



Serving on the beef checkoff panel at Tuesday's Cattle Feeders Day were (left) Eugene Wingert, representing the pork industry, and Millie Bunting and Robert Coleman of the Pennsylvania Beef Council. Dr. Bill Henning moderated.

## Cattle Feeders Day

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Discussion by officials of the Pennsylvania Beef Council, the group responsible for collecting checkoff funds and coordinating the promotion program at the state level. Panelists included PBC's executive director Robert Coleman, secretary-treasurer Millie Bunting and Eugene Wingert of the National Pork Producers Council, who update the group on a parallel program being run by the nation's pork industry. Moderating the panel was Penn State Extension meats specialist Bill Henning.

Here in Pennsylvania, 50 cents on the checkoff dollar goes to the national board to help underwrite nationwide promotion such as the television ads featuring Shepherd and Garner. The other half of the dollar is being channeled into a state promotion program created by a committee chaired by McKnightstown Charolais breeder Ray Grimes. Committee members include Robert Coleman; Ella Roush of Moyer Packing Company; Lowell Wilson, Penn State professor of Animal Science; Joan Liesau, coordinator of the State Department of Agriculture's Meat Marketing Program; and 1986 Cattlemen's Queen Rebecca Painter.

Coleman reported that checkoff receipts totaled \$93,000 for October and slightly less than that for November.

A referendum will be held within two years of the program's Oct. 1, 1986 startup date to determine whether or not the program will continue. Until that time cattlemen may request a refund of checkoff dollars, but Coleman reported that acceptance of the program has been heartening, with only about 5 percent of the contributors requesting refunds. Veal producers make up about 90 percent of this 5-percent group, he said. Fifteen percent of all checkoff receipts are being held in escrow to cover the refunds, the executive director pointed out.

According to PBC's Millie Bunting, the promotion program is based on a projected budget of \$360,000 for Feb. 1 to Dec. 31, 1987. Bunting said the program will include the following components:

- Promotion-Advertising - Includes in-store promotion at point of purchase, \$71,000; billboard advertising, \$22,000; Pa. Meat Marketing Program, \$3,500; radio advertising, \$5,000; state beef queen-princess program, \$13,000.

- Consumer Information - Includes state beef cook-off program, \$3,920; veal cookoff, \$1,500 (a veal queen program may also be instituted); beef and veal publications, \$11,000; consumer and producer-oriented exhibits, \$3,400.

- Education - Pa. Beef Council coloring book, 10,000 copies, \$4,300; other primary and secondary education materials to be initially distributed to 2,500 school districts, \$2,800.

- Communication/Information - Producer and consumer-oriented newsletters, \$18,400; news releases, \$1,250; radio hotline, \$3,000.

According to Coleman, research indicates that promotional efforts must target the 25-to-45 age group to obtain best results.

"If we increase demand, we'll increase the price you get for your

product," Bunting summed up.

But regardless of how well the promotion program goes, cattle feeders will need to know how to produce the best quality beef at the least cost, beef experts told cattlemen on Tuesday. The day's featured speaker was Iowa State Extension beef specialist Dr. Dan Loy, who reviewed some of the university's recent research findings concerning protein requirements and outlined a feedlot monitoring program.

"I think most of us feed too little protein early and too much later on," Loy told cattlemen, urging them to invest in supplemental protein only when it's needed. The lighter the calf, the higher its protein requirements are, Loy pointed out. In fact, research has shown that at 900 pounds, cattle don't require protein supplements.

For medium-frame cattle between 500 and 700 pounds on a corn silage ration, Loy recommends an all-natural supplement. At weights between 700 and 900 pounds, Loy urged cattlemen to cut costs by feeding a high urea supplement. When cattle reach 900 pounds, "In many cases we don't need a supplemental program," the beef specialist said. "I think we can certainly feed less than a pound a day," Loy said, reminding producers not to reduce vitamin and mineral supplements.

Loy also encouraged producers

to monitor feedlot progress closely. Start by obtaining accurate beginning weights on your cattle, he said, and be sure to weigh feed. A good feed scales is one of the cattle feeder's most important investments, he said.

Other important data to have at your fingertips includes the moisture content and cost of feedstuffs, as well as nonfeed costs, such as medical expenses and interest. Feed intake and average daily gain should be monitored weekly, said the specialist.

Also included in the day's program were Penn State Extension veterinarian Dr. Tom Drake and Extension meats specialist Dr. Bill Henning. Drake emphasized preventive health care and outlined the components of a successful feeder calf receiving program.

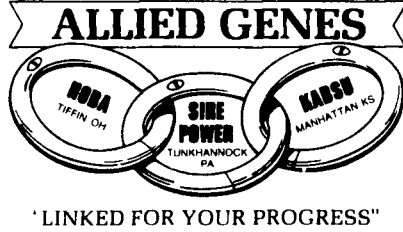
Henning presented an industry overview and predicted a good year for cattlemen in 1987. Compared to a year ago, he said, the number of cattle on feed is down 5 percent and placements are at 91 percent. At the same time, marketings are running 3 percent ahead of last year. With cow numbers on the slide, feeder cattle prices should remain strong, he said.

"We're really trying to focus on what the consumer wants," Henning said, pointing to the



Dr. Dan Loy

checkoff program and the industry's recent effort to redescribe the beef grading system as examples. "I think we're going to have a real profitable year in 1987," he concluded



# HOLSTEIN HEADLINERS

— JANUARY 1987 PROOFS —

CODE	NAME	FAT				PROTEIN				HFA			
		PDS	MILK	%	LBS.	RPT	%	LBS.	\$	RPT.	PDT	RPT	TPI
1H406	Thonyma SECRET	+\$174	+1560	-01	+54	69%	+05	+58	+\$183	69%	+0 24	70%	+796
9H719	Whittier-Farms NED BOY	+\$154	+1088	+10	+57	79%	+04	+41	+\$160	79%	+2 12	78%	+855
9H1101	Modik Valiant COUNT-ET	+\$153	+1351	+00	+48	59%	-03	+38	+\$147	30%	+1 33	66%	+742
9H771	LJC Richdale PEBBLE	+\$143	+925	+12	+56	74%	-03	+24	+\$137	74%	-0 25	74%	+591
9H599	Sunny-Craft Chief SPIRIT	+\$139	+1072	+06	+49	99%	-07	+21	+\$125	99%	+0 78	99%	+618
9H816	Plushanski RAIDER-OC-ET	+\$135	+1109	+03	+45	81%	+02	+39	+\$138	80%	-0 35	66%	+614
1H363	Pearmont MARVELUS	+\$132	+1217	-02	+40	62%	-02	+34	+\$127	61%	+0 23	60%	+607
*9H821	MD-Carrollton Star PEPPER 2	+\$129	+1247	-04	+37	58%	-08	+24	+\$111	58%	-0 23	67%	+541
9H625	Fivebrooks STARFIRE	+\$127	+1277	-06	+35	95%	-11	+20	+\$104	94%	-0 33	87%	+471
*1H517	Park-Diamond Tradition ROD	+\$122	+1091	-01	+38	49%	-03	+29	+\$115	49%	+1 54	55%	+666
1H331	Burley REDCAP	+\$120	+1181	-05	+34	73%	-02	+34	+\$116	71%	+0 16	67%	+575
9H779	Vigo Valiant ELVAN	+\$119	+1290	-09	+30	74%	-02	+37	+\$114	74%	+1 23	75%	+650
9H758	Brooks-Twain Valiant SAMMY-ET	+\$118	+1043	+00	+37	86%	+02	+36	+\$121	86%	+1 12	84%	+668
9H780	Brooks-Twain Nugget SATAN	+\$116	+516	+19	+53	73%	+03	+21	+\$121	72%	+0 70	71%	+630
1H238	Thonyma ELECTRA	+\$115	+1401	-14	+24	99%	-06	+32	+\$101	99%	+1 40	99%	+609
1H385	Knolltop Reckers ACE	+\$115	+861	+06	+41	99%	-05	+18	+\$104	99%	+1 19	99%	+596
*9H842	Marvo MAVERIC-Twin	+\$113	+827	+06	+41	66%	+01	+28	+\$115	66%	+0 99	57%	+634
9H787	Vigo Starlite ELVATE	+\$112	+929	+02	+37	99%	-06	+17	+\$98	98%	+0 83	97%	+547
9H692	POTTS Southern Man-Twin	+\$111	+1204	-08	+28	76%	-02	+35	+\$107	75%	+1 22	71%	+630
9H754	Potts MAGIC	+\$108	+1091	-05	+30	76%	-02	+30	+\$103	76%	+0 66	75%	+572
16H137	Thonyma VAGABOND	+\$108	+1171	-08	+27	83%	-03	+32	+\$102	83%	+0 83	84%	+582
9H711	Coldsprings JOURNAL-ET	+\$105	+680	+09	+41	72%	-02	+18	+\$101	70%	-0 23	68%	+495
1H506	Forsberg GOLDEN OAK	+\$104	+760	+06	+38	77%	-03	+18	+\$97	77%	+1 66	71%	+616
9H815	Wentland Bell ROCKY-ET	+\$104	+1166	-09	+25	78%	-07	+24	+\$89	78%	+1 56	81%	+583
9H766	Veemens Chief Pete ECHO	+\$104	+1265	-13	+22	68%	-10	+21	+\$83	68%	+1 01	69%	+514
16H112	Allegen Conductor DAN	+\$103	+451	+17	+47	92%	+01	+17	+\$106	91%	+0 64	84%	+578
9H584	Cal-Clark Board CHAIRMAN	+\$102	+1039	-05	+28	99%	+01	+34	+\$103	99%	+1 91	99%	+674
*9H832	Pond-Oak PAPPY-ET	+\$101	+574	+12	+42	62%	+07	+31	+\$115	62%	+1 14	72%	+665
1H313	Sir Cal-Clark NITE TRAIN-ET	+\$100	+370	+20	+48	81%	-02	+8	+\$96	80%	+1 29	66%	+582
1H414	TESK-Holm Valiant Rockie	+\$99	+1079	-07	+25	68%	+00	+34	+\$99	67%	+1 90	70%	+660

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