

Lancaster Farming

FEB 25 93

FARMING
UNIVERSITY

VOL. 38 No. 15

Five Sections

Lancaster Farming, Saturday, February 20, 1993

60¢ Per Copy

\$19.00 Per Year

Genetic Technology To Improve Pork Exists If Producers, Packers Would Use It



At the Keystone Pork Congress awards banquet Wednesday night, several were recognized for their contributions to the pork industry. They included, from left, John Riesser, 20, coach of the Lebanon team, first place in the Pork Bowl, FFA award; Michelle Vonada, 19, Meckeyville, an 11-year 4-H'er and sophomore in dairy and animal science at Penn State; and Allen Hinkel, selected as All-American, to represent the state at the World Pork Expo in Iowa in June. Photo by Andy Andrews.

ANDY ANDREWS
Lancaster Farming Staff
CAMP HILL (Cumberland Co.)
—No time in the history of pork production has the technology existed to bring about wide-ranging change for the better as we have today, said a leading swine research scientist on Wednesday at the annual Keystone Pork Congress.

In his talk, "Genetic Programs That Producers Need and Consumers Demand," Dr. Lauren Christian, professor of animal science at Iowa State University, told those attending that traits can be selected to bring about better profit and loss sheets for producers, if they make use of existing technology and techniques — and if they know where to look for them.

At the Congress (which launched the first of the Pa. Performance-Tested Boar sale by video), Christian outlined the elements of a study recently conducted at the Northeast Iowa Testing Station. There, 1,100 pigs from

214 farms were selected and their measurable traits, including backfat, rib fat, loin eye, and others proved that there were a "tremendous variety" of individual pigs in individual herds. Clearly, according to the swine researcher, many of the producers were not selecting for the economic traits necessary to determine a better bottom line and better quality of carcass.

Producers that are members of the American Yorkshire Association, for example, are able to obtain pedigree information on some 11,000 sows kept in records, and more than 70,000 pigs. The entire ancestral line is kept on record, including expected progeny difference (EPD) and other "heritable" factors that determine the marketability of swine.

Producers, according to Christian, should select only those breeds that are superior in the traits that directly affect the profit and loss for the herd. By starting a

(Turn to Page A20)

At Pennsylvania Holstein Convention

Seipt In Hall Of Fame, Two Heifers Share \$12,300 Sale Top

EVERETT NEWSWANGER
Managing Editor

WILKES BARRE (Luzerne Co.)—The Pennsylvania Holstein extravaganza of the year was held this week as breeders of the black and white (and red) cows gathered in the Ramada Inn to celebrate accomplishments, conduct business, and participate in the convention sale. The convention theme: Generation to Generation.

At the awards dinner Friday evening, Donald Seipt from Keystone Farms in Easton was named

to the 1993 Holstein Hall of Fame and Lloyd and Denise Pease, Susquehanna, were named the winners of the Young Holstein Breeder award.

Don and his wife Gerry with sons Donald and Douglas have developed a world renowned herd with current statistics of 25,200m 935f 820p and a BAA 108.6. They have received the Progressive Breeder Registry Award 35 times and they have also received numerous Gold Medal Dam and Dam of Merit Awards.

A graduate of Penn State with a degree in dairy science, he has served in many leadership capacities in the Holstein industry from local to national including president and vice president of the Holstein Association of America. Don is also president of the National Purebred Dairy Cattle Association and past president of the Dairy Shrine Club.

In the Pennsylvania Holstein Association, he has served as president, vice president and treasurer and is especially noted as the general chairman of the 1985 state convention.

Don is a well-know judge of cattle and judged dairy shows in 18 states and several foreign countries. He has served on the All-American and the All-Time All-

American judging panel.

In the past, Don has been a PA Master Farmer and also received the Charles E. Cowan Memorial Award; Penn State University Distinguished Alumnus Award and the 1991 World Dairy Expo Dairyman of the Year award.

Lloyd and Denise Pease took over management of the home herd

(Turn to Page A29)

Direct Marketing Means Quality Customer Service, Not Overproduction

VERNON ACHENBACH, JR.
Lancaster Farming Staff

LANCASTER (Lancaster Co.) — Successful direct marketing means constantly thinking about and doing things for the customer, whether the market is an on-farm dairy store or a summer fruit and vegetable stand.

At least that is the basis of thought behind the suggestions offered by speakers during a Thursday morning session of the annual Mid-Atlantic Direct Marketing Conference and Trade Show.

Jointly sponsored by extension offices from Pennsylvania, Delaware, New Jersey and Maryland, the conference and trade show offers a forum for those who have sought to directly retail theirs and also others' agricultural commod-

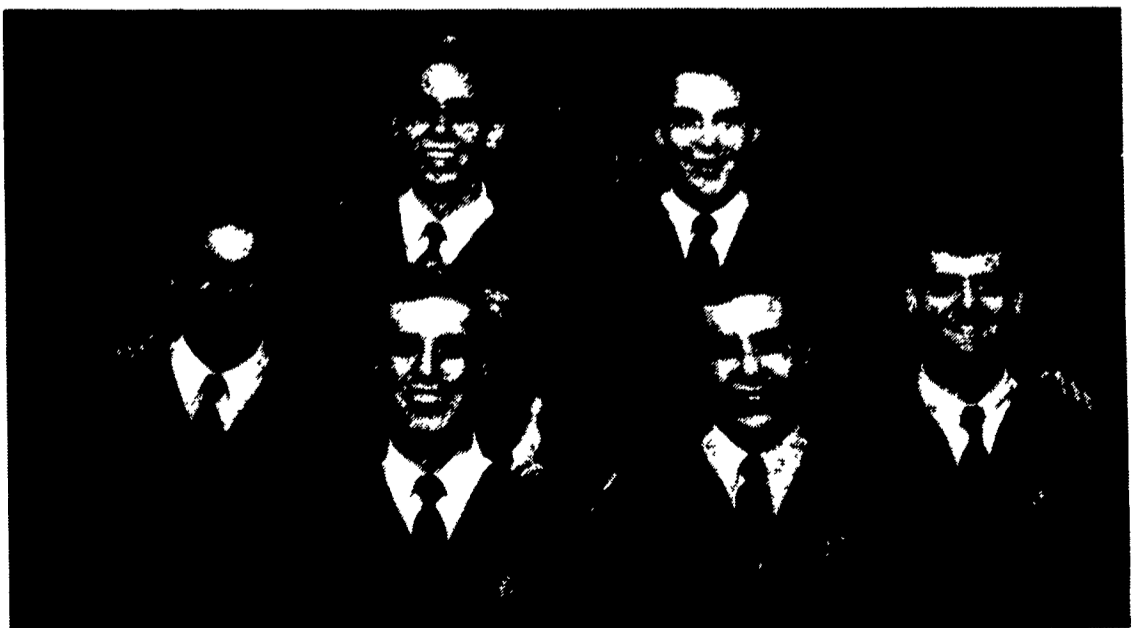
ities to discuss industry problems and issues and to provide up-to-date information which may affect those in direct retail marketing.

Those with existing roadside farm markets, of all sizes, constituted a large portion of the audience, according to Jeffrey Patton, Lehigh County extension agent and co-chairman of the trade show committee. He said while he didn't know exactly how many, he said he guessed that a large majority of the rest of the group were those contemplating direct marketing.

The overwhelming message from the morning session was to try to understand those who would be customers, what they like, what they expect, what they know and what they need.

(Turn to Page A32)

National FFA Week Feb. 20-27



Rick Perkins, national FFA eastern region vice president, back row, second from right, has been busy in Washington, D.C. the past week along with several other national FFA officers to kick off National FFA Week, which begins today and lasts through next Saturday. Front row, left to right, Travis Park, 21, national president, Franklin, Ind. and Kevin White, 20, national secretary, Redding, Calif. Back row, left to right, John Kleiboecker, 20, central region vice president, Stotts City, Mo.; Todd Hingson, 19, southern region vice president, Live Oak, Fla.; Perkins; and Dennis Degner, 20, western region vice president, Malone, Texas. See story page A44.