

National Brown Swiss Convention

BSCBA Honors Junior Members

BELOIT, Wis. — The Brown Swiss Cattle Breeders' Association recently honored some of its junior members during its annual convention in Cleveland, Ohio.

Two years ago, the BSCBA created an annual contest to select

\$11,300 Tops National Brown Swiss Sale

BELOIT, Wis. — As Brown Swiss breeders and enthusiasts gathered in Cleveland for the Ohio National Convention Sale on July 12, breeders took the theme of the convention seriously.

Numerous Brown Swiss breeders and dairymen "took a Swiss break by the lake" in order to purchase some of the high-quality Swiss cattle that were being offered. Averaging \$3,366 on 61 lots, the sale proved to be a success for American and foreign participants.

Topping the sale at \$11,300 was Blessing PR Shirlan purchased by Kenny Joe Manion of Scottsville, Kentucky.

"Shirlan" was the 1996 honorable mention All-American junior 3-year-old and received an All-American nomination as a junior 2-year-old. Her dam, Blessing Kohl Shirley scored "3E," has records to 26,330M 4.4% 1,148F 3.8% 1,002P at 6-07 in 365 days. The "2E" grandam has numerous records over 20,000M. "Shirlan" was consigned by Dean Engleman of Jansen, Nebraska.

Hill-N-Dale Ensign Sue ET, consigned by James Cunningham and Family of Warsaw, Ohio, sold for \$10,400 to Kenny Joe Mainon of Scottsville, Kentucky.

"Sue" is sired by R Hart Simon Ensign ET. Her "2E92" dam, Hill-N-Dale Jade Sarah, has records to 18,940M 3.9% 724F 3.7% 704P at 5-09 in 365 days. "Sarah" was the first place 3-year-old and the reserve grand champion Brown Swiss at the Ohio State Fair in 1993. "Sue's" third dam is classified "V86-Certified" with records to 24,810M 4.4% 1,085F 3.9% 963P at 7-08 in 365 days.

The high-selling heifer of the sale was Blessing Peer Belinda ET, a Top Acres Peerless ET daughter with a PA of +1,369M +54F +46P +178\$MFP.

"Belinda" sold for \$9,800 to Ron and Renee Michalovich of Lakeville, Ohio, and Phil Yetter of Newton, New Jersey. She carries a conditional A.I. contract for a male calf with ABS. Her "2E92" dam, Blessing Sensation Bria, was the 1996 reserve All-American aged cow. "Bria" has records to 37,314M 3.7% 1,394F 3.7% 1,375P at 6-06 in 365 days. "Belinda" was consigned by Blessing Farms of Fort Wayne, Indiana.

a youth to serve as a role model for other youth involved with Brown Swiss cattle and as a spokesperson for the association and the dairy industry.

The position is called the National Brown Swiss ambassador. This year, the recipient of the honor is Jonathan Ronald Fisher, son of Bryant and Marilee Fisher of Yantis, Texas.

There were two runnersup — Larissa Mellot, of St. Thomas, Pennsylvania, daughter of Gregory and Rhonda Mellott; and Venessa Johnson, of Oak Grove, Arkansas, daughter of Joe and Vickie Johnson.

Fisher, who prefers to be called, "J.R.," has been a junior member of the Brown Swiss Association for 15 years, holding the offices of president and secretary of the national Junior Association.

He was the 1995 District VIII youth achievement winner, and he had a 1994 Junior Bell Ringer, and several cheese yield and production award winners.

A high school senior, his plans include pursuing a college degree in dairy science.

Runnerup Mellott has been a junior member for nine years, and was the 1993 District II youth achievement winner. She is a dairy science student at Delaware Valley College, and continues to work on her family's La-Mel-Lo Farm. She plans to pursue a career in agricultural communications.

Runnerup Johnson has been a junior member for eight years. She is the farm manager of her family's Triple J dairy farm where she oversees the care of 60 head of cattle. A high school student, her plans are to pursue a career in veterinary medicine.

National Achievement

Also recognized during the convention were the 1996 district and national youth achievement winners.

Jeremy Daubert, 18, of McElhattan, Pennsylvania, was honored as the 1996 national youth achievement winner. Daubert, son of Dean and Brenda Daubert, currently owns 16 registered Brown Swiss. His cattle earned him three Pennsylvania State Bell Ringer awards and two reserve honors, as well as the 1996 Pennsylvania Brown Swiss Futurity.

A 4-Her for 11 years, Daubert served as the 1995 state 4-H ambassador, and was a member of the planning committee for the first annual Pennsylvania Junior All-Breeds Convention, held in 1996. He is currently pursuing a dairy science degree at Virginia Tech.

Cheese Yield

In a repeat performance, Niermans Jinx Pammi, owned by Shanna Lea Smith, of Woodsboro, Md., was the winner of the annual cheese yield award and youth production awards.

Pammi produced a new cheese yield record of 418.85 pounds of cheddar, breaking her national 1995 record by more than 18 pounds.

The production award is calculated based on the deviation of an animal's record compared to the rolling herd average, with the owner of the cow with the highest deviation receiving the award.

The cheese yield contest is based on the highest production during a 30-day period.

Quiz Bowl

The top 1997 national Brown

Swiss quiz bowl team was comprised of four youth from different states.

Out of the 11 teams competing, the winning team consisted of members Robert Sigler, Middletown, Maryland; Kevin Michalovich, Lakeville, Ohio; Abby Rinehart, Wapakoneta, Ohio; and Katie Voelker, Perryville, Missouri.

Scholarship Winners

Two youth were selected as recipients of this year's national Brown Swiss scholarships.

Nick Uglow, of Watertown, Wisconsin, a dairy science student at University of Wisconsin at Madison, and Kathi Jo Brown, Monroe, Wisconsin, a freshman at Blackhawk Technical College, Janesville, Wisconsin, both received \$1,000 scholarships toward their educational goals.

Uglow currently owns 13 registered Brown Swiss and has participated in youth cheese yield and production contests, as well as Bell Ringer and achievement contests. He is a member of the college football team and the Badger Dairy Club.

Brown is pursuing a degree in marketing and advertising and said she intends to use her education to promote the Brown Swiss breed. She has been involved in the national association and her state association, in cheese yield and production contests, and has served as vice president of the Junior Brown Swiss Association.

Scholarship eligibility includes having been a member of the national junior association for at least three years, and be pursuing higher education in an agricultural or dairy related field.

Other Activities

The theme for the 16th annual fun auction was, "Rock 'n Rolling with the Big Brown Cow," and attendees dressed in the styles of the 1950s and '60s.

The top selling item among all those donated for the fun auction was a painting of "Terri," the Brown Swiss cow, by Jeanne Truman, of Hutchinson, Minnesota.

It was purchased for \$1,050 by Oak Spring Dairy of Upperville, Virginia.

The second highest selling item was a wooden trunk decorated with a painting of Brown Swiss cows on pasture, donated by the Ohio Brown Swiss Association.

Doug Kuhn, Shelbyville, Indiana, purchased it for \$900.

The sale and donations totalled \$9,575 with proceeds going to the national youth fund, to support national-level junior activities.

Branded Cheese

BELOIT, Wis. — Recognizing the need for new sources of revenue for the Brown Swiss Cattle Breeders' Association and the need to create a demand for Brown Swiss milk to help make Brown Swiss producers more money, the BSCBA has developed its own branded line of Baby Swiss Cheese.

"Exclusively Swiss" cheese is made from the milk of Brown Swiss cows.

As herd and cow numbers dwindle nationwide, the BSCBA has become involved in an area of the industry that is expanding, thus coming up with its "Exclusively Swiss" cheese. Because cheese consumption is expected to continue to rise and is rapidly closing the gap with fluid milk, and per capita consumption of cheese is up 25 percent in the last decade, now is the time to act, according to Brown Swiss Association leaders.

The growing demand for cheese and other manufactured dairy pro-

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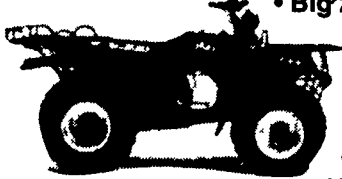
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