

Lancaster Farming

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Bowman's Boycott Insurance . . .

Retailing Bull Beef For Surer Profits

One man's two-fold answer to the uncertainties of the livestock market has been to raise choice quality bull beef and retail sides and quarters to a growing list of repeat customers.

Clyde Bowman, Myerstown R2, has been doing just that for the past eight years. He figures he's giving his customers a better buy than they can get at the supermarket, while at the same time setting his own price at a level that guarantees a profit.

"Usually, I figure that I'll get an extra \$30 a head by retailing my animals instead of taking them to the auction. Lately, though, the auction prices have been up there pretty well, and I'd probably make out just as well by running everything through the

auctions. My customers, though, old ones and new ones, have been giving me more orders this year than ever before, and I've got to keep them happy."

Bowman's customers are presently paying 88-cents a pound, hanging weight, for a side or quarter of lean, bull beef. This 88-cent figure includes custom butchering, which is not done by Bowman, and a weight loss of maybe 50 pounds for bone and tallow. Most customers pay an additional charge for wrapping and freezing, and end up with about 250 pounds of choice beef for which they've paid \$1.10 a pound. This means they've paid \$1.10 for hamburger and chuck as well as steak and prime rib.

When asked if his customers

considered this a fair deal, Bowman replied, "I can only say that they keep coming back, and I keep getting more and more customers every year. And I get very few complaints about the quality of the meat."

Mostly, Bowman's customers come to him. He relies on word of mouth advertising and repeat business, and it's proved to be a workable formula. At the end of the year, he does send an imprinted calendar to all the people who've bought from him during the year, and he hands out imprinted pens, but that is the extent of his advertising budget.

Growing bulls and slaughtering them while they still have their baby teeth, is an important

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Clyde Bowman, Myerstown RD2, has been selling his bulls directly to consumers for the past eight years. His formula for beef farming has helped insulate him from some of the livestock producer's perennial problems.

Co. Calf Brings \$1200 at Auction

Eleven Lancaster County Holstein calves went under the auctioneers gavel, for an average sale figure of \$766, at last Saturday's state Holstein Calf Sale in the Harrisburg Farm Show Arena. Dale Peifer's \$1200 calf was the third highest for the state. Topping the sale at \$1975 was a consignment from the Calvin Will farm in Berlin, Pa.

Other consignors of animals selling for \$1000 or over were: Sunny Craft Farm, Clarence Stauffer, Ephrata; Bare Brithers, Lebanon; Gor-Wood D Acres, Gordon Wood, Mansfield; James L. Howes, Newtown; Harris D. Metzger, Cogan Station; Byron E. Over, Roaring Spring; Dale W. Peifer, Lan-

caster; C.R. & Verna Rakestraw; Montorsville; Clair M. Reiman, Berlin; and Wilmer L. Hostetter, Oxford.

Other local consignors were Dale Heistand, Ernest Sauder, Melvin Beiler, Donaly Eby, Richard Hershey, David King, John Metzler, Richard Landis and Thomas Lapp.

State-wide, the sale set new records, with 161 consignments averaging \$615.21.

Buyers from California, Quebec, Virginia, Ohio, Connecticut, Indiana, New York, Iowa and Missouri purchased 110 of the 161 consignments, the remaining 51 going to Pennsylvania buyers. The 1972 sale of 159 calves sold for an average of

\$561.48 with the top of \$1375. The Somerset County Holstein Club repeated as the winner of the award for clubs with the highest averaging consignment.

The sale was part of the twentieth annual Pennsylvania State Holstein Show, where 247 head were shown before judge Richard Keene of Kenneland Farms, Gilbertsville, New York.

Judge Keene selected H&R Admiral Hurray, a seven year old cow owned by Robert Gitt, Penn Gate Farms, Littlestown, Pa., as the Grand Champion of the show. The Reserve Grand Champion was shown by Donald V. Seipt, Keystone Farm, Easton, Pa. Champion Bull honors went to a

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Pa. Farmland - An Endangered Species

by Donald A. Harter, PhD
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Penn State

(Editor's Note: In this article, Dr. Harter discusses some of the possible methods for saving farmland throughout the state, along with reasons for doing so.

A trip by air across the State on a clear day usually provides an unparalleled opportunity to view the abundance of Pennsylvania's natural and scenic resources. Usually some of the passengers will comment on how much open land there is, with someone inevitably asking "What's all the

concern about crowded living space? Look at all that undeveloped land and all of those farms!"

This kind of informal survey, however, lends credibility to the trite phrase about distance lending enchantment. While it is true that most of the State remains in forested and open space uses, fewer than 8 million acres are in farmland - a majority of which is marginal for agricultural production. Only 2.5 million acres can truly be considered top-grade farmland.

Few of us think of farmland as

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This Lancaster County calf sold for \$1200 at the recent Pennsylvania Holstein Association State Calf sale in the Harrisburg Farm Show Building. The calf was consigned to the sale by Dale Peifer,

far right. Others in the photo are Nathan Stoltzfus, Elverson, selector; Ray Johnson, Ft. Wayne, Ind., buyer; J. Eby Hershey, breeder.

F&H Scholarship Forms Due May 1

One objective of the Lancaster County Farm and Home Foundation is to encourage higher education for Lancaster County's young people.

In this respect the Foundation has announced a number agriculture and home economics. Depending upon the financial need and ability of applicants, a maximum of ten scholarships may be awarded.

Each scholarship award will be for \$400 and may be used to help defray tuition, fees, or room and board expenses at any accredited college or university, which offers a course of study in

agriculture and-or home economics.

Scholarship funds come through earnings from an irrevocable trust fund set up by the late Elmer L. Esbenshade, one of the founders of the Lancaster County Farm and Home Foundation. The income from this trust fund will be offered

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Farm Calendar

Monday, April 9
7:30 p.m. - Elm- Penryn 4-H club meeting, Penryn Fire Hall. Fulton Grange Youth Night.

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