

Wivell Shows Grand Holstein At Manheim

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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 the youth, Heather Brubaker, 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)

QUERNEY
SENIOR CALF: Jason Henisee
JUNIOR CHAMPION: Jason Henisee
GRAND CHAMPION: Jason Henisee

JERSEY
SENIOR CALF: Marsha Balmer
JUNIOR YEARLING: Denise Bollinger
JUNIOR CHAMPION: Marsha Balmer

RESERVE JR CHAMP: Denise Bollinger
4-YR-OLD: Denise Bollinger
SENIOR CHAMPION: Denise Bollinger
GRAND CHAMPION: Denise Bollinger
RESERVE GRAND CHAMP: Marsha Balmer

HOLSTEIN

JR CALF: 1.Marsha Balmer; 2.Blake Brubaker; 3.Justin Howes
INTERMEDIATE CALF: 1.Kristopher Martin; 2.David Wenger; 3.Denise Bollinger
SENIOR CALF: 1.Justin Wivell; 2.David Wenger; 3.Justin Howes
SUMMER YEARLING: 1.Justin Howes; 2.Joe Wivell; 3.Denise Bollinger
JUNIOR YEARLING: 1.Lowell Brubaker; 2.Dave Wenger; 3.Denise Bollinger
INTERMEDIATE YEARLING: 1.Crystal Brubaker; 2.Star Rock Farm; 3.Marsha Balmer

SENIOR YEARLING: 1.Lowell Brubaker; 2.Lowell Brubaker; 3.Star Rock Farm
JUNIOR CHAMPION: Marsha Balmer
RESERVE JR CHAMP: Lowell Brubaker
YOUTH DIV. JR CHAMP: Marsha Balmer
YOUTH DIV. RESERVE JR CHAMP: Kristopher Martin
DRY COW: 1.Joe Wivell; 2.Marsha Balmer; 3.Wetzel
JR 2-YEAR-OLD: 1.Justin Howes; 2.Lowell Brubaker; 3.Lowell Brubaker
SR 2-YR-OLD: 1.Deb Brubaker; 2.Star Rock Farm; 3.Lowell Brubaker
3-YR-OLD: 1.Joe Wivell; 2.Joe Wivell; 3.Marsha Balmer
4-YR-OLD: 1.Denise Bollinger; 2.Dave Wenger; 3.Lowell Brubaker
5-YR-OLD: 1.Lowell Brubaker; 2.Denise Bollinger
AGED COW: 1.Lowell Brubaker
SENIOR CHAMPION: Joe Wivell

RESERVE SR CHAMP: Justin Howes
YOUTH DIV. SR CHAMPION: Justin Howes
YOUTH DIV. SR CHAMP: Denise Bollinger
GRAND CHAMPION: Joe Wivell
RESERVE GRAND CHAMP: Justin Howes
YOUTH DIV. GRAND: Justin Howes
YOUTH DIV. RESERVE GRAND: Denise Bollinger
JAM, DAUGHTER: 1.David Wenger; 2.Joe Wivell; 3.Wetzel
PRODUCE OF DAM: 1.Joe Wivell; 2.Lowell Brubaker; 3.Lowell Brubaker
JR GET-OF-SIRE: 1.Lowell Brubaker; 2.Justin Wivell
SR GET-OF-SIRE: 1.Joe Wivell; 2.Lowell Brubaker; 3.Lowell Brubaker
BEST THREE FEMALES: 1.Joe Wivell; 2.Deb Brubaker; 3.Lowell Brubaker
DAIRY HERD: 1.Joe Wivell; 2.Lowell Brubaker; 3.Deb Brubaker
BEST UDDER: Joe Wivell

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 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 preju-

cides 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.



From the left, Denise Bollinger 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.

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