

Dr. Buffington Urges Berks Holstein Club To Market Embryo Transfers

BY ROBIN PHILLIPS
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KUTZTOWN — "Better times are coming and we need to prepare for them," stated the featured speaker for the evening at the annual awards banquet of the Berks County Holstein Club last Friday evening. Ron Buffington, widely known and well respected as an authority on the breeding and marketing of registered Holstein cattle, was in Pennsylvania last week participating in a series of educational lectures for Landmark Genetics and ended his week by appearing at the meeting and talking to Berks Holstein breeders.

After a lengthy comparison of the Florida Citrus Commission and their efforts in reducing government intervention, regulating their own industry, and promoting their product to the hilt, Dr. Buffington concluded, "Nothing has been advertised with a better success story than orange juice, ...there is only one product better than orange juice." At his last pause, the audience finished the sentence - MILK!

Dr. Buffington continued his inspiring lecture to the dairymen. "Nothing is selling faster today than yogurt," he stated. As he quoted statistics he noted that if everybody ordered pizza with double cheese, the world would run out of cheese in thirty days, Buffington stated, "I dream of the day we can have double cheese on pizza and we'll run short of cheese."

"We could make this country run short of dairy products," he excitedly went on. "We have to produce a product according to the market needs," he said.

Granting that the dairy advertising has made an impact, Dr. Buffington encouraged breeders to do more. He encouraged embryo transfer technology as a virtually untapped resource by many dairymen as essential extra income. "China is starving for dairy products," he stated. It is cheaper for overseas countries to ship embryos over then it is to ship bred heifers. "Are you ready on your farm if the Chinese stop in?" he questioned breeders.

"Do not rule out the possibility of the tremendous demand of genetics in the future," he continued. "It is very significant that the genetics that you put into your cows is the best available," he told breeders. "If you are a registered Holstein dairyman and never sell a female, you might as well have grades," he told dairymen. "A registered Holstein dairyman can sell his animals and multiply his prefix," Buffington said.

He advised breeders, "When cattle prices are down, sell. Build your markets when the price is down so that when the price goes up, you'll have a long list of people who want cattle from your farm."

"Those that make it will have an exciting future," Dr. Buffington concluded.

After his lecture, Dr. Buffington



The Board of Directors of the Berks County Holstein Club include: Kevin Sattazahn, Dean Hartman, Luther Davis, Dave Schuler, Scott Miller, David Bitler, Ken Sanner, Dave Schantz, Connie Troutman. Don Meyers is the State Director.

showed a series of slides on the proper way to photograph good cattle and the mistakes often made. Good photographs are a must and he advised doing a professional job. Several tips included: use a plain background, mowed or weed free; a professional photographer who knows how to get the cow in the best picture; take time to excellently clean the animal, get her accustomed to the halter and leading; have the animal properly fit and clipped for the picture. Dr. Buffington also showed his inspiring slide show "God Bless America" as a conclusion of his presentation.

President Dean Hartman, of the Berks County Holstein Club led the business meeting and directed the awards program.

Plaques were presented to the members of the first place Dairy Bowl team at the Pennsylvania Holstein Convention. Team members included: Mark Moser, Doris Stump, Gary Bicksler, and Charles Seidel. An award was also presented to Ray Bicksler, of Richland, who consigned the highest selling animal in the Berks County Holstein Club sale this past year. Ray Seidel, Kerchenhill Holsteins, Kutztown, has received a plaque for his BAA of 106.4 which includes four excellent, 22 very good, and 14 good-plus cows.

Appreciation awards of hand painted Holstein clocks were presented to Leonard Stoltzfus for donating the calf for the calf raffle for the junior club, and to the John Stump family, Bernville, for hosting the annual field day for the juniors.

Election of directors was also held. In the junior club, the new directors are Brian Richards, Scott Youse, and Heather Schlegel. The adult club elected David Bitler, Ken Sanner, David Schantz, and Connie Troutman to their board.

The junior Distinguished members were also recognized and presented with silver platters. The Distinguished Junior Members are Brian Richard, Michael Davis, and Jennifer Davis.

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The Milk and Fat Production contest winners in the junior club were: Denise Stump, Cathleen Ohlinger, and Susan Troutman.



Distinguished Junior Members are: Brian Richard, Jennifer Davis, and Michael Davis.



Ray Seidel (left) had the highest BAA in the club, and Ray Bicksler (right) consigned the highest selling animal in the annual club sale.



The newly elected junior board of director members are Brian Richards and Scott Youse.

