

## N.Y. Beef Cattle Assn. meets Jan. 9

UTICA, N.Y. — A trade show, a talk about "selling the sizzle" with effective beef merchandising, and the naming of the "Cattleman of the Year" will highlight the annual meeting of the New York Beef Cattlemen's Association Jan. 9 here at the Sheraton Inn.

Committees of the statewide organization will convene Jan. 8 for a series of meetings to prepare plans for 1982 activities and to complete reports of 1981 projects.

The annual membership meeting of the New York Beef Cattlemen's Association will be convened at 9:30 a.m. Jan. 9 by president George Moore of Geneva. The New York CowBelles will be holding its annual membership meeting at the same time. Both groups will elect officers during these sessions.

The two groups will join for a noon luncheon and the afternoon session to hear Robert D. Mertz, Beef Council market development specialist of the National Livestock and Meat Board. His topic will be "New Direction for Greater Demand."

Mertz will stress the need to take the "red meat story" to both consumers and industry people. He is expected to discuss ways to develop effective beef merchandising to meet the needs of the consumer such as the "Beef-in-a-Bag" program which enables consumers to buy beef in bulk quantities. He is expected to also review briefly the findings of the September 1980 International Meat Research Congress at Colorado Springs in which the principal scientists did not dispute the value

of a balanced, varied diet including foods from the meat group.

The "Cattleman of the Year" award will be made along with a new "Service Award" to a person who is not a cattleman but who has contributed much to the state's beef industry. The 4-H member with the top beef project for 1981 will be honored as will the winner of the New York Beef Cattlemen's Association 1981 membership contest.

Arnold Schonberg of Iliion has coordinated the first industry Trade Show which will be open both Jan. 8 and 9 with ample time allotted Jan. 9 to visit the exhibits.

Participants include Baker Lightning Rod of Webster; Ag-Bag of Clyde; Daken High Tensile Fence, Elam Shwartz of Earlville; Hoffman Seed Co., John Rice of

Canastota regional manager; Elanco-Rumensin, Donna Conner of Tully; Tudor and Jones Farm Implements of Weedsport; Morton Buildings of Homer; W.J. Bokus Industries, concrete silos of Weedsport, and "Country Folks".

The New York Beef Cattlemen's Association and New York CowBelles will have a display and cattleman/artist Roy Bannister of Kent will have an exhibit of his paintings.

A variety of door prizes will be awarded throughout the annual meeting. These have been contributed by Hoffman Seeds of Landisville, Pa.; The Northeast and Alexander regions of Wayne Feeds; Elanco, "AgReview", Blue Seal Feeds, Agway of Canisteo, Bill Greene of Ithaca, Scotchwater Farm of Clarence, and Mr. and

Mrs. Thomas Patton of Bainbridge.

The Central Division of the New York Beef Cattlemen's Association is hosting the annual meeting. Information and reservations may be obtained by contacting the Association executive secretary Robert Good of Rt. Butler Rd., Perry, N.Y. 14530.



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Because of you we have just completed our best year to date, however, we still have room to expand and be of better service to you.

We are hopeful about what 1982 will have in store for all of us. Our wish is that we will be included in your plans for expansion.

The staff at Farmer Boy Ag wishes you health, happiness and prosperity.

Sincerely,  
Leon, Larry, and Staff