

The Dairy Business

By
Newton Bair

\$23,000. The top cow brought \$1,450,000. Five head brought over \$200,000, and fifteen other cows sold for \$100,000 or more.

Now these were not the run-of-the-mill critters that you and I chase out of the barn every morning. They are the "glamor girls," the ones that we all dream about, like someday waking up and walking into our barn and finding them all standing in a row, gently murmuring their love and admiration for the guy that is so smart and handsome and successful.

If only I could have been there to experience the thrill of seeing so much money change hands. Just reading about it made my very thin head of hair tingle with nostalgia, when memories of the poor excuses for hamburger that I used to milk clouded the recall screen that is getting as thin as my hair. It isn't just the money that intrigues us, it is the wonderment of just how much of it will ever come back to the guys that spent it.

I guess the ones that can set up the next sale and gather enough other suckers under their tent with money to burn will be the ones that profit. Watch for the future issues, and scan the pretty pictures for the next glamor girl of the cow stable.

Now don't get me wrong. I can appreciate a big, strong, lovely, shiny, sleek, walking milk factory too. It is pure joy to walk down the

Dairy Marketing

center aisle of the barn, any barn, and oggle the square rumps and prettily hung mammaries on a long row of straight-legged beauties. Especially if they have just been scrubbed and groomed, and are standing on a sweet-smelling bed of fresh shavings, daintily munching on sweet clover blossoms.

But somehow it always seems that the coaxing chant of the auctioneer pins a richer price tag than I can afford on the cow I really want. So I go home with the depressed complex of a bad dream hanging overhead. Someday, I'll bring home one of those prima donnas if it takes every last cent in the old sock!

Now what really turns me on is when I hear that one of my neighbors just sold his best cow for something fantastic like \$10,000. It even sometimes happens that one will bring as much as \$25,000 or more. That kind of thing helps to remind us that it could happen to anyone. Even a blind hog sometimes finds an acorn! Maybe I'll get lucky and breed a princess that a well-heeled prince will buy for big bucks. Anyone can dream.

The truth is, not very many of us will ever sell a cow for a million dollars. Thank goodness we won't pay that much either. Maybe a few of those glamorous dollies are actually worth what they bring in the auction ring. But I'll bet my bottom bucks that the only way to get a decent return on their investment is to advertize, ballyhoo, and slither with snake oil. And hope another lover of pretty cows, with lots of money will succumb to the enchantment of the auctioneer's song.

Meanwhile, you and I can take full advantage of the finest assembly of genetic bloodlines in the world. And it need not cost us an arm and a leg either. Some of those young bulls begging for us to give them a chance to court our pretty young heifers are carrying the same genes that the million-dollar dollies are. Breed 'em smart, grow 'em well, and who knows? Maybe you will top the sale too someday.

Especially if a tornado is hovering around or an earthquake spikes the sensual reaction to spirited bidding, like it did at Hanover Hill.

How Much Is A Cow Worth?

I can't help but be a little bemused, or should I say amused, after reading the report in the

Holstein World on the Hanover Hill "dispersal." That surely must have been one whale of a sale! Three-hundred head of Holsteins of all ages sold for an average of over

Market grant awarded to Iowa

WASHINGTON - Secretary of Agriculture John R. Block has announced that a \$73,468 federal grant has been awarded to the Iowa Department of Agriculture to help that state develop wholesale and retail markets for its farm products.

Block said the grant, requested by Iowa's Secretary of Agriculture Robert L. Lounsbury, will be used to fund surveys of Iowa fruit and vegetable producers to determine their interest in developing centralized post-harvest handling and marketing facilities in the state. The surveys will determine producer interest in temporary storage facilities; cooperative marketing services; packaging services; direct marketing facilities; and computerized marketing information services.

In addition to the surveys, Block said the grant will be used to develop permanent, full-time metropolitan farmers' markets. In a 1985 survey, 100 percent of the respondents who currently do not have such markets asked for assistance in developing them.

The grant was awarded under the U.S. Department of Agriculture's Federal-State Marketing Improvement Program, which provides federal matching funds to qualifying states for research and experiments in marketing, transportation and distribution of

Penn State hosts teleconference

UNIVERSITY PARK - The Pennsylvania State University Extension Service is sponsoring a satellite television conference in cooperation with Oklahoma State University through the newly organized National University Teleconference Network (NUTN). The conference will be held in the radio and television studio, 117 Ag Administration building, on the University Park campus.

The conference will be divided into two sessions, one focusing on Bovine Respiratory Disease, the other on Handling and Management Techniques for Stocker Calves. Both will be held from 8 to 10 p.m., the BRD conference on October 24 and the Handling/Management conference on October 30.

Veterinarians, county agents, and producers are encouraged to attend one or both sessions. These topics are of particular interest because of the recently introduced Keystone Label Feeder Calf Health Certification program. A short discussion of this new program will follow each session.

Light refreshments will be available, and there is no charge for attendance. Because of limited space, please notify Penn State's Veterinary Science Department at (814) 863-2160 if you plan to attend. Continuing education credit is available to veterinarians.

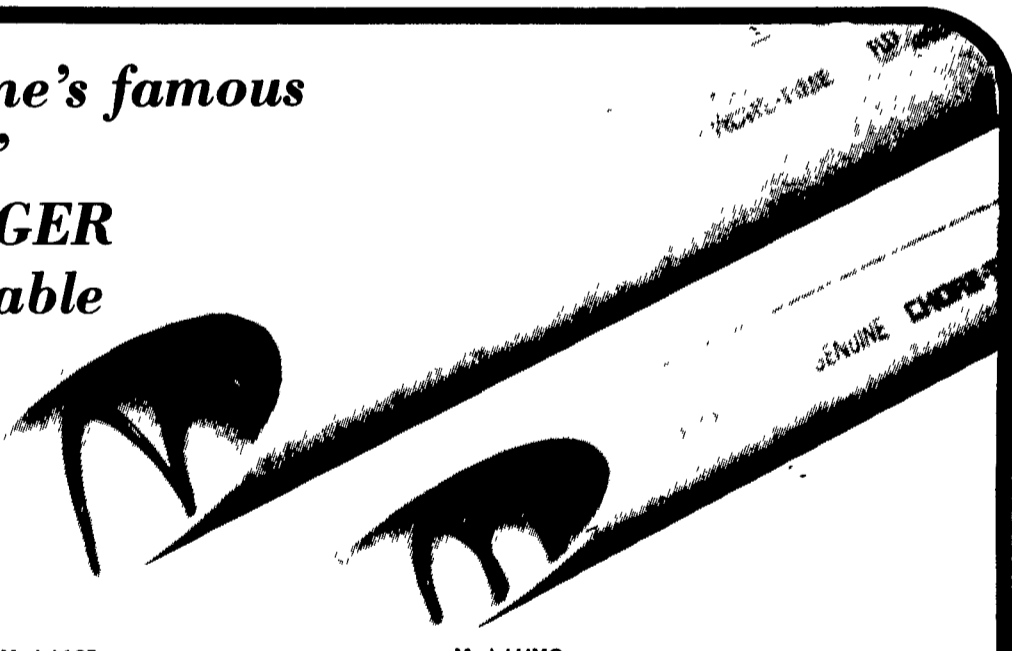
agriculture products.

"By encouraging direct marketing of agriculture products by farmers, cooperatives and commodity associations, USDA marketing grants can help states increase marketing outlets and farm income," said Block.



FLEX-AUGER® delivery systems for high moisture corn

Chore-Time's famous "coreless" FLEX-AUGER now available in two models



Model 125
190 lbs /minute

Model HMC
50 lbs /minute

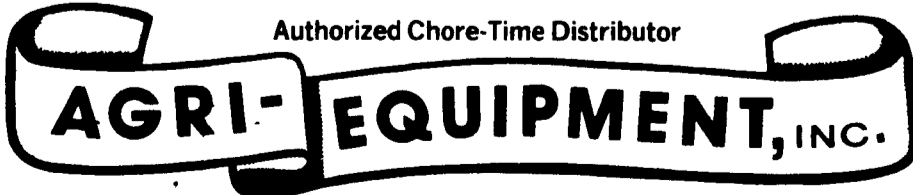
for feeding corn up to 27% moisture

FLEX-AUGER means you can move more feed per unit of energy used. A 1-hp power unit moves 50 pounds per minute with Model HMC and 220 pounds per minute with Model 125. FLEX AUGER is also so reliable and long-lasting that Chore Time now warrants the auger itself for 10 years.

And the system is completely corrosion proof from the feed bin to the nylon-coated boot to the special PVCT auger tube. FLEX AUGER high moisture corn systems — a new way to cut costs and boost efficiency.

COMPLETE SYSTEMS, EQUIPMENT, SALES, INSTALLATION, SERVICE FOR CATTLE HOGS AND POULTRY

Authorized Chore-Time Distributor



RD 4, East Farmersville Rd., Ephrata, PA 17522
(Lancaster County)
(717) 354-6520

STORE HOURS:
Mon.-Fri. 7:30 to 4:30
Sat. 7:30 to 11:30
(Parts Only)