

DMI Sets Budget, Prioritizes Spending

ROSEMONT, Ill.—The boards of directors of United Dairy Industry Association (UDIA) and the National Dairy Promotion and Research Board (NDB) have approved a Dairy Management Inc. (DMI) 1995 program budget of \$93.5 million that represents a significant move toward greater impact of dairy promotion programs.

UDIA state and regional promotion groups will supplement those monies with up to \$60 million that will extend DMI programs on the local level.

"This budget reflects the ongoing effort to unite the nickel collected by NDB and the dime held by state and regional dairy promotion groups," said Herman Brubaker, a West Alexandria, Ohio dairy producer and DMI chairman. "It represents the blending of national and local promotion to develop and implement successful promotion programs on behalf of dairy farmers."

The 1995 budget addresses six key business priorities that were identified in DMI's strategic planning process: fluid milk, cheese, butter, industrial uses for milkfat, exports and maintaining a positive dairy marketing environment for dairy products.

These priorities were developed based on current market trends, how and where consumers buy dairy

products, competition from other products and, perhaps most importantly, the value of each product category to dairy producer income.

In addition to reflecting a continuing commitment to successful ongoing programs, the new budget also represents a significant dollar savings that can be applied to programs, said Tom Gallagher, DMI chief executive officer.

"Starting this year, the DMI joint venture will offer savings of more than \$4 million a year through lower agency commissions, consolidated media buys of national advertising and reduced overhead expenses," he said.

The overhead savings will be realized through a 17 percent reduction in staff between 1994 and 1995, and through consolidated meetings of the NDB, UDIA and DMI boards of directors, Gallagher said.

Staff consolidation has been achieved through the formation of a new organizational structure comprised of five groups: New Business and Technology Development, Marketing Communications, Strategic Information, Corporate Relations and Finance and Administration.

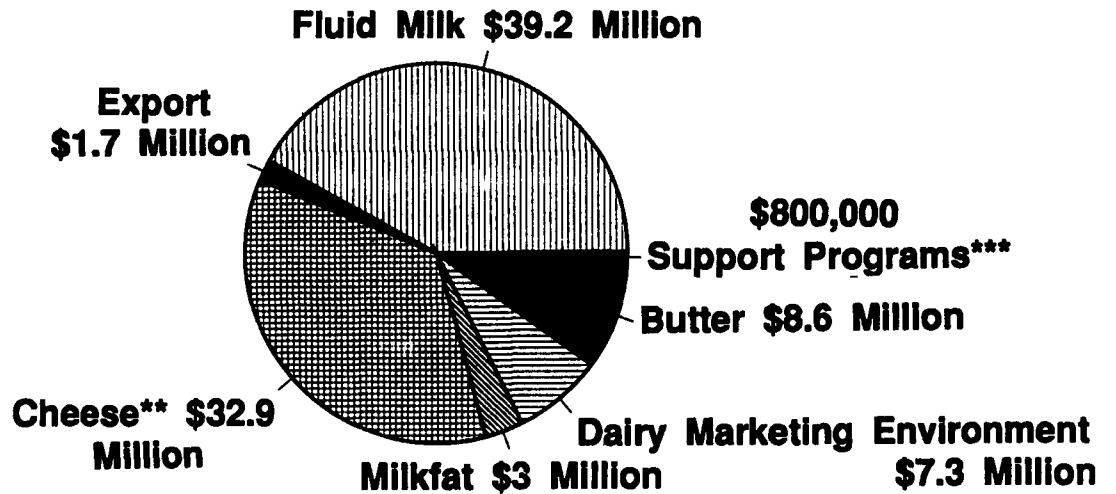
"We have organized staff with one major goal in mind—to increase consumption of dairy

products," said Cynthia Carson, DMI general manager and group executive of the corporate relations group. "This organization plan fits in well with our integrated marketing approach that is designed to concentrate all of our resources on driving demand."

Dairy Management Inc. is a joint venture between the National Dairy Board and United Dairy Industry Association that conducts

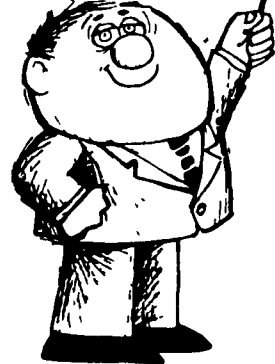
an integrated marketing and promotion program for U.S. produced dairy products on behalf of America's dairy farmers.

Dairy Management Inc. 1995 Budget \$93.5 Million*

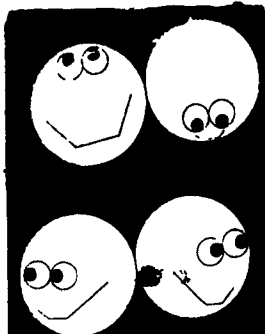


The boards of directors of both the National Dairy Board and the United Dairy Industry Association have approved of a \$93.5 million budget for the 1995 Dairy Management Inc. program. The program was formed by the two dairy promotion, research and marketing groups. The budget reflects anticipated spending on six market priorities that were identified by the organizations — fluid milk, export, cheese, milkfat, butter, and the 'dairy marketing environment.'

* The boards also anticipate that local marketing groups may increase the overall budget by committing local funds to support the national effort.
 ** Of this, \$910,000 has been targeted for use with frozen dairy products marketing, primarily within the foodservice market.
 *** Spending for support programs includes conducting industry relations programs.



A LESSON WELL LEARNED... LANCASTER FARMING'S CLASSIFIED ADS GET RESULTS!



DON'T LOOK ANY FURTHER! YOU'LL FIND IT IN LANCASTER FARMING'S CLASSIFIEDS

Open Monday - Saturday
7:30 am to 8:00 pm
If we don't have it - we'll get it!

Rt. 272 South • 14 Herrville Road
Willow Street, PA 17584

EMHERR
EQUIPMENT, INC.
FARM & HOME CENTER

ALL EQUIP. 90 DAYS SAME AS CASH!
(with approved credit)

Serving the Farming Industry for over 50 years!!!

VISA M/C DISCOVER

1-800-732-0058

#1 IN THE INDUSTRY

FEED BIN SALE BONANZA

HAVING BIN PROBLEMS? WE TRADE BINS. SAVE ON FEED COSTS BUY A BIN.

Model	Ton	Dia	Height	Reg	Sale	SAVE
BF7616016	2.76	6'	10.67	692.00	519.00	173.00
BF7626016	4.25	6'	13.33	787.00	589.00	198.00
BF7636016	5.73	6'	15.92	882.00	659.00	223.00
BF7726716	6.6	7'	16.85	1116.00	829.00	287.00
BF773716	8.6	7'	19.52	1232.00	919.00	313.00
BF7746716	10.6	7'	22.19	1346.00	999.00	347.00
BF7756716	12.7	7'	24.85	1575.00	1168.99	396.00
BF7936016	14.3	9'	20.10	1602.00	1199.00	403.00
BF7946016	17.7	9'	22.77	1832.00	1369.00	463.00
BF7956016	21.1	9'	25.43	2063.00	1539.00	524.00
BF7966016	24.4	9'	28.10	2379.00	1779.00	600.00

ABOVE PRICES INCLUDE COMPLETE BASIC TANK WITH ROOF, SIDEWALL, HOPPER, LEGS, BRACING and GROUND CONTROLLED FILL CAPS

SALE PRICE ON BINS ARE PICKED UP AT OUR WAREHOUSE. KNOCKED DOWN

DELIVERY & ASSEMBLY AVAILABLE

LARGER CAPACITY BINS AVAILABLE

BOOTS, AUGERS & FLEX AUGER SYSTEMS AVAILABLE

AUGER OPTIONS AVAILABLE: 4"-6"-8" Rigid 2" up to 5" Flex Auger

GSI

180 DAYS SAME AS CASH Available Upon Credit Approval

NEW! HEAVY DUTY GALV. AUGERS by Star-Land

4"x11'-\$139.94 4"x21'-\$199.94 6"x16'-\$254.99
 4"x16'-\$179.99 6"x11'-\$199.99 6"x21'-\$319.99

Sukup & BMO DAVID MFG. CO. GRAIN CLEANER

- 40" Outer Drum
- Double Screens
- 8"x8" Fill Auger With Motor
- Fully Assembled
- Capacity - 1600 BPH At 15% Moisture
- Larger Models Available

CLEARANCE SALE \$1,895 COMPLETE (Reg. \$2,199)

STOCK GUARD \$21.99

FENCE PANELS \$17.99

Also Available: 34"x18" Hog Fence With 2"x8" Opening Top To Bottom \$19.99

FARMMASTER 'STOCK GUARD' TUBULAR 1 5/8" ROUND CORNER GALVANIZED CATTLE GATES

4" 6 bar 1 3/8" Galv.	\$31.00
6" 6 bar 1 3/8" Galv.	\$37.00
8" 6 bar 1 3/8" Galv.	\$48.00
10" 6 bar 1 3/8" Galv.	\$52.00
12" 6 bar 1 3/8" Galv.	\$52.00
14" 6 bar 1 3/8" Galv.	\$62.00
16" 6 bar 1 3/8" Galv.	\$73.00
18" 6 bar 1 3/8" Galv.	\$83.00

SNOWBEAR SNOW PLOWS In Stock!

- Lightweight • Removable
- High Strength

6 1/2 Ft. \$1299.99
 7 1/2 Ft. \$1499.99

MiraFount THE ORIGINAL ENERGY FREE WATERER... COPIED BUT NEVER EQUALLED

1 HOLE MIRAFOUNT

15 Gal. Capacity **\$309.99**

Capacity 50 head beef, 25 head dairy, 30 horses, 1-8" opening No. 33360

2 HOLE MIRAFOUNT

20 Gal. Capacity **\$369.99**

Capacity, 150 head beef, 60 head dairy, 2-8" opening No. 3465

"HOGMAN APPROVED" ROUND HOG FEEDERS

- 20, 40, 60, 80 & 100 Bushel Models
- Reduces Feed Wastage
- "Easy Flow" Agitation System
- 10 Models To Choose From
- One-Piece Galvanized Spin Bottom
- Easy Assembly

40 BU. ON SALE REG. \$389.99 SALE \$349.99 ADD-A-RINGS AVAILABLE

HEY POULTRYMEN LONG LIFE LIGHT BULBS

25 Watt 75 Watt
 40 Watt 100 Watt
 60 Watt

130V 5000 Hr. Case Lot (120 Bulbs) **35¢ /bulb**

HEAT LAMP BULBS

Clear-125 W-250 W

Your Choice **\$1.49 Ea.** Reg. 250W **\$3.69 Ea.**

PIG HEAT LAMPS BJ 209

Heavy duty aluminum reflector complete with hanger and double-wire guard. High heat porcelain socket with 18/2 5VT UL listed cord (round vinyl) 8' cord Reg. \$5.99 Ea. **SALE \$5.99 ea. By Case of 10.**