

Exporting Opportunities

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Previous to that, Allen worked for Farm Credit, where he said he became "appreciative of the financial challenges they have to face and sort of better understand that end of the business, and I'm more conscious of their bottom line."

On behalf of the association, Allen buys and sells cattle on the farm, cattle is kept on the farm to show to prospective buyers, to hold consignment sales, and to conduct exporting.

"It's sometimes it seems to be a feast or famine market," Allen said. "You can't plan far ahead — 30 to 60 days to round up cattle. And normally our export time is late fall and early spring."

Those times of the year are used because of ease of travel on the animals and transportation availability.

Allen said time and method of transportation makes a big difference depending on where a load of cattle is destined.

Further, he said Holstein breeders should know that most buyers want heifers to be three to seven months pregnant at the time of shipment.

"It's tough to breed for that, because you don't always have a lot of advance notice," he said.

"We try to make our members aware of what's on the horizon," he said. Information channels include notices to members, advertisements, to board members to pass on, and through county directors.

They are told what to anticipate and what possibilities exist.

"Most of our business is with registered animals," Allen said. "Through doing that, we try to add value through registered cattle, and that way we help provide and find more markets for our members to hopefully find another source of income and increase merchandising income."

According to Allen, the individual dairy cattle breeder would do well to start by talking to a county director.

"We deal with people on a regular basis who have heifers for sale, we have sales representatives who help procure these animals in each part of the state," he said.

Other cattle breed organizations offer similar services, such as the Jersey Marketing Service, Brown Swiss Enterprises, etc.

"There are other organizations involved in marketing specific

breeds of cattle," Allen said, "we deal only in Holsteins."

Allen said that health requirements can be stringent, and solid record keeping is necessary.

"Each country has its own health requirements negotiated by representatives of each country. (Those requirements) vary. Some are more difficult to meet, but it's real important to have them as realistic as possible. We want to ship healthy cattle of course, but the more stringent those restrictions, it's tougher to gather the cattle."

"Accurate records are important," he said, "as far as breeding, milk production, pregnancies, and accurate registration papers."

Further, the individual desiring

to sell cattle has to decide to not be shy about letting potential buyers know about the quality of animal being bred, even if it isn't top-of-the-line genetics. According to Allen there are markets for pedigree registered Holsteins with good commercial production value.

Without the pedigree, and records, the value of the animal is lost to the breeder.

"It depends on what type of cattle you're looking to merchandise," Allen said. "PHA does some business with Japanese buyers and they are looking for high quality to contract for bull mothers and to breed," he said.

Those animals can be found by

outside interests through reviewing USDA rankings and records and other records.

"A lot of animals are found through those resources," Allen said, but other ways to let the world know what's on the farm include word-of-mouth, direct advertising and other forms of promotion. Some people find showing animals helps display the quality of animals being bred and the abilities of the breeder.

"You have to let people know what you got," he said.

"Other buyers want (cattle) more for a commercial setup rather than breeding purposes. In that, you have to let people be more aware of what you have."

Overall, Allen said that exporting is working for Holstein breed-

ers who are participating and that it is something for the average Holstein breeder to consider.

"I think, for your average dairyman, it's another source of income and other avenue to merchandise cattle. It's a very positive thing."

"U.S. Holsteins are in demand worldwide. We have superior genetics here and that's a valuable asset to our dairy industry and people appreciate the quality of genetics developed here. I think that's going to continue."

For more information on exporting Holsteins, call the state office at (814) 234-0364, or contact a county director.

For more information on exporting other dairy cattle breeds, contact representatives of those organizations.

Dairylea Reports Year Of Growth

SYRACUSE, N.Y.—Dairylea Cooperative, Inc. celebrated a year of accomplishments at its 1995 annual meeting held Oct. 10 and 11 in Liverpool, N.Y.

"Without a doubt, the past year was our best one yet in carrying out our mission statement," announced Dairylea Chief Executive Officer Rick Smith.

"Our mission statement articulates the purpose of our efforts," said Smith. "Dairylea will be farmer-driven. We will seek to maximize net returns at the farm by preserving and enhancing milk markets and milk marketing relationships, and by providing services and farm programs that create economic value."

More than 750 member-farmers and industry guests attended the two-day event, which included Smith's presentation and an annual address by Dairylea President Clyde Rutherford.

During his presentation, Smith reported that the Cooperative had an annual profit of \$1,169,606. Tax-paid retained earnings grew 27 percent or \$769,031, which Smith remarked, "provides support for Dairylea's aggressive, long-term milk marketing strategies."

Additionally, milk sales grew to \$486 million, according to Smith, increasing by more than \$76 million, or nearly 19 percent, over 1994. Premiums paid to members, over the blend price, totaled close to \$9.8 million, up 14 percent from the previous year.

Dairylea had 237 farms join the Cooperative in the past year. Member milk production grew

substantially to 3.28 billion pounds, an increase of approximately 18 percent.

"We anticipate milk marketing measuring 4 billion pounds annually for the current year and more than 5 billion pounds in 1996," Smith said.

In outlining Dairylea's accomplishments of 1995—which included some new and expanding relationships with other dairy businesses in the region—Smith said: "We must continue to work together to create efficiencies, which will ultimately impact the profitability of all sectors of the industry—from the farm to the store."

Smith discussed Dairylea's assuming the role of securing a viable future for dairying in the Northeast, but said, "Our best efforts are concentrated on becoming a strong and reliable partner with our members in their farming operations."

"We are very proud of the past year's accomplishments, but are even more excited about the possibilities and opportunities to serve members in the years to come."

During his presentation, Rutherford expressed his pride in Dairylea's performance, stating that a strong cooperative benefits its members in many ways.

"When I measure the performance of our Cooperative, I not only think of the competitiveness of our milk price, but I track the value that our programs and services bring to our members—both economically and to their quality of life," Rutherford said.

In reviewing industry developments, Rutherford discussed the 1995 Farm Bill debate. "The goal of this national policy should be to maximize the opportunities for the profitability of every milk producer in America, while best positioning the industry for the challenges and opportunities of the next century."

Due to the regionalism that exists within the industry, politics and other influencing factors, a consensus on federal policy could not be reached, according to Rutherford.

"Today there is substantial talk in Washington on total deregulation of the dairy industry. We firmly believe that this will be detrimental to everyone," Rutherford explained. "It will lead to chaotic milk marketing and ultimately pit farmer against farmer."

In addition, Rutherford talked about the positive results of dairy

promotion efforts and the opportunities for the dairy industry in the international marketplace.

During the meeting, members and guests had the opportunity to attend information sessions on herd health, farm safety and fixed price forward contracting. Jim Barr, chief executive officer of the National Milk Producers Federation gave an up-to-the-minute presentation on the 1995 Farm Bill.

Additionally, award presentations to Dairylea's top quality milk producers, 50-year members, and Fred H. Sexauer Award winners were made at the annual family banquet.

Dairylea is a Syracuse-based dairy cooperative with more than 2,400 member-farms throughout the Northeast. It markets nearly 4 billion pounds of milk annually and participates and is invested in a milk marketing network stretching from Maine to Maryland to Ohio.

Sheep Symposium Cancelled

LEBANON (Lebanon Co.) — The annual Pennsylvania Sheep Symposium, scheduled for Oct. 27-29 at the Lebanon Fairgrounds, has been cancelled.

According to Pa. Sheep and Wool Growers President Joe Vog-

el, there were insubstantial numbers of registrations to hold the event.

The planning committee is working to set another date and location for the annual event in 1996.

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