

Environment, Technology Awareness Spell 20 Years Of Success For Pa. Pork President, An Independent Producer

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regardless of where it's developed, even if its developed in another country, noted Reinecker. Right now the industry is using technology on a large scale that was developed in Europe, including carcass measuring devices employed in

corn, I grow my grain. I chop my feed," he said, gesturing with his hand. "Wait. Time out. There are thousands of 100-sow, 200-sow, 600-sow, 1,000-sow, 10,000-sow people that fit that definition. I'm not sure you can separate the big integrators from the independents that own hogs and produce feed,

Pennsylvania has about 5,000 hog producers. Any one of them can become members of the Pennsylvania Pork Producers Council at no cost. And all of them can benefit from the results of work by the national and state councils to promote the industry.

the industry.

These issues will affect all producers — whether independent or under contract, large or small.

"Regulations are going to come down and they're going to effect every producer of every animal, whether you're large or small.

"Short-sightedness leads us to believe that this is a large-small issue. It's not. It is a pork issue, whether you're large or small."

The PPPC president intends to keep the focus of the Council's board of directors on the environmental issues.

"Forget about this large-small thing. See the advantages of being a contractor or an independent," he said.

The very definition of what a contractor is came under debate recently at the World Pork Expo. At a delegate meeting, a "contractor" was defined as "anyone that produces and manufactures feed and produces animals." Reinecker was taken aback. "Hey, I plant my

because I make all my feed, too."

Also, how do you define a large producer? Reinecker makes the claim once voiced by someone in the industry that, if you have one more hog "than I do, you're a large producer," he said. "It's all relative."

David has been married to his wife, Cheryl, for 20 years. They have two sons: Andrew, 15, a sophomore at Bermudian Springs High School, who plans to attend college, and Jonathan, 14, a freshman also at Bermudian Springs, also planning college.

Cheryl teaches senior government and economics to all students of Bermudian Springs High School. She's been doing so for 10 years — her children will also be her students. "They have to pass her to get out of Bermudian Springs," said David.

"Mom's a tough teacher, without a doubt," he said. "Cheryl is very, very disciplined and expects a lot from her students. She



Reinecker takes a certain pride in bucking the trends, in being different. He calls himself the "last of a dying breed" — he's an independent in an industry that is becoming almost completely vertically integrated, where producers are under contracts with feed mills, where costs are established, and where margins are small.

demands excellence. She's very articulate and expects students to learn the highest moral and educational values that she can give them."

The Reineckers have enforced a strict policy for their sons — no television during school weekdays. "We really do push them," he said. "Academics come first." Recreational time at home is reserved for the weekends.

David, who also serves on the Bermudian Springs School board of directors, attends Holy Trinity Lutheran Church in York Springs with his family. They serve on the youth group committee and in choir, in addition to teaching Sunday school.

This is Reinecker's second term as Pennsylvania Pork Producer Council president, elected in March this year. He served for three years for the first time in the 1980s.

"It's been one of my goals to keep all segments of the industry moving forward in the state, from the largest of our producers to the smallest," he said. "I want to keep our industry moving forward and try not to let us get distracted. Profitable, responsible stewardship, environmental and animal welfare — I think we need to be responsible in those areas as well. Producing the best product we can for the consumer. We can't lose sight of the end-user, because that's what

keeps us in business."

Reinecker's advice for young producers just starting out in the industry?

"Learn, learn, read, and ask questions," he said. "Don't be caught up with paradigms. Don't put blinders on. Continue to ask questions and get involved with the pork industry. Learn as much as you can. Be a businessman — it's not just enough to know what a pig wants to eat. Get involved legislatively. Go to the Pork Forum and the World Pork Expo — every year, or at the least every other year. Go and get new technology, new ideas, and implement them. You can't do like Grandpa did. Times are changing."

Cumberland County DHIA Presents Awards

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HUNTSDALE (Cumberland Co.) — State Director Neil McCulloch got right to the point when he spoke during the Cumberland County Dairy Herd Improvement Association Banquet at the Penn Township Fire Hall.

"This," he said, "has been a testing year of accomplishment, as well as facing harsh realities as dairymen, as farm families and as an association."

He observed that Cumberland was one of only 15 counties in Pennsylvania that saw an increase in the number of cows enrolled in testing programs. At the same time, member equity, "the positive value of our joint effort," is approaching \$500,000, McCulloch noted.

Still, he added, the state, overall, saw a 6-percent reduction in involvement.

"We the owners, member dairymen, pay for 100 percent of our top-rated lab, our 100-percent rated field service, our industry-leading processing center and our by far greater percentage of useable records," McCulloch said. "Many of our fellow Pennsylvania DHIA dairymen are no longer able or willing to pay for this quality, and seek service elsewhere. Many across the nation feel the quality and integrity of management/production information or how it is collected on the farm is

no longer important.

"In 1998 and in the future we will continue to enjoy quality in our association," he concluded. "This will be the case until each of us individually casts a vote for change, not a 'yes' or 'no' vote, but the vote we cast when paying our bill with hard-earned money to the service provided we choose to do business with."

Tom Smith, a Pennsylvania DHIA marketing manager, talked about how MUN - Milk Urea Nitrogen - analysis is one of the big things happening with DHIA today.

MUN analysis is just another tool to help farmers avoid "inefficient" feeding programs, he said.

The new board members chosen for the Cumberland DHIA are Harold Myers of Shippensburg and James Kulick of Carlisle.

The big winners of the awards given out during the county group's 78th anniversary banquet were Curtis and Ann Day of Shippensburg.

The Days took home the high cow in protein award with a posting of 1,327 pounds of protein for 40,050 pounds of milk. They won the high cow in milk honor with a rating of 47,256 pounds of milk and 1,290 pounds of protein.

The high 2 year-old in protein laurel went to the Days for charting of 1,047 pounds of protein for 29,661 pounds of milk, and they captured the high 2-year-old in milk with a level of 30,717 pounds



From the left, Cumberland County Dairy Princess Kristen Heberlig stands with Jeff and Michelle Reasner, recipients of the Cumberland County Dairy Herd Improvement Association management award, which is presented by Neal McCulloch Cumberland DHIA's state director.

of milk for 941 pounds of protein.

From there, the Days captured the high herd in protein and milk award with ratings of 937 pounds of protein and 28,992 pounds of

milk.

And, as if that wasn't enough, the Days shared the Herd Management Award with Jeff and Michelle Reasner, who also are from

Shippensburg.

Meanwhile, the low herd in somatic cell count honor was won by Jet-Rae Farm of Shippensburg.



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