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11th Livestock Congress starts June 18

KANSAS CITY, Mo. — "Money, Energy and Consumer Demand: Seeking A Management Strategy" has been announced as the theme for Livestock Marketing Congress '80, conducted annually by Livestock Merchandising Institute, Kansas City. The Congress, the industry's premier conference on livestock economics, will be held June 18-20 in San Luis Obispo, Cal.

"Although these topics are not new, no other three topics will have a greater impact on the livestock industry in the next few years," Congress '80 General Chairman Richard L. Nock said in announcing the theme. "Our approach in dealing with them will go beyond merely providing a status report — we'll be searching for effective ways for the industry, and individuals, to manage them."

Money, Nock said, refers both to the devastating rate of inflation, and the availability and cost of financing, a crucial part of

this industry's management strategy.

Concerning energy, Nock stressed that it's academic at this point to ask why there is an energy shortage. "The plain fact is that there is a shortage and all of us face energy adjustments. How do we manage today's energy costs, and tomorrow's energy uncertainties?"

Because of the first two

factors, there is also a serious question whether consumer demand for the livestock industry's products will continue, he said.

Nock, a livestock marketing businessman and cattle producer from Templeton, Cal., said the Congress program will be presented in three basic sessions. These sessions will include specialists in each

field, along with leading industry representatives and members of the news media.

The program sessions will be held at California State Polytechnic University. Congress '80 is open to anyone with an interest in the livestock economy, and further information can be obtained by contacting the Institute, 4900 Oak Street, Kansas City, Mo., 64112.

Simmental Assoc. elects officers, holds sale

PITTSBURGH — The 9th Annual Eastern Spring Simmental Show and Sale was held on April 26, at Springfield, Ohio. Top selling female at the event was consigned by Rolling Ridge Farms of Butler County.

After being named reserve grand champion female of the show, Rolling Ridge's Double Polled Eagle daughter RRF Country Girl 482L sold to Circle S Farm,

Deshler, Ohio, for the grand sum of \$10,300.

Rolling Ridge's other consignment, a Polled Galant daughter, RRF Country Girl 484L, placed second in all classes to her stable mate. She will be going to Gouge's Eagle Bend Farm of Burlington, Kentucky, where she will join the rest of their show string.

Prior to the Spring sale, the Pennsylvania Simmental Association elected its 1980 officers.

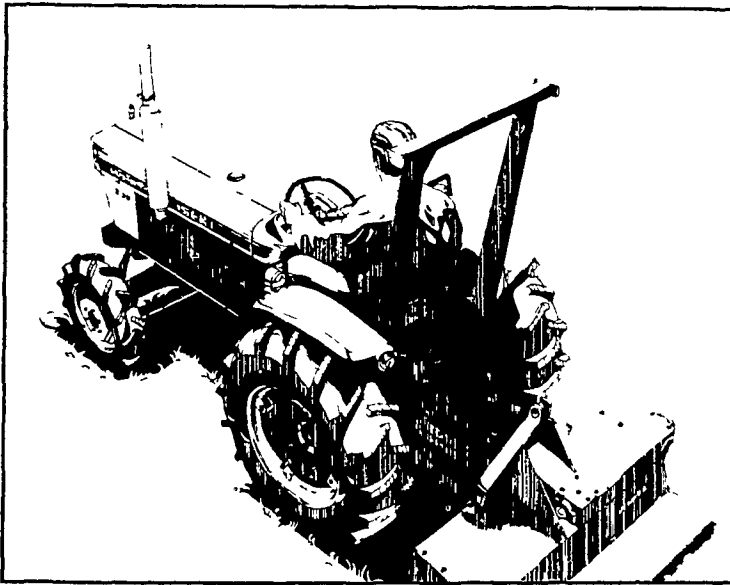
Serving as this year's vice-president is Lyle Haflett.

Two new board members were elected. They are Glenn Arnold, Waynesburg, and Wayne Stough, Spring Grove. John Whiting and Norman Hughes were re-elected for another three year term.



Norman Hughes of Good Hope Simmental, Landenburg, and Rose Schneider of Rolling Ridge Farms, were re-elected as president and secretary-treasurer, respectively.

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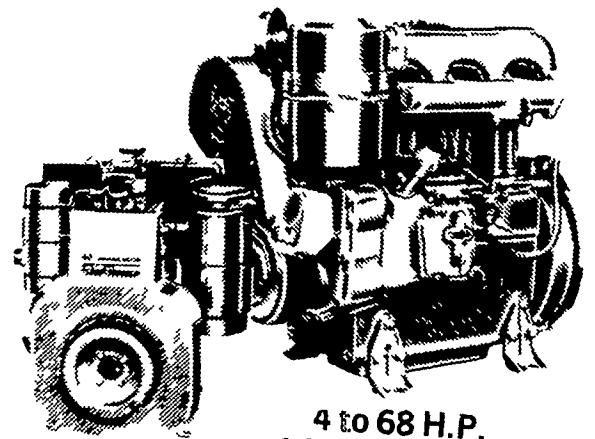
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