

## Livestock Notes

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born alive. In fact, subsequent number born alive was higher for untreated sow (10.55) compared with P.G. 600-treated sows (10.10) across the first three parities. If we assume one pig born alive is worth \$15.00 the .45 pig/litter reduction observed in treated sows would cost \$6.75/litter (.45x\$15 = \$6.75). So we've spent \$3.50 per sow and given up \$6.75 in pigs born alive.

There may be circumstances on certain farms where limited use of P.G. 600 use is warranted. However, even if P.G. 600 were approved for use in sows, the economics associated with routine use of the product are questionable.

### EMC Virus Causing Losses In U.S. Hogs

Encephalomyelocarditis (EMC) virus is causing losses in U.S. hogs. The virus has been recognized in several countries during the past 30 years, but only in the past few years has it been a widespread cause of disease.

The major signs of EMC infection are reproductive failure, stillbirths, mummification, and weak newborns. Sometimes affected sows will have fevers, have depressed appetites, and show signs of respiratory disease, but these symptoms don't occur in all EMC-affected herds.

EMC infection is diagnosed by isolation of the virus or by sero-

logic tests on stillborn or weak pigs. Blood testing of sows has not proven useful. The virus affects brain and heart muscle, as well as other body tissues. Several other diseases cause reproductive failure and death losses in baby pigs; these other conditions must be ruled out in addition to finding evidence of EMC virus in order to make a diagnosis of encephalomyelocarditis.

In several midwestern states, a disease has appeared that is being called *mystery pig disease*. Affected farms have suffered heavy economic losses from both reproductive and respiratory infections. Some researchers have implicated EMC virus as the cause or one of the causes of *mystery pig disease*. This has not been proven.

A vaccine is available against EMC. Little is known at this time about the effectiveness and usefulness of this vaccine. If you suspect EMC in your herd, contact your veterinarian for assistance in making a diagnosis.

### Marketing In The 1990s

Competition from other meats, an unstable economy and many other variables of consumer demand create a challenging marketing environment for beef. Successful marketing of beef products in the 1990s will require careful planning that recognizes these factors. This planning must

be based on solid research, including evaluation of current beef programs, proper product positioning, and determining the best ways for delivering marketing messages to the right audiences.

That's just what a new checkoff-funded study will do. The research, carried out by Booz-Allen, Hamilton, Inc., will lay the marketing foundation for effective and efficient use of checkoff dollars in the coming decade. By assessing where checkoff programs have been and should be going, the study will help reach future marketing goals of the beef industry.

### Economic Impact Of The Beef Checkoff Program

The Beef Promotion and Research Act of 1985 authorized the U.S. beef industry to develop and implement national programs for enhancing consumer demand for beef. The programs are underwritten through an assessment of \$1 per head of livestock each time a bovine live animal, regardless of age, is sold. Half of the checkoff funds remain at the state level to support local programs and the remaining dollars are sent to the Beef Board for national programs. Beef checkoff assessments started with the last quarter of 1986. For the quarters from 86:4 through 90:1 a total of \$283.88 million was collected and \$127.16 million was spent on national checkoff programs.

Have promotion and information programs had a measurable impact on consumer demand for beef? This question is addressed using economic models that pro-

vide a direct measure of the economic impact of the national beef checkoff programs. The programs' impact at the live weight, boxed beef and retail market levels is shown and the rate of return to beef producers is calculated. Quarterly checkoff expenditures for promotion, consumer information and industry information are included in the demand estimates using data for the quarters 79:2 through 90:1. Live weight revenues are estimated using actual checkoff expenditures for the quarters 87:1 through 90:1. These estimated revenues are then compared to revenues with checkoff dollars set to zero and with checkoff dollars set to \$1.5 million per quarter. The \$1.5 million per quarter level is used to allow for the continuation of beef program expenditures at values near that which were in effect immediately prior to enactment of the national beef checkoff. The models are used to estimate economic effects from different expenditure levels as well as changes in other variables influencing the demand for beef.

The analyses show the national beef checkoff expenditures for promotion, consumer information and industry information have a positive and significant impact on the demand for beef. There is a strong one quarter lagged effect from the programs. That is, programs from the previous quarter have a significant effect on the current demand for beef. The checkoff effect is significant at the

live weight, boxed beef, and retail market levels. The results indicate that benefits from the programs are being reflected back to the producer level.

As shown in Table 1, live weight prices are estimated to be 2.73 cents per pound greater as a direct result of the programs for the quarters 87:1-90:1. This gain represents a 4.5 percent increase in live weight prices. When comparing the price gains against the assumption that some programs would have existed without the national checkoff, the live weight price is shown to increase by 1.129 cents per pound or by 1.82 percent. Price changes at the boxed beef and retail levels are calculated in a similar manner. Boxed beef and retail price gains are expressed in a live weight equivalent value in the lower portion of Table 1. Comparing these live weight equivalent values show the checkoff price changes to be close in value at each market level.

The rate of return is based on actual expenditures and is the average for the period 87:1-90:1. This average does not reflect the rate of return to the incremental dollars spent. The empirical analysis shows a substantial decline in the marginal return to the programs as expenditures increase. The actual rate of return will vary depending on the quarter evaluated and the levels of other economic variables.

Many other variables cause  
(Turn to Page B23)

## Facts About Today's Families

In an independently conducted national survey sponsored by Fleischmann's Yeast, 88 percent of adults said they feel that a significant problem exists with developing values in today's youth.

In addition, 64 percent said that parents need more knowledge and support to develop values in young people today.

60 percent of Americans agreed that family values are losing ground, according to a survey by Massachusetts Mutual Life.

The Los Angeles Times/Orange County Edition found that 82 percent of women and 71 percent of men said they'd sacrifice career goals (e.g. turn down a new job or promotion) that would take time away from the family.

In the same poll, 64 percent of men and women from 18 to 29 years of age want to spend more time with their own children than their parents spent with them.

Time Magazine and CNN found that 81 percent of adults said it was more important these days to spend time with their families as a priority.

Another survey by the Los Angeles Times and DDB Needham revealed that 86 percent of respondents think that eating dinner with their families is very important.

## HILL FARM DISPERSAL

FRI., NOV. 29, at 11 A.M.  
WELLSBORO, PA (TIOGA COUNTY)

Located 7 miles northeast of Wellsboro, 3 miles past Canyon Christian Academy on Hills Creek Road. Also 3 miles south of Holiday, PA.

RETIRING AFTER 46 YEARS OF FARMING WILL SELL ALL CATTLE, MACHINERY AND PRODUCE.

21 REGISTERED & HI GRADE HOLSTEINS 21

Herd consists of 18 mature animals and 3 heifers, of which 6 are registered. There are 5 fresh in last 45 days, 4 very close, and 3 due in January. Animals are good size and body confirmation. All animals will be blood tested, T.B. tested and shot for shipping fever.

### MACHINERY

A.C. 180 tractor (1 owner, 4 000 hrs.), INT. C farm tractor, N.H. 271 baler w/thrower, N.H. 56 rake, N.H. 3 pt. hitch mower, N.H. 717 2 row chopper, N.H. blower, J.D. 40 manure spreader, J.D. tractor set drag, A.C. 60 combine w/grain bin, A.C. 4 blm semi-integral plow, KEWANEE 38' hay and grain elevator, N.I. 1 row corn picker, OLIVER crimper, potato planter, INT. 2 row corn planter, INT. 13 disc drill, 3 wagons, quantity of tires, N.H. direct cut head for 610 chopper.

### SPECIALTY ITEM

MCCORMICK DEERING threshing machine. (Real nice, stored inside.)

### PRODUCE, ETC.

Appr. 3600 bales of hay, approx. 400 bu. ear corn, quantity of corn silage, Jamesway silo unloader, metal corn crib 1400 bu. cap.)

### MILK EQUIPMENT, ETC.

300 gal. bulk tank, 3 DeLaval milker units, dumping station w/controls, electric hot water tank (1 yr. old), barn fogger.

NO SMALL ITEMS — BE ON TIME.  
LUNCH AT NOON.

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## PUBLIC AUCTION SATURDAY, NOVEMBER 23, 1991 9:00 A.M.

Selling Real Estate, Antiques and Personal Property of the Late Daniel K. and Florence Lillie

R.D., Sellingsgrove, PA, Village of Salem.

DIRECTIONS: From Harrisburg, travel North on Rts. 11 & 15 through Sellingsgrove, at intersection of Rt. 522 turn left and continue South approximately 2 mi. to Salem Road, turn right, auction on the right.

### ANTIQUES AND COLLECTIBLES

Walnut Bow Front, Bow Side China Closet, Mirror Backed, Animal Foot; Marble Top Washstand, Round Top Marble Stand; Marble Top Stand with Harp Base, Oval Marble Top Stand, Dining Room Suite with 4 Rush Seated Ladder Backs, A-1, 2 Separate Matching Rush Seated Ladder Back Chairs, 5 Pc Berkeley & Gay Bedroom Suite/Twin Beds; 2 Drop Leaf Tables, One with Spool Legs, Cut Down Claw Foot Table, Used as Coffee Table, Many Old Pieces of Art, Prints and Frames; 2 Original Paintings by Ray Yocum; Troup E, 103 Calvary, Sunbury, 1940; Other Prints by Shindler & Ripple, Some Cuno Wall Shelves, Crochery Umbrella Holder; Round Gold Mirror with Eagle, Cottage Dresser; Walnut Carved Top Candle Stand; Open Mortise Bench; Oak Framed Mirror; Gilded Mirror; Tramp Art Wall Shelf; Plank Top Drop Leaf Table; Needlepoint Stool; 2 Barrel Walnut Chairs with Needlepoint Seats, Flat Top Trunk; Old Shoe Shine Box; Kero Lamps and Lanterns; Old Pipes; 4 Solid Brass Table Lamps and Other Gorgeous Lamps; Sm. Mush Pot; Large Brass Kettle; Hitchers Oyster Can; F. Moyer & Smith Chey Yard Sticks, Keller 1962 Calendar; Christmas Decorations; Ornate Kero Lamp, Hand Painted Shade, 1895; 28 National Encampment Gar 1894 Spoon/Rifle Handle; R.S. Prussia Creamer & Sugar, Rose Pattern, Silver Plate Tea Set; S. Silver Phone Cover; Baby Spoon, Salt & Pepper, 6 Fruit Knives; Blue Satin Bowl and 2 Candle Holders; Chicken on Nest; Willow Ware; Fiesta Tea Pot, Platter, Gravy Boat and More; Misc. Depression; Misc. Carnival Ware; Lumoges 36 Pc. Dinner Set, Milk Glass Decanter, Other Misc. Pieces; Epiag Czechoslovakia, Moresque Pattern Dinnerware, Ser. 12; Early Jap. Plate; Nonitake/Nippon Dish; J&P France Plate; 6 Salt Dips, Austria; 5 Goman Plates; 5 Lilly of Valley Dishes; Angel Amber Butter Pat; 2 dishes, Mikori; B&C France Vase; Glass Basket; Bavarian Platter; Nippon Vase; Am. Fostoria Hat; Glass Chandelier; and Much More...

### GLASS - GLASS - GLASS

45 Pieces of Cut, Patterned, Etched and Pressed Glass.

### HOUSEHOLD ITEMS

G.E. Color TV; 17.6 Cu. Ft. Refrigerator; Whirlpool Washer and Dryer; Whirlpool Microwave; Humidifier; Hoover Sweeper; Recliner; Several Room Chairs, Nice; Double Bed, Complete; Large Beveled Wall Mirror, 4x5; Maple Dining Room table and 4 Chairs, Plus Other Maple Pieces; Sofa; Large White Hassock; Sm. Pine Tressel Table; Cedar Chest; Flatware Service for 8 Rogers, Roasters; Samsonite Luggage; Misc. Pots & Pans, Etc.

### SHOP AND GARAGE ITEMS

10/12 Shop Craft Table Saw, Sull in Box, Golf Clubs; (2) 28 Foot Ladders, 1 Aluminum, 1 Wooden; Wheelbarrow, Fiberglass Laundry Tub, 3 Step Ladders; Hedge Trimmer, Pipe Vise; Misc Hand & Garden Tools, Picnic Table; 2 Submersible Sump Pumps, Squirrel Case Blower; 2 Cement Planters, 3 Top Cabinets; B/D Circle Saw and Other Goodies

Executor:

ERNEST KORTEN

Sunbury, PA

Kenneth E. Hassinger  
(717) 658-3536  
AU-001532-L

Nell A. Courtney  
(717) 539-8791  
AU-002651-L

## FERRARO'S

GREEN HILLS AUCTION CENTER

1540 New Holland Road  
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FAX: (215) 775-9388

## ESTATE AUCTION

Tues., Nov. 19th, 1991

Starting 9 A.M. Guns - 5 P.M.

Inspection: Mon. Nov. 18th

10 A.M. To 4 P.M.

Joseph J. Burke Estate

Mt. Penn, PA.

Removed From Residence And To Be Sold At Auction Center

GUNS - HOUSEHOLD GOODS  
- CHINA - GLASSWARE - SOME  
ANTIQUES - GARDEN TRACTOR  
- AUTOMOBILE

### PARTIAL LISTING

Reproduction Cherry Case Grandfather's Clock - Slant Front Desk - Brass Marble Top Stand - Gate Leg Drop Leaf Table - Set Ladder Back Chairs - Oval Marble Top Table - Lamp Tables - Brass Buckets - Dinette Set - Knee-hole Desk - Victorian China Shelf Clock - Blue Decorated Jug (Damaged) - Bedroom Suites, Chest of Drawers, Dressers, Cub Cadet Garden Tractor.

### GUNS

Rem. Game Master 30-06 - Marlin Special 38/55 - L.C. Smith 12 Ga. w/Hammers - Lefever 12 Ga. - Win. Model 61, 22 Cal. - Marlin Model 336, 30-30 - Win. Model 120 Youth 20 Ga. (Ducks Unlimited) - Thompson Center Arms Rep. - Win. Model 94, 32 Cal. - U.S. Springfield Model 1903 - Win. Model 70, 30-06 w/Scope, Several Modern and Antique Revolvers.

ORDER OF SALE (TIME APPROX.):  
9:00 A.M. - China, Glassware, Etc.; 11:30 A.M. - Jewelry; 12:00 Noon - Furniture, Appliances, Etc.; 5:00 P.M. - Guns - Automobile (1977 Pontiac Sunbird - 2 Dr. Coupe).

Executor,

BANK OF PENNSYLVANIA

Leon Miller, Atty.  
Reading, PA.

Samuel M. Ferraro

Auctioneer AU000276-L