

FOCUS

A NEWSLETTER FOR MEMBERS & CUSTOMERS



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Pennsylvania Dairy Herd Improvement Association

DHIA Service Center



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Pa. DHIA Moves Forward On All Fronts

DAVE SLUSSER
General Manager

STATE COLLEGE (Centre Co.) — Pa. DHIA had a productive year, in finances, strategic long-range planning, laboratory testing, MUN, protein testing, dairy records processing and internal management procedures.

All of this has resulted in better management information for our members that no other DHIA can

offer and that our members need to make their herds profitable.

Finances

Our cooperative association has completed a year that will approach \$200,000 profit as a result of cost-cutting steps taken in 1994, good internal management, and business growth. The changes made in 1994 resulted in our total operation being more efficient and competitive.

With the introduction of new services like MUN (Milk Urea Nitrogen) testing and the nation's first MUN Herd Summary Report, business grew throughout Pennsylvania and New York state.

All employees have been put on a standardized pay and benefit program that is fair and allows for personal growth.

We are constantly analyzing the entire cooperative for efficient

productivity.

New Product And Services
MUN testing and the MUN Herd Summary Report introduced Oct. 1, 1995 by Pa. DHIA has resulted in 312,005 MUN samples tested in 1,731 herds over a 12-month period. These numbers are unprecedented in America and most of the world.

This data has been stored in our mainframe computer and is being used by research institutions across the country for dairy nutrition research. No one has this kind of information in such a large volume.

The result of this research will enhance our knowledge of MUN and how better to use it in the future, and help our members more profitably feed their cows.

To enhance MUN values, we are introducing true protein summary information on the MUN report.

Pa. DHIA On The Internet
During the spring, Pa. DHIA became the first DHIA on the Internet.

Members, veterinarians, nutritionists, and farm consultants can now access herd management information, in whatever form they want, easily and more efficiently through the Internet.

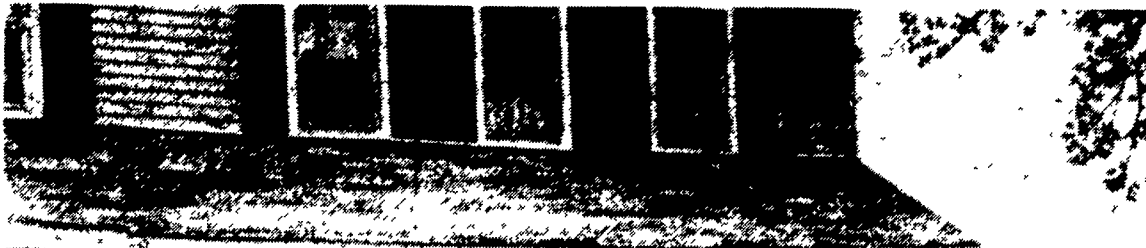
Automatic downloads of reports to member personal computers, as soon as the herds are processed, are available in customized form.

We can automatically download reports to your E-mail account from the Lab Bulletin Board for component results and SCC.

This service is setting the pace for the whole DHIA system.

Performance Economics
Performance Economics in DHIA involves tracking production cost and profits on individual

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In front of their house at Meadow Springs Farm, Nelson Sensenig holds the halter of cow No.34, an 85-point daughter of Russeldale Promise, while his wife Susan sits at the picnic table with their children: then 1-year-old son Darren, Marla in front, Joel sitting on the table, and Daryl on the opposite seat. The photo was taken in 1994. They now have another child, 10-month-old Krysta.

Sensenigs Win Top Herd Management Award

VERNON ACHENBACH JR.
Lancaster Farming Staff

NEWMANSTOWN (Lebanon Co.) — Winning the 1996 top title for herd management among members of the Pennsylvania Dairy Herd Improvement Association is recognition of the business approach that Nelson and Susan Sensenig, of Newmanstown, have applied to their dairy operation since getting started on their own in 1987.

The couple, owners of Meadow Springs Farm, was featured by Lancaster Farming in April 1994 for a variety of reasons, not the least of which was the fact that the 1993 average production by their 94-head milking string was above 30,000 pounds of milk. It was the top producing herd per-cow in Lebanon County that year, and one of the highest in the state.

They were really featured, however, because of their management practices. To Nelson and Susan, farming is a business to support a wholesome way of life to raise a family, and successful dairy business means management.

Last year, Meadow Springs Farm was the top aver-

aging herd for milk and protein. The 94 Holsteins made an average of 30,758 pounds of milk, 961 pounds of fat, and 980 pounds of protein.

This year again, it is the highest averaging herd for milk and protein with 33,329 pounds of milk, 1,085 pounds of butterfat, and 1,044 pounds of protein.

This year also, the Meadow Springs herd had five of the top 10 producing cows for protein production, including the top producer, cow No. 123. She made 1,416 pounds protein, 44,470 pounds milk, and 1,033 pounds of fat.

The Sensenigs also had four of the top 10 milk-producing cows, with his No. 65 cow being second in the state with 47,293 pounds milk, 3-percent protein and 3.7 percent fat. Cow 65's fat production ranked it tenth in Pa.DHIA.

An increase in average herd production is a significant part of the formula used to determine points in making the herd management award, but other considerations in management are also given substantial weight.

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On The World Wide Web

PAT TORETTI

Senior Programmer

STATE COLLEGE (Centre Co.) — Pennsylvania DHIA's DRPC further solidified its position as the nation's No.1 provider of Internet services for DHIA records and related information technology, recently adding a number of new services to its Internet package.

All of Pa. DHIA's mainframe, lab, and processing services can now be obtained via Pa. DHIA's web pages at:

<http://www.dhia.psu.edu>

The page provides access to online records for registered users of the DHIA ARIS system, as well as personnel contact lists, e-mail, the latest resource material on MUN testing and reporting, graphical benchmarks, DHIA research articles, sales and service information, and links to agriculturally related sites all over the world.

DHIA Downsizes Board Of Directors

DAVE SLUSSER
General Manager

STATE COLLEGE (Centre Co.) — The board of directors of Pa. DHIA has voted to downsize itself from 18 directors to 11 directors.

The new board will be elected at the district meetings set for January and February 1997.

As a result of strategic long

In addition, Pa. DHIA has added a number of capabilities to the front end of its lab operations. Sample analysis results for Official, Unofficial, and Sample Only programs can now all be obtained via an Internet access to the lab bulletin board, or via electronic mail — within minutes of herds being tested in the DHIA lab.

Pa. DHIA has offered the access to dairy records for nearly a year. And the program has really taken off according to Jim Boyer, the Dairy Records Processing Center manager for Pennsylvania DHIA.

"About 35 percent of our offline reports for ARIS - which is the bulk of our access by consultants - are now received by way of the Internet," Boyer said. "Consultants can retrieve information via FTP service or have test versions of most reports delivered directly to their own electronic mail boxes.

ARIS is a mature program, now going into its eleventh year, but we've added a number of Internet

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range planning, which has been underway for the last two years, the board voted at the October 1996 meeting on the proposal.

The Planning Committee carefully studied every aspect of our board structure and governing procedures, before making a recommendation to the board.

Delegate elections and the number of members per delegate will

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