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Home Of World Champion Corinne Gloria Named Pennsylvania's Top Milk Producer

BY LINDA WILLIAMS

ROARING SPRING (Blair Co.) — Gloria, a registered Holstein belonging to Ken Mowry, has been named the top milk producing cow for 1989 in Pennsylvania.

Producing 37,850 pounds of milk in 305 days, Gloria's butterfat record was 1,478 pounds and the protein was 1,183 pounds.

"She comes from four generations of Excellent cows," says Steve Mowry. "It took us a while to realize how good she really was. We can't really feed her enough to keep up with her milk production."

It marks the second outstanding

achiever for the Mowrys who farm 1,000 acres in Morrison's Cove and milk 215 head of registered Holsteins. In 1974, they were awarded the World's Champion Cow title for Corinne.

"Corinne was six at the time," remarks Mowry. "She died six years later, the same day her 44,000 pounds in 305 days record was broken. We all had to laugh because it looked as though Corinne didn't want to be beaten."

In accessing the milk production of their champion cows, Mowry says, "Luck is the biggest factor. Genetics is second and,

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Steve Mowry is at the halter of Gloria, the top milk producing cow in Pennsylvania for 1989. This 6-year-old produced 37,850 pounds of milk in 305 days, with 1,478 pounds of butterfat and 1,183 pounds of protein. Corinne earned the World Champion Cow title in 1974 for Mowry Farms in Roaring Springs.

New Campaign Emerges From Dairy Promotion Agreement

BY KARL BERGER
Special Correspondent

FREDERICK, MD — Consumers across much of Pennsylvania currently are seeing the first major fruits of the recent partnership agreement between three of the four major dairy-promotion groups operating in the state.

Television and radio advertising using the theme, "Milk: America's Health Kick," currently is airing in several major Pennsylvania markets. The advertising is sponsored jointly by the Pennsylvania Dairy

Promotion Program (PDPP), the Syracuse, N.Y.-based American Dairy Association and Dairy Council Inc. (ADADC), and the Columbus, Ohio.-based Mid-East United Dairy Industry Association (Mid-East UDIA).

The three groups also have reached agreement on a joint \$2.1 million program for 1990. Each group will contribute \$700,000 to promote fluid milk throughout much of the year, ice cream in the summer, and dairy products in

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Thirty-Four Years Young

November is Lancaster Farming's birthday month. In 1955, the first issue of the new county-wide farm newspaper appeared in rural mailboxes. Now, on the paper's 34th birthday, Lancaster Farming still appears in rural mailboxes—48,000 of them. News, features, markets, columns, and advertising of interest to farmers and agri-businesses fill the pages from week to week, and while farming has changed over the years, the emphasis remains unchanged: farming, farming, farming.

Mr./Ms. College Of Agriculture Named



Michele Swope and Andrew Hipple

UNIVERSITY PARK (Centre Co.) — Andrew S. Hipple, the son of Jack and Patricia Hipple of Trout Run in Lycoming County, and Michele Swope, the daughter of Clarence and Margaret Swope of Bernville in Berks County were named the 1990 Mr. and Mrs. College of Agriculture at Penn State.

Swope, a junior majoring in agricultural science, brings an impressive background to her new role. As spokesperson for the Horticulture Club and exhibit chairperson at the Horticulture Show, she has already helped promote the college. She is president of the Society of Ag Science Students, a member of Collegiate FFA and a representative on the Ag Student Council.

"The role of the College of Agriculture in supporting the industry is not well known," says Swope. "As an official representa-

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Veterinarians Discuss Animal Welfare

COLLEGE PARK, MD — Transportation and slaughter practices are the major animal welfare issues confronting today's dairy industry, according to panelists at a recent conference for bovine veterinarians sponsored by the University of Maryland Cooperative Extension Service, the Va.-Md. Regional College of Veterinary Medicine and the American Association of Bovine Practitioners, District II.

"On-farm dairy husbandry practices are generally excellent," noted Dr. William R. Stricklin, associate professor of animal sciences at the University of Mary-

land at College Park. "Nevertheless, more attention should be directed at understanding the behavior of domestic animals and using the knowledge gained to guide husbandry decisions."

Dr. Melanie Adcock, a veterinarian with the Humane Society of the United States, agreed. Paying more attention to behavior, she said, "would be more humane and might also increase productivity."

As an animal welfare organization, the Humane Society recognizes that people will use animals for various purposes, including food production, but advocates humane and appropriate treatment. The organization does not support the contention of "animal rights" activists that animals should be accorded the same legal rights as people and does not con-

done the activities of "animal liberationists."

"Our primary transportation concerns involve 'downers' (disabled cows) and calves," said Dr. Adcock. "We want to make sure that injured animals are not dragged; they should be moved on a conveyance of some sort, their fractures should be stabilized prior to transport and they should be placed in a separate compartment during transportation."

Young calves that have trouble walking also are subject to dragging, she added. She suggested that the United States adopt guidelines similar to Canada's, which require a minimum age of five days for transportation. A dry umbilical cord and the ability to walk without difficulty could be

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Robinson Calls Farmland Trust Expert On "Transfer Of Heritage Planning"

BY

EVERETT NEWSWANGER
Managing Editor

Bird-In Hand (Lancaster Co.)—"If we want Lancaster County Agriculture to be at its genesis and not its exodus with the next generation, we as a community, as a nation, must reorder our values," said Don Robinson, vo-ag instructor of Eastern Lancaster County.

Robinson gave the keynote address at the Lancaster Farmland Trust annual meeting Thursday evening.

"We have misplaced values when a rock star, movie star or a drug dealer makes millions of dol-

lars for their contribution to society and farmers fail to earn enough for their product and the heritage they contribute," Robinson said.

"You work hard at preserving land so we have open spaces and farms," Robinson told the group assembled at the Plain and Fancy Restaurant. "Let us work just as hard to make farming profitable. And let us work hard for vocational agriculture. With the increased requirements in science and math for students, it's hard to elect vocational agriculture, the organization dedicated to establish students in agriculture."

Robinson said that preserving

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