

Pork; Elegant Holiday Dining

"Elegant for Holiday Dining" — that's pork. And that's what the Pork Industry Committee of the National Live Stock and Meat Board is reminding consumers in a nation-wide promotion-merchandising campaign.

In connection with the campaign the Pork Industry Committee has produced a set of full color posters and case strips for in-store display.

Against a plus royal red background in formal table settings, complete with candelabra and candles, each portrays a different pork item tastefully garnished. The point-of-purchase ma-

terials were designed to re-emphasize to the consumer the eye-appealing, prestige qualities of pork for special occasion meals... especially during the holidays. Pork products featured are ham, steaks, crown loin roast, loin roast, stuffed chops, and Boston Roll.

"With the cooperative effort of all segments of the industry — producer, packer-processor, retail outlet and the scientific community, pork has established itself as a nourishing, appetizing food item," noted Robert W. Nelson, Pork Industry Committee Secretary. "The producer, with the help of scientific feeding and breeding developments, has put more meat and less fat into today's pork animal. The packer-processor and retailer have picked up from there with new ideas on cuts with a closer trim. There's no doubt about pork being an attractive, acceptable food. Unfortunately, many consumers still are unaware of pork's first-class status. Campaigns such as this one, playing up to the gourmet appeal of pork, are part of the industry's total, all-out campaign of image-building."

Inter-State Economist Presents Five Proposals At Milk Hearing

Dr. Paul E. Hand, economist for Inter-State Milk Producers' Cooperative and representing its members, presented five proposals during the Federal milk hearing last Friday. Dr. Hand's proposals were in the form of amendments to the Delaware Valley Federal Order.

"Reflecting the views of the members of Inter-State," Dr. Hand asserted, "we did not participate in the development of a market pool order for Order 4. Inter-State's main thrust was in opposition to any market pool and not toward designing the terms of the order to prevent groups of producers not regularly a part of this market from 'riding the market pool'."

"We must meet and contend with the rapid deterioration of the Class I utilization in this market, as predicted," Hand testified.

After the market pool was

started in the Delaware Valley area in June, 1967, a base-excess program was requested by Inter-State to be included among the provisions of the order. This program was made effective August 1, 1967. In April, prior to the change of Order 4 to a market pool, a Louisville-type program (take-out in the spring, pay-back in the fall) was instituted in the New York-New Jersey marketing area. The order provisions outlining the operation of the seasonal programs have made it possible for supply plants and producers to shift between the two markets, taking advantage of each program for their personal benefit and not fulfilling any annual marketing responsibility in either market.

The proposals submitted by Inter-State Milk Producers' Cooperative are intended to spell out standards which will prevent dairy farmers and plants from shifting into the Delaware Valley order when such movements will result in disorderly marketing in Order 4.

During the hearing proceedings, Dr. Hand reemphasized the need to change the language in the order to what is necessary for orderly marketing in Order 4 and to stop supply plants and producers outside of the market from riding the market pool.

Dr. Hand also proposed an amendment which would classify skim milk and butterfat in cream sold in New York Order 2 as Class I. This proposal would coordinate the present provisions of Order 4 and Order 2.

The hearing was held by the U.S. Department of Agriculture, Consumer and Marketing Service. Ben Holstein was the hearing master. This was a joint hearing with the State of New Jersey Office of Milk Industry for South Jersey. Joseph C. Mathis, Jr., represented the OMI, Trenton, N.J., and David E. Derr and Clayton Plumb represented the USDA.

The following dairy farmers testified at the hearing in support of the base-excess program as provided in Order 4: F. Bennett Carter, Centerville, Md.; William Brinsfield, Cordova, Md.; Robert Stauffer, Benton, Pa.; Lester C. Jones, Medford, N.J.; Ivo V. Otto, Jr., Carlisle, Pa.; and Willis L. Greaser, Williamsburg, Pa.

● Dairy Barn

(Continued from Page 1)

start at 9:30 a.m. at the Turkey Hill Dairy Farm, Conestoga R2. Farmers will drive their individual cars on the tour.

At Turkey Hill Dairy a complete closed free stall housing set-up for 400 head with a 32 stall milking parlor will be seen.

Second stop is at the farm of J. Mowery Frey Jr., 401 Beaver Valley Pike, Lancaster with a 60 comfort stall barn.

Third stop is the neighboring farm of John Harnish, 1036 Beaver Valley Pike. Harnish has a comfort stall barn.

Fourth stop is at the Robert Clark Farm, Quarryville R1, where he has mechanized feeding carts for feeding roughage. Clark also has a newly remodeled comfort stall barn.

The last stop is James Kreider's Farm at Quarryville R1 with a free stall, open housing set-up.

Extension Engineer Roger Grout, Penn State University, will accompany the tour and answer any questions.

A stop will be made at the Willow Valley Restaurant for lunch.

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Christ Landis of Ronks did on the Wayne Cattle Feeding Program using Wayne 32% Beef Balancer

Report on a Wayne Feeding Demonstration at the Christ Landis Farm, Ronks to demonstrate the results of a maximum grain-minimum roughage finishing program. Thirty Hereford steers went on feed July 19, 1968, were fed in a typical steer barn and had access to a small exercise yard.

PROGRAM: Hay was fed for 14 days starting with 5 lbs. per head per day and tapering off to no hay at 14 days. A 11.5% protein mixture of ear corn and Wayne 32% Beef Balancer was fed from start to finish. Proper levels of Aureomycin and Stilbestrol were used. Each steer received 3cc of Wayne Injectable A-D-E upon arrival and Wayne Lectro-Sul was used in the drinking water for 5 days. The cattle were wormed with Wayne Cattle Wormer at 7 days. Feed was weighed daily.

Cattle were not individually weighed on arrival. Incoming pen weight was 24,350 lbs. or 811 lb. average. Cattle were weighed individually on 8/19, 9/24 and 10/25.



Christ Landis (right) and son Jim check Hereford steers in barn yard.

TOTAL FEEDING PERIOD

(98 days)

Total Weight	31,905
Average Weight	1,063
Total Gain	7,555
Average Gain Per Head	251.8
Average Daily Gain Per Head	2.57
Total Feed (lbs.)	64,708
Feed Conversion	8.56
(lbs. per lb. of gain)	

PRODUCTION COSTS

Non Feed: (per steer)

1. Wayne Injectable A-D-E, 3cc
2. Wayne Lectro-Sul, 1/3 lb.
3. Wayne Cattle Wormer, 3 lbs.
4. Wayne P-12 Mineral, 8 lbs.
5. Salt, 5 lbs.

Total \$3.74

FEED: 64,708 lbs. feed at \$2.07/cwt* = \$1339.46 (total feed cost)
\$1339.46/7,555 (total gain) = 17.72c per lb. gain

* \$32/ton for ear corn and \$94.31 average price for Wayne 32% Beef Balancer.

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