

# Specialty Market For Bull Calves Proposed

MT. JOY (Lancaster Co.) — In an attempt to increase the value of Holstein bull calves by increasing demand, Pennfield Feeds has announced its further participation in a program with Domain Inc., a Wisconsin company that developed a feeding program that results in about 75 percent of Holstein steers receiving an USDA Choice grade at 12 to 14 months of age.

The goal of the program is to create household-demand for "Tendrlean," a consistently high quality, low back fat, but well-marbled beef, according to program officials, which included local Pennfield Feeds representatives and Jerry Woodard, a Domain Inc. representative from Ohio.

Dairy producers who become involved in the program must observe several practices in order to maintain their eligibility and have their calves "certified" for use as Tendrlean.

Details of the program were presented last week during a program held at Country Table Restaurant in Mt. Joy. More than 200 people attended, including Lancaster County Extension Service Lives-

tock Agent Chester Hughes.

According to Hughes, he first attended a Tendrlean program sponsored by Pennfield last year, when it was first announced.

Pennfield's involvement with the program has changed since then, with more of a commitment by Pennfield to help with marketing of the resultant beef raised as Tendrlean.

"They put together a good program and made a lot of progress in one year's time," Hughes said.

"Not only have they put together a strict management and feeding program, but they are interested in developing and marketing a branded beef product and working with retailers.

"I've been impressed. Not only are they offering a dairy feeding and management program, but they have taken it all the way to the meat industry, producing and marketing a product."

According to Don Mahlandt, Pennfield representative, the reason Pennfield became interested in the program is because of the potential it has to add stability to area dairy farming operations,

which primarily use Holsteins for milking.

Local dairy farms have suffered economically for a number of reasons.

Land values have been inflated tremendously in the past several years as people working in higher-income areas, such as Philadelphia and New Jersey have found it more economical to commute long distances for higher pay.

Furthermore, because of the resultant residential development, farming operations have suffered because of the local taxing structures which result in farmers paying more in local taxes than they receive in local public service.

On the other hand, the strongest demand for local public service — water, sewer, road maintenance, police, fire protection, electricity, etc. — comes from residential development, which, according to studies, creates a demand for higher taxes.

Ultimately, lower farmgate milk prices have decreased over the past 20 years, and fluctuated widely.

In an attempt to recoup some economic strength, many dairy operations have opted toward expansion, in order to increase the amount of milk sold per person working. However, logistical and environmental restrictions have likewise been increasing.

Mahlandt said anything that can be done to stabilize local dairy farm cash flow, and thus help improve the outlook for local dairy farm success, is seen as a way of also improving the outlook for Pennfield.

The raw resources included in the Tendrlean program are male Holstein calves, whole shelled corn, and a pellet that Domain Inc. actually provides and Pennfield distributes.

Except for the few Holstein bulls that are used for breeding, there is no special use of the refined genetics in those bull calves.

In effect, the genetic potential in Holstein bull calves is largely



From the left, Ken Zurin, a Salunga dairyman who has been on the Tendrlean program for more than a year, and Jerry Woodard, representative of Domain Inc., the company offering the Tendrlean certified beef program, show cuts of meat from Holstein steers raised on a whole shelled corn and special pellet diet.

## Annual Auction Approaches

DAUPHIN (Dauphin Co.) — On April 2, beginning at 9 a.m., hundreds of people will take to the Gratz Fairgrounds in Northern Dauphin County to participate in the Tenth Annual Consignment Auction.

Dauphin County Conservation District is the sponsor of this large event.

To achieve this goal, the main ingredient necessary for the event's success is consignment items. The District is seeking businesses, dealers, organizations and individuals who are interested in consigning or donating good, quality items for the April event.

The proceeds of the auction benefit the Dauphin County Agriculture and Natural Resources Center and special projects such as scholarships and the public speaking contest.

Articles for sale will be accepted from 9 a.m. to 5 p.m. March 28 through March 31 and 9 a.m. through 4 p.m. on April 1.

On-the-road vehicles, including trailers, must have titles with them when they are consigned. A notary will be on duty the day of the sale to transfer titles to new owners.

Last year provided more than 2,500 sales for nearly 1,400 registered buyers. For more information or if you want to consign goods, contact Mervin Adams (717) 692-3076 or Mike Hubler, (717) 921-8100, Russel Cassel (717) 566-3284, or James Leshar (717) 365-3419.

wasted.

With less genetic variability in the Holstein breed, and the Holstein's genetic trait of producing a well-marbled meat at a younger age, it is believed that lean, tender cuts of meat under the brand name have a chance of winning a good share of the retail beef market; perhaps even boosting it.

However, those who take on the program must be ready to fulfill their obligations to management of the calves the raise for the program, because raising beef steers under the Tendrlean program does require a lot more attention to detail and more care than what is currently the norm.

Key among these restrictions is ensuring and certifying that the bull calf was given a minimum of 6 quarts of quality colostrum within six to 12 hours of birth (Research shows that the effect of colostrum in protecting a calf is really only effective within the first eight hours.); that the naval is dipped in iodine; that they are fed an all-grain, no-forage diet of whole shell

corn starting at an animal weight of 350 pounds to finishing weight at about 1,100 to 1,200 pounds; tagging with appropriate ear tags; and giving all the vaccinations and health care that are required or indicated through the program.

Producers who don't follow these management practices are to lose their status as eligible producers for the program, according to Woodard.

He said that the actual Tendrlean program was created in 1959, by Dr. Rebhan, who was given the task of trying to create a program that would make use of Wisconsin's dairy bull calves.

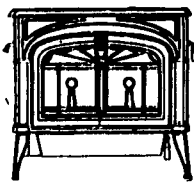
What he did was discover that he could finish a steer on an all-whole-shelled corn diet in a year that would have little backfat and good marbling. At the time, consumers were not as concerned with the amount of fat in a steak.

Today, the same program has the potential to develop a consistent quality product for the market in enough volume that supply could keep up with demand.

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