

Call 1-800-DHI-TEST for information. Pennsylvania Dairy Herd Improvement Association, DHIA Service Center, Orchard Road, University Park, PA 16802

DAVE SLUSSER
General Manager
Pennsylvania DHIA

During the last quarter of 1995, Pa. DHIA set a new course for DHIA nationally with the introduction of two new services — MUN - Milk Urea Nitrogen analysis, and Performance Economics. DHIA will never be the same again.

The new course set by Performance Economics will, for the first time ever in DHIA, provide a confidential way to incorporate your operating cost into the system.

Production cost analysis and net income figures on cows, groups, and the herd will be reported to you monthly at unbelievable speed and include 12-month roll-

ing net income averages. On top of that, you receive a 10-month projected cash income.

All of this information will be on reports that you are already accustomed to reading, and it is free to Pa. DHIA members.

Over the years we have been pushing higher production to increase profitability, however, until now we could not provide net profit. Now we know that high production does not always mean higher profit.

Let's say you want to try a new feed additive that the sales person says will increase your production 2 pounds per cow per day. You know the 2 pounds of milk per cow will increase your gross income, but will it increase your net income?

You can try the feed additive for a couple of months and see if

your net income per cow goes up. Or you could just give it to a small group of cows and compare the net for that group with the rest of the herd. Now you can answer the age old question, "Is there any money left over for me?"

DHIA has always provided you with management information on records, reproduction, genetics, udder health, etc. on a historical basis. The new generation DHIA

pioneered by Pa. DHIA will include what we have always done, however now add herd economic performance, and projection into the future.

We are excited about our service to you. For more information on the new generation DHIA, contact a Pa. DHIA technician or call 1-800-344-8378 (1-800-DHI-TEST). We can put you on MUN test and Performance Economics immediately.

got milk?™

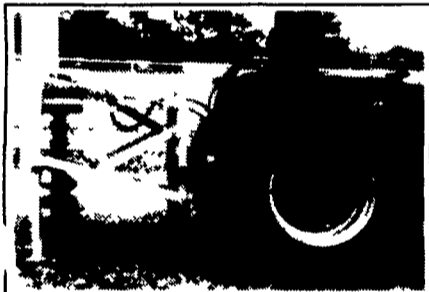
From now on dollars and cents issues that affect your bottom line will rule the day. Pa. DHIA can enhance the dairymen's profit and lifestyle.

Pa. DHIA introduced MUN analysis to dairy farmers at 15 cents per cow and developed the first MUN summary report.

The report was developed by our own farmer-owned DRPC (Dairy Records Processing Center) to do two things — provide summary information in usable form for dairy farmer members and farm consultants, and collect that data and forward it to dairy nutrition researchers.

The short term benefits are already saving our members money and the long-term benefits from research will improve the value of the information to our members in the future.

Our efficient business style has allowed us to provide this service at 15 cents per cow. Others have copied us but no one can profitably beat us.



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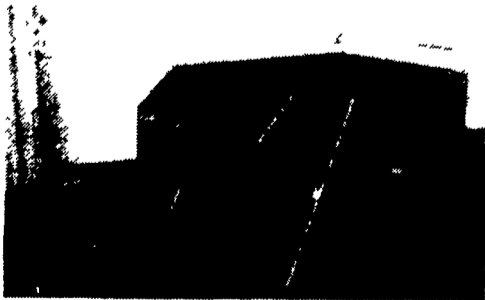


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