

Simmental Association Broadens Information Package

CHAPEL HILL, N.C. — The American Simmental Association (ASA) recently began using a new tool to promote and market Simmental cattle for its more than 9,500 members.

Now, in addition to providing breed information in advertising and other print and broadcast communications, the association is on the information superhighway.

The ASA is among 10 national dairy and beef breed associations that regularly post breed information on the Cattle Offerings Worldwide (COW) web site. COW is a computer database and web site, with offices in Chapel Hill, N.C., and Purchase, N.Y. The ASA has its own home page address at <http://www.simmgene.com>.

"The Internet is a good way of promoting and marketing cattle. It provides breeders another avenue to advertise their programs," said Bruce Cunningham, ASA director of research and education. Cunningham noted that while the Internet is still a relatively new concept in the cattle business, more people are getting access to it. He said that people with Internet access will find it easy to browse the web. If someone is scanning for cows on the Internet, that person will find the COW site and several sources of additional information, including the ASA.

"However, one does not need a computer to benefit from COW," said Ben Zaitz, the third-generation family cattleman who developed the service. He likens COW to the multiple listing service (MLS) the real estate industry uses to help buyers narrow their search. It searches for matches be-

tween prospective buyers and sellers of both beef and dairy cattle and genetics. The web site posts information from breed associations, as well as from several private breeders, embryo, and semen companies.

When a seller posts cattle, semen, or embryos for sale on the database, interested buyers (or matches) are sent an e-mail, fax or U.S. mail notice. Similarly, buyers can use e-mail, fax, or mail inquiries to find cattle and genetics that meet their needs. Buyers and sellers are quickly matched by completing a buyer or seller form. The standard form asks them to specify farm name and address, breed, type of cattle or genetics (spring heifer, calves, semen, etc.), and so on.

Zaitz has set up COW to facilitate information exchange in two ways: COW Data Sites (CDS) and Searchable Classified Ads (SCA). The breeder or association that posts information on the CDS can control and update listings of animals, embryo or semen (either for sale or wanted to buy). What's more, COW provides links from the CDS listing to the association's or breeder's home page (for example, the American Simmental Association). This home page may either be located on COW, or elsewhere at the COW member's choosing.

SCAs, which are searchable online "Wanted" or "For Sale" ads, not only appear on the COW web site (www.cattleofferings.com), but are automatically compared with all new CDS listings. All matches are notified (via e-mail, fax or mail) during the time the SCA remains on the COW Internet database. COW currently of-

fers the SCAs on a one-month free trial basis. The CDSs are offered on a two-month free trial.

For more information on Cattle Offerings Worldwide, Inc. (COW) or how to set up your own CDS, or to request an SCA buy or sell listing form, contact Benjamin J. Zaitz, Cattle Offerings Worldwide, Inc., P.O. Box 2408, Chapel Hill, NC 27515, (914) 253-9050 or toll-free at (888) 929-5444. E-mail address is buyorsell@cattleofferings.com. Or, visit the COW web site at www.cattleofferings.com.

Berks County Farm Bureau Sets Meeting

LEESPORT (Berks Co.) — The Berks County Farm Bureau has scheduled its fall meeting for 7 p.m., Oct. 2 at the county Ag Center in Leesport.

Tickets are available from May Blatt, RD1, Box 134, Robesonia, (610) 488-6201, at a cost of \$8 per adult, \$4 for children aged 6 to 12.

The guest speaker for the event is to be Guy Donaldson, president of the Pennsylvania Farm Bureau. Action to be taken during the meeting includes the election of directors for Districts 4, 5, 6, and 7; and a director-at-large.

Also, discussion is to be held concerning proposals for policy development.



Largest Ever Junior Livestock Sale At G-D-S

NEWFOUNDLAND (Wayne Co.) — At 1 p.m. on Saturday, Aug. 31, here at the Greene-Dreher-Sterling Fairgrounds, local youth successfully offered 100 market animals for sale at the Southern Wayne Junior Livestock Sale.

Area banks, businesses, parents, and friends purchased market hogs, steers, and lambs for a total sale figure of \$35,635.40.

The sale's volume buyer in both dollars and number of animals was John Petroski, livestock dealer of Pleasant Mount. Auctioneer Wayne Weaver, Tunkhannock, volunteered his services to the sale for the benefit of youth, and spoke with familiarity about many of the sellers and their projects.

The first animal presented for auction was the 225-pound grand champion market hog, a Yorkshire crossbred, raised by Grace Howell of Waymart, a member of the Pleasant Mount Go-Getters 4-H Club. This animal was purchased by Wayne Bank for \$4.50 per pound.

The reserve grand champion hog, a homebred Hampshire crossbred, was raised by Andrew Nebzydowski, a fifth grade member of the Pleasant Mount Go-Getters 4-H Club. Waymart Milling pur-

chased this animal for \$2 a pound.

Mike Korb took both grand and reserve grand champion honors at this year's market lamb competition. He sold his grand champion lamb to John Petroski for \$4 per pound, and his reserve grand champion lamb to Marshall Machinery for \$2.60 per pound.

Tim Olver's grand champion market steer was a black Angus that was bought by Steep Hill Dairy (Weist Family) for \$1.55 a pound. Tim is a Penn State University freshman from Honesdale.

Nick Nebzydowski's reserve grand champion 1995 calf scramble steer was purchased for \$1 a pound by Waymart Milling Co. Nick is a ninth grade member of the Pleasant Mount Go-Getters 4-H Club.

Five animals were returned for resale to benefit Andy and Donna Weist's 10-month-old grandson who is receiving medical treatment, and for the G-D-S Fair Youth Program. Animals were returned for resale to benefit the baby by Tubby's Concessions, Community Bank and Trust, Bill Lopatofsky, John Shipsky, and Tom Randt. Community Bank and Trust also returned one market hog for resale to benefit G-D-S youth.

Driving Club Announces Fall Harvest

LAUREL, Del. — The Delmarva Driving Club, Inc. announces its Fall Harvest at Pepperbox on Saturday, Oct. 26 from 10 a.m. to 3 p.m.

The day will feature demonstrations of plowing, disking, planting, corn picking, log skidding

and loading, obstacle sledding, and docking. Demonstrations of mule-jumping skills, working cutting horse and cattle branding, equine dental care and teeth floating, harnessing, braiding the mane and tail, and horseshoeing will be offered.

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A \$3 parking fee is charged per vehicle. Free horsedrawn shuttles will carry visitors to and from the activity sites.

A private farm and carriage museum will be open, horsedrawn vehicles and farm equipment will be on display, along with antique tractors, hit-or-miss engines, a working cider press, and other memorabilia from the turn of the century.

Special children's activities are planned, with pumpkin decorating, storytellers, a pony train ride, and a haunted hay ride offered for their enjoyment.

Food will be available which includes homemade chicken salad sandwiches, baked goods, and ice cream. Vendors and craftspeople round out the activities.

For more information, call organizers Ed and Lois Evans at (302) 875-4971.

