

## Quality Is The Priority

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the show circuit only a decade ago. Maryland State Fair was a logical — but tough — place to start.

"That was in our 'backyard,'" recalls Holloway, "and considered 'our' fair. We took a couple hogs and got beat something terrible."

"The breeders used to pay my entry fee so they could beat me," Holloway jibes, displaying the ready sense of humor that often breaks into his conversation.

According to Betty, though, Dave is a competitor who thrives on the challenge of the showing. A collection of shiny trophies, plaques and ribbons are testimony that Holloway Durocs have met — and surpassed — early hopes.

While showing accomplishments "almost measured our progress year to year," it was 1980 that marked a major breakthrough. Holloway purchased a boar that had been named grand champion at the Maryland State Fair.

"He was strong in the areas in which we were weak," Holloway explains. "We got him purchased and used him completely."

Results came quickly. The following year, Holloway Durocs took grand champion barrow over all breeds at Maryland State Fair, along with several other top class awards. They also claimed champion honors over the heavy competition at Maryland's Montgomery County Fair.

Building from, and occasionally adding to, early winning foundation stock has played a major role in Holloway's success. A boar raised in 1986 and exhibited at the Maryland State Fair so impressed the show's judge that he purchased the animal and took him West. In an industry where breeding stock generally moves from West to East, it was a major accomplishment for Holloway Durocs.

Before the Reo boar left, however, Holloway put him to heavy use in his sow herd. Those offspring have since been crossed with yet another outstanding sire, HP12-2, a purchased herd bloodline addition that has been everything Holloway had hoped.

"He's met every good quality we think a boar should have," say the Holloway's with pride. In fact, offspring of the combined bloodlines have consistently won either champion or reserve placings. Not

only have they taken top showing awards, but Holloway Durocs are sweeping both carcass and production trial comparisons as well.

Holloway snagged a coveted national honor last year when he claimed the National Duroc Jackpot Barrow award, besting a field of 123 competitors from 25 states with his homebred entry. All entries were live judged, then slaughtered and carcass evaluated, earning an overall index score. The prize carried a purse of \$1,000 and a commemorative plaque. Cash prizes paid to the 15-place winner; another Holloway homebred placed just out of the money in the 16th slot.

While Farm Show, Maryland State Fair, York Fair, and a few local shows once made up the Holloway's show circuit schedule, their tanbark trail has expanded considerably in the last year.

The Southeast national Duroc show follows soon after Farm Show, scheduled this year for Orangeburg, South Carolina. Southwest, planned for Texas, is next, held in February.

A highlight of the season is expected to be the World Pork Expo planned for Des Moines,

Iowa, in June. For the first time in the country, all eight breeds of hogs will be shown at one time at this major, international event. Considered by Holloway as "the thing" in the hog industry for 1988, the show also encompasses related areas of interest, such as feeding trial results, swine research, and the latest in equipment.

A 1987 list of top wins by Holloway Durocs covers nearly every major hog show in the area: champion and top-selling boar at the March state Duroc show; champion barrow, a winning Reo gilt and a fifth-high selling Reo boar at the National Duroc Congress, held in Indiana; champion and high seller at York summer show; champion boar, champion Duroc and Supreme Champion gilt, plus reserve champion gilt at Maryland State Fair; Supreme Champion boar overall at York Fair; champion boar, reserve champion gilt, premier and reserve premium sire with HP12-2 at Keystone in Harrisburg, plus several Duroc premier breeder honors earned during the season.

Still, ribbons and trophies alone don't pay the feed bill, and Holloway insists that any hog kept in this herd must — first and foremost — be the kind of animal that will work for him.

Only then does Holloway feel

confident in merchandising his breeding stock, such as the three gilts consigned in the Pennsylvania Swine Cooperative sale, scheduled for Tuesday morning of Farm Show week. Some 515 head are entered for the 1988 sale, with 40 purebred Durocs included. Pennsylvania Swine Cooperative sale, scheduled for Tuesday morning of Farm Show week. Some 515 head are entered for the 1988 sale, with 40 purebred Durocs included. Pennsylvania Farm Show swine sale buyers are expected from across the Mid-Atlantic region, with many usually attending from surrounding states.

According to Holloway, Duroc breed popularity has boomed in recent years. This American breed is believed to have developed from strains of red hogs originating in Europe and the African Coast. A rugged breed of hog, Durocs show commendable feed conversion and rate of gain, work well in commercial crossbreeding operations and have proven out in numerous research testing trials.

Three of Holloway's for instance, recently ranked first, second and third in index at the Maryland Fall Trials.

To merchandise their purebreds, the Holloways advertise regularly in the breed journal and every week in Lancaster Farming. Cus-

tomers interest has continued to grow, through the exposures of ongoing advertising and the visibility that comes with top show awards. Sales consignments have become an increasing factor in Holloway Duroc merchandising, with special efforts to make top project animals available to 4-H and FFA youth, and monitor their progress during the season.

Betty and Dave Holloway are quick to note that one of the best rewards of hog showing is the tremendous friendships which develop among participants.

"York County is known for quality hog breeding," adds Dave. "I think we all learn from each other; we're competitive and we help one another through watching and talking. We keep each other on our toes."

For outstanding accomplishments in the breed, the Holloway operation was recently nominated for the Zed Harden Award, a national Duroc award for breeding accomplishments in the barrow gender.

While they were not named as winner, that nomination alone attested to the industry's respect for Holloway Durocs.

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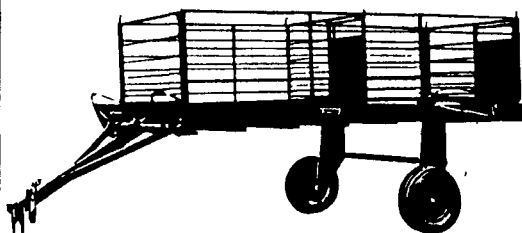
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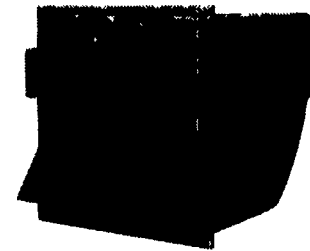


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