

### Estimated Daily Livestock Slaughter

Under Federal Inspection

Dec. 9, 1992

	CATTLE	CALVES	HOGS	SHEEP
WEDNESDAY (EST)	120,000	5,000	368,000	21,000
WEEK AGO (EST)	120,000	4,000	358,000	20,000
YEAR AGO (ACT)	120,000	6,000	351,000	23,000
WEEK TO DATE (EST)	341,000	15,000	1,061,000	62,000
SAME PD LT WK (EST)	367,000	14,000	1,061,000	61,000
SAME PD LT YR (ACT)	334,000	19,000	1,037,000	66,000

PREVIOUS DAY ESTIMATED TUESDAY STEER AND HEIFER 90,000;  
COW & BULL 26,000.

\*\*\*REVISION HOG SLAUGHTER TUES...374,000.  
\*\*\*REVISION CALF SLAUGHTER TUES...5,000.

LAMBS NEW CROP TO 142.50.  
OTHERS 40.00-68.00.  
SHEEP 21.00-40.00.  
HOGS 200-250 LBS. 32.00-35.00.  
SOWS TO 34.50.  
BOARS TO 26.00.  
PIGS TO 13.00.  
HEIFERS TO 52.75.  
MEDIUM STEERS 59.00-66.00.  
FEEDER STEERS TO 66.00.  
BULLS 42.00-58.75.  
GOOD COWS 46.00-50.00.  
COWS MEDIUM 42.00-45.00.  
COWS POOR OR SMALL 24.00-41.00.  
HORSES TO 570.00.  
GOATS TO 92.50.  
CATTLE MARKET STEADY; CALF  
MARKET GOOD; CHRISTMAS LAMBS  
NEXT WEEK. DAIRY SALE DEC. 17,  
1:30 P.M.

#### New Holland Horses

New Holland Sales Stables  
New Holland, PA  
Monday, Dec. 7, 1992  
Report Supplied By Auction  
427 HEAD. MARKET STEADY.  
DRIVING HORSES 515.00-790.00.  
RIDING HORSES 490.00-760.00.  
WORK HORSES 720.00-1500.00.  
REGISTERED HORSES  
740.00-1200.00.  
KILLERS: LIGHTWEIGHT  
485.00-600.00; HEAVYWEIGHT  
675.00-775.00, FEW 810.00-875.00;  
THIN 70.00-405.00.  
PONY MARES 115.00-260.00.  
PONY COLTS 45.00-120.00.  
GELDINGS 115.00-260.00.  
LARGER PONIES: 305.00-385.00.

## ADADC Approves Marketing Plan

SYRACUSE, N.Y. — The board of directors of the American Dairy Association and Dairy Council, Inc. (ADADC) recently approved the advertising and promotion plan for 1993.

The estimated budget of \$11.2 million will fund advertising, educational programs, and specific promotions to encourage the consumption of milk and milk products.

In 1993, advertising will communicate two separate messages: one for milk and one for cheese. The milk message to consumers will be "do something good for your body." It will focus on the psychological satisfaction and physical benefits derived from drinking milk.

Fluid milk commercials will target consumers 25-54, since they represent 48 percent of the total population and 34 percent of the milk volume.

Cheese advertising and promotion will target consumers ages 25-54 with an emphasis on women. The message to consumers

will focus on the great taste and versatility of cheese, especially in sandwiches, which is 45 percent of the total usage of cheese. Ninety percent of the cheese purchased at retail level is consumed during mealtime.

Approximately \$7.6 million will be targeted for television and radio advertising in ADADC's 10 local media markets, including New York City, Syracuse, Albany/Schenectady/Troy, Wilkes Barre/Scranton, Harrisburg/Lancaster/Lebanon/York, Utica, Binghamton, Elmira, Watertown and Burlington/Plattsburgh.

Supermarket retailers will continue to be key partners in ADADC's marketing program. The consumer promotions department will work with retailers, manufacturers, and dairies to implement improved dairy case management techniques and point of sale activities. Training seminars will continue to be part of ADADC's dairy case space management program.

New this year will be the implementation of retail store level audits in all major ADADC markets to rate stores on their product availability, attractiveness, cleanliness, and space allocation.

The nutrition education department will focus on several key programs that include the placement of school curricula with second and fourth grade teachers, working with selected districts to promote the school breakfast program, and emphasizing calcium's role in health. These programs are geared to influence children and adults to consume dairy products as part of a balanced diet.

ADADC's communications department will work with the news media to promote dairy products through four public relations campaigns and by aggressive action towards dairy misinformation in the popular press. Coordinating and assisting in the state dairy princess programs and providing communications to members will also be coordinated through the department.

#### Valley Stockyards

Athens, Pa.  
Monday, Dec. 7, 1992  
Report supplied by auction  
HOLSTEIN HEIFER CALVES TO  
177.50.  
VEAL CALVES TO 86.00.  
VEALER BULL CALVES  
117.50-167.50.  
SLAUGHTER CALVES MOSTLY  
35.00-60.00.  
GRASSERS & FEEDERS 52.00-68.00.

# "When Our Dairy Was Destroyed, Old Guard Came Through."

*"We were devastated when fire destroyed our three-barn dairy complex and most of the livestock. Fortunately, Old Guard responded promptly. In just two weeks we had a check for more than \$440,000."*

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Ad based on actual letters received by Old Guard

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