

Red Holsteins 'keep them calling'

By JOANNE SPAHR
HERSHEY, Pa. - "We've lived on this farm for 18 years, and we've had a fairly good average all along, but we've never had them knocking on our door the way they do now," says Mr. and Mrs. William Capp, Elwillow Farms, Hershey R1.

What has made the difference in the popularity of their Holstein herd in the past five years? The answer is simple - the addition of 52 red and whites to their milking herd of 95.

"Just this week we've had calls from Hungary, Canada, and Wisconsin," reported

Mrs. Capp (Elsie) two weeks ago. "And, we've had other offers from Brazil."

The prices offered for these animals are enough to make a dairyman's eyes water, with some bids equalling more than twice what the Capps have ever been offered for black and white.

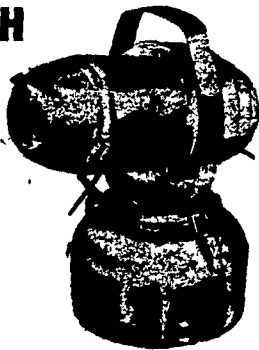
"That's one of the things that got me interested in this," remarks Mrs. Capp. "When you're offered \$200 for a bull calf, you think twice - especially when nobody ever offered more than \$75 for a black and white." Another figure the Capps was \$2500 for a two-year-old.

Of course, the big question at this point is "Why?" That answer is relatively uncomplicated. Buyers from the South American and European countries like them, for one thing, and they also claim that the red pigment in the animals'

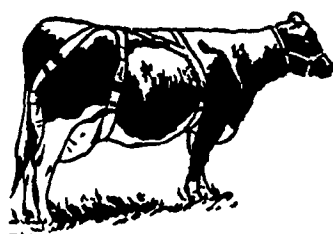


Debbie (left) and Donna Capp pose with their red and white Holstein FFA heifers. Both girls are in the first year with the Lower Dauphin FFA Chapter and they say they "love it."

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hides helps them to take the heat better than black and whites. And, thirdly, breeders of dual purpose animals in Switzerland and Hungary cross the red and whites with the dual purpose animals to get more milk and more feminine frame. So, when the demand is there, the price commanded

is good.

And, while the prices are top dollar, the milk production of the red and whites is nothing to scoff at either.

"Several of our red and whites milk over 100 pounds, and our top one peaked at 118

[Continued on Page 128]

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