

MMI To Hold Annual Meeting

STRONGSVILLE, Ohio — Milk Marketing's strong operating results will be the focus of the Milk Marketing Inc. (MMI) annual meeting of delegates on Dec. 14. The meeting, held at the Fawcett Center, Columbus, Ohio, begins at 10 a.m.

"Milk Marketing marketed and processed 4.75 billion pounds of milk in fiscal year '94, up 25 million pounds from fiscal year '93," said Don Schriver, MMI's CEO and executive vice president. "Net revenues were \$725 million, up over \$36 million from the previous year."

Utilizing the theme "Building Blocks of Value," Don Schriver and Chairman of the Board, Herman Brubaker, are to report to the delegates on MMI's strategies to prepare for the future.

Brubaker will speak on the broad issues facing the dairy industry and how MMI is preparing for the realities in the marketplace with GATT, the 1995 Farm Bill, and moving farmers closer to the consumer through promotional issues.

Schriver will present MMI's state-of-the-union address and spell out what steps MMI is taking to reposition members for the new environment. He will explain how the cooperative is adding value to the benefits, operations and services MMI offers to members and customers.

Seminars

Delegates will be offered a choice of three seminars.

"Milk Components: Pieces Parts that Sell" will inform members how milk is broken down into its components. The industrial uses of milk components and who uses them will be answered in this 30-minute session.

"Competitive Positioning—Dairy's Future" is designed to make members aware of the changing competitive dairy environment. Session focuses on economic and market realities facing dairy farmers in the future.

"Milk Makes a Splash" explores new promotions in marketing milk and cheese. How Dairy Management Inc. (DMI) impacts the sale of milk and cheese with the dairy promotion checkoff will be answered in this seminar.

Trade Show

The annual meeting will also feature displays of MMI manufacturing operations, member services depart-

ments, and testing labs. Members can bring in milk samples to be tested. Dairy products made by MMI manufacturing operations and foods containing MMI products will also be available for delegate taste testing.

Meeting time
Registration and

communication fair displays open at 9 a.m. The annual meeting begins at 10 a.m. The Fawcett Center for Tomorrow is located just north of the Ohio State Stadium, 2400 Olentangy River Road, Columbus, Ohio.

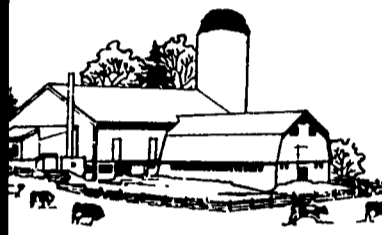
MMI is the region's largest dairy producer-owned cooperative and

the 73rd largest U.S. food company. Headquartered in Strongsville, Ohio, MMI is owned by 5,700 dairy farm families in an eight state Midwestern area including Ohio, Indiana, Pennsylvania, Michigan, New York, Kentucky, Maryland and West Virginia.

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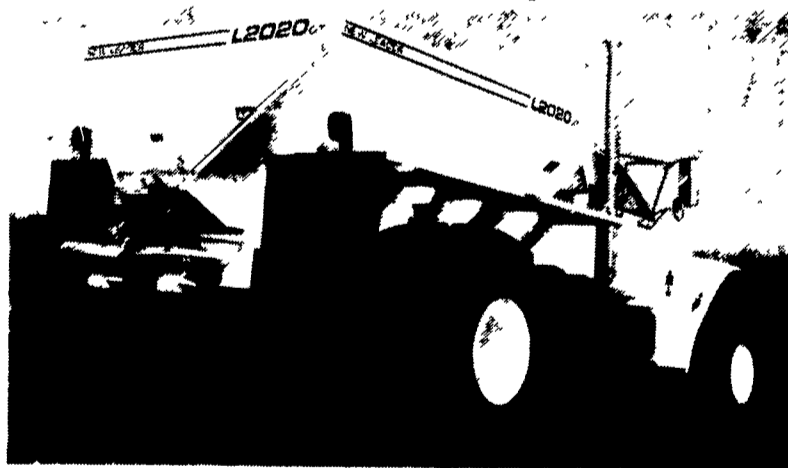
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Ayrshires Set Records

BRATTLEBORO, Vt. — Several Ayrshire-breed, age-class production records have been broken recently, according to a news release from the Ayrshire Breeders Association, headquartered in Brattleboro, Vt.

In October, Mini-Ayr Fay Mick Fayre set a record for the the 10-year-old and older age class with a 305-day lactation production of 35,090 pounds of milk, 1,149 pounds of fat, and 1,108 pounds of protein.

According to Julie Nichols, Dairy Herd Improvement Records coordinator for ABA, "This is the second time this year that the record for this 10-years-and-over class has been broken. And it's the fourth time this year Ayrshire cattle have established new class records."

In the news release, Nichols stated that in June this year, Ardrossan C. Boy Fine Vue had set the previous 10-year-old and older record with a 305-day production

of 26,120 pounds of milk with 1,142 pounds of fat and 848 pounds of protein.

Another record breaker this year, in the senior 3-year-old age class, was Ardrossan Trident Eyes, with a 305-day record with 29,020 pounds of milk, 1,170 pounds of fat, and 1,014 pounds of protein.

In the junior 3-year-old class, Maple-Dell Sailor's Jetlag set an age-class production record of 27,789 pounds of milk, 1,164 pounds of fat, and 874 pounds of protein.

According to Jim McConnel, president of the ABA, the series of production records being broken this year is an indication that the breed is making strong genetic progress.

"I think this shows that we are not just talking about the Ayrshire breed 'bold changes' in a general sense. These new national class leaders are proof that all the Ayrshire breeders are committed towards improving the Ayrshire breed."

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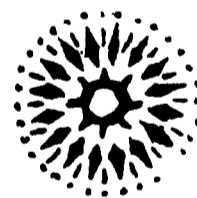
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