

# Alston Clyde Ours, Jr.



In 1968, Clyde Ours, Jr., built the area's first, two-story forced ventilation poultry house, the cutting-edge of technology at the time. Ours stayed on the cutting-edge as he expanded his poultry enterprise with new broiler houses in 1970, 1972, 1978 and 1985. Ours took over sole ownership of the farm on which he was born in 1972. Ours Valley View Poultry Farm has five, two-story poultry houses currently in operation. He started with 45,000 birds per year and now raises over 1.2 million per year. He has helped lead the way for expansion of the poultry industry in West Virginia, which now constitutes more than \$60 million income annually in the State.

One of Ours' innovations was construction of what may have been the State's first whole bird composting system, now used to develop plans for other facilities. He is also a leader and innovator in the cattle industry. Starting with a cow/calf operation, he then shifted to a backgrounding program, buying predominantly West Virginia feeder cattle. He backgrounded them with a mixture of corn silage produced on the farm and poultry by-products. By integrating the poultry and cattle portions of his operation he has been able to control costs in both.

After attending West Virginia University Extension programs, Ours became interested in the retained ownership concept of marketing in the cattle industry. He now retains ownership of all of his cattle, approximately 1,200 head, backgrounding them to 800 pounds on his Hardy County farm and then sending them to custom feedlots in the Midwest where corn is less expensive and markets more accessible. In cooperation with his local veterinarian and county agent, he has developed a unique herd health strategy. He vaccinated all of his purchase cattle using a program which takes into consideration the conditions to which the cattle have been exposed. He is also a strong advocate of the performance advantage and preconditioned calf sale in West Virginia.

Ours is a West Virginia Farm Bureau member. He worked with the Soil Conservation Service to develop the State's first poultry litter nutrient management plan. He used this information to apply the exact amount of litter to the soil where corn is grown. This has produced high yields and protected the environment.

Offices Ours held include: West Virginia Poultry Association President 1976-1978; West Virginia Cattlemen's Association Board of Directors, 1985-1993; former President Hardy County Farm Bureau; Board of Directors, West Virginia Beef Industry Council; and Board of Directors, Wampler Longacre Chicken, Inc.

1993 West Virginia Cattleman of the Year

Pennsylvania Farmer Magazine 1992 Master Farmer Award

Potomac Valley Farm Credit 15 Year Service Award

West Virginia Poultry Association Distinguished Service Award

National Cattlemen's Association Top Hand Award