

# Lancaster Farming

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## Penn State Poultry Club Holds Recognition Banquet

JUDY PATTON

**Union Co. Correspondent**  
STATE COLLEGE (Centre Co.) — In the same style as his nationally televised chicken ads, Frank Perdue spoke at the Penn State Poultry Science Club banquet. The third annual awards banquet was held here last week.

"The horizons are unlimited in agriculture today," Perdue told students and industry people at the banquet. You don't have to be a straight A student to succeed in business, he said, but you have to be willing to work hard, to accept criticism, and to learn.

Perdue dropped out of college to go into business with his father, who had a small hatchery with 2,000 white leghorn layer hens near Salisbury, Md. Today Perdue

Farms processes 7.5 million chickens a week and has \$1.3 billion in annual sales.

"My father was a great teacher," Perdue said. Even during the Depression, Perdue made money on egg contracts. When the flocks died from a disease during World War II, Perdue switched to broilers. They also started processing their own feed then because they couldn't get ingredients during the war. In the 1950s and 1960s they added feed mills and soybean plants to their operation.

Perdue attributed his success to drive, which he said is the common denominator of all successful people. He also believes "you have to diversify enough to make it," as long as all the businesses are closely related. High quality products is

also a key, and Perdue has spent about \$40 million in the last eight years for quality improvement.

About advertising, Perdue said, "Nothing will destroy a good product quicker than a poor ad." But the product must meet the expectations the consumer has from the ad, as he warned. Eighty percent of new products fail because the advertiser assumed the consumer is stupid.

Investing in research and development of the best product is important at Perdue, whose broilers have 14-20 percent more breast meat than any other broilers, according to Perdue. Good delivery service and health and safety provisions for employees are also prime concerns at Perdue Farms.

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Andrew Long, club president, presents club jacket to Frank Perdue.

## Farmer Action Corrects County Clean, Green Assessments

**Editor's Note:** This is the first in a two-part series about real life events surrounding local-government decisions in two adjacent Pennsylvania counties and how they affected agricultural and rural landowners. These stories are about hometown officials, and how assumptions by government officials made life difficult for some family farmers.

**VERNON ACHENBACH JR.**  
**Lancaster Farming Staff**  
MARKTYSBURG (Dauphin Co.) — A more than five-year-old dispute over the real estate taxing rate under Dauphin County's "Clean and Green" tax-reduction program is nearing its end.

This past week, two meetings were held at county schools to explain the specifics of the Clean and Green Act and how a county-wide reappraisal of taxes under the

act is to be performed. A third and final public explanation meeting is scheduled for 8 p.m. Monday at the Upper Dauphin High School.

County-hired mass appraisal and assessment business 21st Century Appraisals Inc., based out of Port Matilda, has been conducting the meetings to inform landowners of the benefits and drawbacks of the Clean and Green preferential tax reduction program.

21st Century was hired by the

county in accordance with a Dauphin County court order to change the way it has assessed real estate values for Clean and Green properties.

The dispute and current actions began in 1985 when Dauphin County performed a county-wide reassessment and did an across-the-board doubling of appraisal.

The dispute has ended after one farm family used its own resources to initiate a legal battle with county

officials challenging the way they treated land presumed protected under Clean and Green.

The issue was not reported in local newspapers, and according to officials at the educational meetings, almost all of the landowners are not aware of the lawsuits which caused the mass reappraisals.

But the fact that these meetings are even scheduled is because of the efforts by the Russel Cassel

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## Graybeal: Bottom Line Most Important

**EVERETT NEWSWANGER**  
Managing Editor

**PEACH BOTTOM** (Lancaster Co.) — For Joe Graybeal and his brother Steve, the bottom line is more important than fancy buildings or modern equipment.

"We are a low-cost operation, and we don't have a high herd average," Graybeal said. "At 19,800 pounds, we are way behind those fellows who are in the 25,000-pound range. We watch these records, but we are not sure how they get there without spending a fair amount of money. And

we are not sure we want to invest all that much in buildings and equipment. You can always invest in buildings, but there must be a return for the investment."

Joe and Steve started farming on the home place along Mason Dixon Road in southern Lancaster County on the Maryland line in 1968. Since that time two additional neighboring farms (all the meadows join) have been added to their holdings. The dairy herd has

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## Livestock Care

## Topic Of Housing Expo

**ANDY ANDREWS**

**Lancaster Farming Staff**

**LEBANON** (Lebanon Co.) — Forget the fancy, expensive housing facilities right now, for instance, and concentrate on some of the fundamentals of taking care of animals.

Know their flight zone. Be wary of how you load them onto and off the chute. Learn more about how to treat them right, and they'll treat

you right.

Some of these concerns will be addressed at this year's Animal Housing Expo, a show for Northeast livestock, dairy, and poultry producers, set July 13-14 at the Lebanon Fairgrounds.

Many of the problems associated with cattle — especially bruising — can be handled by knowing several of the fundamen-

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Harold Lindacamp, Lancaster DHIA supervisor, left, confers with Joe Graybeal in the milking parlor.