

Knowledge, Experience Contribute To Success of HFS, Inc.

BRATTLEBORO, Vt.—A vast network of dairy producers here in the United States and overseas, combined with a knowledgeable staff, has contributed to a successful marketing year by HFS, Inc., the subsidiary of Holstein Association USA in Brattleboro, Vt.

Domestic and international sales of Holstein cattle were

strong in 1994, thanks to the increased marketing efforts of HFS, Inc. All goals were met and/or exceeded, and HFS, Inc.'s reputation continues to grow as an honest and reputable marketing organization around the world.

In 1994, nearly 4,000 animals were marketed within the U.S., well exceeding the goal of 3,500,

and produced cattle sales of \$5.02 million from 277 different projects. The net result was \$290,000 to HFS, Inc.

Internationally, 1,486 animals sold in 1994. Countries importing Holstein cattle from the U.S. through HFS included Mexico, Saudi Arabia, Japan, and Bolivia. Since 1970, HFS, Inc. has mark-

eted almost 65,000 Holsteins worldwide.

Sales of cattle internationally include not only Officially Identified Holsteins, but proven bulls, semen units and embryos.

The team of Jim Cooper, HFS, Inc. executive director, Chuck Detch, director of cattle marketing, and Loren Engelbrecht, mark-

eting coordinator, along with Holstein Association field representatives across the country, brings experience and knowledge to the world of cattle marketing. Already this year, they have sold 360 head to Saudi Arabia, bulls to Mexico and Argentina, embryos to South Africa and Japan, and more contracts are pending in several large foreign markets.



NEWS

Berland Promoted To Executive Adviser

The Holstein Association, in Brattleboro, Vt., has announced the promotion of Steve Berland, from Director, Type Evaluations, to Executive Advisor, Strategic Affairs, effective April 1. In this new position, Berland will work closely with CEO Steve Kerr to develop new business opportunities in all areas of business for the

Berland joined the Association in 1982 as a field consultant and after two years became a classifier. He was then promoted to technical supervisor, and most recently, director of classification programs. Berland has demonstrated strong leadership capabilities, especially in efforts to develop the five-major-breakdown classification system.

Berland lives in Rochester, Minn.

Holstein Association.

Connor Promoted To Director Of Type Evaluation

The Holstein Association, in Brattleboro, Vt., has announced the promotion of John Connor, of Kewanee, Ind., to Director, Type Evaluation. He will assume the responsibilities of Steve Berland, who has been promoted to Executive Advisor, Strategic Affairs.

In his new position, Connor will manage the Holstein Association's classification programs. He has been with the Association since May 1982, working throughout the United States as a classifier, and most recently as a technical supervisor.

Connor will be responsible for the technical, personnel, and strategic issues of the classification program. He will continue to work with the team of technical supervisors for the ongoing success of this important program.



Research Study: Mobile Feeder Helps Cows On Pasture

UNIVERSITY PARK (Centre Co.) — You don't have to wait until the cows come home to feed them, according to a Penn State researcher, you can put the feeder out in the field where they graze.

"The feeder device we have designed allows farmers to feed cows grain or TMR -- total mixed ration -- right in the field as the cows graze," says Dr. Dennis R. Buckmaster, assistant professor of agricultural engineering.

Cows need a mixture of forage -- alfalfa, grasses and hay with high-energy protein and grains to produce high levels of milk.

"If a cow gets all its food by grazing, it is as if a human ate only bread," says Buckmaster.

Normally, cows are allowed to graze and then are fed grains or TMR when they come into the barn for milking two or three times a day. Alternatively, especially in winter, cows may be fed grains and TMR and stored silage.

"There are three problems with waiting until milking time to feed

grains," says Buckmaster. "It slows down milking, the cows are not grazing while they are waiting to be fed, and it disrupts the environment in the cow's rumen."

Cows' rumens achieve a level of acidity and stability eating grasses or alfalfa all day. When large amounts of grains are introduced, digestion becomes less efficient as the rumen restabilizes for the new food. When the cows go back out to graze, the process begins again.

In the rumen, forage protein is broken down into ammonia which is then converted to protein by bacteria that live in the rumen. These bacteria need high levels of carbohydrate to do their job efficiently. The grains provide these carbohydrates.

"A continual mix of forage and grains would be the best approach, so we developed a feeder that would provide grain, around the clock, while the cows foraged on pasture," says Buckmaster.

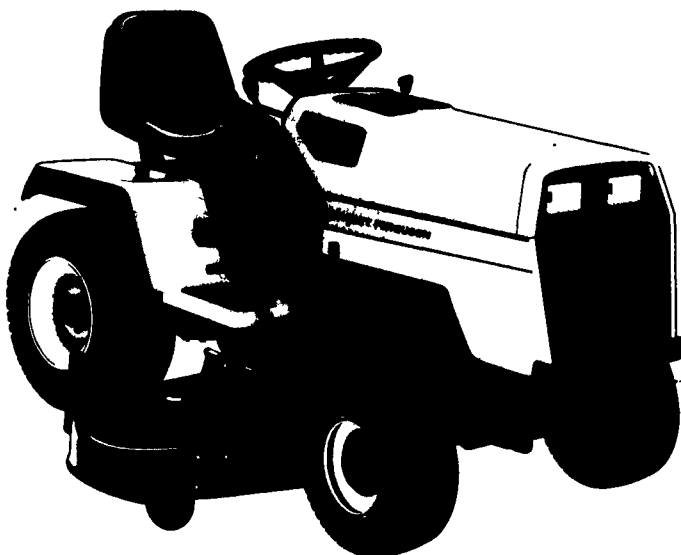
Cows seem to have a sense that

they need both forage and grains and when both are available, they will eat freely of both. The mobile concentrate feeder developed by Mark O. Gardner, former graduate student in agricultural and biological engineering and now with New Holland Inc., and Buckmaster can provide measured amounts of grain for specific cows, in the field while they graze.

Tagging cows to track milk production is routine. Eventually the researchers plan to incorporate the grain rationing system with the milk tag, but for this trial they used a separate tag that conveyed to the feeder how much grain each cow was to get in 24 hours in six-hour increments. The computer also tracked how much grain the cow had already received.

The mobile feeder can be placed out in the field, and moved from field to field as the herd is moved. In winter, the feeder can be placed in the barn with the herd. The cows could eat from the same feeder year around.

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