

Valley Livestock

Athens, Pa.

Monday, November 5

Report supplied by auction
Holstein Hfr. Calves to 55.00.
Veal Calves 60.00-82.00.
Slaughter Calves 42.00-50.00.
Grassers & Feeders 25.00-50.00.
Lambs 50.00-61.00.
Sheep 8.00-18.00.
Hogs, 200 to 250 41.00-46.00.
Sows 32.00-35.00.
Boars 25.00-29.00.
Pigs, each 12.00-42.00.
Heifers 34.00-37.50.
Steers 36.00-49.00.
Steers, feeder 40.00 to top, 59.00.
Bulls 36.00-44.50.
Cows, utility 33.50-36.50.
Cows, fat 34.00-37.00.
Cows, medium 30.00-33.50.
Cows, poor or small 25.00-30.00.
Cattle Market steady to cheaper.
Calf Market easier.

Weekly Summary

Harrisburg, Pa.

Friday, November 9

Report Supplied by PDA

CATTLE: 5242. Compared with 5848 head last week and 7007 head a year ago. Compared with last Friday's summary: Sl. steers mostly steady to 1.00 higher; slaughter heifers mostly 1.00-2.00 higher; slaughter cows mostly 1.00 lower; slaughter bullocks NST; slaughter bulls steady to 1.00 lower. Sl. steers: Few high Choice & Prime 3-4 69.50-72.25, Choice 2-4 65.00-70.00, Good 56.00-63.50, Standard 45.00-56.00. Sl. heifers: Choice 60.00-63.00, few Prime to 64.00, Good 54.00-59.00, Standard 45.00-55.00, Breaking Utility & Commercial 35.50-39.25, few to 40.00, Cutter & Boning Utility 33.00-36.75, Canner & low Cutter 26.00-33.00, shells down to 20.00. Sl.

bullocks: Few Choice 55.00-60.00, few Good 48.00-55.00, few Standard 42.00-46.75. Sl. bulls: Yield Grade 1 1000-2250 lbs. 43.00-47.50, few to 53.00; Yield Grade 2 900-1500 lbs. 38.00-47.00.

FEEDER CATTLE: Steers, Medium Frame No. 1, 350-600 lbs. 45.00-57.50, few to 60.00. Heifers, Medium Frame No. 1, 300-600 lbs. 34.50-47.00; Medium Frame 2, 300-650 lbs. 30.00-38.00. Bulls, Medium Frame No. 1, 400-800 lbs. 39.00-47.50, few to 54.00.

CALVES: 4343. Compared with 4695 head last week and 4715 head a year ago. Vealers steady to 5.00 lower. Few Prime 95.00-105.00, Choice 70.00-95.00, Good 55.00-60.00, few 85.00; Standard & Good 110-130 lbs. 55.00-70.00, 90-110 lbs. 45.00-55.00, 65-90 lbs. 35.00-45.00; Choice 50-100 lbs. 25.00-45.00.

FARM CALVES: Hol. bulls 85-130 lbs. 47.00-82.00, mostly 60.00-

Lancaster Farming, Saturday, November 10, 1984—A15

75.00; few Hol. heifers 85-140 lbs. 40.00-92.00.

HOGS: 5921. Compared with 6658 head last week and 7373 head a year ago. Barrows & Gilts steady to .75, spots to 1.00 higher. US 1-2, 200-245 lb. Barrows & Gilts 45.00-49.00, some to 52.00; 1-3 200-255 lbs. 44.00-47.00, 2-3 235-290 lbs. 43.00-46.00, 1-3 140-190 lbs. 38.00-45.00; Sows steady to 1.00 higher. US 1-3 300-650 lbs. 36.00-45.00, 2-3 300-700 lbs. 35.00-39.00. Boars 27.00-33.00.

FEEDER PIGS: 1414. Compared with 1504 head last week and 1621 head a year ago. Mostly steady to 3.00 lower. US 1-3 20-35 lbs. 10.00-24.00 per head, 1-3 35-50

lbs. 17.00-26.00, few 1-3 50-85 lbs. 26.00-38.00.

SHEEP: 1422. Compared with 1370 head last week and 1148 head a year ago. Woolled sl. lambs mostly steady to 3.00 higher. High Choice & Prime 75-125 lbs. 59.00-70.00; Choice 75-120 lbs. 55.50-64.00; Good 60-95 lbs. 45.00-46.00. Sl. sheep: 10.00-20.50, few to 27.00.

3 GRADED FEEDER PIG SALES: 2509. Compared with 2042 head last week and 2560 head a year ago. Feeder pigs steady to 4.00 higher, spots 11.00 higher. US 1-2 25-40 lbs. 81.00-101.00, 40-50 lbs. 75.00-92.00, 50-60 lbs. 70.00-86.00, 60-85 lbs. 55.00-75.00, US 2-3 25-40 lbs. 72.00-100.00, 40-50 lbs. 70.00-75.00.

Cornell produces milk movie

ITHACA, N.Y. — With Michael Jackson promoting Pepsi and sexy bellies pushing other competing beverages, milk has stiff competition. Producers in New York State, however, have \$10 million of their own money devoted to milk promotion.

To help dairy farmers gain a better understanding of the milk promotion programs they are funding, Cornell University has produced a 16 mm color film, "Milk and Money."

Focusing on the New York Milk Promotion program and how the promotion funds are collected and spent, the film includes numerous interviews with dairy industry leaders, graphics, excerpts from print and broadcast ads and promotion campaigns, and information about milk promotion in New York State. Although New York's program is featured, dairy industry leaders throughout the country may find that the film has direct applications to their regions.

Written by Thomas R. Maloney, a Cornell Cooperative Extension agent in Cortland County, the film is part of his requirements for his

Masters of Professional Studies degree in the department of agricultural economics in the New York State College of Agriculture and Life Sciences at Cornell. Consultants on the project include Olan D. Forker, chairman of the department of agricultural economics, and Robert Boynton, former associate professor of agricultural economics at Cornell.

Other topics covered in the film are: the roles of the New York State Milk Promotion Advisory Board, the American Dairy Association and Dairy Council Inc., and the United Dairy Industry Association; the California Milk Promotion Program; research on the effectiveness of milk advertising and promotion; and the National Milk Promotion Program.

The film, "Milk and Money," also available on videocassette, may be purchased from the Department of Agricultural Economics, Warren Hall, Cornell University, Ithaca, NY 14853, or rented from the Cornell Audiovisual Center, 8 Research Park, Ithaca, NY 14850.

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