

Pfizer Holds Swine Service/Producer Meeting

NEW HOLLAND (Lancaster Co.) — The North American Health Division of Pfizer Inc. held a swine servicemen's and producer meeting at Yoder's Restaurant, last Wednesday. About 175 people attended the meeting that included a family style lunch.

In the discussion of factors that

Seedling Sale Set

DAUPHIN (Dauphin Co.) — The Dauphin County Conservation District is conducting the annual spring seedling sale.

The district will again offer wildflower seeds. There will be sunny, shady, and enviro-friendly mixes and they will be sold in \$5, \$8, and \$10 containers.

This is the 21st consecutive year the district has sold seedlings. To obtain information or an order form, call the district offices at (717) 921-8298. Orders must be

affect lean growth in swine some of the significant contributors mentioned were health status, nutrition, and genetics. As pigs progress through the different stages of growth from birth to market, the type of growth they experience changes. Early in life, from 65 to 88 pounds, the pig is

prepaid and received at the District office by March 28. Seedlings should be picked up Thursday, April 20, between 3 p.m. and 7 p.m. or Friday, April 21, from 8 a.m. until 7 p.m. at the Agriculture and Natural Resources Center, 1451 Peters Mountain Road (Route 225) in Dauphin. Orders not picked up on one of these dates will be charged a \$5 late pick-up fee, unless prior arrangements have been made with the conservation district.

growing mostly lean tissue. Later on, at about 90 pounds, depending on genetics, its lean growth begins to level off until it reaches market weight.

Chronic disease represents a major challenge to the ability of swine to put on lean tissue, but disease does not have to be chronic to have a bad effect on growth. Mere exposure to antigens is enough to activate the pig's immune system. This activation is essential for the animal to combat disease but the overall effect of this immune challenge appears to be a partitioning of nutrients away from growth. Therefore less of the nutrients received in the pig's body can be used for muscle growth.

Nutrition also has a significant impact on the growth of lean tissue. Some of the most significant nutritional changes that producers can make include phase feeding and using medicated feed.

Phase feeding refers to feeding several diets for a relatively short period of time during the growth cycle in order to closely meet the pig's natural decrease in nutrient requirements as it develops. In addition, as part of the phase feeding, split-sex feeding is another method to increase lean gain in hogs. Feeding barrows and gilts different diets takes advantage of their growth differences.

A pig's genetic composition, more than anything else, affects its lean growth capacity. No matter how well-managed the health and nutritional programs on a particular operation, the limiting element is the pig's genetics.

To different degrees, health status, nutritional factors, and genetics all contribute to a pig's ability to grow lean tissue. Modifying a production management system to improve any one of these aspects should lead to higher quality, more profitable pork.

Speakers on the program included John Reininger, Hatfield Quality Meats; Dr. Dreyfus Froe, director, swine tech service Pfizer NAAH; Dr. Tim Stahly, Iowa State University; and Dr. Billy Flowers, University of North Carolina.

Daniel Hughes, Sr. Sales Representative from Litz was in charge of the meeting.

Ad Campaign Shows Concern For Environment

DENVER, Colo. — Influencers who read *The New York Times*, the eastern edition of the *Wall Street Journal* and *The Washington Post* will see how fish, beavers, and cattle are all tied together by Bud and Ruth Purdy's environment-improving stewardship in the beef industry's latest issue-advertising campaign.

The checkoff-funded campaign—which is part of the Industry Public Relations program managed by the National Cattlemen's Association (NCA) on behalf of the Beef Board—features a new ad, "A Creek Runs Through It," which will run during March.

Estimated to reach 2.4 million people weekly, the issue ad will showcase the environmental stewardship of Bud and Ruth Purdy, the national winners of NCA's fourth annual Environmental Stewardship Award. Readers will see some of the steps the Picabo, Idaho, couple are using to improve the quality of Silver Creek—the world-renown gold-medal fishing creek that runs through their ranch.

"It's important for Americans to understand that the environment is not a recreational getaway for cattlemen—it's their office," said Elaine Swiler, Cameron, N.Y., Beef Board member and NCA chairman, public affairs committee. "Cattlemen understand if they want to sustain their way of life, they need to be good stewards of the land. Our ad illustrates this to key opinion leaders."

The issue advertising program will also expand into radio. The nation's cattlemen will become sponsors of key opinion leader shows on National Public Radio (NPR) during the same four-week period. A tagline reading, "Brought to you by the National Cattlemen's Association and Beef Board, Stewards of An American Tradition of Hard Work, Quality and Conservation," will be heard by NPR's 11 million listeners.

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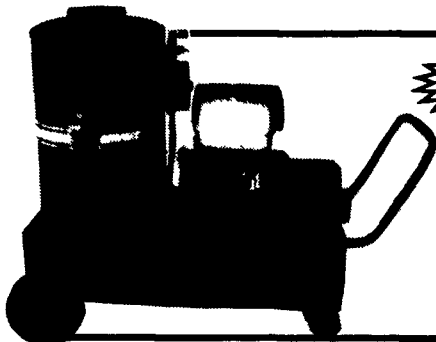
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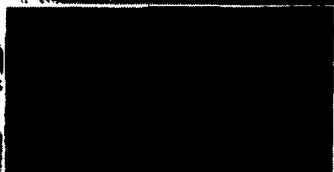
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Honey Producers To Meet

The Lancaster County Honey Producers Association will meet on March 14 at the Farm and Home Center at 7 p.m. Shown will be a video by Keith Delaplane, professor of beekeeping at the University of Georgia. This will be especially useful for new beekeepers, and will follow the book, "Honey Bees and Beekeeping." Some of the best beekeepers in the state will be there to answer questions from the audience.

For more information, call (717) 548-3798 or (717) 336-5860.