Wivell Shows Grand Holstein At Manheim

(Continued from Page A20)

In the Jersey show, a 4-year-old owned by Denise Bollinger, of Manheim, was named senior and grand champion.

The junior champion and reserve grand champion was a senior calf owned by Marsha Balmer. Bollinger's junior yearling was named reserve junior champion.

The reserve grand champion Holstein was a junior 2-year-old owned by Jason Howes, of Elizabethtown. It was also the grand champion 4-H and FFA Holstein.

Marsha Balmer, daughter of Cletus and Jean Balmer, of Manheim, showed the junior champion Holstein, a junior calf. It was also the junior champion of the youth division.

Lowell Brubaker, of Manheim, showed the reserve junior champion of the open show, a junior yearling.

Kristopher Martin showed the reserve junior champion of the youth division, an intermediate calf.

In showmanship, a contest for youth, Heather Brubaker, the daughter of Lowell and Deb, was named senior and overall champion. Kristopher Martin was named junior-aged champion showman.

In fitting, also a youth contest, Marsha Balmer was the senior and overall champion, while Blake Brubaker was the junior-aged champion.

MANHEIM FARM SHOW **DAIRY SHOW RESULTS** (partial listing)

QUERNBEY

SENIOR CALF: Jason I tenises JUNIOR CHAMPION: Jeson Henis GRAND CHAMPION: Jason Henis

JERSEY SENIOR CALF: Marsha Baimer JUNIOR YEARLING: Denies Bollinger JUNIOR CHAMPION: Marsha Balmer



From the left, Denise Boilinger holds the halter of her youth division reserve senior and grand champion, while Justin Howes holds the halter of his grand champion of the Manheim Farm_Show.

RESERVE JR CHAMP: Denine Bollinger 4-YR-OLD: Denise Bolinger SENIOR CHAMPION; Denise Bolinger GRAND CHAMPION: Denise Bollinge RESERVE GRAND CHAMP: Marsha Balmer

HOLSTEIN

JR CALF: 1.Marsha Baimer; 2.Bieke Brubeker; **3.Justin Hower** INTERMEDIATE CALF: 1.Kristopher Martin; 2.David

Wenger; 3.Denise Bollinger SENIOR CALF: 1.Justin Wiveli; 2.David Wenger;

3.Justin How SUMMER YEARLING: 1 Justin Howes; 2. Joe Wiveli; 3.Denies Bollinger JUNIOR YEARLING: 1.Lowell Brubaker; 2.Dave

Wenger; 3.Denise Bollinger INTERMEDIATE YEARLING: 1.Crystal Brubaker;

SENIOR YEARLING: 1.Lowell Brubaker; 2.Lowell Brubeker: 3.Star Rock Farm JUNIOR CHAMPION: Mursha Baima RESERVE JR CHAMP: Lowell Brubaker YOUTH DIV. JR CHAMP: Marsha Beimer YOUTH DIV. RESERVE JR CHAMP: Kristoph Martin

DRY COW: 1.Joe Wivel; 2.Marsha Baimer; 3.Wetzei JR 2-YEAR-OLD: 1.Justin Homes; 2.Lowell Brubaker; 3.Lowell Brubeke

SR 2-YR-OLD: 1.Deb Brubeker; 2.Star Rock Farm; 3.Lo 3-YR-OLD: 1.Joe Wivell; 2.Joe Wivell; 3.Ma

4-YR-OLD: 1.Denise Bollinger; 2.Dave Wenger;

3.Lowell Brub 5-YR-OLD: 1.Lowell Brubeker; 2.Denies Bollinger

AGED COW: 1.Lowell Brube SENIOR CHAMPION: Joe Wivel RESERVE SR CHANTE Justin Home YOUTH DIV. SH CHAMPION: Justin How YOUTH DIV. SR CHAMP: Denise Bollinger GRAND CHAMPION: Joe Wivel RESERVE GRAND CHAMP: Justin Ho YOUTH DIV. GRAND: Justin House. YOUTH DIV. RESERVE GRAND: Denise Bolinger DAM, DAUGHTER: 1.David Wanger; 2.Joe Wiveli;

PRODUCE OF DAM: 1.Jo+ Wivel; 2.Lowell Brubeker; 3.Lowell Brubaker JR GET-OF-SIRE: 1.Lo.vell Brubaker; 2.Justin

SR GET-OF-BIRE: 1.Joe Wivell; 2.Lowell Brubeker;

NI Brubaker BEST THREE FEMALES: 1.Joe Wiveli; 2.Deb Bru-

beker; 3.Lowell Brubek DAIRY HERD: 1.Joe Wivell; 2.Lowell Brubaker; 3.Deb Brubel

BEST UDDER: Joe Wivel

People, Quality Product, At Forefront Of Egg Industry Success

ANDY ANDREWS

Lancaster Farming Staff MANHEIM (Lancaster Co.) -The days of "simply concentrating on what is going on in the cages are over" if egg producers want to remain profitable, according to John Schwartz, Lancaster County extension director.

And smaller businesses can be competitive if they concentrate on the importance of the "people that make up this industry," he said.

Schwartz spoke to 24 producers and agri-industry representatives on Monday at a Penn-State sponsored poultry health and management meeting at Kreider's Restaurant.

Between 1990-1993, Pennsylvania's egg production grew at a 51 percent rate, mostly because of producers who concentrated on improving production. If that same growth would continue, by the year 2000, there were would be more than 6 billion eggs produced by the layer houses in the state with 21 million hens, according to Schwartz.

But consumers' insistence on quality will rule. And producers most focus on producing not only a quality product, but a consistent one.

"The consumer wants to buy today what they bought two weeks ago," said Schwartz. He said that consumers want a consistent product that is dependable - including eggs in the size range they want at the least cost.

Producers could do a lot more to market their product and seek out and develop new markets. In the Midwest, there are seven or eight available markets for egg products, where in the East, there are few.

Schwartz gleaned these conclusions by doing an informal study of producers and agri-industry representatives at the recent Northeast Poultry Show, by reading trade publications, and through his own personal experience in the industry.

"I'm not a prophet and I'm not going to pretend to be a prophet,' he said. Many of these conclusions are the result of personal prejucides and through his job, which supports the egg industry, he indicated.

Schwartz said that the industry is a growing one, but with different rates of growth.

The focus for producers must be on the employees and the people who make a difference. Companies with the right attitude — that strive to keep costs down, product quality high, and hold onto quality employees — will successfully adapt to consumer changes.

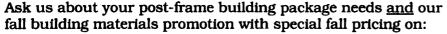
The producer of tomorrow will have to be a better marketer" to survive, according to Schwartz,

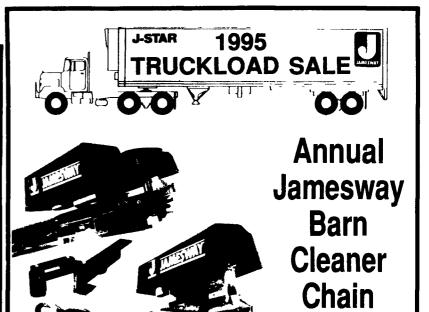
Contractors must learn to think more like business owners and act as marketers and educators.

Most of all, "people make things work," said Schwartz. That, combined with a quality product, makes Pennsylvania successful as an egg producer on a national level.











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