

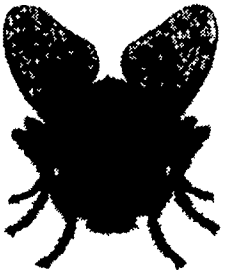
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Beef promotion steps taken

CHICAGO, Ill. — Representatives of major beef cattle organizations met in the Chicago area recently at the invitation of the American Farm Bureau Federation (AFBF) to discuss actions that might be taken to strengthen beef research and promotion and expand export markets.

Represented were American National Cattlemen's Association, National Livestock Feeders Association, National Live Stock and Meat Board, U.S. Meat Export Federation, Inc. and AFBF.

Agreement was reached that there is a need for all interested organizations to work closer together to strengthen beef research and promotion and develop export markets.

The group discussed the establishment of a joint committee of representatives of beef industry organizations.

Allan Grant, AFBF president who chaired the

meeting, said such a committee could provide liaison between organizations and develop short and long term objectives. Recommended objectives would be subject to approval by each organization's board of directors.

Those in attendance agreed that:

A voluntary contributions program should continue to be supported;

An industrywide educational program should be developed to gain a clearer understanding of the need for additional funding for beef research, promotion and export market development with details for a total program to be developed;

Increased funds deducted by beef promotion groups should be earmarked for expenditures on a national versus a state basis to maximize the total benefits derived from available dollars;

And more meat packers and market agencies should be encouraged to collect producer and feeder funds to forward to the Meat Board, a service that is important to the industry.

Currently, about 92 per cent of Meat Board funds come from voluntary contributions from producers

and feeders and only eight per cent from packers.

The group also agreed that a formula should be developed to allocate a proportion of additional funds received by the Meat Board to the newly established U.S. Meat Export Federation, Inc., to take advantage of a growing opportunity for exporting meat and meat products.

Dutch Valley Farms takes carcass show

HATFIELD, Pa.—A hog carcass with a ham-join percentage of 32.8 per cent won Dutch Valley Farms, Manheim, Pa., the title of grand champion in the Lancaster County Swine Producers Association's Summer carcass show held at Hatfield Packing Company, Hatfield, Pa. Running a close second to Dutch

Valley Farms was an animal entered by Clifford Charles, Lancaster R2. The ham-join percentage on Charles' animal was only one-tenth of one per cent behind Dutch Valley at 32.7 per cent.

Ezra Good, Denver R1, came in third with a 32.6 ham-join percentage, and Barry Haldeman, Manheim, ranked fourth with 32 per cent ham-join.

Good also took a fifth placing and Dutch Valley Farm repeated wins, taking sixth place.

All tolled, 36 hogs were entered in the show, open to all swine producers in Lancaster County. This year 14 exhibitors took part. The carcass show is held twice each year, in both Summer and Winter.

The 36 animals entered in the show were taken to Hatfield Packing to be judged. Dr. John Ziegler from Penn State judged the carcasses.

Gary Dean, Strasburg R1, secretary of the Lancaster County Swine Producers Association, praised Hatfield Packing for their service to the organization, saying, "They are really on top in promoting the pork business. They come up here and support the junior shows - they usually always buy a grand or a reserve grand champion-- and they're doing an outstanding job for us."

Trophies for this event will be awarded at the Association's annual banquet.

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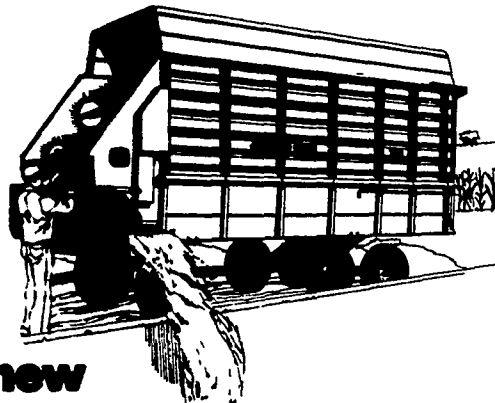
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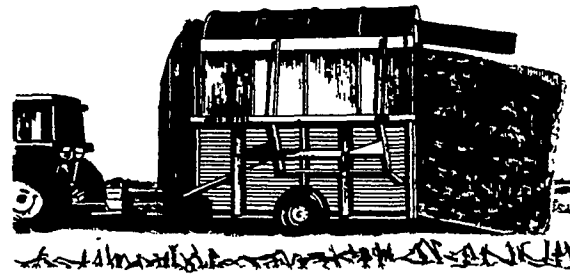
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