

# Penn State's Beef Sale Teaches Students About Selling Cattle

**UNIVERSITY PARK** (Centre Co.) — The Penn State Proud! Beef Cattle Sale, Nov. 7 at the University Park campus, should generate upwards of \$100,000 for the College of Agricultural Sciences, share highly desired top-quality Angus genetics with beef producers across the East and reaffirm Penn State's reputation as an institution that maintains a first-class breeding operation.

But those aren't the biggest benefits from the first such sale the university has conducted in 15 years, according to John Comerford, associate professor of dairy and animal science and beef cattle coordinator.

"The most important reason why a university like Penn State would own cattle is for their educational value," he said. "Sales give us an opportunity to teach students how to prepare cattle for a sale as well as how to create catalogs and advertisements. For that reason, we developed an undergraduate class in livestock merchandising.

"Students in the class will participate in all aspects of the

sale activities, including preparing the catalog, submitting advertisements, reviewing budgets, preparing the sale facility, meeting and interacting with buyers and guests, and providing feedback to help improve our sales in the future."

Not since 1988 have Penn State students experienced a cattle sale. "Our department made a strategic decision a few years ago to begin having regular beef sales," Comerford said. "We have been producing more cattle to get ready for this one.

In addition to purebred Angus cattle, some crossbred animals from the college's commercial herd also will be sold, including some Simmental crossbreds and 4-H steer prospects.

Starting at noon at the Beef-Sheep Center off Orchard Road, approximately 65 head of cattle will be sold. Many of the cows will have calves at their side and all females will have been bred to top A.I. sires. A few bull calves will be auctioned, along with one two-year-old bull. The sale is being managed by one of

the college's alumni, Dick Beck, originally from York County, who is in the cattle sale management business in North Carolina.

Beef unit manager Don Nichols stresses that sales are great for students. "We are develop-

ing students who will be qualified to merchandise cattle," he said. "They will learn marketing techniques and the subtle things we do to prepare animals for sale. This will teach them something that they can take home.

They'll meet people in the business and hopefully make merchandising contacts that might help them later."

For more information about the beef sale, call (814) 863-0831 or visit the Web at [das.psu.edu/beefsale/](http://das.psu.edu/beefsale/).

## PDMP Membership Offers Perks

**UNIVERSITY PARK** (Centre Co.) — The Professional Dairy Managers of Pennsylvania (PDMP) is making the Commonwealth's dairy producers an offer they shouldn't refuse, according to PDMP leaders. The organization is launching a six-month membership campaign that has some special initiatives in place to help introduce producers to the benefits of joining PDMP.

"There has never been a better time to join," said President Dave Hileman of Hilecrest Farm. "This is an exciting time for our organization. PDMP has experienced significant growth over the past three years, and this new membership campaign is designed to help the organization continue to grow in size and influence."

The campaign features incentives to encourage new members to join now, explained Randy Huntsman of Pennsylvania Fair Valley Farms in Blair County. Huntsman chairs the membership committee and is a member of the PDMP board of directors.

"Members who join PDMP

now pay no additional membership dues until the end of 2004," said Huntsman. "For members who join in October, that's like getting three months of membership free. Dues for 2005 won't be payable until December 2004."

As an added bonus, members who join prior to the PDMP membership meeting in November can attend that meeting for the member rate of \$10, a big savings over the regular \$50 non-member rate.

The membership meeting will take place Nov. 13 at the Paul Dotterer and Sons Farm in Mill Hall, Clinton County. Titled "Growing Forages for Milk and Money," the meeting will feature a presentation on forages by Randy Shaver of the University of Wisconsin, plus a tour of the Dotterer's dairy and custom TMR operations. The PDMP Research and Development Committee will also announce the results of its 2003 corn silage research project, weather permitting.

Huntsman encourages pro-

ducers interested in PDMP to join in time to attend the meeting. "Attending a membership meeting is always a great way for producers to experience some of the educational and networking benefits of belonging to PDMP," said Huntsman, adding: "Forage quality is a timely topic and so this meeting will be of particular interest to all producers."

PDMP objectives focus on promoting a favorable dairy business climate in Pennsylvania for progressive dairy producers.

"Members of PDMP are defined by attitude and learning styles, not by farm size or location within the state. Our members want to improve their business and management skills so they can be more productive," Hileman said.

To receive a membership application to PDMP, visit the organization's website at **HYPERLINK** "<http://www.das.psu.edu/user/pdmp>" [www.das.psu.edu/user/pdmp](http://www.das.psu.edu/user/pdmp) or call (888) 373-7232.

## BQA Certification Meeting Set

**LIGHTSTREET** (Columbia Co.) — Beef producers can be certified or recertified through the Pennsylvania Beef Quality Assurance (BQA) program on Monday, Nov. 17, at the Penn State Cooperative Extension office in Lightstreet, Columbia County.

A meeting at 6:30 p.m. will be for producers needing to be re-

certified. A second meeting, at 7:30 p.m., will offer first-time training toward certification. Chute-side training will be conducted at a later date.

The extension office is located on Sawmill Rd., just north of I-80 at exit 236.

For more information, call Dave Hartman (570) 784-6660 ext. 12.

## Farmstead Cheesemaking Workshop Set

**POUGHKEEPSIE, N.Y.** — The Regional Farm & Food Project will conduct its second cheesemaking course of the year Tuesday through Thursday, Nov. 11-13.

The workshop, in collaboration with the Northeast Center for Food Entrepreneurship, will take place at Sprout Creek Farm near Poughkeepsie, N.Y. It will be taught by British cheesemaker and teacher Kathy Biss of West Highland Dairy, Scotland.

This hands-on program is offered to farmers and others intending to develop or refine an artisan cheesemaking business. For a workshop application and

additional workshop information, please contact the Regional Farm & Food Project (RFFP), (518) 271-0744, [farmfood@capital.net](mailto:farmfood@capital.net) as soon as possible.

Workshop participants will gain experience in the practical aspects of the manufacture of a mature, hard-pressed cheese, a bleu cheese, and a surface ripened cheese. The practical experience will be reinforced with discussion of scientific reasons for the various aspects of the processes.

If interest warrants, the course will include a presentation by a New York state farmstead cheese maker on setting

up a small-scale dairy plant, from acquiring equipment to jumping over the hurdles of licensing.

The three-day workshop will run from 9 a.m. to 4 p.m. each day. To allow for hands-on experience and individual attention, the course is limited to 12. Preference will be given to dairy farmers in enrollment. Inexpensive lodging will be available on the farm.

Individuals who wish to receive announcements for future cheese making seminars and workshops are advised to contact the Regional Farm & Food Project.

## Md. Horse Industry Board Issues Grant

**LEESBURG, Va.** — The Marion duPont Scott Equine Medical Center, one of three

campuses that comprise the Virginia-Maryland Regional College of Veterinary Medicine, has been awarded a \$5,000 grant from the Maryland Horse Industry Board.

Grant funds will be applied toward equipping a new collaborative research laboratory based at the College's Leesburg campus. Collaboration among the Equine Medical Center, the VMRCVM's College Park campus, and Virginia Tech's "MARE Center" (based in Middleburg, Virginia) will en-

hance abilities to expand research that will promote the health and well being of the horse.

"The support from the Maryland horse industry through the Maryland Horse Industry Board will ensure the success of the regional college's equine research program," said Dr. Nathaniel White, interim director of the Equine Medical Center. "This support will enable the Center to obtain instrumentation, which is currently needed to complete state of the art equine research."


## Mt. Airy Lumber Joins Sustainable Forestry Program

**STATE COLLEGE** (Centre Co.) — Mt. Airy Lumber Company in New Providence has become a participant in a program designed to promote sus-

tainable forestry practices in Pennsylvania.

The Sustainable Forestry Initiative® (SFI) program was developed by the American Forest and Paper Association (AF&PA), a representative organization for the forest products industry. The SFI program currently operates in 37 states across the country and four Canadian Provinces.

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