

Lebanon Holstein To Tour Somerset County

NEWMANSTOWN (Lebanon Co.) — The Lebanon County Holstein Club has scheduled its 1995 farm tour to be held March 28 for a visit of Somerset County farms.

Somerset County has a number of registered Holstein herds on test, and is a strong dairy county, located in southwestern part of the state. The northern border is just below Johnstown, while the southern edge of the county is the Mason-Dixon Line.

The cost of the tour is \$18 each, with a half-price discount for all consignors to last year's county Holstein sale. Also, additional money will be needed to buy lunch during a scheduled stop. The deadline for reservations is March 23 for a seat on the bus tour. To reserve a seat, call Kirby Horst at (717) 949-2331.

There are two departure points, as a locational convenience for tour-goers. The schedule for the all-day, four-farm tour is to leave from the D.B. Fisher Bus Service, at 1715 Grace Avenue, Lebanon, at 7:30 a.m., and then stop at the Quentin UCC Church parking lot about 7:45 a.m. to pickup up other passengers.

When calling for reservations, tell Horst which pickup location has been determined to be more convenient.

The first farm to be visited, with arrival at about 11:15 a.m., is Carrdale Holsteins, of Somerset. Owned by Gerald Carr and family, there are four farms included in the operation, with 350 acres.

There are 90 registered Holsteins in the milking string, and the herd was 10th in the county last year for production, out of 81 herds listed for the county in the Dairymen's Association 1995 Yearbook. The Carrdale herd had a rolling herd average (RHA) of 22,799 pounds of milk.

The herd's current RHA is 22,700 pounds of milk, 867 pounds of butterfat and 736 pounds of protein.

The Carrs have a BAA of 106.4, and their strategy is to breed for solid cow families, with little index. There are 15 Blackstar daughters and some Mascot

daughters in the milking string. A lunch stop is scheduled for 12:15 p.m.

The next farm to be visited is Hillmont Holsteins, with a scheduled arrival of 1:30 p.m.

Hillmont Holsteins, in Berlin, is owned by Jay and Kirk Hillegass, and consists of 300 acres with 120 in corn and the rest in alfalfa and grass. The 110-cow herd has an RHA of 22,234 pounds milk, 853 pounds fat, and 728 pounds protein. The BAA is 103.7.

Another top herd, it features Hillmont Enhancer Peach, a fourth generation Excellent Gold Medal Dam, with many family members in the herd.

At 2:30 p.m., the tour is to arrive at Berklene Holsteins, owned by Lewis and Barbara Berkley. With an all-registered Holstein 70-cow herd with a BAA of 105.5, the production is reported at 23,400 pounds of milk, 934 pounds butterfat, and 770 pounds protein. There are eight Mascot daughters milking in the herd.

The Berkleys also conduct an active flushing program and have sold 50 bulls into stud for artificial insemination. They have 620 acres, 300 tillable, and they rent another 150 acres.

North View Farm, in Berlin, is the last stop of the day with an estimated arrival at 3:30 p.m.

The top herd on test in the county, North View is owned by Calvin Will and sons Dan, Jim and John. With 110 cows milking, and operating on a milking three-times-per day schedule for 10 years, the farm RHA is currently 27,933 pounds milk, 971 pounds butterfat, 923 pounds protein.

The herd BAA is 104.9, and there are several Blackstar daughters included. The Wills also have an active flushing program.

The tour bus is scheduled to leave North View at 4:30 p.m., and arrive back at the D.B. Fisher Bus Service lot at 7:30 p.m., stopping first at the Quentin UCC Church.

For more information, call Horst.

Also announced by the Lebanon Holstein Club, consignments are being sought for the county Spring Promise Calf Sale, to be held 7:30

p.m., April 13, at the Lebanon Area Fairgrounds.

Those with consignments should contact Horst, Dale Maulfair, or Pat Arnold as soon as possible.

The club also offered its appreciation for the work of three recent directors — Marlin Getz, Dan Groff, and David Lentz — and announced reorganization.

Duane Nolt is president; Bruce Bollinger, vice president; Dan Brandt, treasurer; Nelson Bomgardner, secretary; and Mike Fair, reporter.

Other officers include Reid

Hoover, state director; Kirby Horst, director; Donald Krall, director; Connie Hoffer, sales representative; and Vince Wagner, Profiles advertising.

Committee memberships were also announced.

On the club Show Committee, Nelson Bomgardner is chairman, with members Roy Miller and John Bomgardner.

On the Tour Committee is Kirby Horst, chairman, Jay Weaver, Dave Groff, and Vince Wagner.

On the Scholarship/Youth Committee are Duane Nolt,

Donald Bollinger, and Sonny Bomgardner.

On the Banquet Committee are Jim Hill, chairman, Dan Groff, Ken Sellers, Donald Krall, and Terry Shuey.

On the Sale Committee are Dan Brandt, chairman, Marlin Getz, Mike Kunkle, Roy Miller, Gene Martin, Jeff Zuck, Chris Anderson, Pat Arnold, and Bruce Bollinger.

On the Field Night Committee are Mike Fair, chairman, Curvin Good, Gary Lentz, Dale Weaver, Rick Bashore, Christine Williams, Calvin Miller, and John Kline.

ADADC Celebrates 35 Years Of Dairy Promotion

LIVERPOOL, N.Y.—Over 200 dairy farmers came together last month to celebrate 35 years of dairy promotion at the American Dairy Association and Dairy Council's Annual Meeting at the Sheraton Inn, Liverpool, New York. Accomplishments of ADADC's retail, nutrition education and publicity divisions of 1994 were highlighted through a video presentation, showing producers the value in generic advertising and promotion.

To increase space and sales for dairy products in the dairy case, retail specialists worked with grocery stores representing 40 percent of sales in New York, northern and central New Jersey and northeastern Pennsylvania. Waldbaums, a 103-store chain in metropolitan New York, increased milk sales from six to nine percent after working with ADADC. The Association will continue to work with the following supermarket chains throughout 1995: Waldbaums, Wakefern/Shoprite, Price Chopper, King Kullen, C-Town, Pathmark and P&C.

The nutrition education division placed programs in elementary schools which teach students to choose nutritious foods like cheese, chocolate milk, yogurt and pudding for snacks. As a result of their efforts, 55 percent of fourth

grade teachers and 43 percent of second grade teachers in ADADC's marketing area have ordered and are using the programs. Geared to the appropriate age level, both versions teach students the nutritional benefits of dairy products.

Throughout the year, Dairy Council sponsors medical and nutrition seminars to teach health professionals the importance of dairy products in a healthy diet. In 1994, speakers reached more than 1,250 physicians, medical students and dietitians on the subjects of calcium, hypertension, lactose intolerance and children's health issues.

Last year, the publicity department generated 552 positive news articles on milk and dairy products worth over \$275,000. In addition, they generated extensive television and radio news coverage on hot chocolate made with milk, milk shakes and milk's new advertising campaign.

Part of the publicity division, the dairy princess program generated 923 news articles on food publicity, special events and pageants worth over \$236,000. The enthusiastic volunteers presented almost 2,000 school presentations to over 40,000 elementary students teaching them, at an impressionable age, the importance of milk and dairy products in

a healthy diet. In addition, they recorded 1,990 radio and television public service announcements, demonstrated at 281 supermarkets and banks, presented at 112 non-farm and 238 farm meetings and participated in 1,088 special events.

The "Service to Dairying Award" was presented in memory of Bob Harrison, a former director and treasurer of ADADC. A lifetime dairy farmer, he held many leadership positions in the dairy and agricultural industries. His family of Skaneateles, New York accepted a plaque in his memory.

In his president's report, Ray Johnson spoke about both the national and local dairy promotion organizations' commitment to deliver efficient programming. At the national level, he cited the merger between United Dairy Industry Association and the National Dairy Board as evidence of cost savings to dairy farmers. Locally, he said, ADADC's board of directors has made decisions on programming which have streamlined the Association's goals resulting in a plan of action that focuses only on those programs which deliver the greatest return on investment to members.

ADADC is an advertising and promotion organization representing dairy farmers in New York, New Jersey and Pennsylvania.

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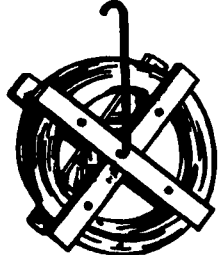
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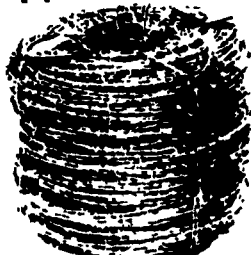
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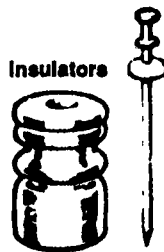
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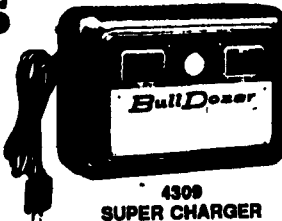


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