

A NEWSLETTER FOR MEMBERS & CUSTOMERS

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dhia

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Lancaster Farming

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PA DHIA Futures Report To The Members

DAVE SLUSSER General Manager

STATE COLLEGE (Centre Co.) - PA DHIA has developed a Strategic Long Range 5 years Plan that is being implemented and adjusted for these fast changing times. The Board and Staff reviews the changes in the industry and the needs of our Members every six months, then adjusts and adds to the Strategic Plan. You might say our Plan is like a rolling herd average. We are making projections in needs based on a moving target. When you project the future you will make mistakes, however with out a vision you will be a victim of change.

Our Futures Report includes Product Development, Marketing, Education, Partnering, and Operations. In each area you will be able to read a summary of our present and future developments.

I. Product Development

Current and new Product Development is a necessary continuing long-term investment. The Board's commitment to operate our own Dairy Records Processing Center (DRPC) has given us the opportunity to develop new programs and be innovative. If we depended on others for that service our new program would be tied to that source limiting our innovation and raising our cost.

A Heifer 98 is a heifer management program for any one who raises dairy heifers. Pictures of the animals can be entered into the program by scanning the picture or with a digital camera. It ties into the Holstein Association "Easy" program, PaDHIA's Data Base, PaDHIA's "Heifer Net", and the "Heifer 98" program on your PaDHIA's Technicians laptop.

B Heifer Net will be a database of members cattle that are available for sale domestically or internationally. This data base will be marketed all over the World. Heifers, Bulls, Embryos, or Cows will be located

ed by herd code number that meet the buyers specks.

C Comprehensive Farm Management Program will include Herd Management, Heifer 98, crop management, and finances. The Herd Management program will be available the summer of 1998.

D Complete Mainframe Conversion will be complete in the Fall of 1998. All processing will be done on PC's after that, and the Mainframe will be done.

E MUN, True Protein, and the Nitrogen Management Report have been available, however through research being done with New Bolton Center, Penn State and others more information will be available on evaluating your ration program.

F. Expanded Lab Services will be available through partnering with other Laboratories and our truck routes.

II. Marketing

Marketing has taking new dimensions in recent years due to new product development, competition, expanding markets, and the need for growth. PaDHIA has eight competitors. Not too many years ago, we had none. Our future marketing plans include traditional service, new product, and international.

A. Traditional Service Marketing involves continued programs to help our field technicians learn skills to get new herds on test. Our Marketing Manager will spend time with each technician visiting herds to help them get more herds and teaching them how to market themselves. A new Owner Sampler program has been developed to meet the needs of a very important market. This will also provide more opportunity for technicians to expand their service.

B New Product Marketing will include advertising, educational meetings, news articles, and display booths at field days and fairs. The new Heifer Program and Herd Management

Program will be on the field technicians laptops. They will be using these programs daily therefore they will have a working knowledge of how to use them. Members using these New Programs will be able to ask their technician for help if necessary.

C. International Marketing is a new dimension to DHIA. The dairy industry is growing through the World as people want dairy products. Most of the world's dairymen do not have the management tools provided Pennsylvania dairymen. We are attempting to market our PaDHIA technology in farm management, Lab operations, Data Processing, and efficient high quality milk production. Through the use of Heifer 98, and Heifer Net, we will be able to locate high quality dairy cattle with accurate PaDHIA records for export sales. Then we will back those sales up with instructor, and technology so the foreign buyers can get the efficient production that American Dairy Farmers get.

III. Educational Programs

During the last few years, PaDHIA has conducted educational meeting and seminars for Veterinarians, Nutritionist, Consultants, and Dairy Farmers. This last winter we conducted over 30 meetings with record attendance. The most successful meets were on the use of your MUN information, and your PaDHIA management reports. To meet the increasing educational needs of farm managers, and herd consultants to use DHIA information, PaDHIA will increase our educational programs.

A Meetings will be held this coming winter to help Dairymen and their consultants use MUN, True Protein, and our DHIA Reports to be better managers and efficient producers.

B. We will have educational meeting on how to use Heifer 98, and our Herd Management Program. The meetings will include

use of the Internet to retrieve PA DHIA Management Information into their new programs, and the use of "Windows 95-98" for which these programs are written.

C Educational visits and meetings will be conducted with herd consultants so they can better use PA DHIA Reports to help our members.

D. An expert will make on farm visits for our members and their consultants who request it, so both understand our management reports and MUN results.

E. Educational meetings will be conducted for PaDHIA Technicians, A.I Technicians, and Milk Company Fieldmen on DHIA management reports and programs.

IV. Partnering

Partnering with other cooperatives, farm organizations, private companies, and Universities will provide new services, operating efficiencies, and better educational services.

A. We are working with several Milk Cooperatives with our truck routes to ship payment samples and PaDHIA samples.

B. Two A.I. Cooperatives are working together in sparse cow areas to provide DHIA service and A.I. Service.

C. An Owner Sampler Program was developed for A.I Technicians.

D. We are working with several Universities and private companies in research both in the field and with our Data Base.

E. We are partnering with Penn State, and seeking cooperation with other cooperatives in our International Marketing program.

F. Efforts are being made to work with state and national farmers associations to provide better services as efficiently as possible.

G. Through National DHIA we are urging better cooperation between the DHIA's in America.

V. Operations

Major changes have occurred and are occurring in internal operations. This part of the cooperative is less visible but not less in importance.

A. PaDHIA is leasing more equipment rather than owning

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NDHIA Scholarship Program Available

National Dairy Herd Improvement Association (NDHIA) is now collecting applications for their annual scholarship. NDHIA began offering these scholarships in 1996 and have since awarded over \$13,000 to 27 recipients.

All young adults who's parents are members of a Dairy Herd Improvement Association/Cooperative (producer) or is an employee of such organizations are eligible. These scholarships are available to incoming freshmen and currently enrolled students at both four-year and two-year colleges and institutions.

Don't miss your chance to qualify. Applications for the 1999 National DHIA Scholarship Program are available on the Internet at WWW.DHIA.ORG or by contacting Laurie Lancaster at (208) 736-3600. Applications can also be obtained by calling PA DHIA at (800) 344-8378 before September 14, 1998.

Applications received by NDHIA post-marked on or before October 2, 1998 will be considered in their next selection process. All applicants regardless of their current academic level must provide a high school GPA and either an SAT or ACT score.