



Business News



Timothy Shultz



A. Norman Cosner, Sr.



Stephen Isaacson

Pennfield Names Servicemen

LANCASTER (Lancaster Co.) — Pennfield Corporation, 711 Rohrerstown Road, is pleased to announce the following additions to their Feed Marketing Division: Timothy Shultz; A. Norman Cosner, Sr.; and Stephen Isaacson.

Shultz was graduated with a degree in agribusiness from the State University of Morrisville, N.Y. Upon completion of his education, Shultz was employed with Lowellville Feed and Grain. As a

Pennfield dairy and livestock feed sales and serviceman, he will be covering Bradford and Tioga counties and parts of Columbia and Lycoming counties.

Cosner joined Pennfield in January after 13 years as sales manager for Paramount Feed & Supply Co. in Hagerstown, Md. Cosner will be the dairy and livestock feed sales and serviceman for Fulton, southern Huntingdon, and western Franklin counties.

Isaacson has earned his bachelor's in general agriculture from the University of Maryland. Prior to joining Pennfield, he was a field technician for Sire Power and more recently had been the assistant herdsman and crops assistant manager on the Roy Crow Farm in Kennedyville, Md. Isaacson's responsibilities include dairy sales and service for the Eastern Shore in Maryland and Delaware as well as the southern New Jersey area.

Dry House Farm Receives Herd Award

DeFOREST, Wis. — Dry House Farm, owned and operated by Lester Yoder and his brother Ray Yoder, received the February Genetic Management System Elite Herd award from American Breeders Service (ABS). This award is one of 12 that will be given in conjunction with the 25th Anniversary of ABS' Genetic Management System (GMS).

Dry House Farm, located near Belleville, Pa., is home to 102 milking Holsteins producing an average of 21,801 pounds of milk, 792 pounds of fat, and 674 pounds of protein. Good management as well as solid genetics are keys to the success of the Yoder herd. Artificial Insemination (A.I.) and ABS' Genetic Management System help the Yoder operation achieve production goals set for their 100 percent ABS-sired herd.

GMS has been a part of the Yoder management program for 17 years. "With so many bulls to choose from, we were having a hard time making mating decisions," said Lester Yoder. "GMS not only simplifies our mating decisions, it also reduces the amount of time we need to spend selecting bulls to mate with individual cows."

The Yoders meet with their GMS Evaluator, Paul Bauder, once a year to re-evaluate and establish sire standards for their cows. Yoder said, "We place our main emphasis on milk production and functional type traits when selecting bull standards, with second-

dary emphasis on protein production."

Two cows in the Dry House Farm herd stand out in Yoder's mind as top notch GMS offspring. "We have an Excellent scored Tri-Day Valiant GOLD daughter that produced over 30,000 pounds of milk and over 1,000 pounds of fat in 305 days!" said Yoder. Yoder said that they are milking an Excellent (2E) Lime-Hollow Elevation MARS daughter producing more than 20,000 pounds of milk.

In addition to using GMS on cows, the Yoders recognize the advantages of GMS evaluation for

heifers. "We didn't initially use GMS on our heifers, but now 100 percent of them are mated with the program," said Yoder. "We feel the heifers are just as important, if not more important, than the cows when it comes to mating decisions."

With the help of GMS, the Yoders find it easier and less time consuming to select the genetics for building a profitable dairy herd.

The Genetic Management System was designed by American Breeders Service (ABS) to help dairy producers make sound mat-

J-Star Electronics 'Weighs In' For Livestock

FT. ATKINSON, Wis. — J-Star Electronics has introduced its new Stock Weigh Electronic Scale.

Designed for weighing livestock, the Stock Weigh features its exclusive "Lock-On" display feature, and provides 99 percent accuracy even when weighing the most restless animals. The Stock Weigh will provide a fast, accurate static weight for restless and moving animals, enabling you to determine correct market weights.

The new Stock Weigh system is designed with a digital indicator display that provides fast, easier-

to-read weights. Combined with the "Lock-On" feature, the indicator eliminates fluctuations that other electronic or mechanical scales experience.

The Stock Weigh also provides just two operation keys for ease of operation: - a "check weight" key which allows the operator to double check the animal's weight without taking it off the scale, and a tare key for temporary zero of weight. The Stock Weigh Systems offer capacities from 2,000 pounds up to 6,000 pounds. The two-channel corrosion-resistant stainless steel loan cell mounts are



Dennis Massier, left, general manager of the Case Power & Equipment store in Des Moines, Iowa, accepts the award for North American Store of the Year from Jon Carlson, Case vice president-retail operations. Nearly 150 Case stores competed for the honor.

Case Power & Equipment 'Store Of Year'

DALLAS, Texas — J I Case has honored Case Power & Equipment of Des Moines, Iowa, as North American "Store of the Year" for outstanding performance in 1992.

The award, presented at a recent company sales meeting held in Texas Stadium, singles out the Des Moines store from among nearly 150 Case stores for its superior financial management of the business, including management of new and used inventory, proficiency in parts and service management and management of receivables.

Seven other Case Power & Equipment stores received top and runner-up honors for their regions:

- CP&E Philadelphia Complex (comprised of stores in Montgomeryville, Penn., and Newcas-

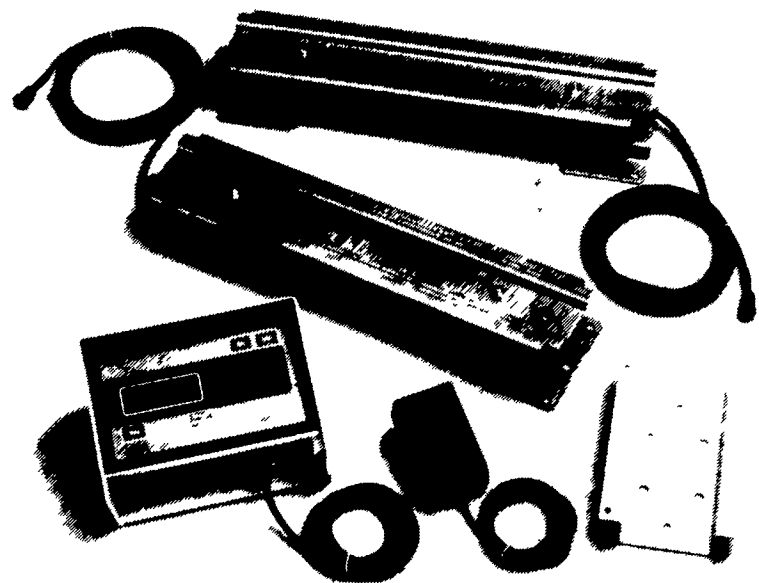
tle, Del.) — Eastern Region Store of the Year

- CP&E Red Deer, Alberta — Northern Region Store of the Year
- CP&E Shoal Lake, Manitoba — Northern Region Runner-up
- CP&E Houston Complex (comprised of stores in Houston and Alvin, Texas) — Southern Region Store of the Year

- CP&E Hobart, Okla., Complex (comprised of stores in Hobart and Elk City, Okla.) — Southern Region Runner-up
- CP&E Davenport, Iowa — Western Region Runner-up

"Employees at these Case stores can be very proud," said Jon Carlson, Case vice president-retail operations. "These awards are the Case store equivalent of 'Best Picture' honors; they encompass every facet of the business."

Dennis Massier, general manager of the Des Moines store said, "We're extremely pleased to be named 'Store of the Year' because of the positive reflection on our entire staff. We're especially proud of what it suggests about the quality of service we strive to provide to the customers in our area."



Designed for weighing livestock, the Stock Weigh features its exclusive "Lock-On" display feature, and provides 99 percent accuracy even when weighing the most restless animals.

available in 16-inch, 24-inch, or 44-inch widths and easily adapt to any type of steel or wood deck, cage or chute.

Although most Stock Weigh scales are used for weighing livestock, to determine market weights, to obtain litter weights, evaluate feed performance, deter-

mine weights for medicine doses, plus select the best breeding stock.

For more information about the Stock Weigh Scale Systems, contact J-Star Industries Electronics, 801A Janesville Avenue, Ft. Atkinson, WI 53538, (414) 563-5521 or (800) 225-7695.