

LMA president says livestock industry's flexibility is key

CHAMBERLAIN, S.D. — The livestock industry's flexibility will be its most important trait in the years ahead said the president of Livestock Marketing Association.

Speaking before a meeting of the South Dakota Beef Industry Council, Gail Sohler said this flexibility was never more evident than in the industry reaction following the defeat of the "Beefendum" program.

Since the defeat, several new ideas are being discussed within the industry about how to build and develop better markets for beef, he noted.

These suggested "new programs and directions prove something very important about our industry - we can rebound from what many feel was the setback of the Beefendum defeat —

that we can dust ourselves off, take a new look at our options, and get moving again."

The new programs include several recent proposals by officials of the National Live Stock and Meat Board, the National Cattlemen's Association, and others centering on the beefing up of the industry's national/state cooperative beef market development efforts.

Sohler told the group about LMA's work to develop and expand the North American livestock and meat economy, through the establishment of its Continental Livestock Commission.

"LMA formed the Commission," he said, "because we strongly feel that the North American economy offers the U.S. livestock

industry as much opportunity for growth as overseas trade."

The industry's marketing sector, he said, not only must respond to changing marketing requirements, it must lead the way. Video marketing and other types of electronic marketing are examples.

"The long-term future of these and other marketing techniques is yet to be decided, but individual marketing businesses across the country are applying their experience, effort and investment to evaluate their potential."

LMA places a high premium on flexibility he

said, as evidenced by the types of marketing businesses it represents.

"Today our 1600 subscribers in the United States and Canada include livestock markets, dealers, brokers, order buyers, commission firms, stockyard companies - virtually every kind of livestock marketing business, using every kind of marketing technique, and supplying every type of marketing service."

Sohler warned that maintaining the industry's flexibility is not easy.

"Outside forces, such as government regulation, can limit it. So can our own at-

titudes and the ways in which we manage our own businesses."

But, he said, "We have a great diverse industry. Our

challenge is to be sure that we maintain the attitude necessary to make tomorrow better than today."

Sifting stitchers

FLEMINGTON — Margie Van Duyn of Stockton was

elected President of the Sifting Stitchers 4-H Club at their last meeting. Other officers elected were: Vice-President, Allison Macomber; Secretary, Tam Bird; Treasurer, Heather Willever; and Reporter Christine Blackwell.

A Roller Skating Party with the Boy Scouts and Brownies will be held tomorrow. Members are asked to bring \$1.50 plus skates. The President of the Food Council, Wendy Van Duyn and Vice-President, Allison Macomber, both members of the club, attended a Planning meeting for the Holiday workshop, to be held on November 21, says, Christine Blackwell, Club Reporter

Pierce sisters

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Slappers; Corbie Underkoffler, Equestrians; Jenny Wunderlich, North Cornwall Trailblazers.

The following Lebanon County 4-H Horse Club members were recognized for their performances at the recent State show.

Production Classes
Murray Lynn Frazier, 3rd - Half Arabian, Yearling Fillies; Dana Miller, Stock Type Horse, Brood Mares; Jeanne Pierce, 3rd - Quarter

Horse, Yearling Gelding, Sheri Pierce, 3rd - Stock Type Horse, Colts of this Year

Performance Classes
Shelly Brown, 4th - Saddle Seat Equitation, Jr. Division, Meagan Burcher, Saddle Seat Pleasure Horses, Dawn Dohner, 10th - Pole Bending - Horses, Mel Keller, Clover Leaf Barrel Race - Horses, Todd Leibold, 8th - Pole Bending - Ponies; Martha

Lupensky, Saddle Seat Equitation, Sr. Division

Leaders for the 4-H Horse Clubs are Elaine Kohr and Hope Saam, Equestrians; Judith and William LeRoy, and Jeanne Barry, Hoof & Horns; Linda Boyer and Cely Daullary, North Cornwall Trailblazers; Margaret Reyner and Susan Roth, Palm Trailblazers, Karen and Martin Kleiner, Saddle Slappers; and Lucille Dohner, Spur & Bit -SM



Winning trophies for their 1980 Equitation performances were, from left, Jennifer Wunderlich, Lebanon; Jeanne Pierce, R1 Newmanstown; Carla Ditzler, R1 Jonestown; Ann Lansberry, Lebanon; and Sheri Pierce, R1 Newmanstown.

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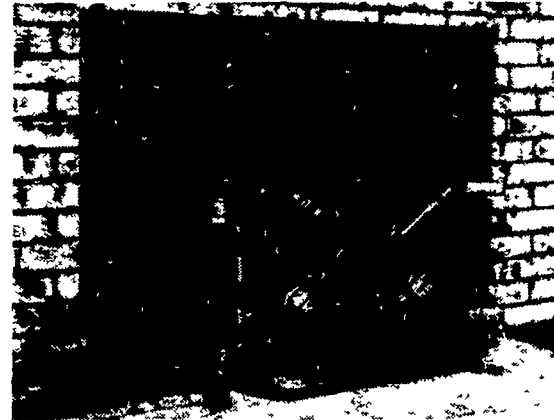
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