

# Teachers Learn

(Continued from Page A1)

cars set off for the first stop, the farm of Andrew Kurtz, Womelsdorf. Here they learned about a commercial beef cow/calf operation which also finishes the calves it produces for local markets.

Kurtz, who has been in the beef business for about 10 years, explained how his brood cows represent offspring of his grandfather's dairy herd that was bred to beef bulls when he decided to go out of dairying. Kurtz continues to utilize the service of a Polled Hereford bull in his breeding

program, thereby naturally taking the horns off his calves. The young beef producer noted his choice in feeding programs was to not use any growth-promotion implants and to fatten his cattle with corn and alfalfa raised on his farm. Kurtz finishes both steers and heifers, when the female calves "don't cut it" to remain in his herd.

The teachers traveled a short distance to the Stouchsburg farm of Clair Zimmerman where they saw another level of beef production. Zimmerman fattens roughly



Clair Zimmerman, Berks County beef producer, was surrounded by teachers who took on the role of "questioning students." Zimmerman explained how he fattens more than 100 head of steers each year using an automated, computerized feeding system.



Curtis Himmelberger, owner of Hi-Way Meat Market, Stouchsburg, explained how his family-owned business fit into the beef business tory. For many of the teachers, a side of beef on the rail was a new subject.

110 head of steers each year using a computerized, automated feeding system. His family operation produces all the livestock feed for his cattle, mostly steers, which are purchased from Virginia farms. Zimmerman said he has tried different methods of marketing his finished cattle, using both direct sales to packers and local livestock auctions.

Hi-Way Meat Market of Stouchsburg, owned by Curtis Himmelberger, gave the teachers the opportunity to see the end product of the live beef business. The teachers learned first-hand where the various cuts of meat are found in a steer carcass, which they saw split on the rail. Himmelberger

explained how roughly 50 percent of a steer's weight is lost from live weight to retail sale, especially if the carcass is permitted to age.

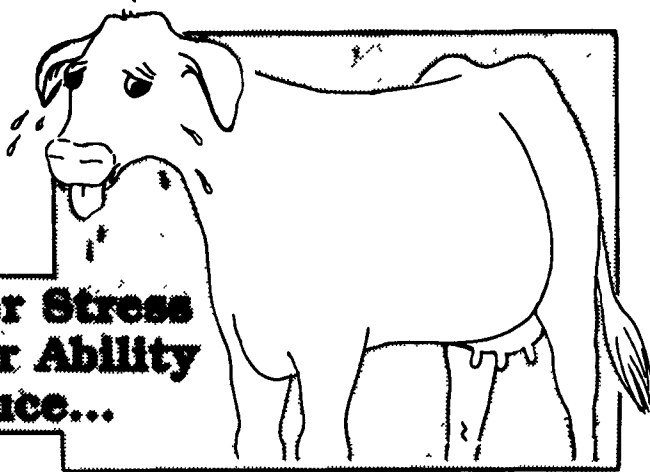
At Dutchway Market, Myerstown, the teachers heard how this large supermarket purchases mostly select boxed beef and "no-roll" quarters to satisfy its consumers. Meat manager Steve Habecker showed the group some of the innovative marketing he has incorporated into his department, such as stir-fry beef packages complete with vegetables; pre-stuffed veal cordon bleu; rolled stuffed flank steak; and others. He noted the need to offer quick and easy meat packages for today's fast-paced families. Habecker also

organizes annual cooking classes which feature beef recipes, along with cooking and nutritional information from the Pennsylvania Beef Council.

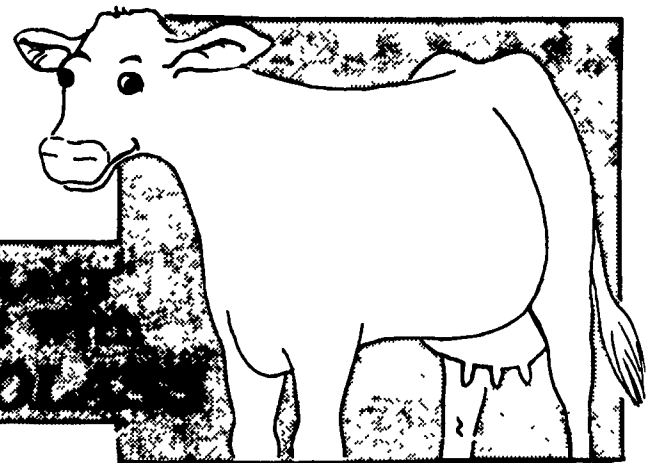
The final stop on the tour was MAP Farm, Womelsdorf, which provided a contrast from the commercial beef production the teachers had previously seen. Owned by Mike and Martene Firestine, MAP Farm raises purebred Polled Hereford cattle. Firestine, who is secretary of the Berks Cattlemen's Association, discussed the record-keeping requirements of the purebred beef business, along with information on showing cattle as an advertising tool.

(Turn to Page A27)

**Hot Weather Stress Reduces Her Ability To Produce...**



**Give "The Last" A Boost With THERMOLASS**



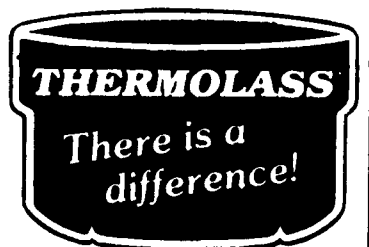
Hot weather is a major stress factor on your dairy cows' ability to produce their maximum potential. As a cow's body temperature increases she tends to experience a depressed appetite resulting in less intake of total feed. This leads to:

- A.) A Drop in Milk Production.
- B.) Depressed Butterfat Levels.
- C.) Reduced Reproductive Performance.
- D.) All of the Above - and none are Beneficial.

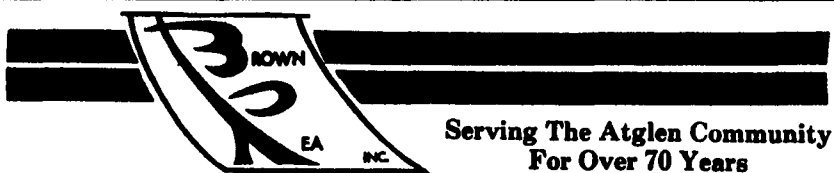
Thermolass, with its high level of sugars provides a "quick-release" source of energy. In addition, Thermolass has proven to be a stimulant in increasing the cows appetite and aids in increasing rumen activity resulting in:

- A.) Increased net energy content of the total diet.
- B.) Increased digestibility performance.

The extra, "quick-release" energy, increased appetite, and stimulated rumen activity translates into healthy cows producing more milk and maintaining or slightly improving butterfat levels.



**\$3.00 PER TUB DISCOUNT ON ALL DAIRY THERMOLASS** (April, May, June at participating dealers)



Serving The Atglen Community For Over 70 Years

Atglen, PA (215) 593-5149

• Specializing in Dairy Feeds — Complete Feed Analysis

Special Formulas & Custom Mixing Available

**WHITE OAK MILLS**  
Two Locations To Save You Better  
Pinola (717) 532-7845  
E-Town, PA (717) 365-1525

**D.E. HORN & CO.**  
Red Lion, PA (717) 244-4511

**ROSS'S FEED**  
Formerly Manna-Pro Country Store  
Quarryville, PA (717) 786-7361

**DUTCHMAN FEED MILLS, INC.**  
Mt. Airy, PA (717) 733-3020