

Dairy-Map Program To Expand With Ag Business Support

UNIVERSITY PARK, (Centre Co.) — A program to help boost the profitability of Pennsylvania's dairy farms is expanding this year with help from state agribusinesses.

Dairy-MAP was developed in 1993 by a multi-disciplinary team in Penn State's College of Agricultural Sciences. The program is designed to help producers increase their competitive advantage by providing up-to-date business management information tailored specifically for the dairy industry.

"Each year, hundreds of Pennsylvania dairy farms go out of business," says Dr. Lisa Holden, Dairy-MAP coordinator and assistant professor of dairy science. "Dairy farming is a business, and sharp business skills are just as vital to the bottom line as getting the chores done."

That message isn't wasted on farm organizations, creditors, feed and equipment dealers and other groups concerned with the vitality of the state's dairy industry. Two committees composed of representatives of farm businesses are helping to inform people about the purpose and scope of the program and to solicit financial support.

"It is unlikely that milk prices will rise, so there's a real need for a program like Dairy-MAP that

helps dairy farmers help themselves," says Brenda Shambaugh, legislative director for the Pennsylvania State Grange and head of Dairy-MAP's finance committee.

"Dairy-MAP workshops drive home the message that good management is essential for successful farming," says Harold Shaulis, a Somerset County dairy farmer.

Many organizations and groups have taken an active role in promoting and broadening the Dairy-

MAP program, including the Pennsylvania Farm Bureau, the Pennsylvania State Grange, Pennsylvania Farm Credit, the Pennsylvania Holstein Association and others.

The next round of Dairy-MAP workshops will begin in January 1995 and will be held at least through March. The program's core workshop, Managing for Success (MFS), applies general business management techniques to the dairy business.

"We want to teach skills, not give easy answers," Holden says. "Participants are expected to solve problems, make plans and define goals. They can begin to apply these techniques to actual farm problems immediately."

Each Dairy-MAP workshop involves six to eight hours of learning, split over two sessions held one week apart. Between sessions, participants do homework to help them begin applying business concepts on the farm.

Workshops that take a detailed look at financial management also will be offered in 1995. Participants in this workshop will prepare financial statements, analyze their finances and create a business plan. "A common thread among failed small businesses is the lack of a good plan," Holden notes.

For a Dairy-MAP brochure and more information about workshops offered in your area in 1995, contact your county's Penn State Cooperative Extension Office.

Colossal Cheese Challenge Draws 18 Million Viewers

ROSEMONT, Ill. — When 18 million people watch a cheese sandwich being made and eaten, you know it has to be some kind of sandwich.

It was. Billed as the world's longest cheese hero sandwich, the 75-foot-long creation was the focal media event of the American Dairy Associations (ADA) fall cheese tailgating promotion. The sandwich also celebrated the 75th anniversary of the National Football League as it took shape October 9 adjacent to Chicago's Soldier Field before the Bears/Saints football game.

Called the Colossal Cheese Challenge, the charity event

involved nearly 100 Chicago youngsters from two youth organizations who built the monster sandwich, then had five minutes to see which team could eat the most of it. Considering the sand-

wich weighed about 400 pounds and included four different kinds of cheese, this was no small order.

Hosted by former Chicago Bears All-Pro Running Back Neal Anderson, the Colossal Cheese Challenge ended in a tie that

resulted in donations from ADA to both the Chicago Boys and Girls Clubs and the Campaign for a Drug-Free West Side. Individual team members also received a package of gifts.

Free Things To Send For

(NAPS)—For a free booklet about cholesterol, "Know Your LDL Goal," which was funded by Merck & Co., Inc., write to Citizens for Public Action on Blood Pressure and Cholesterol, Inc., P.O. Box 30374, Bethesda, MD 20824, or call 1-800-637-2530.

For information about that nifty

nut, the pecan, call the Georgia Department of Agriculture at 1-800-282-5832, suggests Edwards Baking Company.

For free information about CARE's family planning program for developing countries, call 1-800-521-CARE.

For free information about ACLA's Staying Healthy campaign to raise awareness about blood cholesterol levels, call ACLA at 202-347-2844.

For a copy of a free booklet on teenage drinking, write the American Council on Alcoholism, Inc., 2522 St. Paul St., Baltimore, MD 21218; or call 1-800-527-5344.

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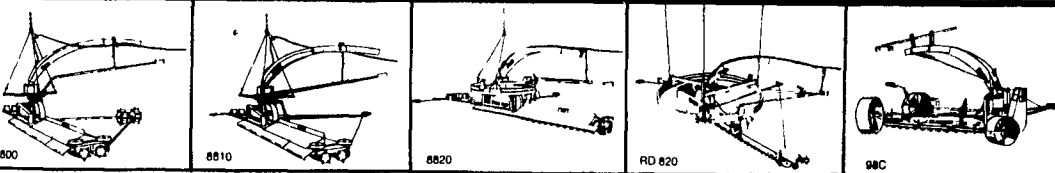
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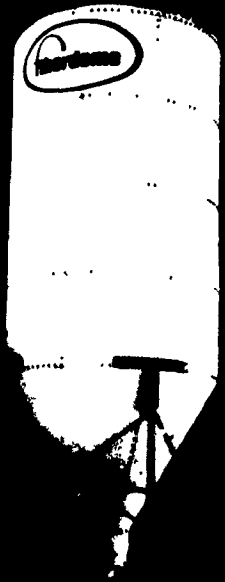
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