

Record Number Of DMI Milk Marketing Scholars

COLUMBUS, OH — Due to the applicants' exceptional quality, the National Dairy Shrine/Dairy Management, Inc. (DMI) milk marketing scholarship program was expanded this year to provide seven promising students with scholarships to pursue educations relating to dairy product marketing. All seven will be honored at the annual National Dairy Shrine awards banquet at World Dairy Expo on October 2, 1997.

Winner of the top \$1,000 scholarship is Carrie Bryant, Honesdale, PA. Receiving \$500 scholarship are Leslie Cline, Corchanton, PA; Susan Key, Talbott, TN; Matthew Meyer, Bern, KS; Wendy Meyer, Ravenna, NE; Amy Pool-Krahn, Hood River, OR; and Karen Veiga, Sunnyside, WA.

Carrie Bryant (\$1,000)

Carrie Bryant was called a "visionary leader" and "a bridge builder among people" by her professors in dairy and animal science at The Pennsylvania State University.

While president of the Penn State University Dairy Science Club, Bryant successfully shifted the organization's focus to consumer and youth-oriented activities, earning the club top honors from the American Dairy Science Association (ADSA). Her innovations included "Calf for a Cause," which raised over \$7,000 for charity and Dairy Expo Commodity Tailgate, which marketed Pennsylvania animal agriculture to 25,000 football fans. Bryant also revitalized the club's Dairy Jubilee on campus, attracting 900 students and regional television coverage.

Bryant's other leadership roles while at Penn State included president of the ADSA Student Affiliate Division, vice president of the Undergraduate Student Government and vice president of the Ag Student Council. Before her graduation in May, Bryant completed internships with American Cyanamid Company and the American Dairy Association and Dairy Council MidEast and participated in a student exchange program with California Polytechnic State University. She intends to enter graduate school after gaining professional experience in dairy marketing and communications.

Leslie Cline (\$500)

Lobbying in support of agricultural legislation is a long-term

goal for Leslie Cline, who earned a degree in dairy science and animal science from Delaware Valley College, Doylestown, PA, in May. Cline plans to use her \$500 DMI scholarship to pursue a masters of business degree in marketing.

While an undergraduate, Cline was active in National Agri-Marketing Association, Dairy Society and Block & Bridle, and was selected from over 200 applicants as a Delaware Valley College Agricultural Ambassador. In that year-long assignment, she represented the college at local, regional, state and national functions.

Susan Key (\$500)

Susan Key, a 4.0 student at the University of Tennessee, says she got "hooked" on dairy marketing through positive experiences with 4-H food and nutrition projects and dairy product judging team competitions. She will graduate in May, 1999, with a major in food science and technology and a minor in general business, and plans to attend graduate school on her way to a career in dairy product development.

On campus, Key is active in Food Tech Club, Alumni Association and Alpha Zeta. She is a Team Vols community volunteer and 1996 University of Tennessee Emerging Leader.

Matthew Meyer (\$500)

Matthew Meyer, also a 4.0 student, is majoring in animal science and industry at Kansas State University where he worked with fellow members of the KSU Dairy Science Club members to transform an old camper trailer into a mobile ice cream shop. The trailer appears at fairs and other community events to promote both the club and the Kansas dairy industry.

Meyer's coursework at KSU has included honors program research into milk parlor sanitation and development of a rapid, on-the-farm somatic cell count test. Following graduation in May, 1998, he plans to pursue masters and doctorate degrees in dairy cattle management and nutrition.

Wendy Meyer (\$500)

Wendy Meyer has a double major in ag communications and sociology at Hastings College, Hastings, NE. On campus, she is dorm president, vice president of the Student Health Advisory Council, treasurer of the Multicul-

tural Student Union and dorm representative on Student Senate. She has been active in 4-H and FFA dairy activities, earning the 1995 National FFA Speciality Animal Production Proficiency Award for her dairy marketing operation.

Meyer's future plans include graduation in May, 1998 and a career in the dairy industry, either in marketing or public relations.

Amy Pool-Krahn (\$500)

As Oregon Dairy Princess and an Ambassador for the Oregon State University Colleges of Agricultural Sciences, Forestry and Natural Resources, Amy Poole-Krahn has had ample experience

with marketing and promotion.

At OSU, Poole-Krahn also is active in the Dairy Club, dairy judging team, dairy products judging team and Collegiate FFA. In June, 1998, she will receive a B.S. degree in animal science, with a dairy production option and a minor in agricultural business management. Poole-Krahn plans to attend graduate school in agriculture and hopes eventually to serve as a dairy industry lobbyist in the Oregon Legislature.

Karen Veiga (\$500)

Karen Veiga has utilized her marketing skills as 1994-95 Yakima Valley Dairy Ambassador and

through her counselwork at Washington State University. She has developed successful promotional campaigns through a marketing class, entered two national marketing competitions and is currently working on an independent study university marketing research project. Her campus activities include the WSU Marketing Club and American Marketing Association Collegiate Division.

Veiga will graduate from WSU in May, 1999 with a degree in marketing and is considering graduate school to enhance her future opportunities in agricultural business.

Drought Brings Health Danger For Cattle

COLLEGE PARK, Md. — Many dairy and beef cattle producers in the Mid-Atlantic region face a double whammy this year. Not only is there a growing shortage of forages; but feeding drought-stressed crops could be deadly for their cattle.

So says Lester Vough, forage crops specialist for the University of Maryland's Cooperative Extension Service.

The problem, Dr. Vough recently explained, is nitrate poisoning, particularly in severely drought-stunted corn.

Some animals already have died from this malady in central Maryland, he reported, and producers should be aware of the potential danger.

Excessively high levels of

nitrogen are likely to occur in corn and other forages that have been growing under stress conditions, such as when corn has been fertilized for high grain yield and becomes stunted by drought.

Vough noted that some soil moisture is necessary for plants to absorb and accumulate nitrates. On the other hand, the resumption of normal plant growth after a heavy rainfall will reduce nitrate accumulation. So harvesting a crop for forage should be delayed three to five days after the rainfall.

How can farmers cope with nitrate toxicity?

Vough suggested these management practices:

- Cut the forage for silage. The fermentation process will reduce nitrate levels. Delay feeding the silage for about four weeks to

make sure the fermentation process is complete.

- When chopping corn for silage, include only the top two-thirds of the plant. The bottom third always has the highest nitrate accumulation.

- Before feeding forage, have it chemically analyzed for nitrate content.

On this last point, the Maryland Department of Agriculture now offers free nitrate testing to farmers in drought-stricken counties of the state.

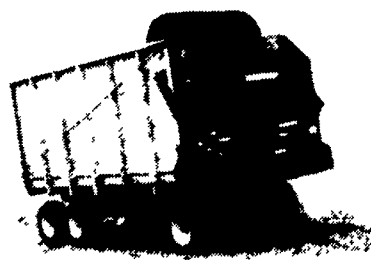
Samples should be taken to county offices of the Cooperative Extension Service throughout Maryland. They will be forwarded to the MDA state chemist in Annapolis for testing.

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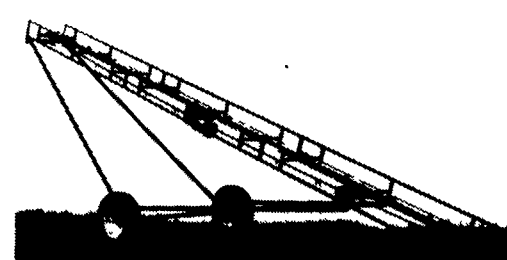
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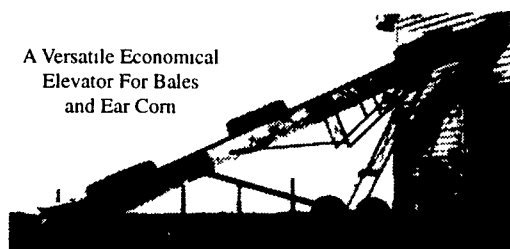
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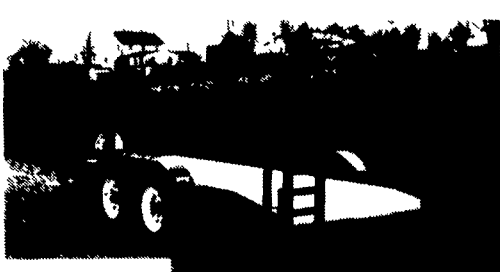
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