

Maryland 4-H'ers Find Dairy Beef Sale a Big Hit

A first of its kind feeder calf sale closed out the second phase of Carroll County's 4-H dairy steer project at Westminster, Maryland, May 5.

Thirteen 4-H club members sold holstein feeder steers ranging from 250 pounds to 710 pounds. The members and their families sold a total of 40 head to buyers from Virginia, Pennsylvania and Maryland. Many of the calves will stay in Carroll County feedlots. The sale was handled by Western Maryland Stockyards, Inc.

"So far as we know, this is the first dairy steer feeder calf sale in the United States," says John Wildesen, extension agent in Carroll County.

Wildesen explains how the unique 4-H project started. "A 4-H leader from Lineboro, Donald Baker, and I were talking about an animal project that could be completed in a relatively short time and did not require too large an investment. We finally hit on the idea of raising dairy calves for beef. Then we worked out the details with John Morris, Extension dairyman at the University of Maryland."

From Westminster, Maryland comes this recent report by the cooperative extension service of the University of Maryland on a new kind of 4-H project which, so the report goes, has the unique ability in these troubled times of pleasing just about everyone involved.

Since Southeastern Pennsylvania is dairy country in general and Holstein country in particular, the project may be of interest to local people and maybe even have application here.

The member actually has four options in the project, Wildesen points out. He starts with a purebred holstein calf. If the calf does well and the market is favorable, he can sell the calf as veal at about 200 pounds.

In the second option, the member can sell the steer at feeder calf weight (up to about 700 pounds). A member could buy one of the feeder calves and feed it out to slaughter weight, or he could start with a baby calf and feed it all the way through to slaughter steer weight.

In this project, Wildesen explains, a 4-H member could complete the record in two

months, or he could extend the project for a year. If the member does not have much capital, or if he does not have much room to keep an animal project, he can turn his money over quickly and get back in business again quickly.

All the members in Carroll County's dairy steer project bought their calves from local dairy farmers at three to seven days old and paid about \$20 to \$25 each for them.

"The 4-H'ers fed their calves milk replacer for the first eight weeks and gradually changed them over to an inexpensive grain mixture containing a large percentage of corn-and-cob meal," according to Wilde-

sen. "The members either have the grain at home or they buy it mixed to our formula at a local feed mill."

Last fall, some of the club members began feeding calves about September, but the project didn't officially start until November. And it ended at Westminster with a fitting and showing contest and sale.

"We set it up as a six-month project, Wildesen explains, with plans to hold a sale in early May and another in early November."

Many of the club members are starting calves right now for the November sale.

And no wonder! At the Westminster sale, the 40 head brought prices of \$30 to \$36 per hundredweight for an average of about 33.5 — nearly four cents a pound over the market on May 5.

But as one cattleman 10-

marked at the end of the sale, "These calves were empty and in excellent condition. They have had the best of care and should be ready to go in the feedlot."

And as another buyer summed up, "Everyone should be happy. Here is another source of beef for America's tables; the dairymen have another sale for their bull calves, the 4-H club members have a new short-term project, and the cattle feeders have a new source of high quality feeder cattle."

At least three men are happy. They bought a calf at the sale and will feed it to slaughter weight. They are Wildesen, Charles Hommey, Extension agent in neighboring Frederick County, and John Morris, Extension dairyman at the University. "We had a holstein steer last year," says Morris, "and it is really good eating."

Youths Snub Coffee, Turn to Cold Drinks

The declining coffee market suffers most from waning acceptance among the under-30 group, according to an article by Ralph Leezenbaum in the May issue of Marketing/Communications.

"The United States accounts for almost half of the world's coffee consumption. The average American coffee drinker (over age 10) on an average day last year imbibed 2.68 cups of the brew.

"That figure, however, is no cause for rejoicing among coffee marketers. It represents a 16 per cent decline from coffee's zenith year seven years before, when cups were downed at their highest rate in history — 3.12 per drinker per day.

Thanks to the population increase, the effect of diminishing demand on both a percentage of populace and cups per capita basis has been to depress poundage only slightly. Coffee roasters still managed to market 3.3 billion pounds of coffee last year.

Like most other hot beverages, coffee is suffering at the expense of the proliferating preferences for cold drinks, especially among young people. Significantly the general downturn in consumption after 1962 was presaged by an even earlier disfavor among the under-twenties.

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