

New York cattlemen hold membership drive

NEW YORK — The New York Beef Cattlemen's Association and the New York CowBelles have launched an intensive membership campaign.

Plans for the campaign with incentives to be offered members selling memberships were made at a special promotion committee meeting chaired by Helen Patten of Bainbridge.

Agribusinesses and owners of purebred herds are being asked to contribute merchandise or semen certificates for county and division membership drive winners.

In addition each member of the New York Beef Cattlemen's Association who sells 10 memberships in the organization will be given a year's free membership. Each member who sells 25 memberships will be awarded dinner for two at the annual meeting in January at Utica. The top membership chairman in the state (minimum of 35 mem-

berships to quality) will be given overnight lodging for two for the annual meeting plus the dinner for two.

Robert Good of Perry, executive director of the New York Beef Cattlemen's Association and chairman of its membership committee has been meeting with officers and key persons in each division of the organization to explain the new "three year program". He will provide those interested in competing for prizes some guidelines to promote membership.

The annual dues of \$10 include a year's subscription to the Livestock Breeder Journal and a reduced subscription rate to the weekly Drivers Journal, marketing services such as division feeder calf and breeding cattle sales, support of the New York Bull Test program and representation in the Council of Agricultural Organizations which

is the combined legislative voice of nearly all farm organizations in the state.

In addition, the New York Beef Cattlemen's Association is affiliated with the National Cattlemen's Association which conducts an active legislative and educational program on the national level.

Under its three year plan the New York Beef Cattlemen's Association will expand its programs to include more beef promotion, to develop marketing alternatives, and to create a more visible image for both the organization and the beef industry in the state.

The CowBelles who are "the women in the cattle industry" and who do much of the beef promotional and educational programs in the state are also conducting a membership drive in conjunction with that of the Cattlemen. Dues are \$2 to help support

the promotional and educational activities and are to be sent to Fay Briggs of Deposit.

A logo design for the New York Beef Cattlemen's Association has been approved and a banner is to be made for exhibits at Empire Farm Days and the New York State Fair.

Plans for the exhibit at the Aug. 11-13 Empire Farm Days agricultural trade show at Cornell University's animal science Teaching and Research Centers at

Harford were approved. Beef educational materials, organization information, and membership applications for both the New York State Beef Cattlemen's Association and the New York CowBelles will be displayed. Members of both groups will hold a beef barbecue tent as they promote beef in the most fundamental way - the taste test. More than 100,000 persons are expected to attend the three day trade show, the largest in the Northeast.



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