



## Bull Stud President Gives Thoughts On Future Of Dairy Industry

**EVERETT NEWSWANGER**  
Managing Editor

a double six herringbone milking parlor that is 20 years old but has been updated to include a now-in-progress conversion to automatic identification, completely computerized system. This will bring the operation up to utilize all the latest technology that can be incorporated into this parlor without going out and building it new.

The cows average 23,000 lbs in a freestall setting with a labor force of six full time people. "I'm in a position where I don't milk

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Janet and David Hileman of Tyrone in Blair County farm 650 acres and milk 450 registered Holsteins. David was recently named president of Genex/CRI. Photo by Everett Newswanger, managing editor.

### June Dairy Month: Salute To The Dairy Industry

June is Dairy Month and with this issue we salute the dairy farmers and the agribusiness enterprises that make this industry such a large part of our economy. You will find many farm family interviews with special emphasis on how they view the future of dairying. Our readers sent in more than 300 dairy recipes to help promote the industry, and the first of these recipes are published in this issue with more to come in each of the following issues in June.

The first lesson of the first module of a dairy management course taught by Lancaster County's well-known Penn State Extension dairy specialist, Glenn Shirk is in this issue too. These lessons will be published on a continuing weekly basis and eventually archived on the Internet in Lancaster Farming Online for everyone to access as needed.

Beginning this issue we also have listed the Internet addresses of some dairy farms across the nation. And the messages from our advertisers help show the exciting times that are ahead for all who adapt to the changes the future will bring. Of course, we have our regular columns, markets, and news from other segments of agriculture as well.

We, the staff, hope you enjoy receiving this issue of *Lancaster Farming* as much as we have enjoyed sending it you.

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## Mid-Atlantic Dairy Promotion Mergers Set

**VERNON ACHENBACH JR.**  
Lancaster Farming Staff  
GETTYSBURG (Adams Co.) — No more MAMMA. The Townson, Maryland-based Middle Atlantic Milk Marketing Association (MAMMA) has effec-

tively merged with two other dairy consumption-promotion agencies, according to a news release made this week by MAMMA.

The idea has been kicked around for years, but only since last year was merger work formalized between the three groups that operate in the same region, according to MAMMA.

According to the news release, the merger was accomplished by the boards of directors of the three milk promotion groups, which receive portions of dairy farmer milk promotion checkoff funds according to request and approval to operate their programs.

The farmer-funded milk promo-

tion program collects 15 cents per hundredpounds of milk sold by a farmer. Of that, the farmer has the right to direct a percentage to specific programs, while the rest is to be used nationally.

Any group with a qualifying program can apply for the funds.

MAMMA is a marketing/promotion agency that has concentrated its promotional efforts, and thus its draw on the farmer-provided funds, in the federal Middle Atlantic Milk Marketing Order, also known as the Federal Order 4 area. That includes southeastern and south central Pennsyl-

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## Chesapeake Milk To Provide Green Money

**VERNON ACHENBACH JR.**  
Lancaster Farming Staff  
KUTZTOWN (Berks Co.) — A new brand of milk is about to appear this month on some grocers' shelves in the Chesapeake Bay watershed.

Chesapeake Milk.

No joke.

According to the non-profit, environmental conservation-focused organization Dairy Network Partnership (DNP), branded milk cartons were being manufactured this week for packaging by Sunnydale Farms — a New York

dairy processor that also has successfully worked cooperatively to market organic milk with Natural by Nature, also involved in the Chesapeake Milk program.

The origin of the milk itself is not as much a detail of concern in the marketing program as is the result of the sale of the milk at retail — a nickle per half-gallon sold is to be deposited in an "Environmental Quality Initiative" account with the money to be used next year to provide a pre-

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At Peach Vale Farm near Bellville in Mifflin County, the fourth generation of the Peachey family continue the tradition of dairy farming. In the photo from left are, Johnny B. and son and daughter-in-law Robert and Lisa, and their three children Taylor, Zach, and Chelsie. See their story on page A20. Photo by Gall Strock, Mifflin County correspondent.