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# Lancaster Farming

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## Holloways Strive To Capture Expanding Freezer, Branded Beef Markets

**ANDY ANDREWS**  
*Lancaster Farming Staff*  
**DARLINGTON, Md.** — Farm diversification is nothing new to the Holloway Brothers Farm, operated by Henry and Richard Holloway. For years they've raised beef cattle, hogs, and crops.

But a new venture into specially marketed beef, and their own freezer beef direct market, is showing signs of profit potential.

Under the Roseda Farm label, Monkton, Md., beef is being

marketed to restaurants in the Baltimore area.

The 400-acre Holloway Brothers partnership finishes Angus and Angus crossbreds for Roseda, which is slowly developing a label.

About 50 head of cattle are being finished "naturally," said Richard Holloway. The cattle are fed no antibiotics and are not injected with growth hormones. They are fed corn silage, hay, or haylage and grain, all grown on the farm.

This is the first year of the

Holloway's enterprise to a branded beef. Roseda furnishes the farm with bulls; in return, Roseda receives the Holloway Brothers calves as feeders, noted Richard. Or Holloway Brothers can feed their calves for Roseda, and Roseda then receives the finished cattle.

Roseda sends the meat to a local butcher shop, where it is processed individually for freezer markets and restaurants, noted Richard.

The Holloways also raise their own freezer beef, sent to a local

butcher shop for processing.

The Holloways grew up on the seventh-generation farm in the small village of Darlington. The Holloway partnership began on Jan. 1, 1959, noted

Henry.

The home farm measures 400 acres. Total tillage, including rented ground, numbers about 660 acres.

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Under the Roseda Farm label, beef is being marketed to restaurants in the Baltimore area. The 400-acre Holloway Brothers partnership manages a herd of Angus and Angus crossbreds for Roseda, which is slowly developing a label. At left is Rick and father Richard Holloway. Photo by Andy Andrews



Pennsylvania Dairy Princess Lori Connelly along with Richard Waybright, chairman of the Pennsylvania Dairy Promotion Program, place the giant 12-inch cherry on top of the 8-foot ice cream sundae built on the capitol steps Wednesday, as part of the national June Dairy Month celebration. See story page A27. Photo by Everett Newswanger, editor



The Martins farm on a certified organic dairy, where they milk 95 cows and farm 160 acres. David and Robbin, along with their children, enjoy working together. Front, from left, are Sarah, Caleb, Noah, and Samuel. Second row, from left, are David, Suzanna, Naomi, Robbin, and Ramaona. In back, Melissa, Abigail, Carla, and Josh. (Daughter Laura is not pictured.) Turn to page A28 for the story, the second in a special series on "Dairy Profit Possibilities." Photo by Jayne Sebright

## New EPA Runoff Rule

**HARRISBURG** (Dauphin Co.) — Groups concerned that a new federal rule means substantial costs and unnecessary red tape for Pennsylvania landowners are coordinating a meeting for people to learn more and to express their concerns.

This meeting is set for 7 p.m. to 9 p.m. on Thursday, June 15 in the Reading area at the Berks County Ag Center, Leesport.

The meeting is sponsored by a coalition involving agricultural groups, such as the Farm Bureau and Grange, along with landowner, forest and wood product, and other interest groups.

The coalition estimates that landowners would spend around \$10,000 for a permit and that the total annual cost to Pennsylvanians could be from \$10 million to \$100 million. There are more than 500,000 Pennsylvanians alone who own forestland — a total of 11.5 million acres.

The coalition argues that in-

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This replica 1930s Schwinn bicycle owned by Pennsylvania Sen. Noah W. Wenger (R-36th) is shown with Lancaster County farmland in the background by Wenger's chief of staff, Chad Weaver. The photo was taken Thursday morning to call attention to the Lancaster Farmland Trust's "Pedal To Preserve" event scheduled for Saturday, June 24. See story page A26. Photo by Everett Newswanger, editor