

# Dairy Industry Leaders Welcome Dairy Alliance

UNIVERSITY PARK (Centre Co.) — Recently 70 dairy industry leaders gathered in State College to meet and welcome the new employees of Dairy Alliance.

During the reception and introductions, Terry Etherton, Department Head for Dairy and Animal Science at Penn State, said, "Dairy Alliance is a dynamic new effort aimed at in-

creasing economic development of the dairy industry," Secretary of Agriculture, Samuel Hayes, also joined the dairy industry leaders in welcoming the new staff.

Dairy Alliance focuses on educational efforts to increase the profitability and sustainability of the industry. Launched by Penn State's College of Agricultural Sciences, Dairy Alliance

will assist progressive dairy producers in accessing the opportunities in a competitive economic climate.

Three initial areas of focus are information, business and human resource management. Through information management programs, Brad Hilty will provide leadership for integrating the production and financial data to increase profitability and gain a competitive advantage.

Human resource management programs, under direction from Rich Stup, will focus on developing the human resource ca-

## FUTURES MARKETS

(Continued from page A16)

That estimate is very close to my estimates released last week. It implies the Class III price will remain at or below \$10 per cwt in the spring, and then peak at \$12.10 - \$13.10 by the 4th quarter (October - December).

USDA's latest forecast suggests a continuation of low milk prices in 2000. It also

suggests relatively strong rates of growth in the U.S. economy and in consumption of milk and dairy products. According to USDA, dairy product consumption soared last year, particularly for cheese. Per person cheese consumption jumped 1.5 pounds in 1999 to almost 30 pounds. That's the largest percentage rise in cheese consumption since 1982. It was due in large part to a very strong U.S. economy. Let's hope we get the same results this year.

For more information on market and federal order data, see my Penn State Dairy Outlook website at: <http://www.aers.psu.edu/dairyoutlook/>.

The third area of focus, Business Management, will assist in setting goals and developing business plans to maximize profits and improve lifestyles. That position is currently open.

capacity. These programs will assist herd managers in developing their managerial skills and relations with farm employees, as well as improving skills of employees in the dairy.

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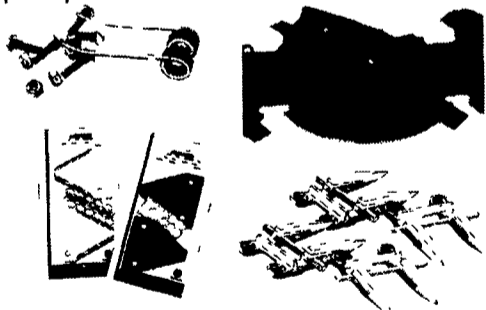
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