

Dairy Extension Meetings Have Been Scheduled

TOWANDA (Bradford Co.)-Bradford, Tioga, & Sullivan County dairy farmers along with agriculture related industry personnel are invited to attend the following educational meetings and activities scheduled for February and March 2000.

February 17, 2000-7:30 a.m.
-Ag Business Breakfast, Bee-man's Restaurant, Sayre, PA

All Agriculture Industry Representatives are invited to attend this Ag Business Breakfast to learn more about the major changes that have taken place in the pricing of milk. Federal Order Reform has dictated that milk pricing beginning January 1, 2000 will no longer be based on a basic formula price and has been changed to a new milk component pricing system.

How does this change affect your dairy farmer customer? Also, what is the dairy outlook

for the next several months? William Hill from Dairy Farmers of America's, Syracuse New York Headquarters along with Robert Thomson, Board Director of DFA will be our featured speakers.

February 17, 2000-1:00 p.m.
-"Milk Pricing in 2000", Towanda Extension Office

All Bradford/Sullivan and Tioga County Dairy Farmers are invited to attend this important update on milk pricing. William Hill from Dairy Farmer's of America's Headquarters in Syracuse New York, along with Robert Thomson Board Director of DFA will be on hand to discuss changes that have occurred with Federal Market Order Reform. Join us to learn more about how these changes will affect "Your Milk Check."

February 21, 2000-Bradford County Dairy Day, S.R.U. Middle

School, 10:00 a.m.-3:00 p.m.

Don't miss this year's Dairy Day. It's a day long educational event, trade show and an informal exchange of ideas for all in attendance.

February 29, 2000-"Is Expansion Right for Me"-9:00 a.m., Edgewood Restaurant, Troy, PA

If you have been asking yourself the question, "Is Expansion of My Dairy Business Right for Me?" This meeting is a must attend event. Industry speakers

along with dairy farmer's who have already learned about the many rewards and pitfalls of expansion will be presenting useful information to help answer your questions. Reservations are required. Call the Bradford, Sullivan or Tioga County Extension Office for details.

March 8, 2000-"Mounting a Successful Breeding Program" 9:30 a.m.-4:00 p.m.

This workshop is designed to provide Dairy Producers and

their employees with information to improve herd reproduction performance, provide tools to analyze herd reproductive status and trouble shoot problems and discuss strategies on a systematic approval to reproductive management. Register by contacting the Bradford, Sullivan or Tioga County extension offices. Dr. Michael O'Connor and Dr. David Griswold, Penn State University will be our instructors. Cost is \$20.00 and will cover all breaks, meals and reference materials.

Elsie the Borden Cow Gets Her Own Web Site

KANSAS CITY, Mo.-Elsie the cow has come out of the barnyard and onto the Internet with her own Internet site: www.elsie.com.

The famous cow, recently marked 60 years in the spotlight with a New York City birthday bash. Now Elsie's gone electronic, adding yet another medium to spread the word about the wholesome goodness of Borden cheese products.

"We've been extremely pleased with the interest in Elsie's site," says Borden Cheese assistant product manager Julie Carlisle, who headed the site development team. "The site opened to visitors early in December, and we've already had several thousand hits. In January, www.elsie.com was listed as the top site on Yahoo's 'daily picks'."

Borden Cheese President Dick Ballard, says Elsie's web site is part of American Dairy Brand's effort to give the farmer-owned Borden Cheese brand a high level of consumer visibility by using another level of media to reach consumers. "This is our first venture into providing product information via the Internet," said Ballard. "We expect to continue to add new features to make the site useful and fun for consumers who visit to www.elsie.com."

Visitors to Elsie's colorful site are treated to a history of Elsie's life, from her movie appearances

to her work promoting savings bonds during World War II, and her travels across the U.S. as a popular ambassador of good will for Borden dairy products.

In addition to Elsie's life story, the site features information about Borden cheese products and a collection of Elsie's favorite Borden cheese recipes. Click on "Elsie's Kitchen" for tasty, nutritious recipes from Barbeque Chicken Pizza to Southwest Taco Pie and Easy Lasagna. There's even a mouth-watering picture illustrating the finished product.

First introduced live at the 1939 World's Fair in New York, Elsie remains one of the most enduring and famous product icons of all time. Recognized by 9 out of 10 people, she was named by *Advertising Age* as one of the top 10 icons of the 20th century. Elsie has been synonymous with quality dairy products that families can trust, to deliver wholesome nutrition, great taste and freshness.

For the past 60 years, Borden has been home to Elsie. Through a 1997 licensing agreement with Borden and BDH Two, Inc., Dairy Farmers of America (DFA), a farmer-owned dairy marketing cooperative, acquired the rights to use the Borden and Elsie trademarks. Today's Elsie promotes cheese products under the Borden brand for American Dairy Brands, a division of DFA.

Pennsylvania Restructures John's Disease Management Program

HARRISBURG (Dauphin Co.)-The Pennsylvania Department of Agriculture, in cooperation with the United States Department of Agriculture, Penn State University and the University of Pennsylvania College of Veterinary Medicine, is in the process of restructuring its John's program.

The new program is a composite of three separate, mutually supporting programs, one of which is termed the John's Disease Management Program. This program is described below and is intended for herds that are known to be infected with John's disease. Although the herd owner and the herd veterinarian are the most important players, significant technical support is available from the above agencies.

The Management Program is intended to be a flexible approach to management of a herd that is infected with John's disease. The level and intensity of management should be based on the herd owner's needs, economic factors, and ultimate objective which is control. The procedures to achieve this will be established in a cooperative agreement, and a herd plan containing specific management procedures will be developed for that particular herd. A "generic" herd plan will be provided to serve as a basic framework for developing the individualized plan. The management program has two

basic levels of participation:

Participation Stage-Herd owner meets with veterinarian to review goals, review management/ husbandry, and develop a herd plan that incorporates certain best management practices (BMP's). The herd plan will be implemented, and progress shall be evaluated at least annually by the herd veterinarian. The department may evaluate progress separately or in conjunction with the herd veterinarian. Testing for John's disease is not required.

Control Stage-Incorporates the above requirements with a testing program and a commitment to manage test positive animals.

Enrollment in the management program will entitle the herd owner for reduced-fee laboratory testing at the Pennsylvania Veterinary Laboratory. Also, testing under the "30 Free" Test Program can be used to defray test expenses. For additional information, please contact the department at (717) 783-5306.

York County Dairymen Have Second Chance

YORK (York Co.)-Recent federal legislation provide county dairymen with a second opportunity to receive compensation for a decline in the Basic Formula Price under the Federal Milk Marketing Order System. Entitled the "Dairy Market Loss Assistance Program" (DMLA-II) the program operates off the concept of an earlier version when payments were issued in June 1999.

According to Henry Tyson, regular member of the York County FSA Committee "Only dairymen who did not previously apply under the initial DMLA program can apply during the sign-up period of January 24, 2000 through February 28, 2000.

Milk producers who did not receive a payment under the initial DMLA will receive a payment at the initial DMLA payment rate. A national payment rate for all producers under both DMLA I & II will be issued after the sign-up ends."

Eligible operations are those that marketed milk anytime in 1997 or 1998 or were new in calendar year 1999 and not affiliated with other eligible producers.

Applications may be submitted in person, by facsimile or mail. For information or to request an application, contact the York County FSA Office located at 120 Pleasant Acres Rd. in York. Phone 755-2966 x-2.



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