have on their finances, the health and productivity of their cows, the efficiency and comfort of their workers, and the surrounding environment.

"Expansion Strategies for Dairy Farms" will bring together experts on these and other issues. The program was developed with assistance from cooperative extension staff in Pennsylvania, Maryland, and New York.

"The conference is designed to expose dairy farmers and consultants to the many factors that must be considered when planning a dairy farm expansion," Graves said. "In most cases, a planned, step-by-step expansion is best."

"Drastically changing cow housing and management, adding large numbers of cows, hiring extra labor, and taking on large amounts of new debt can be overwhelming. An incremental approach allows growth and changes to be made at a rate that gives management, labor, and cash flow a better opportunity to keep up."

Participants will learn the many facets of planning and executing a successful expansion, from financing to manure management plans.

In addition to the resolutions discussion, Richard McKee, newly appointed director of the USDA Dairy Division, will talk about his plans for the department.

A spouse program is planned in conjunction with the meeting. Participants on Thursday can choose between a trip to Doneckers Community in nearby Ephrata or shopping at the local Rockvale and Mill Stream outlets. The pro-

gram on Friday will include presentations by Pat Kennedy of Dairy Council Inc. on "Cooking in the '90s" and Rosie Rohrer of Rosie's Creative Cakes on cake decorating.

For further information about the meeting and/or a registration form, please contact Jean Scullin, secretary to the member relations and public relations departments, at (215) 322-0200.

Consultants will improve their ability to evaluate proposed dairy expansions by learning up-to-date techniques for selecting free stall floor plans, ventilation systems, milking center designs, and materials.

The conference will feature 25 presentations from specialists in dairy facilities, agricultural lending, strategic planning, facilities planning, manure handling, environmental assessment, and construction. Participants will have time to talk with speakers and each other about specific concerns and issues.

Several experts from Penn State's College of Agricultural Sciences will speak at the event. Agricultural economist Stephen Ford will discuss financial analysis for various expansion strategies, and agricultural engineer John Tyson will address site evaluation.

Extension agent Roland Freund will explore cash flow analyses of

various expansion strategies. Agricultural engineering agent Dan McFarland will discuss free stall barn plans and partitions, bases and dimensions.

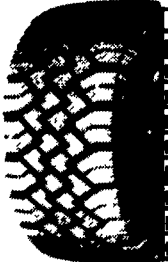
A trade show for participants only will be held December 8 from 6 p.m. to 10:30 p.m. Consultants, dairy equipment manufacturers, lenders, and others will showcase equipment and services for dairy expansions.

The conference registration fee is \$160 if postmarked by November 18, and \$180 if postmarked after that date or for walk-ins. The fee includes admission, two lunches, break refreshments and a 500-page notebook of information related to dairy expansions.

For a brochure containing the complete conference program and more information, contact NRAES, Cooperative Extension, 152 Robb-Riley Hall, Ithaca, NY 14853-5701, (607) 255-7654.

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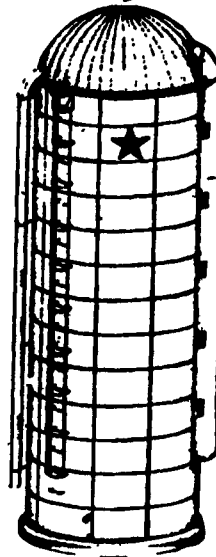
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