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Corn grower Harry Johnston, McConnellsburg, holds onto "Barley," who quickly learns that the truck can take him much further over Back Run Farm than his 3-month-old legs can. Johnston was the first-place winner in the three-year average division of the 2001 Pennsylvania Five-Acre Corn Club Contest. Read about Johnston in this issue's special section, *Corn Talk*. Photo by Michelle Kunjappu

Grower & Marketer

Lancaster Farming • Section E • Saturday, February 1, 2003

Fish Farmer Explores Ways To Market

MICHELLE KUNJAPPU
Lancaster Farming Staff
BOYERTOWN (Berks Co.)

— Farmers by definition are entrepreneurs — they have to think about the market here. I have a great location here. I have the capacity to hold the fish I'm near millions of people and hundreds of restaurants. I had to think about what are my strengths and what I could do better than been compared to the competition, said Mark Scott, Berks County Commissioner and part-time fish farmer of Mark C. Scott Aquaculture Corporation.

I started with the customer and worked my way back to the farm. What the farm does is what the customer wants, not what I want to do. Scott explained the progress of the farm which has been in his family since 1949. Scott's grandfather Erwin Michelfelder as a boy in southern Germany used to catch and keep fish in water of the family's mill then sell the fish to passersby.

When Michelfelder came to the U.S., he always dreamed of raising trout, said Scott, so after working in the deli meat business Michelfelder found the farm he was looking for complete with his own spring. In 1949 Michelfelder purchased the farm and opened for business.

At the time Scott was a lawyer in Reading but decided to take a break from practicing law to move to Boyertown and begin work on the farm and opened for business.

(Turn to Page E12)

Mark Scott, Berks County Commissioner and part-time fish hatchery operator, holds up a Rainbow Trout, part of his hatch-to-finish operation in Boyertown. Photo by Michelle Kunjappu

Lancaster Farming's Grower & Marketer is included this issue, with features on speciality and exotic crops. Special bonus: a trout farmer and a review of an aquaculture conference. The issue includes a preview of the Mid-Atlantic Fruit and Vegetable Convention in Hershey and producer event news.

Annual Ice Cream Short Course Serves Up Flavorful Instruction

MICHELLE KUNJAPPU

Lancaster Farming Staff

STATE COLLEGE (Centre Co.) — Students at Penn State's annual Ice Cream Short Course, conducted Jan. 6-16, quickly found that the course was no soft serve.

They received two thick binders which became their textbooks, did homework, attended lab exercises, completed a final examination, and listened to lectures covering ice cream composition, stabilizers and emulsifiers, rapid hardening systems, nutritional issues, and microbiology.

The extensive work however, did not deter the 92 students who came to Penn State from as far away as Brazil and Jamaica, along with students from all over the U.S.

Ice-cream producing companies sent representatives for training, or individuals with an interest in beginning their own ice cream business attended the course, which is conducted every year.

Michael Popovitch, elected president of the class, works for Dean Foods, Toledo, Ohio, and is a production supervisor for Frostbite Brands, producers of ice cream novelties for numerous companies.

Although Popovitch has been working in the industry for five years, he found the formulation aspect helpful, he said.

Homework — several lengthy problems — included formulas for standardizing mixes.

Christine Law, an executive pastry chef for Postrio Restau-

rant, San Francisco, attended the course to gather information before she begins her own business.

Sid Ososky, Ronnybrook Farm Dairy, Ancramdale, N.Y., and his family operate a dairy

100 miles north of New York City. The family milks 80 cows and produces and sells milk, butter, heavy cream, cheese, yogurt, and yogurt drinks.

They decided to process and

sell their own milk in 1991 and began ice cream production in 1996.

"I want to learn if I'm doing it

(Turn to Page A21)

Temple Grandin To Speak At Pork Expo

UNIVERSITY PARK (Centre Co.) — The 25th annual Keystone Pork Expo will be combined with an Animal Handling Conference on Feb. 4 at the Harrisburg/Hershey Holiday Inn in Grantville. This joint meeting for dairy, poultry, beef and swine producers is sponsored by the Pennsylvania Pork Council and Penn Ag Industries.

The highlight of the conference

is the keynote speaker, Dr. Temple Grandin. Grandin is a designer of livestock handling facilities and an assistant professor of animal science at Colorado State University. She teaches courses on the livestock industry, livestock handling, and animal welfare. She has appeared on 20/20, 48 Hours, Larry King Live, and has been featured in People Magazine, The New York Times,

Forbes, and U.S. News & World Report. She has authored more than 300 articles in scientific journals and livestock periodicals on animal handling, welfare, and facility design.

Christine Kellett, director of Penn State/Dickinson Ag Law Center, will speak on the laws regulating animal welfare. There

(Turn to Page A26)

At Convention, Kerrs Receive Virginia Distinguished Dairy Award



Dr. Ray Murley, left, presents the Virginia Distinguished Dairyman Award to Donna and Jimmy Kerr of Ameva Farm, the first-ever husband/wife team to be named a winner. Photo by Gay Brownlee, Virginia correspondent

GAY BROWNLEE
Virginia Correspondent

STAUNTON, Va. — For the first time, a husband and wife team was honored by dairy producers at the recent 96th Virginia State Dairymen Association's annual convention.

The Virginia Distinguished Dairyman Award presentation went to Jimmy and Donna Kerr from Ameva Farm in Amelia County.

Award presenter W. Ray Murley, professor emeritus, Virginia Tech, said, "It is always a pleasure and an honor for me to present the Distinguished Dairyman Award winner selected from among your fellow dairymen by the committee. This year, for the first time, they chose a man-and-wife team for the award."

The honor adds to several others the Kerrs have collected over the years, such as the W. M. Etgen Alumnus Award, Out-

standing Young Farmers Award by the Virginia Jaycees, and the Outstanding Young Conservation Award.

In 1982, Jimmy and Donna each were graduated from the Dairy Science Department of Virginia Tech.

They then returned to the second generation dairy farm operated by Jimmy's parents, Mr. and Mrs. Robert Kerr.

The Kerrs milk some 160 head of registered Holsteins and run a herd average of 23,300 pounds of milk, 3.7 percent fat, and 3.1 percent protein. Somatic cell count is 220,000.

Some 200 acres of Ameva Farm's land is reserved for the corn they grow to produce sufficient silage. On 75 acres of alfalfa they harvest hay. Some 50 acres support other hay crops and 20 acres are used as pastureland.

The Kerrs employ environmental practices at Ameva Farm

that include a rotational loafing lot management system with travel lanes. They are implementing the CREP program with cattle fenced out of streams, waters in lots, and trees planted in an adjacent stream area.

By introducing very few new cattle to the herd and by a complete vaccinating program on a regular and routine basis, the health of their herd is protected.

Jimmy has held the office of president in both local DHIA and the Atlantic Holstein Club. He is secretary for the board of directors in the Cooperative Milk Producers Association and chairman of the field days for the State Holstein Association. He has twice been a delegate to the National Holstein Association and serves as adviser to the local 4-H club.

In dairy cattle judging, the

(Turn to Page A27)