

Dairy Nutrition Schools Announced

LANCASTER — The Lancaster County Extension Service announced that it will be conducting two three-day Dairy Nutrition Schools for dairymen, herdsman and other interested personnel in Lancaster and surrounding counties.

The first school is scheduled for November 10, November 24 and December 8 in the Manheim-Mount Joy area. Reservations are necessary and can be made by calling the Lancaster County Extension Service before Friday, November 6; telephone (717) 394-6851. A registration fee will be charged to cover the cost of lunch, refreshments and course materials.

A second school will be conducted in Eastern Lancaster County on December 9, December 16 and January 5. Contact the Lancaster County Extension Service before Friday, November 6; telephone (717) 394-6851. A registration fee will be charged to cover the cost of lunch, refreshments and course materials.

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Dairy Board Launches Campaign

Washington, D.C. — "Don't Forget The Cheese," is the theme of the new generic ad campaign created by DDB Needham Worldwide (Chicago) for the National Dairy Board. The \$22.5 million campaign is being launched this month and will continue throughout 1988. The target audience is women, age 25-54, who use cheese at moderate levels.

"According to research, the best and most viable target for cheese is the light to medium user. These people are not aware of the simple ways to use cheese more frequently," said George de Jager, the Dairy Board's senior vice president of marketing and evaluation.

The first phase of the campaign is comprised of eight 15-second spots giving quick, easy ways to use cheese to add flavor, color and taste to everyday foods. Broccoli smothered with cheese, mozzarella-topped tomatoes, swiss cheese on chicken and melted cheese on peas or "whoopies" are some of the serving suggestions. Sixteen additional 15-second spots are planned.

The campaign media schedule focuses on shopping days since research indicates cheese is a "shopping list" product consumers plan ahead to purchase. The total television buy is \$19 million.

or Chester County Extension Office for more information. The Chester County number is (215) 696-3500.

These schools are designed to help people learn more about dairy nutrition, feeds and feeding. Feeding and nutrition affect many aspects of a dairy farm operation. It is important for dairymen, and for those who advise him, to understand the interrelationships

of feeding, milk production, fat tests, reproduction, and herd health. Also important is feed quality, and the ability to evaluate the many products and services that are available.

The schools focus on a variety of topics, including: The Principles of Ruminant Nutrition, Feeds and Feed Nutrients, Forages and Forage Evaluation, New Protein and Carbohydrate Concepts, Feed-

ing and Managing Dry Cows and Springing Heifers, Feeding and Managing Cows at Freshening, Ideal Flesh and Body Condition, Feed Additives, Ration Formulation and Evaluation, Fine-Tuned Feeding, Feed Costs and Returns, etc.

The Cooperative Extension Service is an affirmative action, equal opportunity educational institution.

Keister's Livestock

Middleburg, Pa.

Tuesday, Oct. 27, 1987

Report supplied by PDA

CATTLE 430 HIGH CHOICE & PRIME SLAUGHTER STEERS 66-68.25, CHOICE 63-67.85, GOOD 60-63.50; CHOICE HOLSTEINS 60-63.75, GOOD 56-59.75; STANDARD 55.00-60.00. CHOICE SL. HEIFERS 62-64.75, GOOD 58-61.75, STANDARD 52.00-58.00. UTILITY 48-52.00. BREAKING UTILITY & COMMERCIAL SL. COWS 44-48.75, CUTTER & BONING UTILITY 42-47.75, CANNER & LOW CUTTER 36.00-42.00. SHELLS DOWN TO 32.00. CHOICE SL. BULLOCKS 60.00-67.00, GOOD 55-59.75. YIELD GRADE NO. 1, 1200-2230 LB. SL. BULLS 55.75-59.25, NO. 2, 800-1200 LBS. 51.00-55.50.

CALVES 165. PRIME VEALER, INDIVIDUAL 106.00, CHOICE 97.00-100.00, GOOD 80.00-95.00, STANDARD AND GOOD 90-110 LBS. 85.00-95.00, 60-90 LBS. 65.00-85.00 FARM CALVES: HOLSTEIN BULLS 90-125 LBS. 100.00-128.00, HOL. HEIFERS 90-120 LBS 95.00-120.00

HOGS 532 US NO. 1, 220-235 LBS BARROWS AND GILTS 48.00-49.75, 1-2 210-240 LBS 47.00-48.00, 2-3 200-250 LBS 45.75-47.00, 2-4 190-270 LBS 44-45.75. US NO 1-3 280-650 LBS SOWS 38.00-42.00, 2-3 270-550 LBS 28.00-38.00 BOARS 35.00-37.50

FEEDER PIGS 371 US NO. 1-3 20-40 LBS. FEEDER PIGS 31.00-42.00, 40-60 LBS 42.00-47.50 -- ALL PER HEAD.

SHEEP 28. HIGH CHOICE & PRIME 80-110 LBS. WOOL SLAUGHTER LAMBS 70.00-81.00, GOOD 60-80 LBS 65.00-74.00 SLAUGHTER EWES 21.00-36.00.

GOATS 29. MEDIUM 40.00-61.00, SMALL 20.00-30.00 -- ALL PER HEAD

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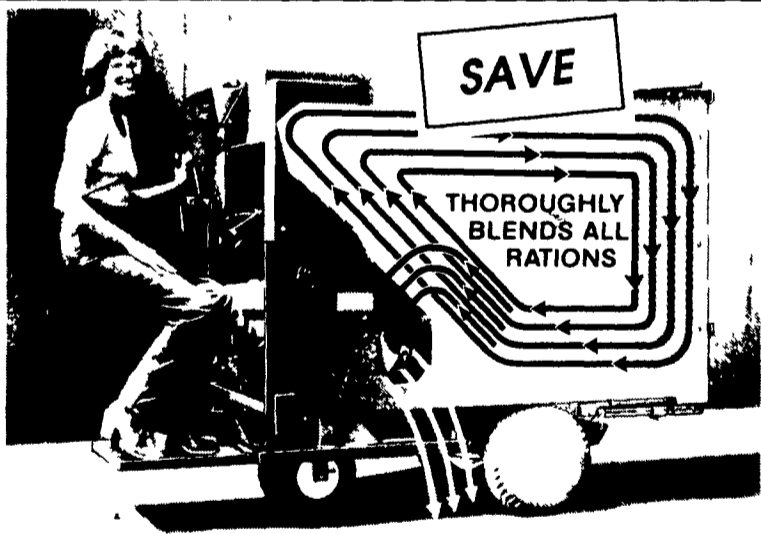


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