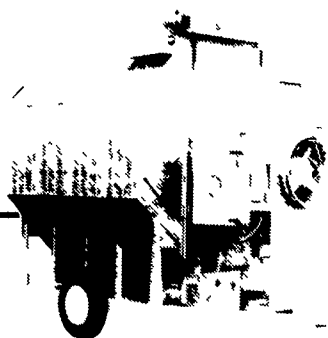


Cooperative Resources International Reviews 1997 Achievements

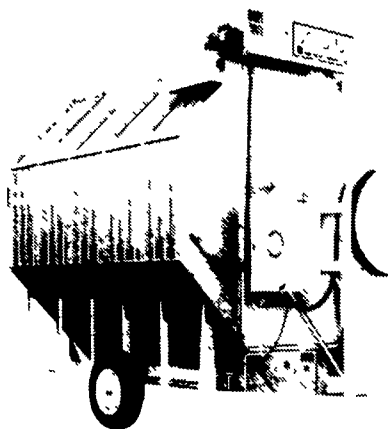
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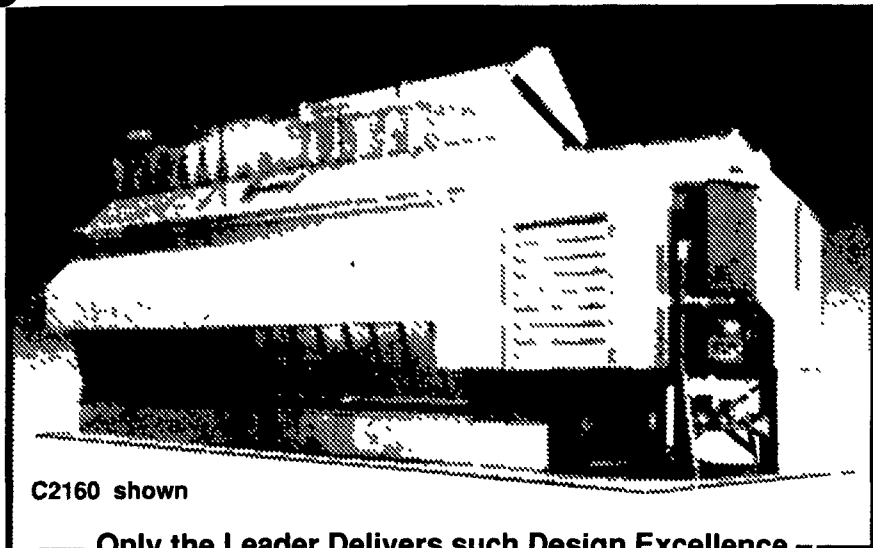
Here are the dryers for the farmer who has more to do at harvest than just dry grain.

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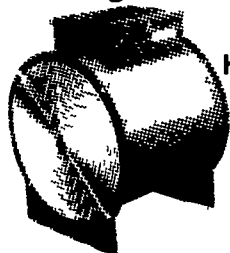
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(Continued from Page E4)

economic values and heritability of traits as people put together an incredible range of genetic recipes.

"USDA's Net Merit Index is the best starting point for over 95 percent of our dairy producers," Wilson continued. "And the best method of sorting reliable bull proofs is the 'S' (stud sampled) code."

CRI has just announced its MVP sire program, encouraging producers to use sires that are stud sampled and in the 80th percentile for Net Merit. These sires, designated as MVP (Maximum Value and Profitability) sires, "will become a household word within CRI membership," Wilson stated.

Another area of emphasis for the cooperative is in the area of beef. "This organization has made excellent progress in sire selection, marketing growth and increasing general awareness of beef programming," Wilson stated. "However, it is clear to me we must stretch our beef investment and commitment," he added.

The third area Wilson discussed was what he called his "biggest industry concern." It deals with genetic education. "If people do not recognize the highest return on all annual operating costs is genetics — if people do not realize the difference in bulk tank yield from using high versus low active sires — and, if people will not differentiate genetics in their buying habits, we have invested too much in product development," Wilson stated.

21st Century Sales And Service Academy
In 21st Century's annual sales

and service academy program, technician James Vierhout, Hull, Iowa, was named this year's technician academy winner. The Academy recognizes technicians for their sales record, market share, accounts receivable, service procedure and records, company loyalty and attitude, and their members' involvement in the sire sampling and corrective mating programs.

Vierhout began his career at 21st Century in 1990. During 1997, he recorded 3,716 first services, sold 6,165 units of semen and achieved 50 percent market share in his area. Regional Sales Manager Mark Jensen said of Jim: "He always maintains a cheerful attitude and always has time to help members solve breeding problems. Large herd members especially appreciate his high conception rate and professional technical expertise."

The other four Academy finalists were Mark Apenhorst, Chatfield, Minn.; Brad Beckman, Fairbault, Minn.; Steve Holschbach, Oostburg, Wis. and Kurt Jochimsen, Edgar, Wis. Apenhorst has been a technician since 1985. He increased first services in his area by over 400 last year and currently has 56 percent market penetration. Beckman began his AI career in 1987 and now has an amazing 86 percent market share in his area. Holschbach is in his sixth year as a technician and recorded 5,782 first services in 1997. Since he began his AI career, his market share has increased from 55 percent to 77 percent. Jochimsen has been a technician for over 20 years and recorded over 4,200 first services in 1997. His market share is 52 percent.

Lancaster Chamber, Oregon Dairy Host Family Dairy Days

LANCASTER (Lancaster Co.) — Wagon rides, a straw maze, a coloring contest, and ice cream samples are just a few of the free activities set for Family Dairy Days, June 16-18 from 11 a.m. to 7 p.m.

The community event, to be held at Oregon Dairy on Rt. 272 just east of Lancaster, will feature wagon rides to the farm and an educational tour of the barn and milking facility. Those who attend the event around 3:30 in the afternoon will also be able to watch the milking process. There will be free samples of ice cream and milk. Several agriculture organizations and area businesses will have exhibits at the event.

Family Dairy Days features several activities that children are

sure to enjoy. There will be a straw tunnel for children to explore and they are welcome to pet the calves and climb onto the tractors and the other farm equipment that will be on display. Children can also participate in a coloring contest.

Oregon Dairy is also sponsoring a chicken barbecue for \$2.50. The dinner includes a whole chicken leg, pork and beans, coleslaw, roll, and a drink.

The event is being co-sponsored by the Lancaster Chamber of Commerce and Industry to showcase Lancaster's agriculture and to highlight dairy during National Dairy Month.

For more information contact Jim Shirk at the Chamber at (717) 397-3531.

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