

'Dairying' By Different Means

(Continued from Page A1)

The decision to go to grazing was brought about by his realtor, who showed Lucas a similar grazing operation, and a county extension agent.

Lucas attended a week long grazing seminar in the winter of '95-'96 and by the spring of 1996 had begun pasture and fence preparation.

The first cattle moved onto the pastures in 1997.

Generally, the bulls are "pretty docile," according to Lucas, and "once they're trained they'll move easily from paddock to paddock."

Colorado, and Reno, Nevada, and will go to Dallas, Texas, this summer for 2-3 days.

In addition to working in the industry, Lucas feels that it is important for producers to work against the challenge of misinformation and, consequently, unfavorable public opinion.

To help disseminate the truth about raising veal, Lucas partnered with the PBC and the veal issues management program to bring a veal display to the Pennsylvania Farm Show.

"I mentioned that we were missing an opportunity with the public," he said. With the back-

ing of the PBC and other veal industry representatives and agribusinesses, Lucas collected buckets, collars, flooring, and pens. The donated equipment allowed him to exhibit a few calves to the public for the event.

In addition, an informational display provided educational information to the public.

"We just wanted to take a cut-out of the barn and expose people to how we raise calves," he said.

Because of health concerns for the calves, they have not continued to bring the animals to the event, however Lucas returns each year, with his family and other producers, with the display.

The information presented provided an easy way to strike up a conversation, according to Lucas.

"Most of the time when people realized how we raised them (the calves), they decided to try veal again," he said. He was also encouraged by the number of people who "read the whole board" of information on the backdrop.

A continuous-play video featuring a veal operation is complemented by handouts such as a children's activity book.

Choosing Agriculture

Before moving to Bernville, Lucas managed a poultry and veal operation in Morgantown. Although other job opportunities beckoned, he opted for the farming lifestyle.

"We wanted to stay in farm-

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Industry Introduces Interactive Curriculum For The Classroom

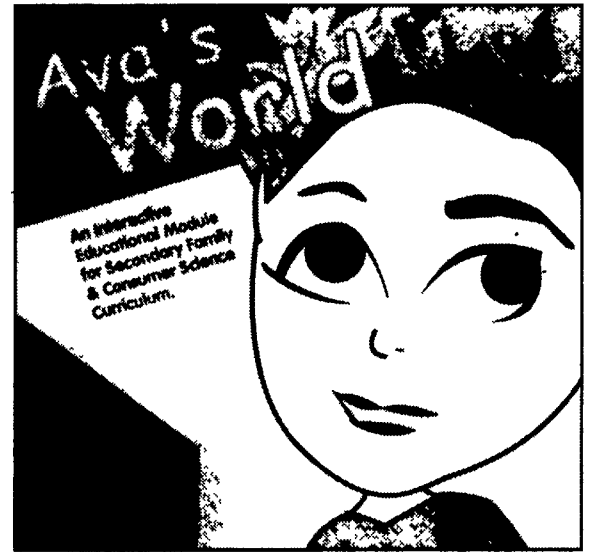
MIDDLETOWN (Dauphin Co.) — "Ava's World," an interactive CD-ROM developed to serve as an educational tool for family living and consumer science instructors to expand knowledge about veal cooking, nutrition and food safety and preparation is now available through the Pennsylvania Beef Council office.

Designed for seventh, eighth and ninth grade students, Ava's World presents instructors with a variety of lessons that can be used as an individual, small group or class project and easily incorporated into teaching materials to enhance family and consumer science curriculum already in place.

"With cool sound effects, captivating graphics and music, students can explore each world through one of Ava's friends,"

said Paul Slayton, Pennsylvania Beef Council.

"Each world provides fun facts about everyday meal planning, including nutritional content and value, cooking techniques, safe food handling and shopping tips that will encourage students to



This CD-ROM was developed to serve as a tool to teach students about veal.

become involved with what meals are prepared in the household."

The CD-ROM also contains additional resources and ideas for the classroom including:

- "Hey, Teach!" — ideas specifically for instructors to add Ava's World into existing nutrition, food preparation, culinary or home economics curriculum;
- "Veal Megabyte" — a text reference that provides details about veal and the veal industry, resources, websites and recipes;
- "Brain Gain" — is a quiz for students to take after exploring Ava's World and Veal Megabytes that tallies the score at the end.

Funded by America's beef and veal producers through their \$1-per-head beef checkoff, the project was produced for the Cattlemen's Beef Board by the American Veal Association.

The Pennsylvania Department of Agriculture, through a matching grant, and the Pennsylvania Beef Council produced and distributed Ava's World to Pennsylvania educators at the Pennsylvania Association of Consumer Science Educators annual convention.

To obtain a copy of Ava's World, contact the Pennsylvania Beef Council office at (717) 939-7000. Ava's World also is online at www.vealfarm.com.



One of the farm's calves sizes up Natalie, 7.

"When I want them to change places I'll call them and they'll come running to the next one (paddock)," he said.

However "they're a little more rambunctious than dairy cows," and he occasionally finds himself replacing fence posts.

He keeps the group on the pasture 2-3 days at a time. During dry times such as last summer, he did not make any hay but rather put all the paddocks into the grazing rotation.

When the bull calves arrive at the farm, "I keep them separate to let them adjust from the smaller pen setting," said Lucas. "Once they're adjusted, it doesn't seem to be to much of a problem to run different ages together."

Serving The Veal Industry

As a longtime veal producer, Lucas takes his responsibility as an industry representative seriously.

One of two veal producers on the Pennsylvania Beef Council (PBC) board, he is also in his third year of representing the PBC on the joint veal committee of the Cattlemen's Beef Board.

The committee considers options to increase demand for veal, through both foodservice and retail channels, by allocating checkoff dollars. Recent projects include a satellite media tour with celebrity chefs and the launch of www.vealstore.com, a website that allows consumers to purchase veal online.

Additionally, for the first year, Lucas has assumed the position of vice-chair of the national veal council, which makes recommendations to the veal committee regarding pertinent industry issues.

The meetings are conducted in conjunction with the National Cattlemen's Beef Association (NCBA) summer and winter meetings.

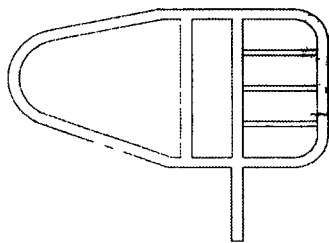
As a representatives on these national organizations, he has traveled to Denver,



The Lucas family's diversified operation includes 200 head of veal calves, 40-50 Holstein bulls, several milk cows and a large garden. With Dave and Sharon Lucas are children, from left, Derek, Kara, Natalie, Austin, and Kenton. Photos by Michelle Kunjappu

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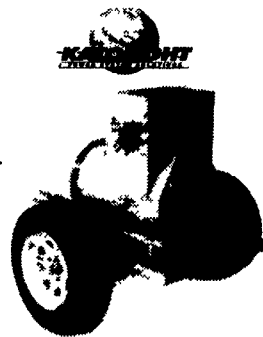
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