

# Consultant Tells Holstein Club: Study Market, Set Goals

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**GREENCASTLE** (Franklin Co.) — Ron Buffington of Rosebuff Holstein Consulting addressed about 350 people at Tidy-Brook Farm on August 3.

Tidy-Brook was the site of the Franklin County Holstein Club's annual Field Day. Farmed in partnership by Alan Meyers and his father, Mark, Tidy-Brook is home to the Sally family of Holsteins.

Tidy-Brook has bred five of the top 20 Holsteins for CTPI — all are from the Sally family. Tidy-Brook Elton Sonja-ET, a daughter of Tidy-Brook Sally Ned Boy, is the top Holstein for protein and milk in the U.S. Her index for milk is 3,700 pounds.

The herd includes one Excellent cow and 16 Very Goods. The BAA is 104.1, and RHA is 19,700 with 725 pounds of fat and 625 pounds of protein.

Buffington, of Dublin, Ohio, complimented the Meyers family "for doing a lot of things right, for putting a lot of pieces together." His topic was merchandising registered Holsteins in the '90s.

"This is the exciting part of registered Holsteins," he said. "You can develop a second income from your cows."

Buffington made seven points: 1. Study what the market needs. "The market is going to protein. They want high protein-testing cows."

2. Every farm should join a buying cooperative. "Buy cheaper

and smarter, at 10 to 30 percent off retail," he said. "Put the money you save into buying embryos from a good cow family that's on its way up."

3. Breed for type and feed for milk.

4. Organize workshops every 90 days so people know what's going on. "There's so much information available — finance, genetics, embryo marketing. . ." he said.

5. Advertise, and do it under contract because that saves 10-15 percent of the cost. "When you have to write an ad six times a year, you make that commitment, and you'll be organized with your information, pedigrees and pictures. If you want people to come, you have to tell people you have something to sell."

6. Increase your retail sales. "In the financial world, there are two terms — retail and wholesale," he said. "You can't buy retail and sell wholesale. Too much of American agriculture is that way."

7. Set goals. Decide what you want to do. There is a lot of opportunity. Some farmers have cattle sales that are 50 percent of the milk check.

Buffington recommends including the phrase, "After the sale, support," in advertising, a technique he learned from the Ostrich breeders. "It would knock the socks off the buyer if we did this for Holsteins," he said. Support after the sale includes assisting the purchaser with management and

sending prospective buyers to his farm.

In the morning portion of Field Day activities, Dr. Larry Kennel of Cornerstone Genetics flushed Tidy-Brook B-Star Suzy-ET and explained the procedure to the group. Suzy produced 15 eggs, 14 of which were fertilized. Kennel transferred five and froze the rest.

Dr. Ron Kling of New Vision Transplants, Accident, Md. demonstrated a new use for ultrasound. Using a probe that glides over the uterus, he can detect pregnancy in a cow or heifer at 22-25 days, and can determine the sex of the embryo at 55-75 days.

Kling said that in his practice he uses ultrasound mostly for sex determination. "It can help you in managing contracts," he said. He has been using ultrasound since last November, and we've been 100 percent correct so far." The probe, which is attached to a machine with a small screen, emits sound waves which bounce off tissue in the animal's uterus, forming a picture on the screen.

Winners in the cattle judging portion of the field day were:

- Adults:
1. Brad Beidel (147 points)
  2. Donald Harwood
  3. (tie) Robert Schaffer, Dennis Sollenberger
  4. (tie) Randy Christman, Darren Watts
- Youth:
1. Jonathan Sollenberger (147 points)
  2. Ty Christman
  3. Justin Burdette
  4. Tia Crider
  5. James Smoker

The Meyers family gave away an embryo out of a Blackstar, who is consigned to the Eastern National Sale. The sire is Choice of Mark Adam. Nancy Toms was the winner.

Attending the event were several students from Japan, who are staying with area farm families, including Alan and his wife, Kendra. The students are from Japanese dairy farms and are visiting



Dr. Larry Kennel explains the flushing procedure. Cows can be flushed every 45-60 days.



Ron Buffington, left, was the featured speaker at the Field Day held at Tidy-Brook, home of Kendra and Alan Meyers, right.

under a program of the Pennsylvania Holstein Association. Also hosting the students were James

and Nina Burdette of Mercersburg and Donna and Clement Halde-man of Greencastle.



Dr. Ron Kling explains the ultrasound technique while the crowd watches the image produced on the screen.



Five Japanese students visiting area dairy farms received Pennsylvania Holstein Association shirts.

## Globe Run Farms Receive Fisher Award

**LINDA WILLIAMS**  
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**MARTINSBURG** (Blair Co.)

— It was an emotional moment as Judge Oren Bender narrowly chose the Globe Run 3-year-old Holstein as the supreme champion in the final show of the 1993 Morrison Cove Dairy Show. Globe Run was named premier breeder and supreme champion.

"I like all cows, if they are good cows, and we have six good ones here," said Bender. "But, since I have to narrow it down, my top three are the Guernsey, Jersey, and

Holstein. "However, the Holstein has a slight edge."

The reserve champion was the Jersey owned by Scott Fisher, son of the late John Fisher.

The Fisher Award was presented by the Ida Moore Family and included a \$100 check, a banner, and a rotating plaque for the champion and a \$50 check and a banner to the reserve champion. John Foster of Globberun and Fisher had tears in their eyes as they congratulated each other.

The winning cow was owned by

Lory Baker, who keeps her animals at the Globe Run Farm.

Matt Black won the reserve grand champion in the Holstein division with an aged cow.

The junior champ was owned by Erin Shaw and reserve junior by John Foster III.

Other Holstein awards were as follows:

Junior Calves: Angela Fredrick, Rachel Fox.  
Intermediate Calves: Charann Foster, Joshua Smith, and Ashley Black.

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The John Foster and Scott Fisher families accept the supreme and reserve supreme champion awards from the Ida Moore family—in memory of the late John Fisher.