

3 key ingredients to livestock sales enumerated

By **JOYCE BUPP**
Staff correspondent
STATE COLLEGE — Planning, advertising and merchandising are the ingredients of successful livestock selling, according to John Rinehart, nationally-recognized breeder of registered Holstein cattle.

Rinehart, of Taneytown, Md., was a featured speaker during the 23rd annual Pennsylvania State Holstein convention held last week in State College. As a former national 4-H dairy judging team member, Rinehart has traveled over the United States and to

England observing dairy animals.

Merchandising, in Rinehart's opinion, can be successfully accomplished only by a breeder who really knows his animals through experience, study, observation and instinct. He must work continuously to maintain a herd of better-than-average animals and be objective about their individual qualities and faults. A merchandiser also will educate himself, through visits with other breeders and participation in meetings, consignment sales opportunities, showing,



John Rinehart

business, as well as established ones looking for top quality individuals," he said.

The Maryland Holstein-enthusiast believes that the owner himself is a crucial factor in any sales program and must sell himself if he wants to sell his animals.

"Be positive, honest, present the facts as they are, keep your barn and cattle clean, have available pedigrees and pictures, and be willing to quote a price," Rinehart emphasized.

Both free and purchased advertising of a farm breeding program are important in capturing a wide audience of potential customers. Farm signs, letterhead stationery, business cards, handouts, news articles, and livestock exhibiting are frequently used tools for publicizing.

"Regular advertising is the name of the game,"

Rinehart reminded, suggesting the frequent use of purchased space in state and national breed journals.

"Go out and buy a good animal occasionally," was one final suggestion offered

by the experienced cattle showman and judge. "One purebred female has made the difference between success and failure for some herds. There is no ceiling on great transmitting ability."

Flying Farmers

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partly royalty runs in the family, since last year's farmerette was daughter Judy. In her role as chapter queen, Mrs. Hobert will now serve as the official hostess for the Pennsylvania Flying Farmers.

This year's junior queen, or farmerette, is Janet Huber, the daughter of Mr. and Mrs. David Huber, Peach Bottom R2. Janet is a senior at S-lanco High School and will be attending Lebanon Valley College for music.

Also elected during this year's convention were 1978 officers. Holding the presidency is Norman Tyson, Perkasio; first vice president, Gordon Beidler,

Bally; second vice president, Maynard Rothenberger, Lansdale; secretary-treasurer, Mrs. Helen Jackson; and directors, Allen Hobert, Alburdis, Jeff Rothenberger, Oxford, and Mark Anthony, Rochester Mills Rd. Delegates to the convention are David Kruger, Maynard Rothenberger, and Norman Tyson. Alternate delegates to the convention are Nevin Stoltzfus, Atglen, and Naomi Kruger, Lebanon.

Comprising this year's junior officers are Judy Hobert, Alburdis, president; Mark Rothenberger, Lansdale, vice president; and Beth Kruger, Lebanon R4, secretary-treasurer.

and cooperation with agricultural Extension contacts.

"Sell a real good animal occasionally, but not year after year," advocates Rinehart. Excellent private sales customers can be found in 4-H members, foreign markets, grade herd owners, and breeders just starting out in the pedigreed

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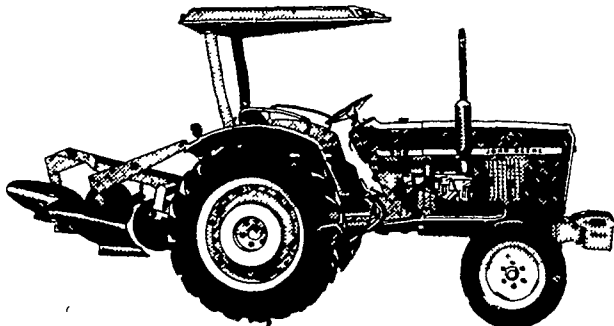
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