

## Manheim Cattle Feeder Discusses Industry Trends

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corn, and eight pounds of dry shelled corn and barley mixed, plus minerals.

### Diversity Key

Diversification — steers, hogs, and some cash cropping — has proved to be the key to the farm's profitability, since the markets balance each other out, said Kettering.

Although larger feedlots will be the main competitors in the beef business of the future, "there is a place for smaller feedlots," said Kettering.

Selling quarters and halves directly, is a possibility, along with niche markets such as organic food.

"There is a market, but it takes work," said Kettering.

Other options, such as forward contracting or hedging cattle, are tools the small producer can use to stay in business, he said.

Since Kettering is not considering expanding, he also markets his cattle directly, retail, for greater profitability. Word-of-mouth

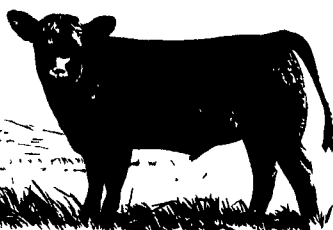
advertising has helped him to sell halves and quarters of beef to area consumers. He has used this outlet for beef for 20 years. Lately he has marketed 25-30 head a year.

"In the beginning I did 10 or 15 head a year," he said. Although demand dropped for several years, "the last five years it has really been picking up again. People seem to be wanting to go back to the farm for their beef and pork." He also sells half or whole hogs.

Another option for smaller growers, he noted, would be farmers' markets, where customers can see and talk to the grower.

"These avenues are more work, but pay dividends," he said.

Kettering is joined by his wife, Jody, on the farm. The couple has three children: Jason, John, and Jill.



## 2003 Cattle Industry Convention Planned

NASHVILLE, Tenn. — Five organizations will host the 2003 Cattle Industry Annual Convention and Trade Show at the Gaylord Opryland Hotel in Nashville, Tenn. The event will run from Wednesday, Jan. 29 to Saturday, Feb. 1.

More than 5,500 cattle producers and others associated with the cattle industry are expected in Nashville.

Attendees will go on a pre-convention agricultural tour Jan. 28.

Another part of the annual convention is Cattleman's College. The college will begin at 7:30 a.m., Jan. 29, and will keep cattlemen and women up to date on the many industry changes.

This year's opening general session kicks off the event Wednesday afternoon with an informative session that will be followed by presentations on checkoff programs that are helping to build consumer demand for beef.

More than 250 companies and organizations will showcase their goods and services at the NCBA Trade Show. A welcome reception, will begin the trade show Jan. 29 from 5:30 p.m. to 9 p.m. The show runs through Friday.

Meetings on Thursday and Friday, Jan. 30-31, will cover all aspects of the cattle industry. These

open meetings will be used to review policy that protects the business climate for cattle producers and helps develop and build on checkoff programs.

A Cattle-Fax Outlook Seminar, will be conducted Friday, Jan. 31 to give producers perspective on the current market and some outlook on where it is headed. On Saturday, Feb. 1,

members of the Cattlemen's Beef Board and board members of the National Cattlemen's Beef Association will conduct business sessions to wrap up the event.

For more information about the 2003 Cattlemen's Convention and Trade Show in Nashville, contact the Conventions and Meetings Department at (303) 694-0305.

## Herefords Compete At American Royal

KANSAS CITY, Mo. — In conjunction with the American Royal Livestock Show, Hereford history was made in Kansas City Oct. 25-27.

The historic Hereford bull, once located at the previous Hereford headquarters, rose again in Mulkey Park and now redecorates the Kansas City skyline.

In the first combined National Hereford show, 169 head of Hereford cattle entered the show ring Oct. 27.

Jarold Callahan, Yukon, Okla., commented on the depth of cattle exhibited before him and was complementary of the combined efforts of horned and polled exhibitors.

"Combining the shows has not handicapped either side. The deserving cattle will sort themselves to the top regardless of horn classification," said Callahan.

## Beef Board Chairman Delivers Message To Dairy Producers

MADISON, Wis. — Cattlemen's Beef Board Chairman Dee Lacey told dairy producers at the

represent a significant part of the beef industry.

World Dairy Expo in Madison, Wis., recently that they play an important role in the beef checkoff, as beef from dairy animals

"When that dairy cow is no longer productive in the milking parlor, she is productive in the beef industry," said Lacey, a beef producer from Paso Robles, Calif. "Close to 20 percent of our beef supply is from dairy breeds. And new convenient beef products, which are sometimes further processed, use a lot of beef from dairy cows."

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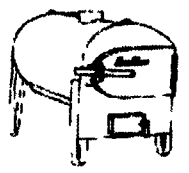


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