



Mr. and Mrs. Jefferson Yoder and son, Carl, of Rocky Side Farm, R. D. 1, Elverson, Pa.

Has Jeff Yoder been successful? Let's look at these official DHIA records for the last four years:

Year	Milk (lbs.)	Fat (lbs.)
1960	14,262	537
1961	15,219	572
1962	15,172	580
1963	16,239	623

This herd has some top producers! Look at these records:

	Days	Milk (lbs.)	Fat (lbs.)
Cow No. 12	365	23,767	1050
	305	21,442	928
Cow No. 11	354	24,025	912
	305	21,601	818
Cow No. 28	302	21,712	833



In the foreground — Cow No. 12, outstanding producer

From Cars to Cows...

The Jefferson Yoder story should be an inspiration to young folks today who want to farm but cannot raise the initial investment. How did Jeff Yoder do it? HE DROVE INTO DAIRYING!

Raised on a farm in Mifflin County, Pa., Jeff Yoder was determined to have a farm of his own. In 1948 he began hauling new cars with a tractor-trailer, delivering cars along the eastern seaboard for five years. In 1953 he was able to buy the farm he wanted. He also bought some calves of outstanding breeding stock. While his younger brother, Nick, raised the calves Jeff continued his tractor-trailer hauling for three more years. In 1956 Jeff Yoder quit driving and began milking.



The Rocky Side herd

Here is a part of the 30-cow Rocky Side herd. There are also about 30 heifers ranging in age from six months to near calving. These heifers will serve as replacements and to enlarge the herd. The herd at Rocky Side farm is basically "Rag-apple" breeding and has been carefully built around outstanding foundation animals. All bull calves are raised. Some are sold for breeding, and others are marketed as steers.

Here's the way Jeff Yoder fed his cows at Rocky Side Farm. Red Rose 34% Dairy Supplement was used to balance home-grown grains. Jeff believes in the nutritional boost that Red Rose Rumenator Pellets offer and feeds it to his calves, milkers and dry cows. He also includes Red Rose Free-Choice Mineral and other Red Rose specialty feeds in his feeding program.

The Rocky Side herd proves the old adage once again — Good Management, Good Breeding, and Good Feeding equals SUCCESS!

Red Rose[®]

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