

# Otto Succeeds McSparran

(Continued from Page A1)  
 cooperative's officers, solid thinking by the directors, hard work by the staff, and the commitment and encouragement of the general membership."

In closing, McSparran expressed his gratitude to all involved in the cooperative.

The newly elected president is Ivo Otto Jr., a dairyman from Carlisle who has been a board member for 27 years. He had been the 1st vice president.

Otto told *Lancaster Farming* that he sees no major change in the way the board operates the cooperative. "I do think we need to emphasize an increased return to members," Otto said. "Somehow, we need to get product enhancement with new markets, packaging, and innovated ideas in selling."

Currently we are working on, not as Atlantic individually, but with larger promotion groups, so that we can develop new ways to use milk.

"We must move milk from a commodity into a value added product. Traditionally, as Atlantic Dairy, Lehigh Dairy, and Interstate, we have been a commodity broker in that we just sold raw milk. We have enhanced this a bit with our Holly operation in butter. But we must join the whole industry to develop a brand name and promote, for example, flavored milks so we can move from there into the same thing the colas have done."

"Promotional efforts with check-off dollars are limited in comparison with the soft drink industry's huge budgets. It's very hard to get your message across with a limited amount of funds. What we really need to do is develop a brand name we can promote rather than just a generic milk."

"My first goal is to try to get a better return back to our producers. We need to join the industry so we can set our price and not let the market set the price for us."

In other news, Robert Dever, chief executive officer, reported that the cooperative ended the 1995 fiscal year with sales of \$589 million and a net margin of \$4.3 million. This was down from \$7.3 million last year. But Dever called fiscal 1995 a "good year," and he said Atlantic's financial success allowed the cooperative to again issue an additional milk check to its members. The \$3.4 million premium paid in September was equivalent to 9 cents per hundredweight.

This payment, along with equity, quality and over-order premiums of nearly \$18 million, boosted member earnings 53 cents per hundred.

The cooperative added 600 new members and marketed 4.54 billion pounds of milk. Dever noted that ADC exported more product than ever before through the Holly plant. Total exports, including butter and dry milk powder, equaled about 2 percent of member production, or close to 80 million pounds on a raw milk equivalent basis.

At the awards breakfast yesterday morning, Mary Klaus, the agricultural reporter for the *The Patriot News* in Harrisburg, was named the 1995 Agricultural Communicator Award winner. Klaus was recognized for her "exemplary services to the dairy cooperative community."

Klaus joins a select group of individuals who have been honored by Atlantic for their roles as both communicator and educator. Through their work, these communicators have provided cooperative members, consumers, young farmers, industry employees and land grant universities with agricultural and cooperative information.

Also recognized were Jeff and Cindy Moore, Centerville, Maryland. The Moores were named Atlantic's young cooperators earlier this year.

Atlantic has farm members in Pennsylvania, New York, New Jersey, Delaware, Maryland, Virginia, and West Virginia.



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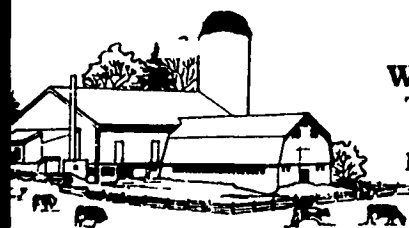
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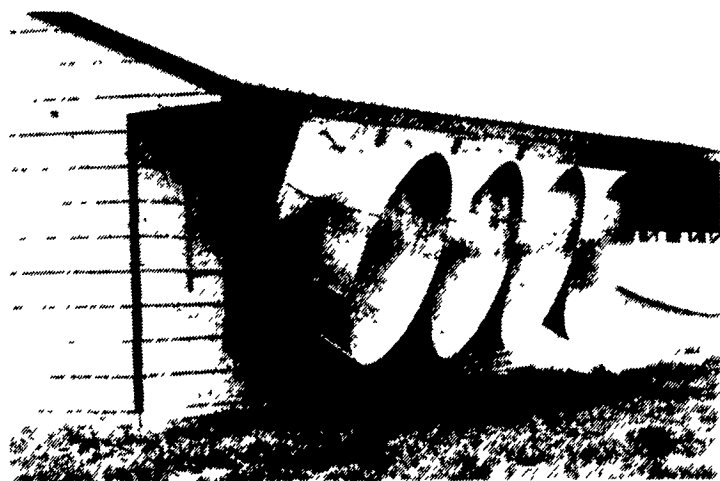
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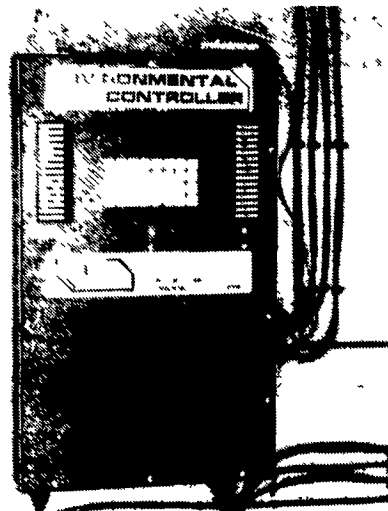
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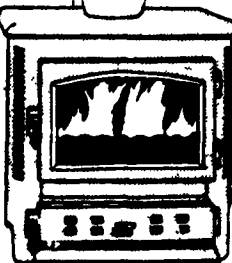
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