

Fultonway herd dispersal averages \$2,965

WILLOW STREET — Fultonway Elevation Fancy was the first cow ranked for the Holstein herd dispersal sale held on Thursday at Fultonway Farm, south of Lancaster. Fancy, a three year old, was the grand champion at the 1979 Lancaster District Holstein Show. Seeking to improve his herd, Walter Geisler of Mansolle, N.Y. bought the prize animal for \$14,000.

Fulton Ivanhoe Mandy Lee, the second highest sale animal was sold to F.W. McKann of Bridgewater, Conn., for \$7300.

The sale was held under two large tents on the Fultonway Farm. Commenting about the sale, Mowery Frey said, "We were prepared for any kind of weather and any kind of prices." Through out the sale, the Frey family

members kept a keen eye on the activities. "Lead that cow" was a repeated comment as some animals disagreed with their unfamiliar leaders.

"In the Registered Holstein business, merchandising is the name of the game," said Frey. He emphasized that the family is not leaving the business. They have kept 52 heifers



Mario Cioli, left, and his son Stefano, right, of Reme Delb, Italy, attended the Fultonway Farm Holstein dispersal sale. In cooperation with the Apache Ranch Corporation of Lapeer, Michigan, the Cioli's purchased 15 Registered Holsteins. The majority of which will travel to Italy. Dr. Gaddimi, buyer for the Apache Ranch Corporation, is in the center.

under 16 months of age and will be rebuilding the herd.

Although they would have rather waited until Spring for the dispersal, the family decided to have the sale this Fall because they didn't want to manage the herd the entire Winter without the assistance of John, a freshman at Messiah College. As a business major, John is looking forward to returning to the farm in a few years to help manage the rebuilt herd.

The sale was attended by over 1000 prospective buyers from New York, California, Connecticut, Michigan, Wisconsin, and Maryland, as well as Pennsylvania and Italy. Many local neighbors and friends attended the sale.

A predominate buyer at

the sale was Mario Cioli and his son, Stefano, of Reme Dello, Italy. They purchased 15 animals in cooperation with the Apache Ranch Corporation of Lapeer, Michigan. Dr. Gaddimi represented the Apache Corporation.

The Cioli's heard of the dispersal through Dr. Gaddimi and decided to come to the states for a buying trip. In their week's visit they attended another sale and purchased cows from individual Holstein breeders in the states. On their return to Italy, they will add 40 American Holsteins to their present herd of 300.

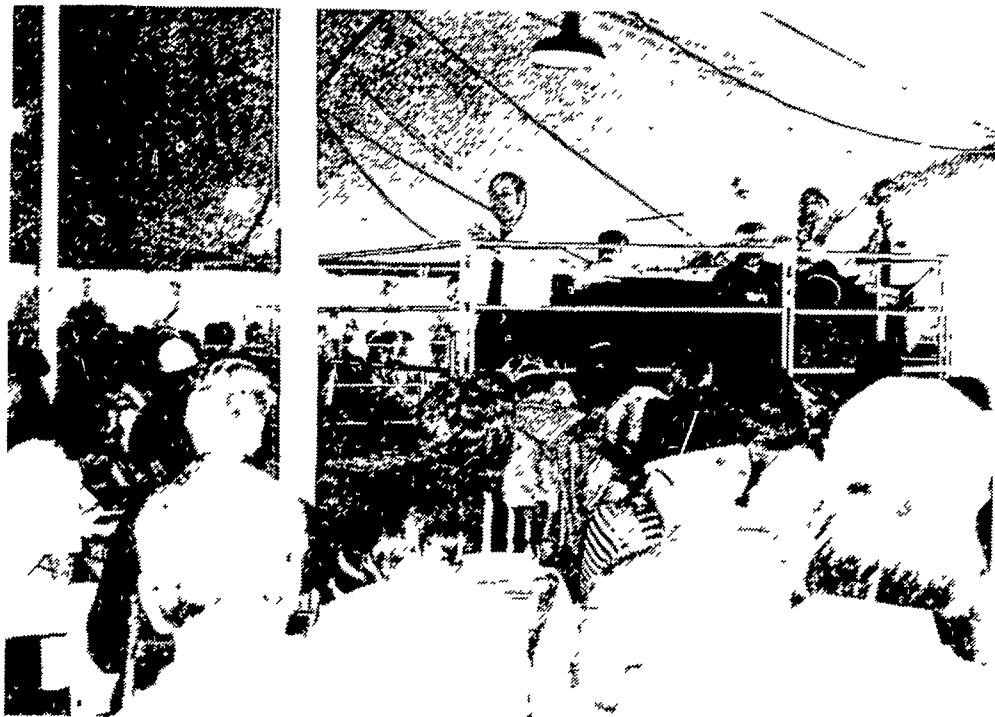
In describing their farm, they said it is very similar to the Frey farm, with the animals remaining on grass

through out the year. By converting the milk production rates to American pounds they explained in a 250 day period they will average 13,500 pounds of milk.

Mario Cioli found an American herd dispersal sale interesting with few differences. He said Americans emphasize the heifer and described the market as stronger.

Stefano, the 17 year old son of Cioli, is presently studying agriculture in Italy with veterinary school in the future plans. According to Stefano, 50 per cent of the breeding process is done artificially in Italy with the remaining animals being bred by two bulls the family

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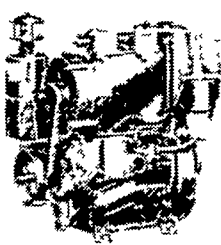
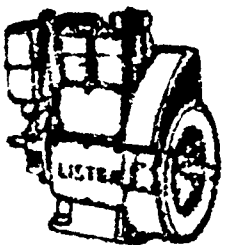
Many buyers from numerous states attended the Fultonway Farm dispersal sale on Thursday. R. Austin Backus, Inc. were the auctioneers. A total of 109 Holsteins were sold for the average price of \$2965 per head.

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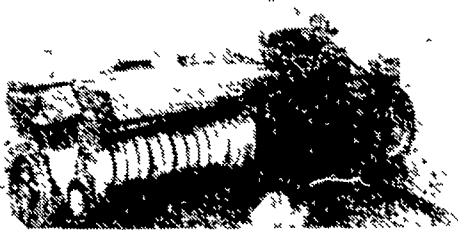
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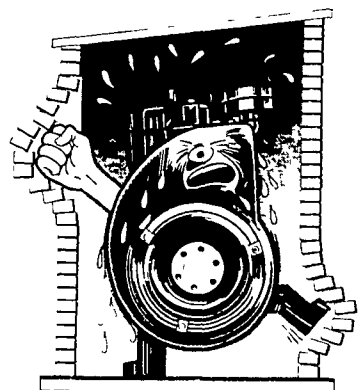


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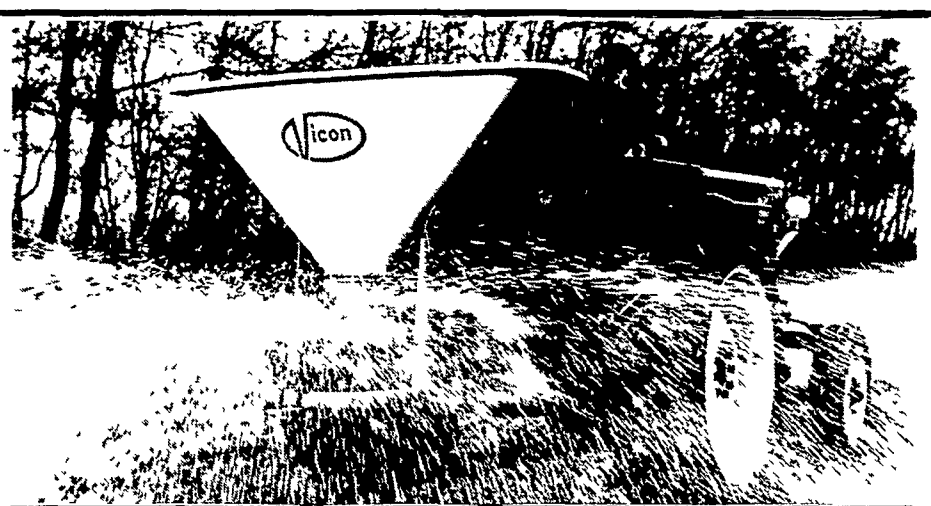
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