

# Pfautz Brothers' Fantastic KILE Hog One For The Books

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explosion" they hoped for resulted in a hog with a loin eye of 12 square inches.

The judging committee couldn't believe their eyes. A 12-inch loin eye? Impossible! So they measured it again, and again, and again.

All three times they came up with the same results. The Pfautz kid's hog had a monster of a loin eye!

At this year's Lancaster County 4-H Swine Banquet held recently at the Farm and Home Center, Cory was honored by Harry Bachman, president of the Pennsylvania Livestock Association and chairman of the swine show at KILE, for Cory's outstanding hog.

There were 282 head entered in the carcass competition at the show. Cory, 19, scored 68.16 at the show — the highest ever at KILE swine competition. Acceptable lean pork was a score of 68.67 — also besting the competition.

(Strauss Brothers of Ephrata had reserve grand champion barrow carcass with a KILE score of

63.376 and a 10.2-inch loin eye.) Cory spoke about some of the strategies used to come up with a fantastic hog before the award ceremonies at the county swine show.

He noted that it was simply the selection of genetics — no particular changes in feed use or exercise or use of the equipment at the farm — that garnered a KILE champion.

Cory's brother Kevin said the family inspected the Expected Progeny Difference (EPD) sheets on the sire closely. "There you see the hog's weaknesses and strengths," said Kevin.

Choosing the type of sow you are going to use requires patience. "You have to look at them for a while, take some time," Kevin said.

Preparation paid off well. According to Rick Pfautz, the champions at the Manheim Farm show were littermates to the dam. The hog looked big-framed, big-sided.

"This was a family accomplishment," said Sue Pfautz. "Kevin actually did the genetic home-

work. Cory bought the pig from him."

The mother of the hog itself was in contention for the 1996 Ephrata Fair championship. However, instead of selling the hog, the family decided to keep the gilt and bring her back to breed.

A good decision — because the dam had some potentially good genetics.

Rick Pfautz said it is often a challenge when you are working to breed the best kind of show pig. He noted that you have to watch the sow and impregnate her at exactly the right time. In a 36-hour period, she's the most fertile and you breed her during that critical window of opportunity.

Cory obtained a \$1,000 check for the KILE grand champion barrow carcass.

Cory is used to the spotlight, however — he won champion showman at the 1993 state Farm Show.

Cory, a 1996 graduate of Warwick High School, obtained a degree in drafting from York Technical Institute, where he studied for two years. Cory works full-time as a drafter at Barton Associ-



Cory Pfautz, left, is congratulated by Harry Bachman at the recent Lancaster County Swine Club banquet.

ates in York. Kevin, 15, is in the 9th grade at Warwick High School. Lisa, 16, is in the 11th grade at Warwick. All three plan to show hogs in January at the state Farm Show.

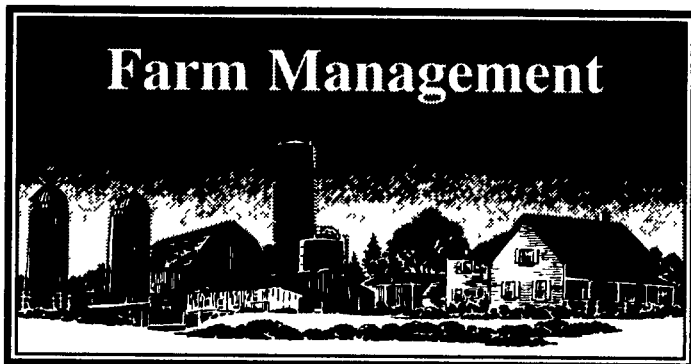
## KEYSTONE INTERNATIONAL LIVESTOCK EXPOSITION

1997

### BARROW SHOW RESULTS (Junior Division)

Exhibitor	Tat No	Ex No	Div	Br	Wt Cl	Lv Wt	H Wt	Care	AF Fat	Prml Cut %	Damage Code	Value	10th LEA	Qty Fat	Lv Scr	Accept Ln Prk	KILE Score	Certific. Q W LE B	Lv Pic	KILE Pic
➔ Pfautz, C.	231	357	J	H	257	197	19.8	58.7	85	\$140.23	12.0	0.5	2	U	68.67	68.168			7	1

The final score: at the arrow mark, the Pfautz hog with the 12-inch loin eye, and some other remarkable items from KILE records.



## Farm Management

**JOHN BERRY**  
Lehigh County  
Extension Agent

"Food For Thought For Food Producers", a marketing seminar, will be held February 28, 1998 at the Bartonville Holiday Inn. Monroe County Cooperative Extension is hosting this year's conference. The expanding population of the North East Region and the ever growing tourist traffic through the area present the farm market retailer with many opportunities and challenges.

This seminar is designed to provide information and examples of direct marketing strategies and possibilities. Opportunities for new and expanded agricultural markets will be explored. Bob Matarazzo, an established farm retailer and marketing consultant will present his ideas on "The True Value of Marketing" and "Tools of Effective Marketing". Mr. Matarazzo's experiences with the consumer includes super market sales, packaging variations,

## Food For Thought For The Food Producer

wine making, gift baskets, hayrides and festivals, roadside stands and developing a web page on the internet. His presentation contains many practical ideas and examples that can be adapted to your home marketing efforts.

Getting new customers into your farm market and developing customer recognition is often a challenging and confusing task. Dick Ludwig, from Signs & Graphics, will demonstrate the importance of correct design for signs, banners and logos. Mr. Ludwig's education and experience with graphic design lead to the startup of his own sign shop in 1991. Mr. Ludwig's extensive design and advertising experience complements his wife's design

abilities. Through involvement with the Stroudsburg Chamber of Commerce and the United States Sign Council the Ludwigs have developed a wealth of knowledge and experience which they will share with us through their presentation on sign design that works.

Expanding current markets and developing new marketing channels is a requirement of business growth. John Ritson from Walnut Acres Inc. will be illustrating the opportunities and obstacles present in the organic markets. Walnut Acres Organic Farms is a leader in the natural foods industry. Pioneers in Pennsylvania organic foods marketing, their mail order and wholesale food lines

supplement the retail offerings from their Snyder County farm location. Mr. Ritson has many years experience in developing and implementing marketing plans for local farm products.

The food industry in Pennsylvania is envied by the world. The size and value of this industry makes the Pennsylvania Department of Agriculture an important and responsive partner for all growers and retailers. Jeff Patton, coordinator for the Pennsylvania produce pilot project, will discuss the results of this year's six county survey. Food retailers and growers were able to respond to survey questions concerning the possi-

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