

Livestock association offers new code of marketing standards

KANSAS CITY, Mo. — Livestock Marketing Association (LMA) is offering the industry a new Code of Marketing Standards and Principles as a tool to measure the quality of marketing services it now receives.

The 10 points in the Code are guidelines adopted by LMA's Board of Directors at their August meeting in Missouri. They address the key points of marketing business operation and are being sent, in poster form, to LMA's more than 1,200 subscribing businesses across the U.S. and in Canada.

"These are the standards we have set for our own industry," LMA President John E. Hawkins said. "They were developed by a panel of our subscribers, who have years of experience in all types of marketing and serving their producer customers."

"Producers should use the new Code to evaluate the quality of the marketing services they're now receiving. Do those services include this comprehensive commitment to customer satisfaction and integrity in all transactions?"

One of the "great strengths of the North American livestock industry is that a producer can choose from a wide variety of marketing methods," Hawkins added. "We feel our Code will be a benchmark against which to evaluate these methods."

The ten points in the Code pledge the business to:

- Maintain the highest standards of honesty and integrity in all transactions.

- Strive for the complete satisfaction of our customers.

- Provide true and accurate weights.

- Accurately describe and represent all animals.

- Maintain a sound financial basis by assuring that full payment is made to sellers and received from buyers, in accordance with the terms of the transaction.

- Provide adequate, humane and serviceable facilities.

- Maintain the highest standards of livestock health and disease prevention.

- Comply with federal and state livestock marketing laws.

- Uphold the principle of complete freedom of choice for buyers and sellers in selecting the manner, method and means of buying and selling livestock.

- Promote the principle of free and open competition throughout the livestock marketing industry.

The Code was developed by LMA's Transactions Risk Board, which studies effective marketing risk management procedures and works for their implementation throughout the industry.

Risk Board Chairman is W.F. 'Wes' Munsell, a livestock dealer from Miles City, Mont. Members are Norbert E. Brandt, manager of a marketing cooperative in Francis Creek, Wis.; Harlan Coit, president of a stockyards exchange in Oklahoma City; Clayton Lambeth, a feedlot manager in Hot Springs, S.D.; James D. Bryan, a livestock dealer in West Point, Miss.; John T. Resico, a market owner in Rocky Mount, N.C., and James Strasma, comptroller of a marketing cooperative in Peoria, Ill.

Two other market owners also worked on developing the Code. They were Raymond D. Henderson, Mitchell, S.D., and Harry Eiler, McCook, Neb.



Soaking up what may be the last of warm weather sunshine is this herd of Hereford cattle at the Fox Chase Farm, owned by the Walter Biddle Saul High School of Agricultural Sciences in Philadelphia. (Photo by Laura England).

Potomac Fever research aided by Morris Foundation grant

ANNAPOLIS, Md. — Efforts to discover the cause of Potomac Fever, otherwise called Acute Equine Diarrhea Syndrome (AEDS), are being helped along by a research grant from the Morris Animal Foundation of Englewood, Colo., says Dr. Ralph C. Knowles of the Maryland Department of Agriculture.

Funds totaling \$27,000 have been allocated by the Foundation to the Pennsylvania School of Veterinary Medicine and the Virginia-Maryland Regional College of Veterinary Medicine, Blacksburg, Virginia, according to this MDA Veterinarian.

The disease first appeared in Maryland in 1979 but has since spread to neighboring areas of Pennsylvania and Virginia. This past summer 116 cases of AEDS were reported in the state. All but three were in Montgomery County, Carroll, Frederick and Howard Counties reported one case each.

The mortality rate for the disease normally runs in the range of 25-35 percent or higher. The 1983 summer outbreak in Maryland resulted in 42 deaths.

"Pioneering efforts to find causes and cures for new diseases are always difficult and this one is proving to be particularly so" Kowles says.

While little progress has been made in determining the cause of AEDS, a number of factors and agents have been eliminated. For example, poisonous plants, while present in fields this summer were not being eaten by affected animals. Research has also shown that the disease is not being transmitted by blood sucking insects such as ticks and mosquitoes.

In addition, certain viruses have been isolated from diseased horses but no proof has been established to link them with infection. And, although certain types of clostridium bacteria are known to

cause acute death in horses, investigations at the Virginia-Maryland Regional College of Veterinary Medicine show that they do not prevail in AEDS cases.

Disease symptoms include lack of appetite, high fever and acute diarrhea. In several cases the animal goes into shock and dies.

The grant monies allocated by the Morris Animal Foundation were obtained through private fund raising efforts such as horse fairs, rides for research and benefit dances.

Scientists at cooperating colleges will focus their attention on available case histories and the farms where horses have been affected. They will evaluate data on diseased horses, study nutritional and managerial aspects, consider animal movement and examine laboratory data from each location as well as studying blood and stool samples from the affected horses.



Lysine essential in swine feeding rations

NEWARK, Del. — It looks a little bit like salt, a worthless, flaky salt. But without it, a pig can't live—let alone grow. It is called lysine, an amino acid that must be included in a pig's diet.

Of the 20 amino acids, a pig can synthesize only 10 in sufficient quantities to sustain maximum performance, says University of Delaware extension livestock specialist Dr. Ken Kephart. Swine lack the biochemical machinery to make significant amounts of the other 10, which are called the essential amino acids. Lysine is in this second category.

An amino acid is a small, insignificant looking molecule containing an "amine" group (amino) and a "carboxyl" group (acid). Hook a few thousand amino acids together in the right order and you've got a protein. Some of these proteins float around in the blood, some are part of muscle, and some go into milk.

Knowing this, it's easy to see why amino acids are so important. If even one is in short supply, protein synthesis (growth rate, milk production) will be cut short, too.

This is where lysine fits in. "If you look at the amounts of amino acids in a typical hog diet and compare them to the amounts needed by the pig, lysine always will be in shortest supply,"

Kephart says. "That's why we refer to lysine as the 'first-limiting' amino acid. Formulate the diet to contain enough of it, and levels of the others will be OK."

Soybean meal, fish meal and dried skim milk are three of the best natural sources of lysine, he says. But for normal swine rations, soybean meal is generally the only one that's economical. Meat and bone meal is another source which is frequently used, but its lysine is less readily available to the pig. Dried whey has available lysine, but contains only about a third as much as soybean meal. Its use is generally limited to starter rations.

How about the feed value of high lysine corn? This contains about .35 percent lysine compared to only .24 percent for normal corn. When formulating a one-ton ration with high lysine corn, about 100 pounds of 44 percent soybean meal can be saved, Kephart says. You can reduce the protein content in a high-lysine corn ration by 2 percent and still have the same total amount of lysine as a normal corn ration.

At today's market prices of \$262 a ton for 44 percent soybean meal and \$3.89 a bushel for normal corn, high lysine corn is worth roughly \$4.00 a bushel. The major disadvantage to growing high lysine corn is its lower yield. High lysine

hybrids produce only about 90 percent as much corn as standard hybrids.

Is it ever profitable to use synthetic lysine? Feed grade lysine is usually sold as lysine hydrochloride, which contains 78.5 percent lysine. "Under certain conditions it pays to add this to swine rations," Kephart says. "As a rule of thumb, 3 pounds of lysine-HCL plus 97 pounds of corn can replace 100 pounds of 44 percent soybean meal in a one-ton ration. If you're using 48 percent soybean meal, only 90 pounds can be replaced. Use 87 pounds of corn and 3 pounds of lysine-HCL."

For example, 48 percent soybean meal currently is selling for about \$276 a ton. So 90 pounds cost \$12.42. With corn at \$3.89 a bushel and lysine-HCL at \$2.28 a pound, 87 pounds of corn and 3 pounds of lysine-HCL will cost \$12.88. So even with the current high price of soybean meal, it's still not profitable to use synthetic lysine.

But suppose 48 percent soybean meal jumps to \$325 a ton and corn to \$4.25 a bushel. Then 90 pounds of soybean meal would cost \$14.63, as compared to \$13.44 for the corn and lysine. Under these conditions, it would be economical to make the substitution—provided large volumes of feed are needed.

One note of caution. Only 90 pounds of 48 percent soybean meal

or 100 pounds of 44 percent soybean meal can be substituted with corn and lysine in a one-ton ration. If too much is deleted, other amino acid deficiencies result, even when the corn/lysine substitution is made.

To summarize, lysine is the most important amino acid in swine nutrition. Since it's first-limiting in normal diets, formulation for

lysine will provide sufficient amounts of the other essential amino acids. "If you're trying to save soybean meal," Kephart concludes, "synthetic lysine or high lysine corn will work and performance will be the same. But push a pencil before you make the switch. These ingredients often boost the cost of the ration."

Pa. family shows Champion Appaloosa

HARRISBURG — Peggy, Bill & J. Jocher of Harrisburg exhibited the grand champion gelding, "Dials Easy Money," during the 27th Keystone International Livestock Exposition's Appaloosa Horse Show.

The reserve champion gelding was exhibited by Jeannette Smith, Newton, N.J., while the reserve champion mare was shown by James & S. L. Hewitt, Hampstead, Md.

The grand champion mare, "Dutchess Go Lucky," and the grand champion stallion, "Questionnaire II," were both exhibited by Robert Clarke, Monsey, N.Y. The reserve champion stallion was shown by Martins Appaloosas, Elm. Other Pennsylvanians placing

first in halter classes during the Appaloosa Show included Lori Baubeitz, Spring Grove; Warren Hollinger, Kempton; Ted Shotzberger, Elm; D. Swarts & W.E. Spillers, Hummelstown; Ronald & Rita Cluck, Richfield; and Jane Dougherty, Collegeville.

Pennsylvanians placing first in the performance division were Douglas Deibler, Lititz; Sue Porr, Harrisburg; Peggy, Bill & J. Jocher, Harrisburg; Thomas & A.L. Zambarano, Mechanicsburg; Kern Stables, Scotia; Susan Sparks, Mechanicsburg; Susan Quandl, Pottsville; Amy Rausch, Carlisle; Jim & Liz White, Kitting; Debra West, Montoursville; Bruce Schadel, Sacramento; and Leslie Dimenichi, Bethlehem.