

# Holstein ID Tags Sport New Look

BRATTLEBORO, Vt. — Holstein Association USA and Allflex, the supplier of Holstein identification tags, have recently

introduced new features to the ID tags.

New styles, colors, and printing options have changed the looks of

the tags slightly, but offer significant advantages.

The greatest advantage is the ability to provide more flexibility with the information printed on the ID tags. Five different "layouts" for female tags are available for pre-ordered tags.

Breeders should notice that the laser-printed image of the new tags do not have the black gloss-like finish of the previously heat stamped tags. However, the long term advantage is that the laser printing will be consistent for the entire life of the tag compared to the heat stamped tags that fade slightly over time.

Lighter colored tags in blue, red, green, and purple provide greater readability of these tags. The contrast of the printed image becomes more distinct and will increase the distance the tags can be read.

Tag colors include red, orange, yellow, blue, green, purple, white, and pink.

In addition to the new standard tag formats, "Write-on" tags are available.

In both cases, the American ID number of the animal is printed on the tag. In cases where breeders write additional information on the tag, the American ID number on the Write-on tags is printed as small as possible to reserve more blank space.

A new style of tag, customized tags, can be formatted to include herd management number, date of birth, sire name, dam's number,

and American ID number. These tags can include up to two additional lines of information printed on the tags.

A new tag, the "mini-round" is being offered to help improve the permanency of the American ID being attached to the animal for its entire life.

The mini-round is a great option for breeders that want to tag calves immediately at birth or within the first day or two, but feel the maxi and large tags are "too much tag" for newborn calves.

The mini-round also provides a great back-up identifier when the visible Holstein ID Tags are lost. Over time, these tags with the American ID number may be used as an option to replace the traditional metal tags with the state ser-

ies number.

The style of the male tips is being changed to a closed tip. The change from an open tip, which allowed the pin of the applicator to make the initial opening in the ear, to a closed tip is for added protection on the spread of diseases from one animal to another. The closed male tip causes the pin to be completely covered, thus blood from one animal is less likely to become in contact with the pierced ear of another animal.

Close to 2,600 herds are currently using a form of the Holstein Association's Tag ID program. Other options include Tag N' Tattoo and Tag N' Freezebrand. To learn more about Tag ID, contact the Holstein Association at 1-800-952-5200.

## Pa. Holstein Championship Features Futurity

STATE COLLEGE (Centre Co.) — The 1998 Pennsylvania Holstein Fall Championship Show will be held 9 a.m., Sept. 22, during the Pennsylvania All-American Dairy Show at the state Farm Show Complex in Harrisburg.

Brian Garrison from Tiffin, Ohio, is to be judge of the association's 18th annual state fall championship show.

Along with recognizing class winners and champions in both the open and youth show, the state association will also be announcing the winners of the 1998 All-Pennsylvania winners, a contest that recognizes outstanding show animal performance, based upon placings from the state spring show, the various regional shows, and the state fall show.

Two additional highlights of the Fall Show include the selection of

the winner of the 1998 Keystone Futurity.

There are 40 animals eligible for the contest, which started when the animals were entered as heifers. Eligibility continues over the years as payments are made on time.

The winner of this year's Futurity is to receive more than \$1,100. There are awards for other placings in the special contest of 3-year-olds.

Also to be awarded during the Fall Show is the George M. Knight Jr. Total Performance Award. This award is made based on the combination of dairy production and show ring placing, and is sponsored by the Knight family in honor of Mr. Knight.

All Holstein enthusiasts are invited to see the finest show cattle in Pennsylvania along with visiting all the activities of the 35th All-American Dairy Show.

*make it Milk*

## DFA Announces Joint Venture With European Co-op

KANSAS CITY, Mo. — After more than a year under construction, Dairy Farmers of America's (DFA) new whey products plant in New Wilmington, Pennsylvania, is open for business in facilities adjacent to DFA's Farmers Cheese plant.

Farmers Cheese, a component of DFA's manufacturing operations, is one of the nation's largest single-site Italian cheese manufacturers and suppliers of whey solids.

According to Lonnie Spurgeon, chief operating officer for DFA Mozzarella Cheese &

Butter/Powder Products, the new facility will convert whey (a by-product of cheese making) into high-value ingredients for a broad range of industrial and food products.

The project is a joint effort of the strategic alliance between DMV USA in La Crosse, Wisconsin, and Kansas City-based Dairy Farmers of America. DMV USA is a division of DMV International of Veghel, the Netherlands, which is a part of Campina Melkunie, one of the largest dairy cooperatives in the European Community.

The expansion of the New Wilmington facility will nearly double the 36 million pounds of whey power per year, previously produced at the plant.

Farmers Cheese currently processes sweet whey powder marketed through the partnership.

The new state-of-the-art dryer includes new European processing technology that allows production of a premium product. Currently, the plant is processing whey products, but future plans call for the plant to produce a premium demineralized whey powder that meets requirements for domestic and international sales.

"We are installing technology somewhat differently from any other in the United States," said Spurgeon. "This project includes new technology for electro dialysis (mineral salt removal), and high concentration and crystallization of whey. A new spray dryer, with an 80-foot vertical chamber, has state-of-the-art configuration, designed to maintain product integrity, consistent drying and quality control."

The demineralized whey project capitalizes on experience and resources made possible through the strategic relationship with DMV USA. John Lyche, president of DMV USA said, "Each organization brings unique qualities to the project. DFA supplies high-quality raw products and facilities, while DMV brings research and development, as well as access to worldwide markets." Lyche added that the demineralized whey powders will be marketed domestically and internationally.

Long term, the project establishes another link to future world markets. "There's worldwide demand for a high quality supply of demineralized whey," Spurgeon said. "But it's up to us to make it work. The goal, like everything else we do, is to maximize returns to our member-owners. The project carries plenty of potential, but no guarantees."

As resources, markets and milk supplies tighten worldwide, and demand for value-added dairy ingredients and components grows, this project represents the opportunities that can evolve when businesses work together, according to the DFA news release.

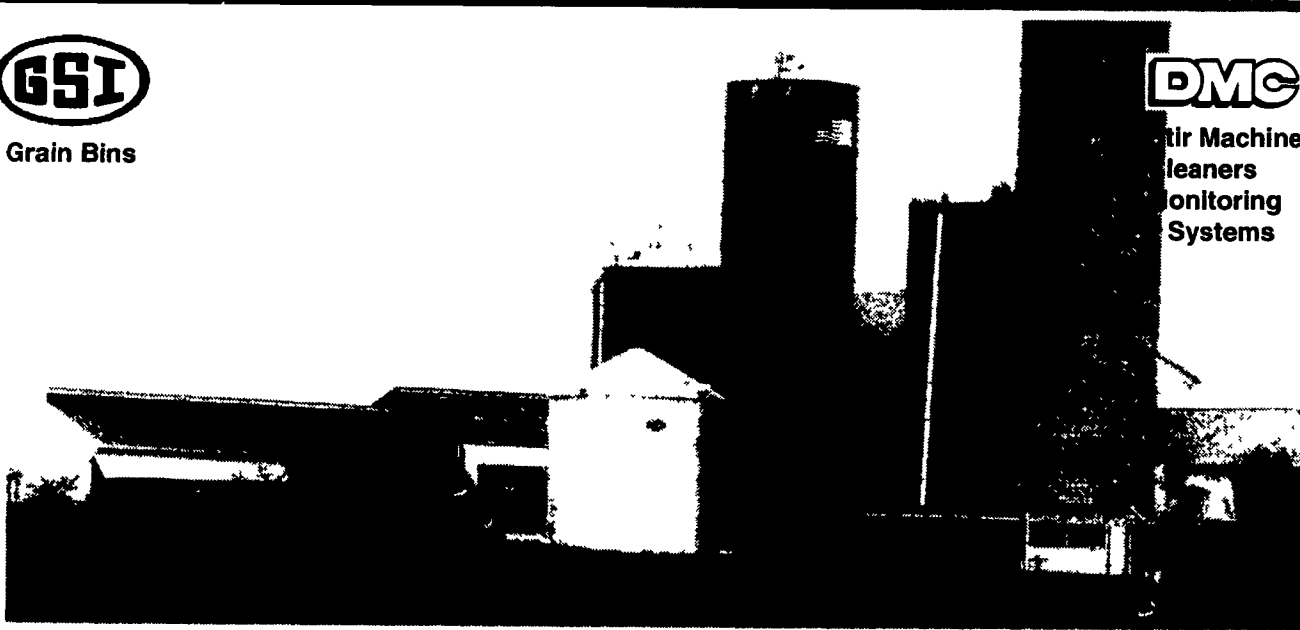
"Both DMV and DFA understood up front, that the market opportunities for a quality whey product supply existed," said Lyche. "We simply pooled our resources to tackle the challenge together for shared benefits and mutual opportunity."



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