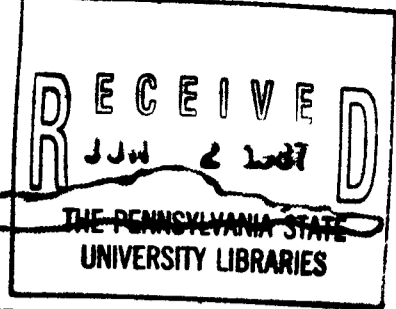


life sci



# Lancaster Farming

## On The Road With Paradise Veterinarian

**BY EVERETT NEWSWANGER**  
**Managing Editor**  
**AROUND LANCASTER COUNTY** — Because the farmer had stuffed straw chunks into the cow gutter, the operating table was ready. Not very sophisticated. But satisfactory when the patient needing surgery has four legs and four stomachs, namely a Holstein cow.

In this case the legs were fine, but that fourth stomach had filled with digestive gas and floated up out of place under the rib cage somewhere. Farmers know the problem as a twisted stomach. Veterinarians call it left displaced abomasum. And Dr. Curtis Zilhardt and Dr. Britan Kilbourne decided to do what they have done maybe a thousand times before. Turn the cow over with her back into the

straw in the stable gutter and her feet straight up in the air; make a small incision in the cow's underside at about the point of the

front extension of the milk veins; reach in and pull the inflated stomach down to where it belongs; sew the stomach in place with

catgut and close up the incision. And that's what these doctors did Monday afternoon.

Earlier in the day when this

Editor caught up with Dr. Zilhardt to spend a day on the road, the vet who operates out of his home in Paradise was already headed out on the second case of milk fever. "We go out in the morning to see what died over night," he joked. His sense of humor brought back memories of some 20 years ago when Zilhardt and his predecessor Dr. Everett Denlinger had worked on the editor's herd. Zilhardt remembered the time the Editor's cows started to die seemingly

(Turn to Page A22)

### July 10 Set As Target Date For Over-Order Prices

**BY GINGER SECRIST MYERS**  
**Adams Co. Correspondent**  
**SHIPPENSBURG** — Time is running out for dairy farmers in the Northeast to sign up with the Regional Cooperative Marketing Agency if they plan to participate in the Agency's program to bargain for higher milk prices.

At a news conference held here Tuesday, RCMA Executive Director Edward Anna announced that dairymen have less than 60 days, until July 10, to sign-up with RCMA. On that day, the Agency's board of directors will hopefully set the first over-order premium price, to be effective with August milk production.

Anna stressed that it is imperative to sign-up as soon as possible to insure board approval by July 10. The August price will be reflected in milk checks arriving in late September and October only for those members listed and approved by July 10.

Although the RCMA has signed up over 90 percent of the pool of 29,000 dairymen in its 11 Northeastern states region, sign-up still lags in Pennsylvania with just over 80 percent membership. Anna explained that while that's enough participation to do the job, it does limit how much premium can be paid.

(Turn to Page A25)



Dr. Britan Kilbourne (left) and Dr. Zilhardt sew a displaced stomach in place.

**Holiday Notice**

The Lancaster Farming editorial and advertising offices will be closed on Monday, May 25, in observance of Memorial Day.

Deadlines for the May 30 issue are as follows:

- Mailbox Market Ads - noon Tuesday.
- Public Sale Ads - 5 p.m. Tuesday.
- General News - 9 a.m. Wednesday.
- Classified Section B Ads - 5 p.m. Wednesday.
- All other Classified Ads - 9 a.m. Thursday.
- Late-breaking News - 8 a.m. Friday.

## Producers To Vote On Egg Marketing Order

**BY JACK HUBLEY**  
**Memorial Day '87** promises to be particularly memorable for the nation's egg producers, as the industry's egg marketing order comes to a nationwide vote.

After five years and \$400,000 in development costs, the egg industry has agreed on the final draft of a marketing order designed to increase consumer demand for eggs.

"This is strictly a promotion order," stresses Christine Bushway, president of the United Egg Producers' Northeast division headquartered in Durham, New Hampshire. She points out that the marketing order would fund advertising and promotion, new product development and nutrition research.

During its development phase the order called for egg production controls and the removal of surplus laying hens, but neither of these provisions survived the drafting process.

Beginning Monday and continuing through June 19, owners of 10,000 or more laying hens will have the opportunity to vote for or against a one-half-cent-per-dozen assessment on eggs that will produce an estimate \$23 million annually to boost egg consumption. Egg producers with less than 10,000 hens are exempt from the assessment and will not receive a ballot.

The current voluntary 5-cent-per-case assessment nets the industry only about \$4 million a year; not enough to mount an effective television advertising campaign, says Bushway.

The marketing order is an attempt to halt a more or less steady decline in egg consumption that

(Turn to Page A34)

## First Dairy Of Distinction Farms Reported

**TOWANDA** — Viewing a beautiful dairy farm — it is a very special and unique experience. Dairy cattle serenely parade behind attractive barns and homes with landscaping including flowers, shrubbery and newly mowed lawns.

Ten northeastern Pennsylvania dairy farms from District 17 (Bradford, Tioga, Lycoming and Sullivan Counties) have been chosen as Dairy of Distinction winners.

These winners in the Northeast Dairy Farm Beautification Program are from: Lycoming County - Max Paulhames, Linden and Allan and Daryl Krotzer, Liberty; Bradford County - Ray and Shirley Norconk, New Albany; Ron Kline, Troy; Gerald High, Grover; Robert and Anita Whipple, Towanda; and Ed Morse, Troy; Tioga County - Theodore Schmelzle, Roaring Branch; Verne and Pauline Bowen, Wellsboro; and Harold and Leona Robson, of Mansfield.

These ten Dairy of Distinction winners were chosen from among 44 applicants. Farms had applied on a self-nomination basis. Two teams of judges spent two days on the roads to evaluate the dairy

farms. Dairy of Distinction winners will receive a 18x24" Dairy of Distinction sign to be placed on the farmstead near the roadside. Signs will be presented as part of the activities at each county's dairy festival. Winners also will receive a color photo of their farm which will be presented to them at Pennsylvania Ag Progress Days in August.

These ten farms will be judged every year to ensure they maintain the excellent standards required for the award. Farms not chosen this year will be eligible to apply again next year.

The goal of the Northeast Dairy Farm Beautification Program is to recognize dairy farms that are attractively maintained. More emphasis on maintaining attractive farmsteads will encourage public support for the dairy industry and stimulate milk sales.

This is the first year that Pennsylvania has participated in the Northeast Farm Beautification Program. New York has had much success with the program. Three hundred Dairy of Distinction winners have been recognized since 1984.

## State Beef And Veal Promotion In Gear

**HARRISBURG** — Six beef and veal promotion and advertising contracts were recently awarded to individuals and firms, beginning the main thrust of Pennsylvania's extensive promotion and advertising programs designed to increase sales of beef and veal.

Earlier this year, the Pennsylvania Beef Council (PBC) Board of Directors approved 17 separate promotion, advertising and educational programs from funds generated from the 1986 federally legislated Beef Check-Off program.

Invitations to bid were sent to 23 qualified firms and individuals. The state's program will supplement national programs featuring television, radio and magazine advertising along with

in-store point-of-purchase (P-O-P) materials and educational videos all designed to increase consumer demand for beef and veal.

"Emphasis in the Pennsylvania program will be placed on promoting beef and veal in the retail stores—supermarkets where shoppers make the decision on whether to buy our products, or not to buy," according to Paul Heffner, PBC Chairman and Adams County beef feeder.

The Pennsylvania Grocers' Association (PGA) was contracted to place special P-O-P advertising with mobiles, meat case strips and informational cards in the smaller grocery store chains and independent stores, along with the PBC's new Beef/Veal Nutrifacts brochure. This brochure cites the

good nutritional value of beef and veal along with tempting recipes for diet and health-conscious shoppers. The PGA will install a minimum of 600 kits throughout Pennsylvania beginning May 18. A second series of P-O-P kits will be installed again in October/November and third series in February/March 1988.

At the same time, professional groups will install more than 1,500 of the P-O-P kits in larger Pennsylvania supermarkets. These installations are being paid for through Pennsylvania generated funds distributed to the Beef Industry Council on the national level. Beef/Veal Nutrifacts brochures will also be placed in these larger markets.

(Turn to Page A33)