

# How now brown cow - you're giving eggs!

By JO ANN STEVENSON  
Times Staff Writer

Times sure are changing down on the farm. Everybody knows that cows have calves and give milk, but on one farm in Mississauga, cows give embryos (or fertilized eggs).

Auld Croft Farms Ltd. on Hurontario Street (near 401) is more like a service industry for cattlemen than a farm. On this farm, pure-bred cows reproduce themselves without ever giving birth.

To the casual eye, the industry appears much like a regular dairy farm. There are cows and calves roaming in nearby pastures and inside the barn the black and white Holstein cows mill about in their stalls to the beat of the rock music that keeps them contented.

The appearance of clinically clean floors and masked and uniformed staff may provide the first clue that this is no ordinary farm.

Two services are performed at Auld Croft, owned by Gordon Leliever. "Calls from all over the world come in to us regularly now for our transfer to embryo service," said Leliever. "There are too many small carcasses of beef both here and abroad."

The service offered is to improve the breed of cattle and therefore the yield of either meat or dairy products for cattlemen home or abroad.

### IT TAKES THREE TO MAKE ONE

For example, a prize cow owned by Leliever gives over 30,000 pounds of milk a year with four per cent butterfat.

To improve the yield of other cows, embryo from this prize cow, fertilized with semen from a distributor of high-quality breeder, is transferred into a cow that

simply carries the pregnancy to term.

The pregnant cow has no genetic influence on the offspring. Thus it is possible for lower class cows to bear pure-bred offspring.

A team, consisting of a veterinarian and an embryologist, is invited to countries like Argentina and the Panama to teach the method carried out in Mississauga.

The breeds native to these countries are low in their production of butterfat and milk.

Canada holds the world record for liquid protein, in the black and white Holstein Friesian cow. These cattle carry the genes that increase butterfat content that is desirable in other countries.

The second facet of the industry is to provide the domestic market with improved quality stock.

"Farmers here need incentive to stay in agriculture. There is a real danger they may cease to contribute to this essential industry," said Leliever. "One of the main problems they have is that the consumer doesn't realize how difficult it is to provide the quality they demand."

At Auld Croft, the farmer can choose his top cow and have her impregnated artificially with the semen of his choice. Then the embryo will be transferred to a Holstein of commercial grade at Auld Croft and the package, Holstein and embryo will be returned to the farmer for a fee of \$800.

The farmer receives a guaranteed pure-bred calf and the Holstein as well.

This allows a farmer to upgrade the quality of his stock quickly, and less expensively than purchasing the pure bred calf from a breeder.

"The industry is still building," said Leliever. "It takes time to retrieve the initial investment."



Times photo by KEN KERR

Gordon Leliever owns Auld Croft Farms Limited, where the cows don't give milk, they give chromosomes. The service provided results in upgrading of cattle quality in many countries including Canada. All embryo are monitored closely by government officials from the Health of Animals Department.



Times photo by KEN KERR

This prize Holstein gives over 30,000 pounds of four per cent butterfat per year. Since this is a desirable quality in a cow, her embryo are sent to many waiting dairy farms. Here, visitors from Costa Rica and the Panama learn the technique from the Mississauga Farm.

## Something for the teens

A dance (7 p.m. to midnight) for ages 13 to 17 will be held on Friday at the Burnhamthorpe Community Centre. If you're a member of the youth centre, tickets cost \$1.50, and \$1.75 for non-members.

On Thursday, there will be a teen dance at Clarkson Community Centre, 8 p.m. to 11:30 p.m. Members of the youth centre will pay 75 cents, and \$1 for non-members.



Ontario

### THE PLANNING ACT AND THE PARKWAY BELT PLANNING AND DEVELOPMENT ACT

City of Mississauga

Take notice that application for amendment to Treasurer's Parkway Belt Land Use Regulation filed as Ontario Regulation No. 479/73 in the City of Mississauga has been received. The application is:

(1) Applicant: Mr. & Mrs. K. James  
File No. 8(176)

Location: Pt. of Lot 13, Conc. 10 N S  
Proposal: To amend the Regulation to allow the construction of a 23,000 sq. ft. industrial building for occupation by a construction company on approx. two acres of land, with no outdoor storage.

All submissions received in the Office of The Treasurer of Ontario and Minister of Economics and Intergovernmental Affairs, c/o The Parkway Belt Group, 56 Wellesley Street West, 6th Floor, Toronto, on or before the 12th day of July 1978 in respect of the foregoing requested amendment will be fully considered before a final decision is made thereon.

Under Section 32(9) of the Act, any interested person may request a hearing by the Ontario Municipal Board on an application for amendment to the Provincial Land Use Regulation.

W. Darcy McKeough,  
Treasurer of Ontario,  
Minister of Economics and  
Intergovernmental Affairs.

**PASSPORT**  
CITIZENSHIP & I.R.  
**PHOTOS**  
COLOR OR B.W.  
READY IN  
**3 MIN.**

12 exp. roll developed and printed only	\$2.99
20 exp. roll developed and printed only	\$3.99
24 exp. roll developed and printed only	\$4.99
36 exp. roll developed and printed only	\$6.99

**Pronto Photo Service**  
5170 DIXIE ROAD  
at Aimco Blvd.  
625-8986  
OVERNIGHT SERVICE  
ON COLOR FILM DEVELOPING

## "This program can do so much for every overweight person"



Barbara Lipnos

"I was so unhappy being overweight. Always tired and depressed. I knew I had to do something."

"At the Weight Loss Clinic you lose quickly and the emotional guidance you get cannot be equalled. Learning new eating techniques has been invaluable and it is knowledge I will never forget. I'm determined never to go over 115 again in my life and this program has given me the confidence."

"The Weight Loss Clinic has helped me be the best person I can be. I could not have done it without them."

LIFE IS BETTER WHEN YOU'RE SLENDER

## WEIGHT LOSS CLINIC

YORKVILLE MEDICAL CENTER 94 CUMBERLAND STREET 967-0505  
SHEPPARD AND BATHURST 4430 BATHURST 636-0802  
BLOOR AND ISLINGTON 56 ABERFOYLE CRES. 231-5695  
DON MILLS 75 THE DONWAY W. 446-1160  
SCARBORO: 2933 LAWRENCE AVE. E. 267-1107  
MISSISSAUGA: 3034 PALSTAN RD., SUITE 102, 270-6901  
HAMILTON: Medical Arts Building, 1 YOUNG ST., SUITE 220, 522-6960  
Visa and Master Charge welcome. 8 a.m. to 7 p.m. Monday through Friday  
\*WEIGHT LOSS CLINICS OF AMERICA INC. 1977

# A SALUTE TO CANADA

Now through June 30

Join us at Sherway Gardens and see the many interesting displays and government exhibits arranged with you in mind.

★ Come and meet Miss Canada, Catherine Swing, Thursday and Friday 7-8 p.m. ★ Develop a healthier Canadian lifestyle, visit the Y.M.C.A. Fitness Chalet. ★ The Ottawa Visitors and Convention Bureau will answer your questions about our capital. ★ See an informative display by Teleglobe Canada. ★ Experience part of the past with our native people and meet Margaret Cozry, evenings 6-9 p.m. ★ Preview the C.N.E.'s "A Look Forward, A Glance Back" display of photographs and artifacts. ★ Explore Consumer and Corporate Affairs' exhibit and Puppet Show "The Binkley and Doinkel Earth Show" 12:30 & 1:30, 3:30 & 4:30, 6:30 & 7:30. ★ Ministry of Consumer and Commercial Relations will be issuing on the spot "Age of Majority Cards" in Sherway Gardens auditorium, 1-7 p.m. Please bring identification.

"Canada — It's You and Me"

Our stores will be closed on Saturday, July 1, as employees and their families celebrate Dominion Day festivities.

**Win a Share Canada with Air Canada Vacation**

YOU MAY WIN A RETURN TRIP FOR TWO ABOARD AN AIR CANADA WIDE-BODY L1011 NON-STOP JET SERVICE FROM TORONTO TO CALGARY RETURNING FROM VANCOUVER. PLUS A UTL HOLIDAY TOURS ITAC-UTLWF6. THE ROCKIES AND VANCOUVER BY MOTORCOACH TOUR.

**We're going your way.**  
**AIR CANADA**

**Sherway Gardens**  
The beautiful garden of shops/  
Queensway at Hwy 427