

## Snyder County Produce Auction

May 27, 1999

Port Trevorton, PA

Report Supplied by Auction

ASPARAGUS: .45-1.05 LB.  
RADISHES: .25-.40.  
RHUBARB: .40-.80 LB.  
PEAS: SUGAR 1.85-4.00 LB.; SNAP 1.40-1.80 LB.  
STRAWBERRIES: 2.60-3.00 QT.  
FLOWERS: 6.00-10.50 FLAT.  
SHRUBS: ROSE BUSHES 6.00-15.00.  
TREES: 4.00-15.00.  
SALE DAYS MON. AND FRI. 10:30 A.M.

## Weaverland Produce Auction

New Holland, Pa.

May 24, 25, 27, 1999

Report Supplied By Auction

ASPARAGUS: 1.10-1.95 LB.  
ONIONS: SPRING 6.00-9.00 20 CT.  
PEAS: SUGAR 15.00-26.00 10 LBS.; SNAP 19.00-21.00 1/2 BU.  
POTATOES: 5.00-8.00 1/2 BU.  
SPINACH: 3.00-3.50 BU.  
ZUCCHINI: 9.00-15.00 1/2 BU.  
FLOWERS: BEDDING PLANTS 2.00-7.50 FLAT.  
PERENNIALS: 1.00-3.25 FLAT.  
NEXT WEEK'S SALE DAYS MON., TUES., THURS., FRI., 9 A.M.

## Lebanon Produce Auction

Reistville, Pa.

May 21 and 25

Report Supplied by Auction

ASPARAGUS: 1.00-1.70 12 OZ. BUNCH.  
ONIONS: SPRING .20-.40 BUNCH.  
PEAS: SUGAR 2.40-2.75 QT., 21.00-28.00 10 LBS.  
POTATOES: WHITE .70-1.00 10 LBS.  
RADISHES: .27-.50 BUNCH.  
RHUBARB: 6.50-8.00 30 LBS.  
SPINACH: .45-1.00 LB.  
STRAWBERRIES: 27.00-28.00 FLAT.  
TOMATOES: HYDROPONIC 5.00-12.00 15 LBS.  
BEDDING ANNUALS: 1.00-10.00 FLAT.  
PERENNIALS: 2.00-3.50.  
SHRUBS: 12.00-17.00.  
SALE DAYS TUES. AND FRI. 10 A.M.

## Farmers Produce Auction

MOUNT HOPE, OHIO

May 25, 1999

Market supplied by auction.

ASPARAGUS: 1.25-2.25 LB.  
RHUBARB: .35-.75 LB.  
STRAWBERRIES: 1.87-2.75 QT.  
ANNUALS: 4.00-8.50 FLAT, 4" POTTED .35-1.25.  
PERENNIALS: 1.00-3.50 POT.  
HANGING BASKETS: 4.00-10.00.

SHRUBS: 7.50-9.50, ROSE BUSHES 7.00-9.50.  
NEXT WEEK'S SALE TUES. AND THURS.

## Carlisle Livestock

Carlisle, Pa.  
May 25, 1999

Report Supplied By Auction

SLAUGHTER CATTLE: STEERS, HOLSTEINS SELECT 950-1250 LBS. 46.00-53.00; HEIFERS, HOLSTEINS TO 48.00; COWS 1.00-2.00 LOWER BUT ACTIVE. BREAKERS 38.50-43.00; BONERS 37.00-42.25; CANNER AND LOW CUTTER 31.00-38.00; COUPLE LOW DRESSING DOWN TO 27.00; BIG MIDDLE 34.50-38.25; SHELLEY 26.00 AND DOWN.  
BULLS: 1100-1650 LBS. 45.75-53.00.  
FEEDER CATTLE: STEERS MED. AND LARGE #2 400-850 LBS. 61.00-74.00; HEIFERS MED. AND LARGE #1 200-600 LBS. 67.50-85.00; MED. AND LARGE #1 600-850 LBS. 60.00-66.00; HOLSTEINS/DAIRY TYPES 60.00-85.00.  
BULLS: MED. AND LARGE #1 200-400 LBS. 75.00-85.00; MEDIUM AND LARGE #1 500-900 LBS. 55.00-68.00.  
CALVES: RETURNING TO THE FARM 15.00-20.00 LOWER THAN LAST TUES. HOLSTEIN BULLS #1

## Lancaster Farming, Saturday, May 29, 1999-A15

95-135 LBS. 90.00-111.00; HOLSTEIN HEIFERS #1 75-120 LBS. 90.00-222.00; BEEF X BULLS 90-140 LBS. 110.00-115.00.

SWINE: HOGS MOSTLY 5.00 LOWER THAN LAST TUES. US#1-3 220-270 LBS. 33.75-34.75; US#2-4 32.00-33.50.

BOARS: ALL WEIGHTS 6.50-15.50. SOWS: US#1-3 300-450 LBS. 27.00-32.00, 450-500 LBS. 31.00-32.50, 500-700 LBS. 34.00-35.75; WET/THIN/WEAK/ROUGH TO 26.75; HEAVY TO 33.00.

FEEDER PIGS: BY THE HEAD, 15-24 LBS. 20.00-30.00, 30-45 LBS. 24.00-66.00, 45-60 LBS. 27.00-65.00, 60-80 LBS. 30.00-42.50; BY THE LB. 80-100 LBS. 50.00-56.00, 100-130 LBS. 45.00-51.00.

GOATS: BY THE HEAD, LARGE NANNIES 61.00-85.00, FANCY KIDS 52.00-65.00, FLESHY KIDS 40.00-49.00, SMALL/THIN KIDS 26.00-39.00.

LAMBS: GOOD AND CHOICE 40-60 LBS. 80.00-102.50, 65-80 LBS. 81.00-89.00, 70-110 LBS. 82.00-86.00, 130-160 LBS. 73.00-76.00.

SHEEP: ALL WEIGHTS 31.00-65.00. SALE EVERY TUES. 5 P.M. FOR RABBITS, POULTRY AND EGGS, 6:30 P.M. FOR LIVESTOCK, STARTING WITH CALVES. SPECIAL FED CATTLE SALES TUES., JUNE 1 AND 15; SPECIAL FEEDER CATTLE SALE TUES., JUNE 1 AND 15. STATE

GRADED FEEDER PIG SALE FRIDAY, JUNE 11 AND 25; PEN LOTS OF CATTLE SOLD IN ORDER RECEIVED. EARLYBIRD PENS CLOSE TUES. 2 P.M.

## Lebanon Valley Livestock

Fredericksburg, PA

May 25, 1999

Report Supplied by Auction

STEERS CHOICE 2-3 61.25-63.00; SELECT 1-3 58.25-60.00.  
HOLSTEIN STEERS: CHOICE 2-3 54.00-56.75; SELECT 1-2 53.00-53.75.  
HEIFERS: CHOICE 2-4 58.25-60.50; SELECT 1-3 55.00-58.00.  
COWS: BREAKERS 75-80% LEAN 38.50-42.00, ONE AT 44.00; BONERS 80-85% LEAN 36.00-38.00; LEAN 85-90% LEAN 34.00-35.75; SHELLS DOWN TO 22.00-33.50.  
BULLS: YG#1 47.75-49.75; YG#2 38.25-44.00.  
FEEDER CATTLE: STEERS 370-545 LB. HOLSTEINS 50.00-52.00.  
HEIFERS: 275-335 LBS. 69.00-76.00; 210 LBS. 82.00.  
CALVES: UTILITY 70-75 LBS. 24.00-38.00.  
FARM CALVES: HOLSTEIN BULLS #1 90-115 LBS. 108.00-122.00, #2 90-115 LBS. 70.00-90.00; HOLSTEIN HEIFERS #1 85-120 LBS. 167.50-240.00; #2 70-90 LBS. 102.00-125.00.  
BEEF TYPE BULLS AND HEIFERS 90 LBS. 136.00.  
HOGS: 45-50% 195 LBS. 30.50; 40-45% 297 LBS. 29.50.  
SOWS: US#1-3 335-595 LBS. 26.00-31.75.  
SHEEP: GOOD AND CHOICE 40-55 LBS. 86.00-91.00.  
BOARS: 400-460 LBS. 8.00-10.50.  
GOATS: SMALL 32.00.

## LEESPORT LIVESTOCK AUCTION

LEESPORT, PA

MAY 26, 1999

CATTLE 213 [PDA] [Supply included 104 slaughter steers and heifers, 81 cow, 4 bulls and 24 feeder cattle] sl steers unevenly steady, sl cows mostly 1 00 lower.

SLAUGHTER STEERS Choice 2-3 1120-1460 lbs 60 50-63 75, Select 1-3 57 50-60 00, Standard 1-2 50 50-55 00

HOLSTEIN STEERS few High Choice and Prime 2-3 1440-1450 lbs 56 50 57 00, Choice 2-3 1200-1650 lbs 51 50-56 50, Select 1-2 46 25-53 00 Standard 1-2 42 50-47 00

HEIFERS Choice 2-4 1040-1455 lbs 60 25-62 75, few 1500-1565 lbs 55 75 58 00, few Select 1-3 57 00-58 25

COWS Breakers 75-80% lean 39 00-44 75 few low dressing 36 50-38 50, Boners 80-85% lean 37 00-41 00, low dressing 34 00-36 75, Lean 85-90% lean 28 00-38 75 Shells down to 24 00

BULLS couple Yield Grade 1 1305 & 1420 lbs 49 00 & 51 00, one Yield Grade 2 1050 lbs 43 00

FEEDER CATTLE STEERS few Medium and Large 2 425-450 lbs 64 00-67 50, 645-915 lbs 54 50-63 00, HEIFERS Medium and Large 2 410-665 lbs 47 50-60 00, BULLS couple Medium 1 640 & 800 lbs 54 00 & 57 00, Medium 2 510-975 lbs 37 00-40 00

CALVES 139 VEALERS one Choice 29 5 lbs 85 00, few Good 105-135 lbs 60 00-65 00, Standard and Good 75-115 lbs 20 00-37 50, Utility 60-90 lbs 5 00-20 00

FARM CALVES Holstein bulls mostly steady with spots to 5 00 lower No 1 Holstein bulls 90 130 lbs 100 00-127 50 with a few down to 85 00, No 2 80-125 lbs 45 00-105 00, No 1 Holstein heifers 85-120 lbs 170 00-232 50, No 2 70-85 lbs 70 00-145 00

Few beef type bulls and heifers 85-90 lbs 80 00-90 00

HOGS 97 BARROWS AND GILTS 2 00 to 3 00 lower, sows 2 00 to 5 00 higher 45-50% lean 220-265 lbs 32 25-34 50

SOWS US 1-3 355-495 lbs 25 00-28 00, 520-620 lbs 31 00-35 75

FEEDER PIGS 74 US 1-3 20-25 lbs 110 00-115 00, 30-40 lbs 65 00-80 00, 90-95 lbs 60 00-67 50 --- per cwt

SHEEP 62. SLAUGHTER LAMBS Choice 30-50 lbs 97 50-122 50, 55-90 lbs 85 00-102 50, 90-130 lbs 72 50-91 00

SLAUGHTER SHEEP 26 00-35 00, few Yearlings 55 00-56 00

GOATS 31 Large Nannies 57 50-97 50, one Medium 45 00, Large Kids 24 00-50 00, Small 15 00-29 00 --- per head

PAID ADVERTISEMENT

# Trusted Borden® Brand Positions DFA In Booming Cheese Markets

In American retail markets gone mad for cheese (76 percent of all American households consume cheese, according to a USDA study), the Borden® brand and Elsie™ the Cow are household names to millions. To Dairy Farmers of America (DFA) members, they are an impor-

tant entrée to grocery dairy cases and consumer loyalty across the country.

Through the acquisition of the Borden brand in late 1997, DFA demonstrated a strategic commitment to helping dairy farmers capture a larger share in highly competitive food mar-

kets. For nearly 70 years, Borden and Elsie have become icons for great taste, wholesome quality and value to cheese-loving Americans — a market in which milk producers have traditionally struggled to directly compete for profits.

"As we look to the future of our cheese

business, we are excited by the acquisition of the Borden label," says Lonnie Spurgeon, senior vice president and chief operating officer for the DFA Dairy Foods Group. "It gives us access to an established and highly regarded name in the retail market, where we see opportunity for future growth and product expansion."

In light of a 1996 USDA study that shows domestic per capita cheese consumption climbing by 2 percent annually — up a total of 27 percent since 1980 — the acquisition provides an important foothold for DFA in cheese product development and marketing.

"Research has shown that, in the United States, Borden is the most recognized natural dairy brand, with an unaided consumer awareness score of 15 percent," Spurgeon explains. "That's a solid foundation upon which we can continue to build and grow Borden product success and reputation."

"The report also indicates that consumers identify convenience as the No. 1 reason to purchase single-wrapped cheese," Spurgeon adds. "That's where the Borden label comes in. Borden is one of the country's leading manufacturers of cheese singles in regular, low-fat and no-fat choices."

"Our vision is to expand Borden product lines while capitalizing on its brand name identity and product reputation," Spurgeon says. "When consumers buy cheese, we want them to think Borden."

**DFA:**  
Your partner in the country ...  
and in the marketplace.



You'll see and hear a lot about DFA ... in the newspaper, on grocery store shelves, from members, from your neighbors, even other cooperatives. You'll see the results a producer-owned, producer-run partnership can bring — new products, new marketing

opportunities and local services that are right for you. You'll hear what DFA membership can mean — better representation, local involvement and the support to be all you can be. Invest in a partnership that pays ... talk to your local DFA representative today.



DAIRY FARMERS of AMERICA

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