

West Central Selects Winners

CENTRE HALL (Centre Co.)
— The West Central District 4-H and FFA Dairy Show was conducted Saturday, July 29, here at the Centre Grange Fairgrounds.

Creedin Cornman, Carlisle, was the type judge and Vicki Ansell, Scottsdale, was the showmanship judge.

One-hundred-twenty-two animals were shown in five breeds.

Grand and junior champion Milking Shorthorn honors went to Melissa M. Wolfe, Northumberland, with her fall calf. Reserve grand and reserve junior champion honors also went to Melissa M. Wolfe, with her winter yearling.

Junior champion Brown Swiss honors went to Elizabeth Cloninger, Centre Hall, with her spring yearling. Reserve junior champion honors went to Ben

Manheim Dairy

(Continued from Page A40)

Best Three Females

Ayrshire: 1. James Findley 2. Zinn Family 3. Ken Findley.

Milking Shorthorn: 1. James Findley.

Jersey: 1. Dice Family.

Holstein: 1. Lowell Brubaker 2. Joe Wivell 3. Horning Family.

Best Udder

Ayrshire: 1. James Findley 2. Ken Findley.

Jersey: 1. Andrew Dice 2. Harold Dice.

Holstein: 1. Lowell Brubaker 2. Dustin Horning 3. Joe Wivell.

Dairy Herd

Ayrshire: 1. Findley Family.

Jersey: 1. Dice Family.

Holstein: 1. Brubaker.

Senior Showmanship (14 Yrs. & Older): 1. Dustin Horning 2. D. Oberholtzer 3. D. Eberly.

Senior Fitting (14 Yrs. & Older): 1. J. Zimmerman 2. D. Eberly 3. D. Horning.

Junior Showmanship: 1. L. Horning 2. J. Zimmerman 3. K. Wenger.

Junior Fitting: 1. B. Brubaker 2. C. Brubaker 3. Jason Zimmerman.

Cloninger, Centre Hall, with his winter yearling.

Grand and senior champion Brown Swiss honors went to Lauren D. Daubert, McElhattan, with her aged cow. Reserve grand and reserve senior champion honors also went to Lauren Daubert, with her senior 2-year-old.

Junior champion Jersey honors went to Alanna Judy, Spring Mills, with her summer yearling. Reserve champion honors went to Mary E. Martz, Spring Mills, with her winter calf.

Grand and senior champion Jersey honors went to Jennifer Kellerman, Centre Hall, with her senior 2-year-old. Reserve grand and reserve senior champion honors also went to Jennifer Kellerman, with her junior 2-year-old.

Grand and senior champion Red and White honors went to Amanda Gates, Warriors Mark, with her junior 2-year-old. Reserve grand champion and junior champion honors also went to Amanda Gates, with her spring calf, and reserve junior champion honors went to Anna Marie Spangler, New Berlin, with her winter calf.

Grand and senior champion Holstein honors went to Emily K. Cloninger, Centre Hall, with her senior 2-year-old. Reserve grand and reserve senior champion honors went to Ben Cloninger, Centre Hall, with his junior 2-year-old.

For more information, contact Bill Messersmith, Lycoming County Cooperative Extension, 542 County Farm Road, Montoursville, PA 17754, (570) 433-3040.

palatability, juiciness, and flavor.

"I looked at Certified Hereford Beef for the new century and the improvements that could be made with CHB," said Vogel. Vogel "went out on a limb" with his new marketing ideas. He contacted both Certified Angus Beef and the Red Oak Farms feedlot, an operation with their own branded beef program named Premium Hereford Beef. From these sources Vogel gathered information about their product and marketing ideas already in place.

"I sat down and went through the information and looked at where the Certified Hereford Beef program is now, and thought about what Certified Hereford Beef needed to do to catch up with the competition," said Vogel, who then related these thoughts and concerns in his speech.

Key points included a plan to catch up with Certified Angus Beef.

"Certified Angus Beef is everywhere and has been around, but Certified Hereford Beef is hard to get," said Vogel. According to Vogel, more pounds of CHB need to be produced to increase availability. He also highlighted the advantages of moving the product to the East Coast markets.

Selling Itself

"The product should be able to sell itself," said Vogel. He pointed out that for the past two years, according to the American Tasting Institute, Hereford beef has been named the best-

tasting supermarket beef and the best-tasting restaurant beef the past three years.

Vogel also used graphs to illustrate Colorado State University's comparison of Choice, CAB, and CHB. "Certified Hereford Beef excelled in juiciness, palatability, flavor, and tenderness," said Vogel.

During his speech Vogel included his ideas "for whatever we (Hereford breeders) need to do to get commercial cattle buyers to get involved in CHB," said Vogel. "Ear tags or brands symbolizing Certified Hereford Beef would track calves for the CHB program from the day they are born until they reach the

slaughterhouse, where they are given a premium," said Vogel.

He believes this tagging and tracking would lead to increased numbers of Hereford beef participation, besides increased consumer appeal.

Vogel hopes to improve the market conditions in the sale ring for Hereford cattle.

"Today Hereford calves are not given the extra nickel because of the belief that Herefords don't marble," said Vogel. Taste tests, however, prove the opposite is true. Vogel hopes that his strategies will, however, work to "give Hereford calves equal footing," in comparison to cattle with black hides.

Dairy Expo Names

(Continued from Page A39)

was the overall winner of the 2000 National Dairy Quality Awards (NDQA) program.

Brabant Farms is owned and operated by Joe, Paul, Steve, Phil, and Pat Van Lieshout, along with their father, Henry.

"We believe we have an obligation to provide clean and healthy milk for consumers. That's what they're paying us to do," said family spokesperson Joe Van Lieshout.

The Van Lieshouts milk 500 cows with a rolling herd average of 26,050 pounds of milk on three-time-a-day milking. Their herd's somatic cell count average, an estimate of mastitis level in the herd, averaged just 83,000 cells/ml. The herd averages just two cases of mastitis per month, outstanding in a herd of 500 cows.

NDQA, started in 1994, recognizes dairy producers and their families who do an outstanding job of producing high quality milk every day on U.S. dairy farms. The Van Lieshouts represent the very best of the U.S. industry, said Anne Saeman, executive director of the National Mastitis Council and NDQA manager.

NDQA is sponsored by the National Mastitis Council, World Dairy Expo, the National Milk Producers Federation, and Dairy Today magazine.

For more information about the NDQA program, contact Anne Seaman, National Mastitis Council, (608) 224-0622.

MILK
AMERICA'S HEALTH KICK

John Eaton didn't invent Agricultural Lending, it just seems that way.



Pictured above are Leroy Bupp, left, and John Eaton, Jr., right

It's rare to find an individual who is knowledgeable about the farming business and the banking business. That's what makes John Eaton, Jr. so unique. ■ York County born and bred, John is a third generation working farmer, as well as PEOPLESBANK Financial Centers' Assistant Vice President for Agricultural Services. As such, he can help you arrange convenient loan terms for equipment and livestock; a mortgage loan to finance farm purchases and improvements; a line of credit to meet your capital needs; even a special *First Time Farmer* loan. ■ John Eaton knows what it takes to manage a profitable farm — and the best ways to help you manage all your money. Give him a call at (717) 747-1546.

PEOPLESBANK
FINANCIAL CENTERS



HERE TO HELP YOU

MANAGE ALL YOUR MONEYSM

A Codorus Valley Company ■ Member FDIC ■ Equal Opportunity Lender ■ Eight Locations in York County To Serve You ■ Call 1-888-846-1970 ■ www.peoplesbanknet.com