

Dairying Returns Full Circle

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raw milk at the family's home farm in Cochranville, just off Rt. 796.

"It's something we did down here that we thought would work here," said Moore, "because a lot of our neighbors would say, why don't you sell milk?"

But it only lasted a year. "It cost me more for the test than I was getting out of the business," Moore said, adjusting his farm hat. "Today, you'd be afraid to do anything like that."

The Moore family, who operate Rol-Pen-Lyn farm (a prefix created using first names of their son and two daughters), farm 180 tillable acres, including 38 at the home farm, where they raise two separate herds. Charles and Anna Grace Moore manage registered and grade Holstein, while their daughter Penny, 28, maintains a mixed breed, consisting of Jerseys, Linebacks, and Holsteins.

In all, the Moore herd consists of about 100 total head and the family milks about 50. Penny is responsible for all the breeding of both herds, registration, net records, DHIA, and helps milk both herds twice a day. She also works part-time for a local imple-

ment dealer. Anna Grace is responsible for the feeding program on both herds. Charles is responsible for maintenance, crops, and manure removal, and also helps milk twice a day.

At one time, Roland, 29, worked for the family farm. In May 1994, Roland, his wife Kelly, and their three children moved to their own 150-acre dairy farm in upstate New York near the St. Lawrence Sea Way, close to the college town of Potsdam. There, the family milks 40 cows, including Holsteins, Jerseys, Ayrshires, and some mixed.

Lynn, 23, is in her senior year, studying fashion, marketing and design at Wesley College in Dover, Del. She will be graduating in December this year.

What is unique is how much farm marketing has come full circle. Where once they sold to a co-op, since 1985 they've been part of the supply for Hy-Point Dairy, which processes its own milk for a variety of schools and businesses in the greater Wilmington, Del. area.

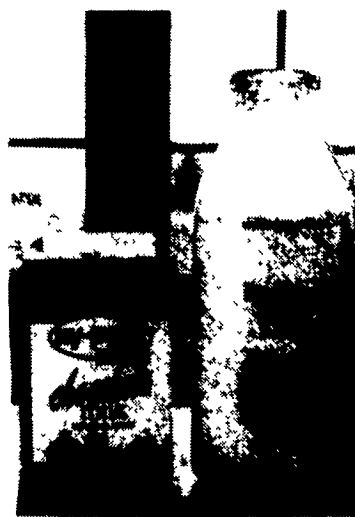
It's this regard for the specialty markets that has turned the profitability tables for many dairies. For

most farm operations, survivability depends upon finding a niche market and making the most of it.

The Moores have been receiving the stated order #4 price for their milk. However, they have no marketing dues other than the CCC and advertising, and their hauling is less than some, according to Charles. But there are some guidelines they must follow while a Hy-Point supplier — they were required to sign a commitment that "we wouldn't use BST," said Moore. "Because our customers just wouldn't allow it. Hy-Point customers said that if you use it, we won't buy your milk."

Feeding high moisture corn with a protein supplement has proven effective in raising cow productivity in the Moore herd. Rolling herd average stands at 22,400 pounds, milking twice a day from tiestall to pipeline, at 3:30 a.m. and 3:30 p.m. At one time, when Roland worked with the herd, the family milked three times a day and the herd average stood at 27,000 pounds. But milking that often wore down the cows — not to mention the family members — according to Moore.

On the Moore's latest test, milk protein was 689 and fat was 728.



Moore is one of 15 suppliers for Hy-Point Dairy, near Wilmington, Del., which recently celebrated its 75th anniversary. The bottle is embossed in green with the company logo.

The feed is mostly high moisture corn with a 36 percent protein top-dress. High quality alfalfa and timothy mix haylage rounds out the feeding program.

Penny's rolling herd average, with 18 cows, is 21,948 pounds of milk, 728 fat, and 684 protein. Improvements in the feeding

program paid off. Last year, Moore was recognized with high protein mature cow honors at the Chester County Holstein Banquet. Moore won the award at 1,122 pounds protein with the 6-year-old Rol Pen Lyn Alfalfa, 4-07, 303d, 35,953 pounds, 3.1%.

In the latest test, Alfalfa was projected at 28,144 pounds milk, 653 fat, and 850 protein. Alfalfa still stands as the herd's top-producing cow.

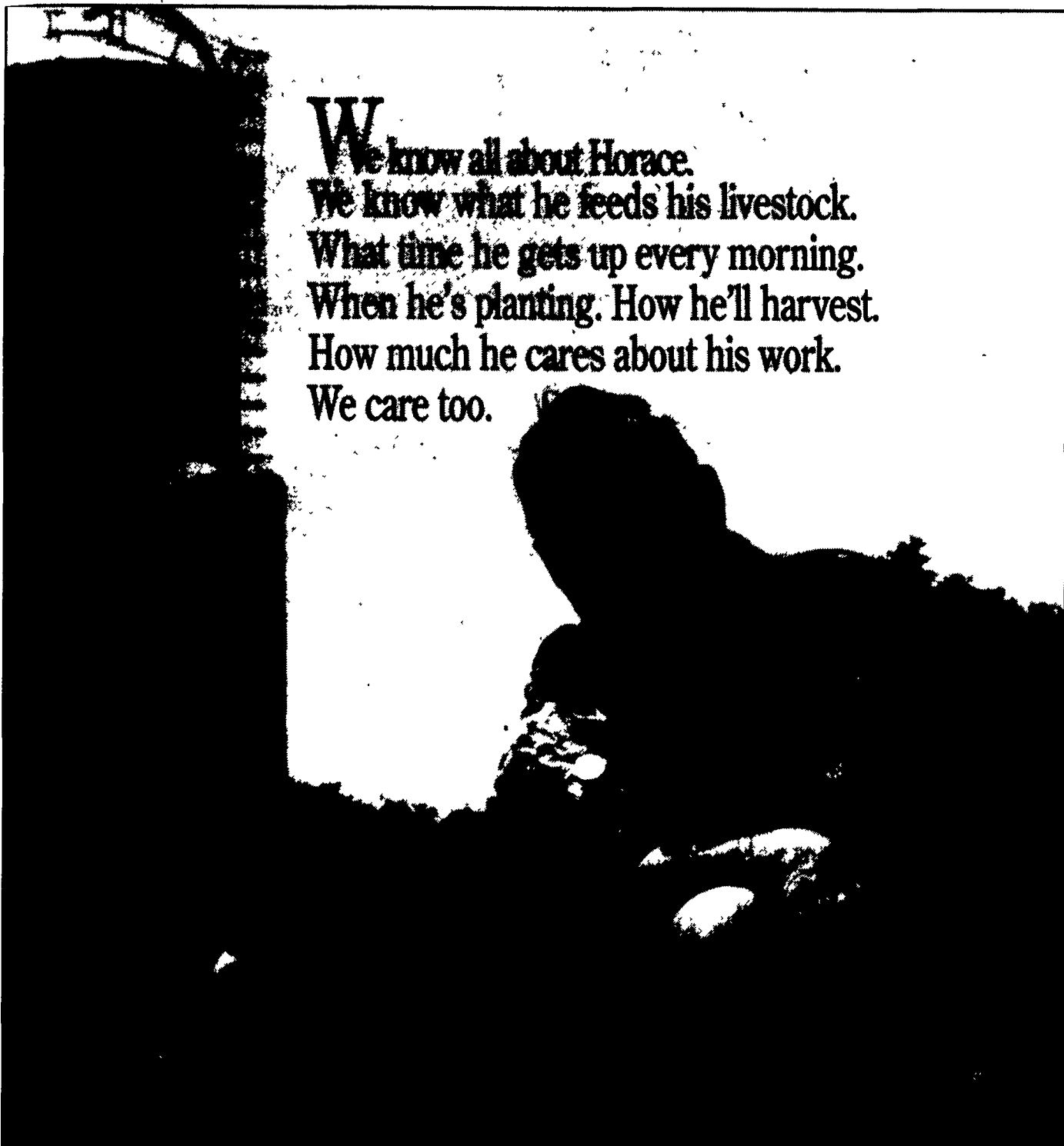
For Penny's herd, Janita stands out, a pure Holstein. The 6-year-old is projected at 26,160 pounds milk. Yoyo, a 5-year-old, is projected at 28,877 pounds.

Charles is happy to be able to sell to Hy-Point, which began in 1919 and celebrated its 75th anniversary last year. Moore was on a waiting list for a year before they finally joined as a supplier 10 years ago.

"It's nice to know where your milk is going," he said. "And the milk truck driver brings your milk check on time."

Perhaps life is a circle, when you think about it.

"They're real people," said Moore. "That's what I was used to as a kid, and that's more or less what I like."



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