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The John Myers family of Dunkard Valley Farm in Dallastown is named the Pennsylvania Cattlemen's Association Family of the Year. From the left are recipient Kenley Jo Myers, Tom Walen, president of the state Simmental Association who presents the award, and recipients John, Nancy and Jack Myers.

Pa Beef Expo Highlights Member Achievements

GAIL STROCK

Mifflin Co. Correspondent
STATE COLLEGE (Centre Co.) — The four-day Pennsylvania Beef Exposition was held recently at the Penn State Ag Arena and gave owners of all cattle breeds a chance to promote their choice of breed through shows and sales, and to learn more about the trade.

The event was co-sponsored by the Pa. Cattlemen's Association (PCA) and affiliate organizations, Penn State's College of Agricultural Sciences, the various state breed associations, and the Pa. Department of Agriculture.

It began with the arrival of cattle and an educational symposium entitled "Making Money with a Small Herd of Cows."

More than 200 people attended the symposium, according to Expo Publicity and Promotion Chairman David Seamans. Seamans said it was designed to show how the smaller producer can use to their advantage what the big producers have, such as information from extension services and college and industry-funded research.

In the first session, Dr. Bill Henning, assistant professor of Dairy and Animal Science at Penn State, addressed ways of marketing calves from a small herd.

Henning's topic was, "Evaluating a Bid Price from a Prospective Buyer," "Electronic Markets: Are They For Me?" "County-Wide Cooperative Sales," and "Direct Sales to Consumers: The Advan-

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Anti-Biotech Supporters May Hurt Consumer Confidence

VERNON ACHENBACH JR.

Lancaster Farming Staff
GAITHERSBURG, Md. — The meat and dairy industry may be facing one of its largest challenges to date in assuring the American consumer of the safety of its products.

The challenge is being offered in the form of a threat from an anti-biotechnology, anti-agriculture and anti-cattle organization that is preparing a campaign to create fear among Americans about consuming domestic milk and meat.

The parent organization is Foundation on Economic Trends, created and run by Jeremy Rifkin. Rifkin has established another non-profit group called Pure Food

Campaign that has as its goal to ban the use of any biotechnology in the development of food.

Rifkin refers to Pure Food Campaign as an "international offshoot project." He has three people running it.

According to Ted Howard, director of Pure Food, the goal of the project is to create a rejection by the American people of milk or meat that is derived from cattle treated with supplemental bovine somatotropin (BST).

By his own description, Howard is a long-time Washington D.C.-based professional fundraiser and associate of Rifkin. He said that over the past 10 years he has been working with various

campaigns to raise money to fight world hunger. He said he started working with Rifkin during the 1970s and came back to work with Rifkin about a year ago with the start-up of Pure Food Campaign.

Rifkin is behind several different groups which hold non-mainstream opinions and views on agriculture and animal rights and raise funds to pay for spreading the message and to lobby Washington

legislators.

Howard said the Pure Food Campaign is to "educate" the public about his and Rifkin's concerns about supplemental BST being

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The Lutz Family Enjoys Life In 'Switzerland Of Northern Berks'

ANDY ANDREWS

Lancaster Farming Staff
KEMPTON (Berks Co.) — Lester Lutz said he lives in the "Switzerland of northern Berks."

A visitor who meanders through the mountains — on one side lie what countians refer to as "The Pinnacle" and, on the other, the majestic Blue Mountain — can appreciate the postcard-like beauty. And the Lutz Farm — recently honored as a Century Farm, with more than a 100 years in the family — sits in the lush valley.

Some of the land is tillable, and grows about 20 acres of grain crops, mostly soybeans. About eight acres is taken up by an orchard brimming with a variety of fruit trees that Lutz, since he stopped farming years ago, continues to develop and, free time permitting, maintains.

It's the "maintaining" part that has been tricky for Lutz, who has

to try to find spare time away from his full-time job at TNT Red Star Express as a driver and from mowing and caring for a combination of woodland and open area alongside the homestead.

But it is something he enjoys most, and is grateful for, considering, since he was a child, he remembers how difficult it was for his family to make it as a dairy and how fortunate he feels to have inherited some prime farmland.

Lot of ground

"I always say we have a lot of ground but very little land on this farm," said Lutz, who rents a part of the farm to a neighbor to grow soybeans. Lutz and his family — wife Linda, son Lloyd, and daughters Lisa and Louise — have lived on the farm since 1972, when Lutz purchased it from his mother, Mary. The total farm encompasses

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The Lutz Farm — recently honored as a Century Farm, with more than a 100 years in the family — was purchased in 1858 by Isaac and Sybilla Lutz. Lester Lutz and his family have lived on the farm since 1972, when Lutz purchased it from his mother, Mary. From left, Lloyd Lutz and wife Kim, and Lisa, Louise, Linda, and Lester.