

William Burgess Named Assistant General Manager



William Burgess

Lancaster Farming, Inc. and Lancaster County Weeklies, Inc. have hired William J. Burgess as assistant general manager.

Burgess will be responsible for the daily operations of Lancaster Farming, Ephrata Review, Lititz Record Express,

and the Susquehanna Printing Co.

Burgess is a graduate of Marquette University, Milwaukee, WI. He brings over 20 years of newspaper experience to Lancaster Farming, Inc. and Lancaster County Weeklies, Inc.

He started his career as a Classified Advertising Manager for Ingersol Newspapers and The Evening Bulletin.

From 1982 to 1993, Bill was Retail Advertising Manager and City Advertising Manager for the Philadelphia Inquirer & Daily News.

Since 1993 Bill has been publisher of Suburban Publications (a Division of Journal Register Company, Wayne, PA) and Hanover Publications/Evening Sun (a division of Media News Group, Hanover, PA).



One of the series of seminars to help Pennfield Feeds' customers be more profitable in the dairy farm operations was held Tuesday. Here Dr. Timothy Snyder, PAS, manager, dairy nutrition, speaks to attendees about the care of cows and calves through birth to calving and on through the lactation.

Dairy Days Provide Information To Make More Income

MOUNT JOY (Lancaster Co.) - In a series of Dairy Day programs, Pennfield Feeds is bringing together customers and prospects to help them make "more income

on the farm." One such seminar was held Tuesday, and Don Mahlandt, director of dairy feed sales, said the educational programs are held to help dairymen improve their operations.

"Every year dairy farmers look for ways to improve everything they do," Mahlandt said. "This year, profitability is one of the key factors. And as a feed company, we need to help our customers stay in business, and so we bring in speakers to help them."

Dr. Timothy Snyder, manager of dairy nutrition, agreed. "We are excited about the potential for dairymen who adapt to the changing industry. We have a progressive group of customers and our job is to keep them aware of how they can take advantage of these changes."

Snyder listed new milk product packaging and aggressive marketing as reasons to be optimistic about the dairy industry. In addition, new milk labeling and milk price guarantees via forward contracts are now available. The 1997 average milk price will be at \$13.25, the third highest, and the 1998 price outlook is as good as last year if not better.

Speakers especially emphasized the need to get the most from your grain by proper balancing of rations and using the best processing for the grain. Pennfield has the trademarked process called Super Flake that has showed a five pound

production increase over traditional grinding.

An increase in rolling herd average from 18,000 pounds to 24,000 pounds makes a considerable increase in profitability even if you pay more per ton of feed. Dairymen were urged to know their cost of production and to make decisions beyond the traditional way of thinking. Maybe it's not profitable to do everything on your farm, but by using a neighbor to grow heifers or do some other part of your operation, you may make a good economic move.

There was also special emphasis for using new monitoring tools and methods to be able to take action early if there is a health problem in the herd. Also new feed additives provide tools to enable you to better control problems at calving or with the newborn calf.

Keeping on top of these new tools and methods go a long way to help the farmer to have a profitable operation, and Pennfield considers it their job to keep their customers informed of these good practices, as well as to provide products and services that will enhance the farmer's profitability.

Other speakers on the Pennfield Dairy Days programs are Dr. Norman St. Pierre, PAS, and Dr. Mike Lormore, DVM. The meetings cover the service area from New York state, through Pennsylvania, including western and central Pennsylvania, and Maryland.

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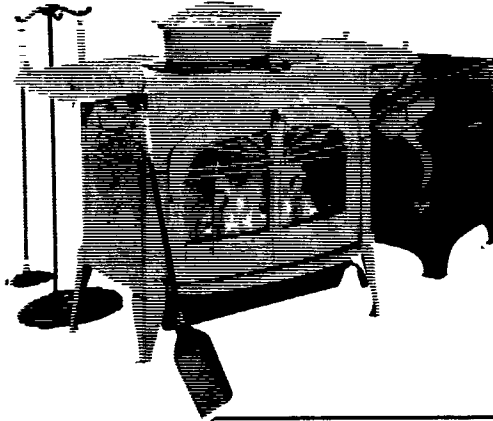
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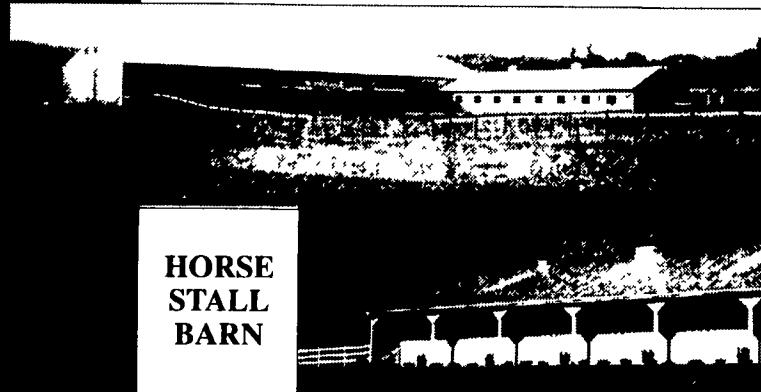
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