

Ag

# Lancaster Farming

VOL. 29 No. 17 Four Sections Lancaster Farming, Saturday, February 25, 1984 \$7.50 per Year

## Pa. Holstein breeders meet in Altoona

### SWD Valiant ET tops sale at \$130,000

BY LAURA ENGLAND  
ALTOONA — A SWD Valiant sired embryo transfer (ET) calf sold for a whopping \$130,000 to lead the 39 head of cattle sold at the 1984 Pa. Holstein Convention sale at the Altoona Sheraton Wednesday night

### National nominee

The first consignment on the sale block, bidding for the yet unborn calf began at \$100,000 and quickly climbed to the \$130,000 mark. The successful bidder of the ET was the Cordova Syndicate in care of Rappaport



John Cope, of Ashcombe Farms, is Pa. nominee for national Holstein association's board of directors.

Sired by Valiant, five ET calves are due in June and August, and the Cordova Syndicate will have its choice of the first male calf. The dam, Mowry-K Starlite Cordova-ET, is an excellent cow owned by Kenneth R Mowry of Roaring Spring. As a 4-year-old, Cordova produced 42,840 pounds of milk at a 4.0 butterfat test.

\$12,276 average

The high bidding on Cordova's Valiant ET male helped boost the sale total to \$478,000 for an average of \$12,276 per head.

consistently averaged over a 4.0 butterfat test for seven lactations.

The second high seller was a Cal-Clark Board Chairman ET daughter, Pen-Col Chairman Dede-ET. The 7-month old calf was consigned by Dennis Wolff, Millville, and sold for \$41,000 to the Dede Syndicate in care of Lewis Berkley.

Other top sellers were: Nixonacres Conductor Arlinda, consigned by Dale W. Hoover, Martinsburg, and bought by Howard Hammand, Corry, for \$25,000; Dumbelle Conductor Sadie, consigned by Dumbelle Farms, Landisburg, and bought by Rebecca A. Reisinger, Elliptsburg, for \$15,500; and Shelmar-Acres Nugget May, consigned by Shellenberger Bros., Mt. Joy, and bought by Paul J. Wangsness, representing Penn State's Department of Dairy and Animal Science, for \$13,500.

Dede's dam, Pen-Col Wayne Deena, scored very good at 88 points as a 5-year-old and carries a three year record of 32,226 pounds of milk at 4.1 percent butterfat. A maternal brother to Dede, Pen-Col Dazzler-ET, sold for \$100,000 at the 1983 National Holstein Sale

Selections for the sale were made by James E. Howes, Warriors Mark, and Michael D. Weimer, State College Auctioneers were R. Charles and Horace A. Backus.

Burket-Falls Maretta-Red-ET, consigned by Burket Falls Farm, East Freedom, was third high seller at \$35,000. The 3-year-old Vincent View Molly Chief daughter was bought by Ronald A. Wasson, Pine Grove Mills.

### More Holstein Convention news on A26

Maretta scored good plus at 84 points and produced 15,792 pounds of milk with a 4.4 percent butterfat test as a 2-year-old Her dam, Burket-Falls Star Minerva, has



Pen-Col Chairman Dede-ET was high selling female at the 1984 Pa. Holstein Convention Sale. She sold for \$41,000 to the Dede Syndicate.

## Direct marketers gather in Lancaster

BY TRISH WILLIAMS  
LANCASTER — Direct farm marketers from Pennsylvania, Maryland, New Jersey and Delaware convened this Tuesday through Thursday at the Host Farm Resort for an informative session on selling their produce directly to consumers.

growers was low this year because farmers were discouraged from attending by the Delaware Department of Agriculture due to the Avian Influenza plauing Lancaster County.

and operated by Richard Haas. Haas is a veteran in the fruit and vegetable business. With more than 25 years of production experience he decided to open up his own retail store rather than selling his produce wholesale. He opened his new farm market in August 1982. He received financing for the attractive store from the Pa. Department of Agriculture's Farm Market Loan Program. This a low interest loan program started by the department to encourage farmers to market their own goods directly to consumers.

The three day conference provided participants with a variety of educational sessions on merchandising, advertising, promotion and personnel management. But probably as much information was exchanged outside of the formal program, in informal conversation between growers

Over 30 commercial exhibitors displayed their products and services in an accompanying trade show. Exhibitors included vendors of complementary food products, equipment dealers, and manufacturers of food packaging. Between formal sessions and during free time conference goers toured the display area to see the latest products in marketing and merchandising.

With more than 150 farm markets in the county, Haas thought it more distinctive to call his store an outlet than a farm market. He said, outlet better denotes what we are trying to do here, produce fruit and vegetables and provide them for sale at a better price to the customer.

The Mid-Atlantic Direct Marketing Conference has come to be known among farm marketers as a forum for exchange of ideas. Many solutions to problems common to marketing were swapped by those in attendance. Participation from Delaware

A tour of three direct farm markets located in Lancaster County was first on the conference's busy agenda. Included on the tour was Cherry Hill Orchards Outlet, Pine View Acres, and Lancaster Central Market. Cherry Hill Orchards Outlet, located in New Danville, is owned

Pine View Acres dairy store is (Turn to Page A30)

## Former dairyman, Ray Bratton selected as Cattleman of Year

BY LAURA ENGLAND  
BOALSBURG — The 1984 Cattleman of the Year, selected by the Pa. Cattlemen's Association, is a dairyman turned cattleman who bought his first herd of Charolais in 1964.

Along with his switch from dairy to beef, Bratton joined cattle organizations and has been active in the industry. He is treasurer of the Pa. Cattlemen's Association and is a director of the Pa. Charolais Association. He is also a director of the Colonial Charolais Association and is its past president.

Heather Schofield of Millerstown, Juniata County, was selected the 1984 Cattlemen's Queen. The daughter of Michael and Imogene Schofield, Heather grew up on a sheep farm but fell in love with beef cattle while in seventh grade.

Ray Bratton, of McVeytown, said smiling that he was "tired of the seven day a week routine" but wanted to stay in farming. His choice was beef cattle.

Bratton received his honor during the Pa. Cattlemen's Association banquet held at Boalsburg Feb. 17. A committee of cattlemen J. Paul Espy, Les Burdette, Ralph Dotterer and Rose Schneider selected Bratton from among the state's beef producers

A Penn State sophomore, Heather has shown cattle in 4-H and someday hopes to have a purebred Angus herd. This she plans to accomplish through her accounting degree which she is gearing towards work in agriculture.

Bratton and his wife Susan currently raise a 250-head herd of purebred Charolais cattle. The breed, Bratton said, is an efficient producer of red meat and is in good demand. These qualities prompted him to raise Charolais

"I want to get my CPA," she said, "and then work in the (Turn to Page A39)



Ray Bratton, left, and wife Susan, McVeytown, accept 1984 Cattleman of the Year award from Robert Coleman, director of Pa. Cattlemen's Association.