

Mertz tells N.Y. cattle producers "cholesterol not concern"

UTICA, N.Y. — "The healthy normal American need not be concerned about cholesterol in his diet," said Robert Mertz, market development specialist with the National Livestock and Meat Board, here at the annual meeting of the New York Beef Cattlemen's Association and the New York CowBelles.

Mertz referred to the research of Fred Kummerow of the Burnside Research Laboratory at the University of Illinois who said: "Cholesterol as well as the saturated fatty acids serve as a structural component and a functional component in every cell in the body."

"Pricing is the primary factor in consumer purchases of beef and only nine percent of the consumers have cut back in beef purchases because of health concerns," Mertz said.

He stressed the need to tell consumers beef is worth the price they are paying because of its supply of iron, zinc, B-vitamins, and minerals. "Beef is unsurpassed for taste and sensory

appeal and there is a prestige in serving beef," he said.

Mertz explained the 1982 Livestock and Meat Board beef promotion program will have as its theme, "Somehow Nothing Satisfies like Beef." This will be conducted through 30,000 retail outlets and 25 major cities as well as in consumer magazines. Television and specialized publications will be used also in the massive promotion expected to start this April.

Mertz said classroom education about the nutritive value of beef is a must in order to reach "the beef eaters of tomorrow."

He said the 1981 "Make Ends Meet with the Great Taste of Beef" campaign in 20 states resulted in 10-30 percent increases in the tonnage of beef purchased.

He suggested cattle producers of the state could support the program through either voluntary or legislative action, and said most of the states, except those in the Northeast, have some type of check-off program.

"If you don't want to promote

beef, who will?" Mertz asked the more than 100 cattle producers at the meeting.

A trade show of 17 agribusiness exhibits and a display of paintings by cattleman/artist Roy Bannister of Kent was a feature of the session.

Margaret Meckler of Frankfort was named the winner of the New York Beef Cattlemen's Association membership contest.

Michael Diem of Malden Spring was named the consignee of the best pen of feeder calves to any of the 1981 New York Beef Cattlemen's Association feeder calf sales.

Peter Comerford of Truxton, livestock grading specialist for the New York State Department of Agriculture and Markets was the winner of the association's first "Service Award".

Bob Scott of Hannibal was named "Cattleman of the Year" and cited for his beef management and support of beef programs.

Jill Porter of Ghent was given the "Outstanding Youth Award." A chemical engineering student at

the Massachusetts Institute of Technology, she was the 1981 New York State 4-H Beef Program Winner.

William Cisco of Lindley was elected president of the New York Beef Cattlemen's Association. He succeeds George Moore of Geneva who served two years as head of

the state-wide beef organization that represents all aspects of the beef cattle industry.

Paul Krusa of Camden was elected vice president; Bannister, secretary; and William Frost of Holcomb treasurer. Robert Good of Perry is executive secretary.

CVC Co-op meets next Saturday

CARLISLE — The 52nd Annual Meeting of the Cumberland Valley Cooperative will be held on Saturday, Jan. 30, at the Shippensburg Area Senior High School. CVC's main office is in Shippensburg, with branches located at Chambersburg, Newville, Longsdorf, Mechanicsburg and the Shippensburg feed and fertilizer plants at I-81 Exit 9.

The meeting will open with a luncheon at 11:30 a.m.

The formal meeting starts at 1 p.m. Offices will report on the progress of the Cooperative. Robert O. Rice, credit manager, will show slides telling of the "52 Years of Service to the Farmers"

in Cumberland and Franklin counties, as well as Adams, Perry, Fulton and Huntingdon counties.

An entertainment program, featuring Denny and Lee will close the meeting.

Officers of the Cooperative include: Garnet B. Dice, Chambersburg, president; Wayne F. Craig, Shippensburg, vice president; Wayne D. Baker, Shippensburg, Executive vice president; Donald E. Hawk, Shippensburg, Secretary-Treasurer; Harry A. Mohn, Newburg, member of the Executive Committee; and Merrill R. Bivens, St. Thomas, chairman of the board.

Pa. potato stocks up

HARRISBURG — Total stocks of potatoes stored in Pennsylvania on Jan. 1, at 2,800,000 cwt., were eight percent more than a year ago, according to the Pennsylvania Crop Reporting Service. Current Pennsylvania stocks are 53 percent of this year's production of 5,250,000 cwt., compared with 62 percent on hand a year ago.

Potato stocks in the 15 major fall states on Jan. 1 were 160 million cwt. nine percent above a year

ago, but nine percent less than on Jan. 1, 1980. Of the total stocks on hand, 73 percent are russets, 23 percent whites and four percent reds.

Disappearances to Jan. 1 in the 15 major fall states totaled 121 million cwt., 11 percent above the same period a year ago. Potatoes processed to Jan. 1 totaled 49.0 million cwt., 19 percent more than the same period a year ago.



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