

Maryland DHIA Report For November

(Continued from Page D3)

ROY W CROW	HOLSTEIN	55	73.0
WM & KATHLEEN SCHRODEL#2	HOLSTEIN	125	72.8
GEN FARM I	HOLSTEIN	125	70.0
HILLS DAIRY PARTNERSHIP	HOLSTEIN	341	68.5
BRICK HOUSE FM INC	HOLSTEIN	104	67.3
GREENWOOD ACRES	HOLSTEIN	79	66.2

MONTGOMERY COUNTY			
HERD NAME	HERD BREED	COWS IN HERD T	MILK AVG FCM T
MENDELSSOHN TERRACE FARM	HOLSTEIN	125	67.9
ARTIE-JAY FARM	HOLSTEIN	97	65.6

POTOMAC VALLEY			
HERD NAME	HERD BREED	COWS IN HERD T	MILK AVG FCM T
CALVIN P DAYTON	HOLSTEIN	70	67.2

QUEEN ANNES COUNTY			
HERD NAME	HERD BREED	COWS IN HERD T	MILK AVG FCM T
PINTAIL POINT FARM	HOLSTEIN	76	78.3
BOONE BROTHERS	HOLSTEIN	146	75.8
F & J MOORE	HOLSTEIN	120	72.1
CHARLES R PATTERSON	HOLSTEIN	104	77.0
HARRY L SCHRADER & SONS	HOLSTEIN	190	71.3
BENJAMIN STANTON	HOLSTEIN	45	70.6
LJ & WE PALMATARY	HOLSTEIN	190	67.4
MCFARLAND, DONNIE & WAYNE	HOLSTEIN	145	66.1

TALBOT COUNTY			
HERD NAME	HERD BREED	COWS IN HERD T	MILK AVG FCM T
WILLIS SNOW & HENRY	HOLSTEIN	47	74.9
WM. BRINSFIELD	HOLSTEIN	50	71.0

WASHINGTON COUNTY				
HERD NAME	HERD BREED	COWS IN HERD T	MILK AVG FCM T	MILK AVG FCM T
ISAAC AND DIANE MARTIN	HOLSTEIN	52	79.0	79.0
CURTIS W AUSHERMAN	HOLSTEIN	167	76.2	76.2
LYNN STRITE	HOLSTEIN	75	74.7	74.7
MARVIN L. ZIMMERMAN	HOLSTEIN	140	74.1	74.1
LESTER STRITE	HOLSTEIN	59	70.6	70.6
KEVIN & MARLIN MARTIN	HOLSTEIN	41	68.9	68.9
DEBAUGH FARMS	HOLSTEIN	94	68.3	68.3
CREEK BOUND FARM	HOLSTEIN	110	67.9	67.9
ARTHUR RHODERICR	HOLSTEIN	225	67.2	67.2
SUNRISE VIEW FARMS	HOLSTEIN	119	66.7	66.7
E ANDREW STONE	HOLSTEIN	181	66.7	66.7
JOHN & CINDY BURTNER	HOLSTEIN	32	66.2	66.2
BARER FARMS	HOLSTEIN	122	66.1	66.1
HURT & JULIE WILLIAMS	HOLSTEIN	52	65.7	65.7
TIMOTHY & LAVONDA MARTIN	HOLSTEIN	78	65.6	65.6
MARSH-HAVEN FARM	HOLSTEIN	75	65.0	65.0

Alliance Forms To Market Hereford Beef

KANSAS CITY, Mo. — A major beef industry alliance has been formed between Midland Cattle Co., Mid Ag, and the American Hereford Association (AHA) to market certified Hereford beef (CHB) as a branded product.

Contracts have been signed granting Mid Ag rights to distribute CHB. Retail license agreements to market the product will be issued by the American Hereford Association. Formal announcement of the coalition was made by officials of Mid Ag, Midland Cattle Co., and the American Hereford Association in Kansas City, Mo., Nov. 7, at AHA's annual membership meeting.

Midland Cattle Co., and its affiliate, Mid Ag, are Midwestern-based operations with headquarters in Red Oak, Iowa. Gordon Reisinger is the president and CEO of Midland and Mid Ag. Midland Cattle Co. has operated as a major order buying firm for the past 10 years and Mid Ag is a new company formed to process and distribute Certified Hereford Beef.

With an aggressive plan to ensure consistent quality of the branded beef product, Midland and Mid Ag will maintain control of CHB from selecting feeder cattle genetics to selling beef to the consumer. Midland will be involved in procuring high quality Hereford and Hereford crossbred feeder cattle, managing retained ownership cattle, and monitoring feedlot management in cooperating yards. Mid Ag will be involved in buying finished cattle, making arrangements for custom slaughter, monitoring product management, and making sales to retail stores, purveyors, and restaurants.

"With strong Midwestern roots, Midland has always had a reputation for buying high quality feeder cattle," said Reisinger. "Many of our customers are farmer feeders who insist on quality cattle. Over the years, we have primarily bought British type feeder cattle. We have always bought and fed a lot of Hereford cattle with good results. Data from the Colorado State University (CSU) Hereford Study stimulated our interest in Hereford cattle as a source of beef with consistent quality."

Reisinger and his associates first approached AHA to discuss Midland's Quality Calf Program. The Iowa order buying firm was interested in locating new sources of high quality Hereford feeder cattle with superior genetics. In addition, they were searching for progressive producers who would cooperate with Midland's VAC 45 feeder calf backgrounding rec-

ommendations. Results from the CSU Hereford Study, which demonstrated a high degree of consistent quality, were a major factor in stimulating Midland's interest in expansion into marketing Hereford beef as a branded product.

"Four years ago, the American Hereford Association provided funding for the Colorado State University Hereford Study," said H.H. Dickenson, AHA executive vice president. "We had the opportunity to participate in a large scale project conducted by some of the most respected meats scientists in the world. The results from the CSU Hereford Study provide the breed with a very complete documentation of feedlot performance, carcass characteristics and eating quality of the final beef product."

The CSU Hereford Study represents the most comprehensive project ever undertaken by any breed to measure feedlot performance and merit of the end product. More over 2,000 Hereford and Hereford crossbred steers were involved in the study conducted by Colorado State University in cooperation with the feeding and packing divisions of Monfort ConAgra. The project design called for measuring feedlot performance and carcass merit at varying time-on-feed endpoints. Excellent feed conversion emerged as a strong Hereford trait as the dry matter feed conversion ranged from 5.35 to 5.65 pounds per pound of gain. Average daily gains of 3.84 to 4.09 pounds were recorded for test groups, and data concluded that Hereford cattle required fewer days on feed than the industry norm.

A very important pattern of beef quality and consistency emerged from the Hereford study as professional taste test panels sampled steaks from hundreds of test cattle. A desirable tenderness rating was achieved on 93 percent of the Hereford steaks sampled as compared to 78 percent for commodity Choice. Hereford Choice steaks outsourced both USDA high Choice and USDA Choice for juiciness, flavor and overall palatability.

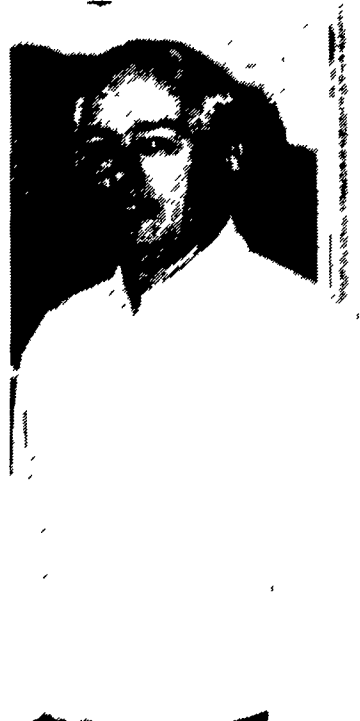
"The Hereford study results were impressive and convincing. Our company was seriously considering the marketing of a branded beef product. A thorough review of the Hereford study data, and our own experience in feeding good quality Hereford cattle, convinced Midland Cattle Co. that Certified Hereford Beef had great potential to answer beef industry problems of inconsistency and lack of quality. We are very pleased about our alliance with Hereford producers to market a very consistent, quality



Chuck Merrill



Dave Ellicott



Gordon Reisinger

product," said Reisinger.

Midland Cattle Co. order buyers have been active in the feeder cattle market during the late summer and fall months of 1994. They expect to have some 25,000 to 30,000 head of Hereford and Hereford crossbred cattle on feed by year end. These numbers represent feedlot cattle owned by Midland and retained ownership cattle managed by the company. Cooperating feedlots are primarily located in Iowa and neighboring Nebraska.

"Quality cattle are worth more money," said Ralph Myrick, head order buyer for Midland. "We will add value to these cattle as we locate, segregate and properly feed and manage consistent genetics. I believe consistent quality should be the number one consideration in value based marketing."

In addition to his busy schedule of buying cattle, Myrick, along with Craig Huffhines, AHA director of Certified Hereford Beef programs, have conducted producer meetings in several states. Groups of cattlemen have learned of Midland's goals to buy high quality, genetically superior feeder cattle. The order buying company strongly encourages backgrounding and proper vaccinations and is willing to pay premiums for feeder cattle from producers following their quality calf program. In many instances, ranchers have offered cattle for sale at these producer meetings and feeders have been contracted and bought by Midland within days.

"One of the major differences in the Certified Hereford Beef program and other branded programs is that we identify live cat-

tle that qualify when they are feeders," said Myrick. "We can do a much better job of controlling quality and consistency by buying high quality feeder cattle in the beginning. This, we believe, is better than trying to identify genetics at the back door of the packing house. We are buying straight Hereford and Hereford-British cross feeders."

Most of the feeder cattle earmarked for the CHB program are shipped by Midland to one of these feedyards at the present time: John Danner, Milford, Iowa; Platte Valley Feedyard, Kearney, Nebraska; Duane Lewis Feedyard, Kearney, Nebraska; North Platte Feeders, North Platte, Nebraska; Dick Mercer, Kearney, Nebraska; JD Cattle Co., Kearney, Nebraska; Oak Ridge Feedyard, Sutherland, Iowa; Feller Feedyard, Wisner, Nebraska; and Maple Park Farms, Eldora, Iowa. One of Midland's objectives in their closely monitored feedlot management system is to control days on feed to avoid excess fat and maximize quality.

"We have deep roots in the Midwest and strongly believe corn-fed beef adds to the palatability and eating satisfaction of the end-product," said Reisinger.

Midland's recent expansion into the branded beef business has resulted in the formation of Mid Ag which will control the production and sales of CHB. Reisinger has brought the talents

and experience of two top executives to Mid Ag to manage the beef operation.

Heading up Mid Ag's beef operations as general manager will be Dave Ellicott of Greeley, Colo. Ellicott left his position as category manager, fresh meats, for King Soopers, Denver, Colo., to take the position with Mid Ag. In his previous position, Ellicott was responsible for all fresh and frozen meat purchasing for King Soopers Retail Processing and Distribution Center which serves 69 retail locations. A native of Eads, Colo., Dave Ellicott is a Colorado State University graduate with a 1980 bachelor's degree in animal science. Dave's wife, Tami, will serve as Mid Ag's office manager and the couple will soon be relocating to Red Oak, Iowa.

Bringing with him a wealth of experience from the beef packing industry, Chuck Merrill, Parker, Colo., has been hired as manager of beef operations for Mid Ag. Merrill resigned from his position with Champion Boxed Beef Co., to take this new position. He has had previous experience with Beef America in Omaha, Neb., Circle C Meat Co., in Denver, Colo., and IBP. Chuck is a native of Wichita, Kan., and earned a degree in business administration from Wichita State University in 1973. He will primarily be responsible for sales and marketing and production operations for Mid Ag.

Get MOOvin'
with
Dairy Foods