

Cooperative Milling Expands Feed Plant

GETTYSBURG (Adams Co.) — One of the most diversified feed manufacturing plants on the East Coast is nearing completion in Gettysburg. The facility, which is expected to be finished by mid-1998, is owned by Cooperative Milling, Inc., a joint venture between Agway and Southern States.

"The farmer customers of Agway and Southern States require individually tailored products formulated precisely to meet their animal feeding needs," said Jeff Best, general manager, Cooperative Milling. "We have made significant investments in new equipment, technology and infrastructure designed to enable us to provide our owner's customers with the animal feed products they need."

Among the new investments made during the expansion of the Gettysburg plant were:

- A bulk loadout facility with 36 finished feed bins, pellet screening, liquid blending, and direct loadout capabilities.

- A computerized batching and routing system, along with a new mixer and scale, which will in-



Final construction phases of the warehouse and bulk loadout expansion at Cooperative Milling in Gettysburg near completion.

crease capacity by more than 33 percent over the previous system.

- An automated bagged feed packaging line dedicated to packaging equine feeds. This equipment includes a new mixing system, molasses addition system and packaging, all of which is computer controlled.

- 23,000 square feet of additional warehouse space.

In addition, another pelleting line is being added to substantially increase pelleting capacity and a separate bulk scale will be added for all incoming raw materials.



Bradley B. Fest, new district manager.

New District Manager Named

CAMP HILL (Cumberland Co.) — The Keystone Division of Purina Feeds this week announced that Bradley B. Fest has been named the new district sales manager. Fest started in his new position Monday.

Fest has been associated with Purina since he graduated from the University of Wisconsin, Madison, in 1985. With a degree in Ag Economics, Fest served in Purina sales in southeast Wisconsin for 11 years. Then in May of 1997, he was named assistant sales manager in Statesville, North Carolina. Now he has been promoted to district sales manager in Pennsylvania, working out of the Camp Hill office and mill.

"I believe in the value-added principle for products," Fest said. "In today's ag environment, if you want extra customers, you need to add value in the form of extra service. We try to help the farmer make more money. Often the farmer can't do much about the prices he receives for products, but I firmly believe there are ways to generate more revenue for the dairymen. This can be done by taking a look at the operation and helping with financial decisions that focus on what part of the operation is profitable.

"In our business, we need to earn the right for every order, every month, every week. We can't say enough about how much we appreciate the business our customers give us. And we want the opportunity to prove we have our customer's interest at heart. We have specific veterinarians and full lab support on staff. This service is at no charge to the customer.

In addition, no other feed company does as much research as Purina. And we have experts on staff for about every kind of decision a farmer must make. Many businesses the size of farming operations would have a board of directors, people who could be called upon to help make some of the business decisions.

"We would like to be on the farmer's board of directors, a partner in their business. Farmers may be surprised with what all we can help them. If a farmer needs something that seems unorthodox to ask from a feed company, we hope he will ask us anyway. He may be surprised at what we are able to do."

Fest and his wife Jackie have two children, Christopher 6, and Madelin, 11 months. They have bought a house in Mechanicsburg and will be moving to Pennsylvania the beginning of April.

Sire Power Honors Sales Personnel

TUNKHANNOCK (Wyoming Co.) — At several regional sales award meetings held recently throughout the United States, Sire Power honored its top sales people and national district sales managers.

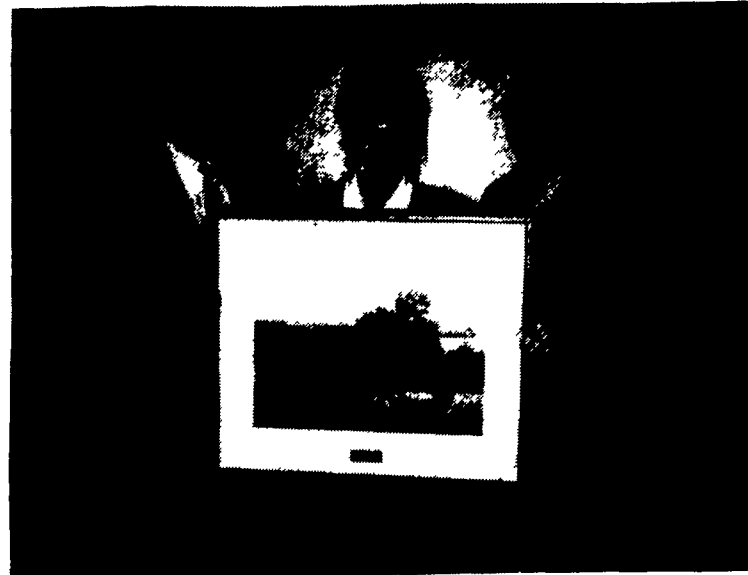
Top honorees at this year's award ceremonies were Earl Kepner of Belleville, who earned the Sire Power membership area's Direct Herd Representative of the Year. In the national market place, the District Sales Manager (DSM) of the Year Award was earned by Darrin VanOrsdale of Jasper, N.Y. Kepner and VanOrsdale were cited for their outstanding contributions to Sire Power, assessing their sales, program usage, and management.

Ranking second out of the 46 national district sales managers is Chuck Blair of Alburg, Vt., who manages Northern New York and Northern Vermont. This was the seventh consecutive year that Blair has been ranked in the top seven of this yearly contest. Third place went to the western Pennsylvania area, managed by Russ Jacques of Cochranton. This was the sixth consecutive year that Jacques has been ranked in the top 10.

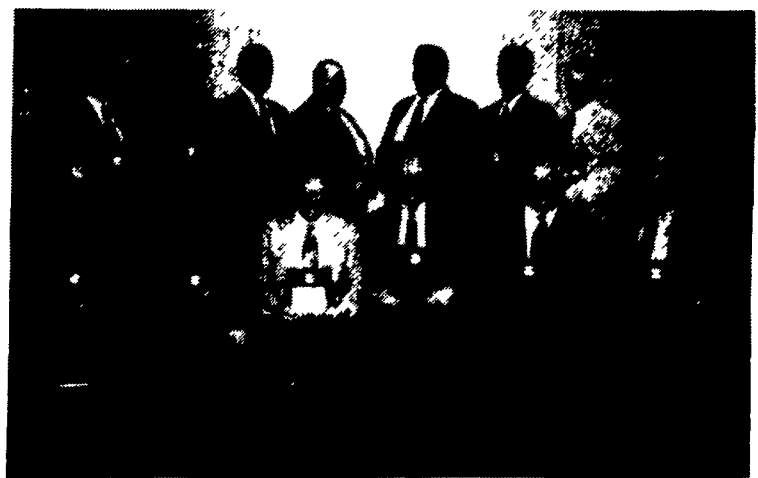
Rounding out the top 10 DSMs for 1997 were Mike Pachta, eastern Kansas/southeast Nebraska; Lynn Harbaugh, east central Wisconsin; Mark Devitt, western Ohio; Greg Kilmer, southern New England, Hudson Valley, N.Y.; Mike Lee, western Michigan; and Keith McCauley of central New York.

Award of Excellence plaques were also handed out to sales personnel who exceeded sales goals and budgets over the previous year. Earning this award were the following sales personnel.

From Pennsylvania: Earl Kepner, Jake Myer, Russ Jacques, Nelson James, Don Hibbard, Eldon Ford, and Steve Kacuba. From New York: Greg Kilmer, Darrin VanOrsdale, and Rod Prutsman. From Wisconsin: Bob Burch, Todd Cavanaugh, and



Recognized for 40 years of service to Sire Power at right is Lloyd Greene, along with his wife, Doris. Presenting the framed Bonnie Mohr Scenic Portrait is Gary Hennip, membership director of marketing.



Award of Excellence honorees at recent Sire Power awards presentation are, left to right, front row, Mark Devitt, Jake Myer, Earl Kepner, Russ Jacques, Nelson James, and Lloyd Greene. Back row, Greg Kilmer, Rod Prutsman, Steve Cronin, Donald Hibbard, Mike Lee, Darrin VanOrsdale, Keith McCauley, and Eldon Ford.

Dave Sime. Other award recipients were Stephen Cronin, West Virginia; Charlie Milliron, Virginia; Mark Devitt, Ohio; Kelly McCool, Wyoming; Mike Pachta, Kansas; Jerry Holste, Kansas; Mike Lee, Michigan; Chuck Blair, Vermont; Emil Johnston, Washington; and Lloyd Greene, Maryland.

Also during the regional meet-

ings, several Years of Service awards were presented. Retired direct herd representative Ed Gulnac, formerly of Bedford, was given a retirement gift and recognized for his 30 years of service with Sire Power. Lloyd Greene, AI training coordinator from Thurmont, Md. was recognized for his 40 years of service with Sire Power.

Alderfer Auction Company Receives Awards

HATFIELD (Montgomery Co.) — The Pennsylvania Auctioneers Association (PAA) has recognized the Alderfer Auction Company with six advertising excellence awards at its 1998 Auctioneers Convention held recently in Harrisburg.

Five first place awards were given to Alderfer's in the real

estate brochure category, newspaper display category, specialty cataloged brochure category, farm auction brochure category, and 60-second radio advertisement. A second place award was received in the black and white brochure category. PAA members from across the state sent in their advertising pieces to be judged by a panel of marketing professionals.

"Sanford A. Alderfer built this company with a sense of integrity and a touch of class," said Advertising Manager Steve Leinbach. "When we work with our clients that same integrity and class not only comes in the selling of their property but also in the advertising and promotion of their property. We want to give them the best in advertising and marketing."

Detachers Feature Full-Flow Sensing

MADISON, Wis. — Just announced from Bou-Matic, a company of DEC International, Inc., headquartered here, is the next generation in non-metered electronic detachers — the Signature 4000 Series detachers.

Each model in the Signature 4000 Series line of detachers features full-flow sensing and non-restrictive shut-off that reduces vacuum fluctuation and vacuum drop, so cows are milked faster and more gently.

"These stainless steel detachers offer the dairy producer the greatest flexibility in choosing a detacher," said Ron Curran, product

manager for Bou-Matic. "From the economical model 4200D, to the hi-tech model 4600D, there is a Bou-Matic Signature 4000 Series detacher to please any dairy producer.

"These detachers have adjustable let down, detach and milk sweep delays so you can customize your herd's milkout," noted Curran. "These models are also manufactured from stainless steel to provide durability."

A compressed air supply is not required for operation and the pulsation line may be used as the vacuum supply for the Signature

4200D and 4400D model detachers.

According to Product Engineer Ron Pulvermacher, "The Signature 4200D model detacher has a full-flow curb mounted sensor that can be adjusted to meet a dairy producer's detach preference. The milk shut-off can be plumbed with hoses up to 100 feet in length to free up the operator area from drop hoses."

The Signature 4400D model detacher is a rope detacher with full-flow sensing, vacuum operated retraction and vacuum shut-off. "This allows for both manual and automatic operation," said Curran.