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Richard Hoppes, right, and his brother Roy, Hamburg RD2, are partners in a liquid cow manure operation which they expect to be

more profitable than milking. Much of the product is sold in gallon bottles, but bulk deliveries will soon be made via barge to the Arabian desert.

Monfort on Beef - What Lies Ahead?

(The following address was delivered by Kenneth Monfort to the 56th annual meeting of the American Farm Bureau Federation, held recently in New Orleans. Monfort is president of Monfort of Colorado, Greeley, Colorado, and one of the largest beef feeders in the country.)

My suggested topic, "Where is the beef cattle industry headed in production and marketing?" assumes an expertise that I do not feel. Most of the knowledge I presumed to possess has proven awfully impotent during the last 15 months as we suffered continuous and continuing losses feeding cattle. So, rather than posing as some sort of an expert on the cattle business, let me pose some of the questions and problems I see in our industry and then, as best I can, provide my own non-expert answers to the questions.

Question No. 1. Experts on food and nutrition tell us that beef cattle are the most

inefficient converters of grain to protein there is; so why should cattle be fed?

Non-expert answer No. 1. The experts are at least partially right. The cattle feeding industry has been notoriously wasteful of grain. After all, our conversions of 9 pounds of grain

to 1 pound of cattle, 20 pounds of grain to 1 pound of edible meat are very wasteful.

But, let us look at why the cattle feeding business even started. We don't have to go back too many years to when there was no cattle feeding

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PFU Annual Meeting

Voting delegates for the Pennsylvania Farmers Union held their annual conference on Monday and Tuesday of this week in Harrisburg. They met primarily to formulate policy for the coming year, but also heard from Tony Dechant, president of the National Farmers Union, Pennsylvania Secretary of Agriculture James McHale, and William Mattson, general manager of the Pennsylvania Rural Electric Association.

On Monday, the delegates discussed policies, and on Tuesday submitted each to a

final vote. Among the policy statements adopted were:

- Reinstated REAP for 1975, giving county ASC committees the authority to implement practices at the county level. In favor of government payments for liming according to soil tests, and favored lime and fertilizer for three years on new seedings.

- Favored grain reserves on farms, to be released at 115-percent of parity, with a resealing program. Favored government payments for on-farm storage of surplus grains, and facility loans for farm people.

More Profit From Manure Than Milk

At a time when milk is selling for a blend price of around \$9 a hundredweight, Richard Hoppes, a Berks County dairyman, is getting \$27 a hundred for the liquid manure from his 60 cow herd. Manure production from Hoppes' herd totals 70,000 pounds per month, a figure which includes waste water from the milk house, the parlor and a little rain.

The cows produce about as much manure as they do milk, which means Hoppes is getting three times as much money for his herd's manure production as for their milk. Bottled for sale, "Nature's Own Deodorized Liquid Cow Manure" retails for \$2.89 a gallon. It's a topsy turvy world, and Hoppes and his brother Roy, a partner in the franchise, expect to profit handsomely from their liquid manure business.

"I wouldn't sell my franchise now for a million dollars," Richard Hoppes told Lancaster Farming this week. The franchise he holds is a lifetime contract for all the cow manure in Pennsylvania sold under the Nature's Own label. The Hoppes brothers bought the franchise in 1973 from R. J. Briggs, Woodbury, Tennessee.

The secret to selling liquid

cow manure, according to Hoppes, is in the deodorizing agent. "The deodorizer that we buy from Briggs, actually RJB Sales, takes care of the smell," Hoppes said. "It also keeps methane gas from building up in the bottles. If we couldn't control that gas buildup, we wouldn't be able to sell liquid manure. Our contract with RJB gives us a guaranteed price for the deodorizer for the next 15 years, and it guarantees that nobody else in Pennsylvania

will be allowed to produce or sell cow manure under the Nature's Own label."

There are now franchised dealers in 40 states, and all indications are that this is a fertile market. The market potential is such, in fact, that Hoppes expects to be buying manure from neighboring farmers in the near future. And although he's been a dairyman for 12 years, ever since he was 19, he said he foresees the time when he

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Alan and Nancy Mays

Local 4-Hers Win Entomology Honors

by: Melissa Piper

Entomology is one of the most interesting, yet time consuming projects offered in the 4-H program. The project involves hunting for and capturing insects, pinning and mounting them and displaying the best of a collection.

Two Lancaster County youths who are brother and sister, have spent many

hours collecting insects for their entomology projects and have been rewarded for their work by winning several awards at local and State level.

Alan and Nancy Mays have both exhibited their collection of insects in county competition as well as at the State Farm Show.

Alan is a sophomore at

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Alan Mays prepares an insect for mounting as his sister, Nancy, observes. The 4-Hers reside at 1212 Nissley Rd., Lancaster, with their parents, Mr. and Mrs. Earl Mays.

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