

Brown's Sponsors Beef Seminar, Tour

FRANCONIA (Montgomery Co.) — F.M. Brown's Sons, Inc. recently held a beef production and management seminar and tour for their customers and sales staff. The seminar, which was held at

the Family Heritage Restaurant in Franconia, was attended by 85 participants. It was the culmination of several months of training in beef nutrition for the Brown's sales staff, and provided Brown's

beef customers with some insight into new and old techniques involved in raising and marketing beef cattle.

Doug Kogel, cattle procurement director for Moyer Packing

Company, spoke about the importance of the beef industry in this area of the country. He stressed the opportunity beef producers had to raise and market their animals. He also discussed the importance of producing a quality animal, and of taking advantage of the nutritional information available from Brown's to turn animals over rapidly and in an economical manner. He pointed out that it did not make much sense to export our started feeder calves to the Midwest and turn around 12 to 15 months later and bring them back to kill them. He indicated that in many areas of the country, beef producers have to ship long distances to reach the final market, but here in Pennsylvania and New Jersey markets such as Mopac are very close. He finished off his talk with a brief question and answer period.

Dr. Walter Kennett, Brown's director of nutrition, followed with a discussion of the various types of beef operations which Brown's deals with, and how each needs a different nutritional program to optimize economical growth. He stressed that knowledge of input costs, ration ingredient quality, and knowledge of what the buyer is looking for are all critical in planning a successful beef raising program. Kennett placed special emphasis on the need for the correct balance of nutrients at each stage of growth to take full advantage of today's nutritional knowledge. He also discussed how the type of nutrient requirements vary, especially rumen degradable and undegrad-

able protein, at various stages of growth. He concluded his talk by challenging those in attendance to do a better job of grouping on both weight and frame size and to finish animals on feedlots faster and thus more efficiently.

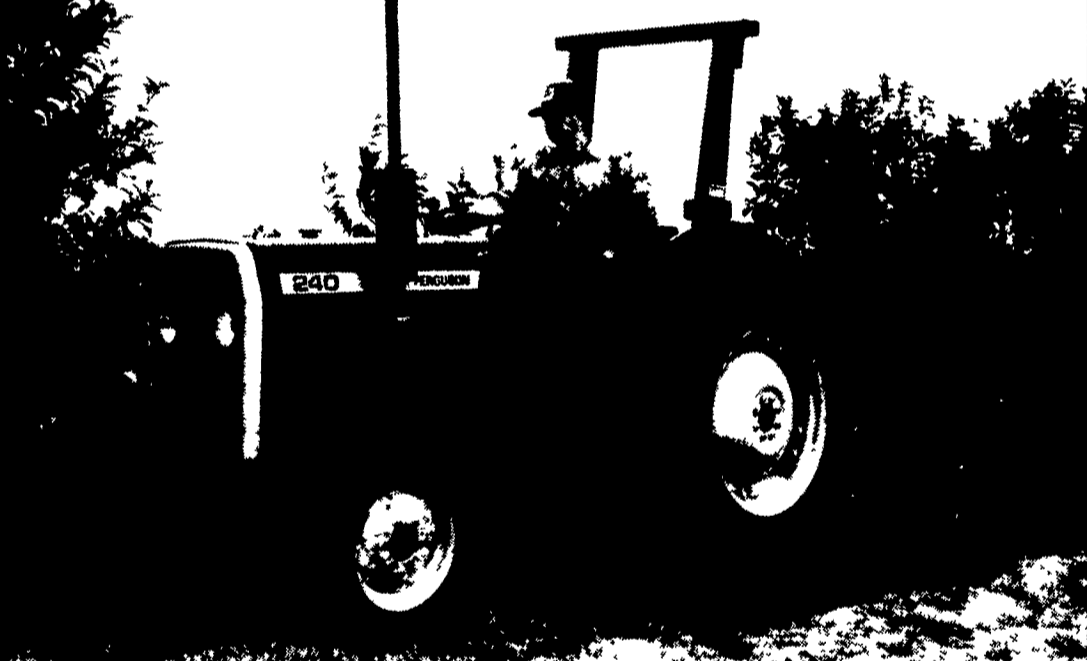
The final program speaker and co-host of the seminar was Mark Anderson with Hoffman-LaRoche, the manufacturer of Bovatec. Anderson spent some time discussing how coccidiosis can affect profit in a beef operation, and on reviewing the various stages of cocci growth and development. He stressed the importance of using Bovatec, which is an Ionophore, and is Coccidiocidal in a balanced program of raising beef cattle. Bovatec kills cocci organisms in early stages of the life cycle where other types of compounds are coccidiostatic and only arrest development of the organism. He showed how an outbreak of coccidiosis can reduce a beef steer's disease resistance, and impact its health for the animal's entire life. Bovatec is also a growth promotant which improves feed efficiency and average daily gain. At Brown's, there are six beef and dairy feeds which contain Bovatec, with one right for every situation from the creep feeder to the final finisher supplement.

Following the meal and program, the group adjourned to Mopac, where they were given a tour showing how animals were handled and processed into the final cuts of meat sent to the stores. The importance of quality control at every step of the operation was stressed.



Doug Kogel, chief cattle buyer at Moyer Packing Company, discusses the future of raising finished beef steers in the East to F.M. Brown's Beef Seminar participants.

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