



## News

**Cattlemen's Queen Nominations:** The expanded Cattlemen's Queen program this year is receiving interest from several affiliate cattlemen associations and individuals. The Cattlemen's Queen program is one that was very popular a few years ago, and can help promote the Pennsylvania beef industry in several ways. The Pennsylvania Beef Council co-sponsors some of the beef promotional activities of the Queen program, with the Cattlemen's Association and some private donors funding the other activities of the Queen. There's still room for more dedicated candidates who want to learn from the program, but also want to contribute to the betterment of the industry. Nomination material can be obtained from Mrs. Sue Clair, 568 Rock Road, State College, PA 16801 (814/238-1233).

**Expo Plans Continue:** The educational program will be held on Friday, April 8, and will address some of the more important problems and questions cattlemen have about improving their operations. Preregistration for the educational program, which includes lunch, will be \$25; information can be obtained from the Cattlemen's Association office (814/692-4208) or Dr. John Comberford (814/863-3661). The program will emphasize grazing systems, hay and silage conservation methods, breeding improvement, feeding systems for the cow herd and the feedlot, use of growth promotants and complying with nutrient management. There will also be a discussion about a recent study to determine the future of the cattle industry in Pennsylvania and what steps might be taken to expand the industry in Pennsylvania and the Northeast. The annual Cattlemen's Banquet will be held Friday evening, April 8, with the cattle breed sales on Saturday, April 9.

**Expo Trade Show Spaces Available:** The Expo Trade Show is coming along nicely — but there are still spaces for more commercial trade show exhibitors. Please give Dan Gard (717/653-8719) or Lowell Wilson (814/238-5888) a call for more information.

**Youth Activities to be Emphasized:** This year's Expo will include the Expo Junior Heifer and Steer Shows — which suddenly has become the largest such Junior event in the Northeast. With extra space available in the Farm Show Complex, and increased premiums for the Junior shows, there should be an ever larger show in the 1994 Expo. The Pennsylvania Junior Cattlemen's Association will hold a pizza party-meeting on Saturday evening, at 7:30 p.m. There will be several special Junior activities, including a Skill-a-thon — which will test the knowledge of Juniors in several different aspects of beef

cattle management. Preregistration for the Skill-a-thon — can be through the Cattlemen's Association office (814/692-4208), Gerald and Sue Clair, Co-Advisors of the PJCA (814/238-1233), or from Tammy Balthaser, PA Beef Council (800-572-2020). All Junior Heifer and Steer Shows will be on April 10. Prizes and cash are being solicited for both premiums and awards for the Junior competitive activities.

**Beef Output to Increase 3% in 1994:** National Cattlemen's Association and Cattle-Fax predict that beef production will increase by about 3% in 1994, which will cause a per-capita increase in consumption by about 1.5 lbs, up from 66 lbs retail weight in 1993. Production of competing meats, especially chicken, will also increase, and pressure on meat and livestock prices will result.

The increased production is brought about by several years of profitability in the cow-calf busi-

ness; the nation's cow herd is the largest since 1985. Herd expansion is expected to continue for a few years.

**Meat Supplies at High Level:** Cattle Fax also has been one of several market outlook agencies that point out the rather large supply of beef and other meats, which have decreased profitability from feeding. Compounding the problem (as usually happens in the case of large supplies of meat animals ready for market) is the heavy slaughter weights of fed cattle. Feeding margins are expected to remain narrow or negative into the spring. Most experts agree that keeping current in the marketplace — selling cattle when they are ready from a weight and grade standpoint — will help bring about a profitable feeding margin.

**More Beef Promotional Ads on TV:** Perhaps it's especially appropriate to have more TV advertising because of the anticipated increase in beef production. The popular "Beef. It's what's for dinner." will focus on children and special occasions for celebrating according to the Beef Industry Council. Focus group interviews show that consumers like the current advertisements, and they get new ideas for beef meals from the ads. Recent surveys indicate that almost 3/4 of all consumers are now aware of the beef ads and that most consumers now intend to eat beef more often than they did previously. The Check-Off-funded promotion, education, and research activities have increased demand for beef. Let's hope that it continues to bring about increased demand since we will have more beef to merchandise over the next few years. Another bright spot, though, is the expected increase in

## Stretch The Food Web, Feed Byproducts

**GEORGE F.W. HAENLEIN**  
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NEWARK, Del. — Feeding soap to dairy cows? What's next?

The simple days of letting our cows graze natural or planted pastures have been superseded in many places with all kinds of feeding substitutes and byproducts that aren't usually harmful to cows or their milk, meat or longevity.

To the contrary, the high-producing cows of today often benefit from some of these products, because they contain a higher nutrient content than what's available naturally through grazing.

This doesn't mean that grazing is no longer important. Grazing is still the cheapest way to feed many cows, and it supplies the daily essentials of fiber and vitamins for cows and calves, goats and sheep.

But substitute feeds and byproducts are valuable supplements to grazing; they reduce the acreage needed to graze and are sometimes obtainable at bargain prices.

A few years ago, I worked with a dairy herd that had a sweet connection. A major candy manufacturer had an abundance of broken chocolate and candy bars, which one farmer was more than happy to feed to his cows. Nothing went to waste. I also know of a potato chip manufacturer who regularly "recycles" his breakage to a dairy herd. The cows apparently love chips.

Back in the Old Country, we were very much oriented to this kind of recycling. We fed our cows leftover string beans, silage from sweet pea pods and husks from nearby vegetable canning

plants.

Each fall we'd harvest sugar beets first for leaf-and-tops silage before gathering the beets themselves.

I also worked on a research project in Delaware which involved using lima bean vines for dairy cattle feeding. The lima bean vines made excellent silage as long as the harvesters didn't pick up too much soil and sand to contaminate it.

In recent years, byproducts suitable for feeding to cows have been brewer's grain, distiller's grain, molasses, beet pulp, oil meals and gluten meals. New additions to this list include bakery byproducts, whey, syrups, soyhulls, tallow, feather meal, blood meal and soaps. More food industry products are sure to follow, because recycling makes economic and sociological sense. It even makes cow sense.

We've known for years that ruminants such as cows, sheep, goats, llamas, camels, reindeer, musk oxen, yaks and buffaloes are unique in their ruminant feed requirements.

They are especially suitable for poor, developing countries.

Because ruminants can thrive on feed that is unsuitable for human consumption, they don't compete in starving countries for human food. Nor do they compete for the money required to import grain for feeding monogastric animals.

The ruminant cow today provides a wonderful way to get rid of tons of byproducts that would otherwise be wasted. At the same time, cows produce excellent quality milk and meat.

Of course, this "recycling" process takes place under careful

U.S. exports of beef and other meats because of renegotiated tariffs and more favorable trade practices with other countries.

**NCA and PCA Membership:** The National Cattlemen's Association, in cooperation with Merck AgVet Division, is offering special incentives for cattlemen to join both NCA and the Pennsylvania Cattlemen's Association. A new member joining both NCA and PCA will receive a "bonus" of two 250-ml bottles of IVOMEC Pour-On — a \$60 value at retail. The NCA membership must be a \$60 full membership. This means that a new member will receive both an NCA and PCA membership for the cost of a PCA membership — \$12. In addition to receiving the benefits and all the communications from NCA and PCA, new members will add their support in bringing about changes that continually help the cattle industry.

**Beef Industry Long-Range Plan:** Over the past six months there's been discussion and planning meetings of the four major beef industry organizations — National Cattlemen's Association, Cattlemen's Beef Board, Beef Industry Council, and the U.S. Meat Export Federation. The "bottom line" is to determine how these four organizations can work together, still accomplishing the charge of each organization, and be more efficient and effective in serving the beef cattle industry. Both the PA Cattlemen's Association and the PA Beef Council have indicated support of this concept, pending further study and detailing of organizational methods.

**No Hazardous Residues in Beef:** The annual report from USDA on chemical residue moni-

toring has confirmed that beef is virtually free of violative residues. No violative residues were present in fed steer and heifer beef — which accounts for most of the nation's beef supply — and very limited residue frequencies were found in meat from cows. According to NCA, USDA's monitoring report confirms that Americans need not be concerned about hormone, antibiotic, pesticide, or other possible residue problems with beef.

**But — Food Safety will be in the News:** According to NCA, the beef industry can expect to see increased media attention about meat inspection and food safety in the next few months. Most of these news stories will emphasize bacterial contamination potential, particularly E. Coli 0157-H7 about one year after the outbreak in the northwest U.S. NCA and other associations have submitted video footage and other information to the news media on how the beef industry is dealing with food safety and inspection. With the increased attention on food safety issues, the Pennsylvania Beef Council is planning a major food safety seminar on April 7 for retailers, food service operators, and county health department officials. The purpose of the seminar is two-fold: 1) to provide accurate background information on various food safety issues, and 2) to offer procedures for maintaining and upgrading sanitation procedures.

Further information regarding the programs of the National or PA Cattlemen's Associations can be obtained from the PA Cattlemen's Association, RD#1, Box 83, Port Matilda, PA 16870 (814/692-4208).

monitoring and milk and meat testing, so that no undesirable industrial residues and pesticides contaminate the meat and milk products.

So what about soap? Some interesting new research at the University of Nebraska explored this question.

Since soap is a byproduct of the vegetable-oil processing industry (including soybean, cottonseed, peanut, sunflower and canola), it should be a potential dietary fat resource for ruminants.

Recent research has shown that plain fat supplementation is often not as well tolerated by cows as are oils converted to their salts. And that's what soaps are — salts of oils.

Thirty-two Holsteins were fed for 10 weeks four different rations, high starch, 1 percent added calcium salt of fat, 6 percent of a soyhull-soap mix and 12 percent of a soyhull-soap mix.

The soyhull-soap mix had 88 percent dry matter, 10 percent protein, 61 percent neutral detergent fiber and 16 percent fat, and the final rations contained 3.5 percent, 4.6 percent, 4.5 percent and 5.3 percent fat, respectively, fed as total mixed rations with equal levels of protein and energy.

Voluntary feed intake was high on all rations, between 4.4 and 4.7 percent of body weight.

Fat in milk produced was high on all rations, between 3.5 and 3.7 percent; as was milk protein; between 3.0 and 3.2 percent. Cows also remained in good body condition, scoring between 2.5 and 2.7.

Cows fed the 6 percent soyhull-soap mix significantly outproduced all other ration cows, with a 78-pound average for the 10 weeks, compared to 68, 69 and 71 pounds, respectively.

This is especially interesting because the cows on the 1 percent added calcium salt and the cows on the 6 percent soyhull-soap mix had the same ration fat contents of 4.6 and 4.6 percent, respectively. The latter appears to point to the added benefits of the soyhulls to the fat supplementation.

The basic forage component of the total ration, 16 percent alfalfa silage and 34 percent corn silage on a dry basis, was high in forage.

But apparently the soyhulls added to the fat supplementation was beneficial for higher milk production and a profitable way of incorporating fat and additional fiber into the ration of high-producing dairy cows.

