

FOCUS

A NEWSLETTER FOR MEMBERS & CUSTOMERS



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Lancaster Farming

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PA DHIA Goes International

DAVE SLUSSER
 General Manager

State College (Centre Co.)
 - PA DHIA has been developing an international market for dairy records processing, and dairy herd management consulting service for the last year. Targeted markets and eastern and western Europe and South America. Our Barn Owl 2000 herd management program, the Internet, and the ownership of our own data processing center has made this international business possible.

Beginning this winter, PA DHIA in cooperation with the Polish Breeders Federation, and the Polish Ministry of Agriculture will begin testing cows in the Leszno area of Western Poland. The Polish DHIA technician trained by PA DHIA will enter milk weights, breeding and calving dates, feed amounts and costs, and other on farm data into Barn Owl 2000, and transmit that data to PA DHIA's Data Processing Center via the Internet. The individual milk sample will be shipped to a Polish Certified Laboratory for component testing. That information will be transmitted to PA DHIA. Our processing center will download the management information to Barn

Owl 2000 in Poland. Herds with computers will download their information directly into their own Barn Owl program. Herds without Barn Owl will receive management reports printed at the Polish laboratory from their Barn Owl program.

Barn Owl 2000 is presently being translated into Polish therefore all screens and all printed reports will be in the metric system and in the Polish language. After the completion of the Polish translation, Barn Owl 2000 will be translated into Spanish. PA DHIA was the first milk recording company to transmit data by the Internet. Because of this technology, we will be able to service milk recording technicians and milk testing laboratories anywhere in the world, and do it as easily as we presently serve our own technicians and members.

Besides marketing our data processing services and software, we are marketing dairy herd management consultant services. During 2000, PA DHIA will conduct three seminars in Poland and several farm visits with each seminar. The seminars and farm visits will be identical to those conducted by George Cudoc for PA DHIA mem-



Polish agricultural leaders touring the PA DHIA Laboratory and Data Processing Center. Several of these people will be working with PA DHIA in Poland.

bers. What good is PA DHIA information and Barn Owl analytical reports if you don't know how to use this technology. We will work with Polish consultants and veterinarians on using our information to help the Polish farmers.

Pennsylvania and American dairy farmers are the most efficient in the World and producing the highest quality milk. Dairymen in the developing World recognize the skills and the technology that the American dairy farmers

have, and PA DHIA provide an affordable way to get it. As this market unfolds and it is, we plan to involve our membership in the educational program. Already 25 PA DHIA members and two vet-

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Kirbyville Holsteins Reap MUN Benefits

DAVID BIGELOW
 PA DHIA

marketing manager

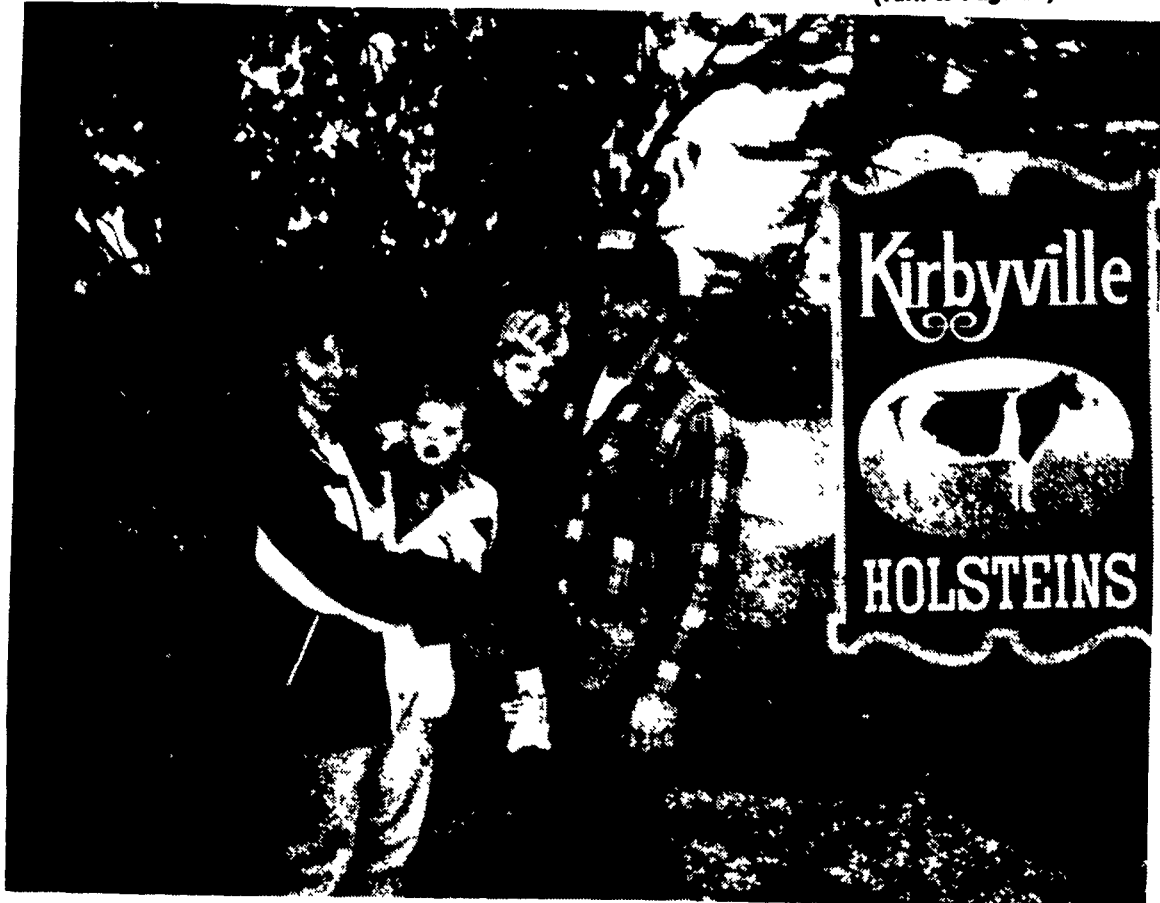
STATE COLLEGE (Centre Co.) - "Usually the PA DHIA MUN page is the first piece of information I look at to determine the high and low MUN values when I receive my records in the mail," exclaims James Younker of Kirbyville Holstein in Kirbyville. This high producing herd of 65 Holsteins with an average of 26,000 lbs. of milk, 850 lbs. of protein, and 908 lbs. of fat, all began when James bought his foundation cow from Plushanski Farms in 1988. Marketing both cattle and embryos has been beneficial to

the Kirbyville Holstein Farm.

JoAnn Moser, and 19-year veteran of PA DHIA, provides monthly service to the Younkers which includes up-to-date, same day reports to assist in the management of the herd.

James and his wife Susan, along with their two sons Andy and Joel, own 85 acres and rent another 15 acres on which corn, alfalfa, and barley is raised. The Kirbyville Holstein Farm was purchased in April of 1995.

With such a strong desire to succeed and positive attitude, the Younker family is sure to continue in the industry they love so much.



PA DHIA technician JoAnn Moser, left, with Susan Younker holding Joel, and James Younker holding Andy, pose by their Kirby Holsteins sign.