

# Millers Named Outstanding Maryland Farm Family

(Continued from Page 1)

One unique decision three years ago, adding Guernseys to their herd of 145 mostly Holstein milk cows, came from both emotion and economics. Bob grew up with Guernseys, and he likes the breed's more docile temperament. And with their higher component production, the Guernseys have increased the total milk check by increasing the differential price being paid for milk high in cheese manufacturing value.

The Millers started out with a few Guernseys, and then the Liseter herd of John DuPont became available. This famous high quality herd was scheduled to be sold for slaughter. But the Millers rescued the years of genetic development by purchasing most of the herd and bringing it to their Pleasant View farms under the name of Pleasant View Gold. The Guernseys are

housed together with the Holsteins, but the DHIA records are kept as two individual herds.

Already the addition of the Liseter herd has had special benefit. Liseter Frank Etta has become famous in national Guernsey circles as the nominated All-American aged cow as a result of her local, state and national show winnings this year.

Since the Millers depend so much on their employees, they give special attention to employee relations. "We want our employees to have time for their families, the same as we want for ourselves," Bob said. "Hopefully we can create an operation the employees will be proud to say they work here."

The Millers believe the future of the dairy business depends on farmers thinking more about the con-

sumer. Often farmers believe they need to have first consideration, but any successful business always considers the customer first.

"There are a lot of dedicated people in the dairy industry," Bob said. "Our exposure to the dairy farmers from across the nation earlier this month at the dairy conference in Florida made us aware of this fact. People will always get their milk someplace. But I doubt

that they will want to pay a lot more for it. This means we need to produce milk profitably at about the price we have now. Dairymen in other countries do this, and we will need to produce dairy products in competition from world markets."

And while the older Millers talk of plans for both the business and heritage future at Pleasant View farms, Wesley, Matt, and Ben, scramble to outdo each other at a

game of pool on Grandpa's table. And Matt gets in a few well-placed snow-balls before this unsuspecting reporter can form any kind of returning defense.

All this is to say that a visit with the Miller family provides a glimpse of family and farming that makes it easy to see why they have been selected as an outstanding farm family in Maryland with local, state, and national honors.



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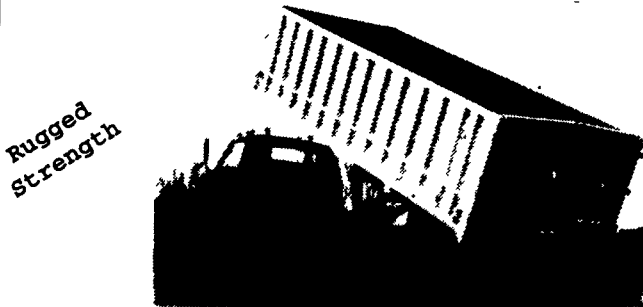
## Plushanski

### Farms Sells Bull

HUGHSON CA. - Plushanski Fiero-Et, Reg. 17197691, a young bull bred by Plushanski Farms, Kutztown, has been selected for sampling in the young sire proving program of Alta Genetics USA Inc., an International artificial breeding company. His semen has just been released for use in herds on DHIA test throughout the United States.

As a member of Alta Genetics' Genetic Opportunity "GO" Program FIERO is undergoing thorough testing. He has successfully passed his health tests and the goal now is to get daughters milking in 75 herds across the U.S. for a high reliability on his first proof. Fiero is sired by Maizefield Bellwood and is out of Plushanski Holi Frisco. Frisco is VG 85 with a two year old record of 29,260M, 5.1% 1488F and 4.0% 1165P.

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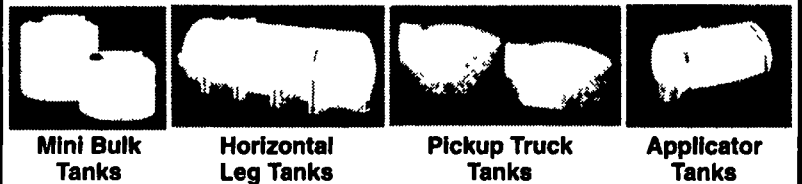
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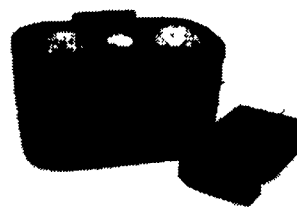
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