

# Lancaster Holstein Club tours new Em Tran facility

ELIZABETHTOWN — Two hundred and fifty Holstein enthusiasts from Lancaster County attended the Club's annual Field Day at the new headquarters of Em Tran on Bossler Road near Elizabethtown.

In welcoming the group to the new facilities, Dr. Alan McCauley said their operations will be moved there within the next three weeks. Following the business meeting, employees of Em Tran demonstrated the "on-farm" techniques

of flushing embryos from donor cows. Everyone had the opportunity to look at eight-week-old, 100 cell embryos through a microscope.

In the judging contest, a Chester Countian walked off with the overall grand championship. Tom Kauffman, R1, Atglen, took the overall trophy with 148 points.

Second place in the men's division went to David Kulp, R1, Manheim and third went to Steve

Kauffman, Elizabethtown. There was an eight-place tie for winners in the men's category, with finalists being determined on the basis of the weight of one of the cows.

Mim Kauffman, Elizabethtown and Carolyn Crouse, Stevens, maintained their winning tradition by taking first and third place in the women's category respectively. Audrey Shertzer, Lancaster, placed second.

In the youth division, Karen Shertzer, Lancaster, 18, took first place. In second was Matt Welk, 9, Peach Bottom; and in third was Joe Long, 15, Quarryville. They also tied with 148 points each.

Judge for the contest was York County dairymen Jeb Bashore.

When Em Tran moves to their new facility on Bossler Road, they will have space for 80 donor cows. The laboratory there is specifically designed for embryo transplant work, McCauley explained. He added that they keep no recipient heifers on the farm, for "health and economic reasons."

McCauley and partner John Hosler took turns at the microphone during the actual flushing process, telling the audience about each step and answering questions from the attentive group. Once the flushing was completed, a laboratory technician did the necessary lab work just as it would be done on the farm.

McCauley said that 90 percent of Em Tran's work is done on the farm, and they now do about 5,000 transplants a year. This is up from the 11-per-month they did when he first came to Em Tran seven years ago.

Em Tran now has about 20 employees, including those at their office in California. The California operation is not a donor facility, McCauley said, because livestock management differs so greatly from here, it is easiest to do all the transfers on the farm.

He and Hosler said Em Tran will be doing split embryo work in the future.

In other business, Steve Wilson of the Pennsylvania Holstein Association, announced that the Association has acquired a 12.9 acre tract of land adjacent to their Middletown farm. He said there has been an announced increase in the subscription price of the Holstein World, and the Association is investigating the possibility of offering a subscription as an option to members.

He encouraged dairymen to contact the Association if they have bred heifers to be considered for filling domestic orders, and said they are still accepting consignments for the Nittany Lion Fall Classic.

County President Greg Landis reminded dairymen that the deadline for entries in futurity classes is Sept. 20, and the deadline for production award applications is Oct. 20.

Field Day visitors were treated to a pig roast dinner, and a special treat was real milkshakes donated by Em Tran and created by Ken Myer, Elizabethtown.

## Flush preparation



Preparation of donor cow for embryo flushing is watched by participants in Lancaster County Holstein Club Field Day program at Em Tran, Elizabethtown. Program featured demonstration of flushing techniques just as they are done on the farm.

## Women's Division winners



Women's Division winners in judging contest at annual Lancaster County Holstein Field Day are, from the left, Mim Kauffman, first; Carolyn Crouse, third; and Audrey Shertzer, second.

## Pa. dairy board okays promotion plan

HARRISBURG — The 18-member Pennsylvania Dairy Promotion Advisory Board has approved a \$916,000 six-month budget primarily designed to tout the new marketing slogan, "Make It Milk." The action was taken at the board's monthly meeting held Aug. 23 in State College.

Other budget items approved included expanded Dairy Council activities, appropriations for local dairy promotion committees and the State Dairy Princess Program, research funds for the Penn State Food Science Department, and a cheese promotion in October, according to State Secretary of Agriculture Penrose Hallowell, Advisory Board Chairman.

HBM/Creamer, the Pittsburgh advertising agency tapped to implement the "Make It Milk" campaign, reported that radio, television and newspaper advertising will begin next week. The board also approved advertising on the 39-station Penn State Football Radio Network.

The marketing slogan was unveiled at the Dairy Promotion Program's exhibit at Ag Progress Days. Secretary Hallowell said the exhibit was successful in generating interest and enthusiasm for advertising among the state's dairy farmers.

According to Hallowell, three Dairy Council units currently operate in 46 counties in the state. The supplemental funding will

provide nutrition education materials in the 21 counties not currently funded.

Local dairy promotion committees may apply for Advisory Board funding. Preliminary indications are that this support may be on a matching fund basis, Hallowell said.

The National Dairy Promotion Board has approved a national cheese promotion in October. This national effort is focused on network television and grocery store promotional material in major United States markets. The state board authorized expansion of these promotional materials to grocery stores throughout the commonwealth.

The Pennsylvania Dairy Promotion Program was created under provisions of the National Dairy Promotion Program. Federal legislation passed in 1983 established a mandatory deduction of 15 cents per hundredweight on all milk produced in the continental United States, to promote milk and dairy product sales. Qualifying state programs like Pennsylvania's may receive ten cents of the assessment for use in local and regional efforts.

The Advisory Board's next monthly meeting is scheduled for September 24 in Harrisburg in conjunction with the 21st Pennsylvania All-American Dairy Show.

## Youth Division winners



Youth Division winners in judging competition at Lancaster Holstein Field Day are, from the left, Karen Shertzer, 18, first, Lancaster; Matt Welk, 9, second, Peach Bottom; and Joe Long, 15, third, Quarryville.

## Goes to Hoover Farms



Top-selling animal at the Lebanon County Holstein Sale was purchased by Dean and Reid Hoover, left, of Hoover Farms, Lebanon, for \$2100. Vincent Wagner, right, Jonestown, was contending bidder. Alan Hostetter, sale chairman, is at halter.

## \$2100 tops Lebanon sale

LEBANON — Despite many recent predictions that improvement is in sight for the dairy industry, bidders at the Lebanon County Holstein Sale showed caution as they selected herd additions.

Benbro Chairman Polly, the top-selling animal, was consigned by Marlin E. Bennetch of Myerstown. The December 1982 heifer, due in February, was purchased by Hoover Farms of Lebanon. This fancy sale offering was sired by Cal-Clark Board Chairman and out

of an elevation dam with records to 26,286 pounds of milk. One of twins, Polly sold for \$2100.

The second high selling animal was another bred heifer. Consigned by Dale E. Hostetter of Annville, Dale-Pride Bell Girlie brought \$1950 from Kenneth Swope of Marietta. Swope purchased this springing heifer as part of the foundation herd he is trying to assemble. He has been farming with his father and raising tobacco to purchase what is the beginning

of a future dairy herd. He currently owns three milking cows and three heifers. He said he has been to several sales but was looking for just "the right kind". This daughter of Carlin-M Ivanhoe Bell was also out of an Elevation dam with records over 20,000 pounds.

The Lebanon county sale included 40 lots which averaged \$974.00 for a gross sale receipts of \$38,950. - D.M.