

FRESH COWS

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SPRINGERS



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HEIFERS

STOCK BULLS

Values

[Continued from Page 55]

mix-show that most cattle have not been marketed on time.

"We feeders must accept responsibility for starting to utilize the new grading standards," he continued. "I know from personal experience that this is hard to do. The packer won't buy your cattle unless they are over-finished, so that he will get a higher yield. A higher yield of what? Almost entirely fat. Who wants fat? The consumers complain about it. The packer objects to the discount he has to take for Yield Grade 4's and 5's."

Farr said feeders must learn to realize how much

they would affect total beef supplies if they tried to produce more YG 2's. They should use knowledge of when different breeds mature.

He went on to show figures indicating that percentages of Prime and Choice cattle had increased in 1976 while the Good grade decreased, reflecting grading changes. Also, an increase in percentage of beef graded reflects to some extent an acceptance of the new grades.

Farr noted that the new packing industry has been structured on discounts, not premiums, and that it sells beef on averages. The need is to get a premium for a YG 2 just as there is a discount for a YG 4. Part of the problem, though is that feeders have not produced

enough 2's so that packers could quote straight loads of Choice 2's.

Recently, Farr said at the time the paper was prepared, feeders were selling many cattle after 100 to 120 days on feed. He attributed part of this to the new standards, as well as weather.

The industry has had so many problems, he said, that most feeders have not seen an opportunity to help themselves by shorter feeding of cattle.

He said that the new, narrow Good grade could become the most attractive retail store grade, but nobody knows whether the public will accept it in volume. Feeders have not produced the Good 1's, 2's and 3's needed to find out. If they are produced, maybe packers will be smart enough to merchandise them.

Farr said that one goal should be to get to at least 40 per cent 1's and 2's in either Choice or Good grade. These kinds of cattle will be worth more and will cost less to produce.

He explained what could happen if weekly slaughter dropped back to an average of 700,000, if half of this were fed cattle, and if feeders reduced the feeding period to produce a large percentage of YG 2's. This would reduce live weights by 50 pounds per animal, and it would mean 30 pounds less per carcass. That amounts to 10.5 million pounds less carcass beef per week, or more than a half billion pounds less in a year.

If this were done, retailers and consumers would be getting a higher percentage of lean beef for their money, and cattlemen would enjoy a better market for their cattle.

Termites? Ehrlich in. Termites out



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McCarty heads New Holland

NEW HOLLAND, Pa. — Kenneth F. Thompson announced recently that H. G. McCarty, of 1238 Hunsicker Rd., Lancaster, is president of Sperry New Holland as of April 1. McCarty will also continue as general manager of the North American Division.

Thompson, 256 Little Creek Rd., Lancaster, who was named an executive vice president of the parent Sperry Rand Corporation last summer, will now be based in New York City but will maintain an office in New Holland, on a temporary basis.

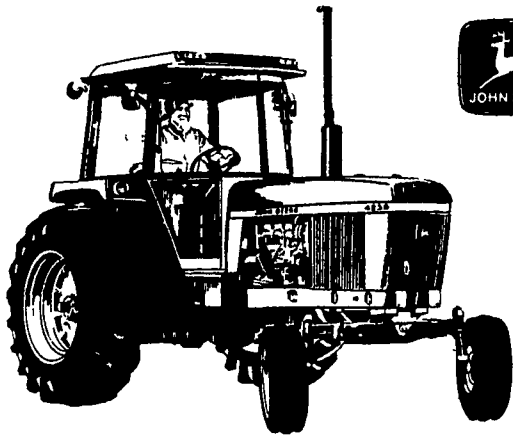
McCarty joined Sperry New Holland in 1951. During his 26 years with the company, he served as an engineer trainee, junior designer, designer, senior designer, senior product engineer, product design director, director of engineering and vice president of engineering for North America. He was promoted to this latter capacity in 1973 and was

head vice president and general manager of North American Division the following year.

A 1951 graduate of Bucknell University, Lewisburg, Pa., McCarty holds a Bachelor of Science degree in mechanical engineering. He is a registered professional engineer and a member of the American Society of Agricultural Engineers. He is also a member of the boards of directors of the Farm Equipment Division of the Farm and Industrial Equipment Institute; the Bucknell University Engineering Alumni Association and the Lancaster Association of Commerce and Industry.

McCarty was born in Allenwood, Pa., and was graduated from Montgomery Clinton High School there in 1942. He is married to the former Carolyn Graham of Wilmington Delaware, and has three children.

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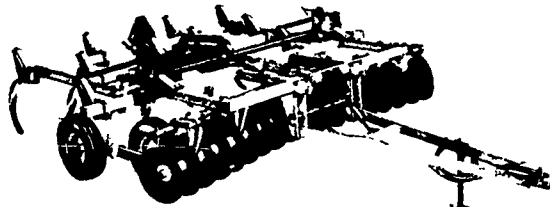


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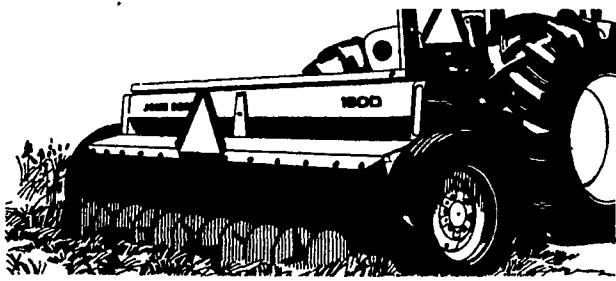
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