

Holstein Names Lentz Field Representative

BRIDGE WATER, Va. — According to an article published in the February issue of Southeastern Holstein News, an official quarterly publication of the Delaware, Maryland, North Carolina, South Carolina, Virginia and West Virginia Holstein-Freisian associations, Lebanon County native David Lentz has been recently named a field representative for the national Holstein Association.

Lentz, a recent graduate from Penn State University, is to serve as field representative in Florida, Georgia, North and South Carolina, and southwest Virginia.

David, son of Gary and Barbara Lentz, of Lebanon, is to serve as a communication link between members and the national office, located in Brattleboro, Vt.

His main goal is to generate more interest from members and non-members in Holstein programs.

A 1992 National Distinguished Junior Member, Lentz has achieved a great deal of success in his pursuit of dairying and Holsteins.

His parents, Robert and Sandra Lentz, had milked 65 registered Holsteins until selling their farm in 1987, and David helped with chores there, and then at his uncle Gary Lentz's 70-head registered Holstein farm, also in Lebanon.

In fact, while Dave is currently residing in Kannapolis, N.C., he said during a Thursday telephone interview that he still has four

wholly owned registered Holsteins and interests in two others that kept at his uncle's farm.

While working for his parents and uncle, Dave not only raised and fed calves and did registration work, he did breeding, marketing and advertising for their registered stock.

Lentz earned a degree in dairy and animal science with an emphasis on business from Penn State, while also earning a minor in international agriculture. Lentz has a number of achievements to his credit, including being named outstanding junior and senior in the University's College of Agricultural Sciences's Department of Dairy and Animal Science.

He was president of the Penn State Dairy Science club, chaired the Nittany Lion Fall Classic sale, and was a member of the state's top dairy bowl team for two years, 1990 and 1991.

He also was an outstanding dairy cattle judge, serving as a member of three teams representing Pennsylvania nationally in contests: in 4-H, FFA and at the collegiate level.

Prior to taking the job as field representative for the Southeast, Lentz had worked as a field representative intern in 1993, spending seven weeks in California promoting Holstein activity.

More recently, he worked part time with Clarence Stauffer doing registration catchup work in Pennsylvania.

David has also been involved with serving on the 1995 National Junior Convention Planning Committee, and the Pennsylvania Youth Committee. The national convention is to be held in Pittsburgh in June.

Lentz has said many times how grateful he is for all the support and guidance and help he has received from adults within the dairy and

Holstein industry, and he said he has a commitment to return that support by working with youth in his new home area.

Meanwhile, he said he has been busy traveling around to the various states meeting with people and getting some "grass roots" meetings scheduled.

These type of meetings are not the large barn-type meetings

which include a variety of family oriented activities. He said these are more kitchen-table meetings, where a smaller, more intimate group of Holstein enthusiasts can sit down and discuss issues.

David said that these meetings are a good way for national Holstein to understand better what it can do to serve members.

NAAB Applies For Aid For Semen Export Promotions

COLUMBIA Mo. — As a member of the recently formed U.S. Livestock Genetic Export Inc. (USLGE), the National Association of Animal Breeders (NAAB) has applied for funds to be allocated to qualified private firms for promotion of USA origin bovine semen in international markets.

The funds are made possible under the auspices of the Market Promotion Program (MPP) administered by the USDA Foreign Agricultural Service (FAS). The final funding level for the USLGE/NAAB Branded Program will be determined by FAS.

The USLGE/NAAB Branded Program supports the efforts of USA firms to promote private labels of frozen bovine semen throughout the world. The ultimate objective is to increase the total market for bovine semen from all USA exporters.

Allocation of available funds will be made to qualified USA firms on an equitable and uniform basis within the guidelines of USDA-FAS and consistent with the objectives of the MPP program.

Under the program, participants will be reimbursed up to 50 percent of eligible promotion expenses up to the amount of their respective allocations authorized by NAAB. The 1995 program year will be July 1, 1995 through June 30, 1996. All program expenses must be incurred before the end of the program on June 30, 1996.

USA companies desiring to take advantage of this program must submit an application to NAAB using the form prescribed by NAAB. The deadline for receipt of applications by NAAB is noon, Monday, May 1.

In determining the qualifications of each applicant and fund allocations, consideration will be given to previous experience with exporting of bovine semen from the USA and the applicant's ability to provide staff support to

supervise and carry out the proposed promotional activities.

Willingness and ability to provide adequate supplies of USA origin bovine semen of the quality desired by foreign buyers in response to the demand generated by the promotional activities must be demonstrated.

The method by which the applicant proposes to evaluate the success of the proposed promotional activities must be included.

The applicant must own the bull whose semen is promoted and own the label or brand name under which the semen is to be promoted, or by written agreement with the proprietor, be assigned exclusive rights of representation for the semen and brand to be promoted. All semen and brands to be promoted must be USA origin.

Additional information about the program and applications are available upon request from NAAB by contacting Dr. Gordon A. Doak, P.O. Box 1033, Columbia, MO 65205, (314) 445-4406.

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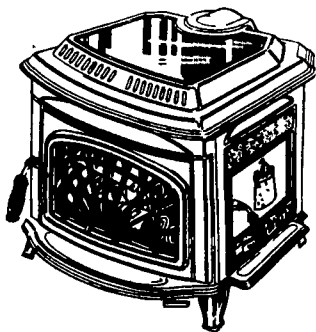
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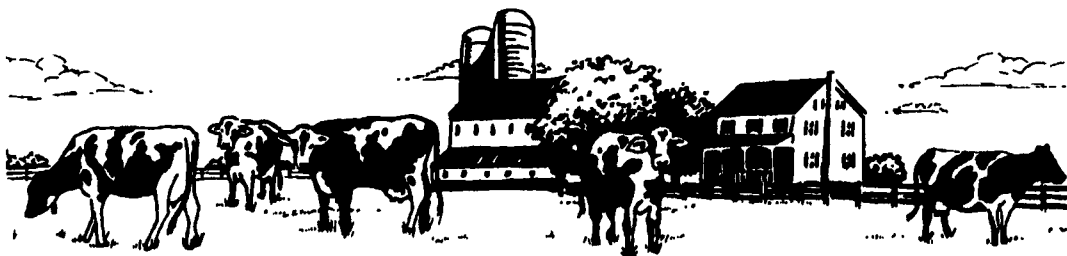
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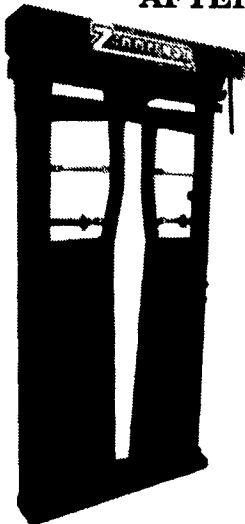
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