

Sheep Producer directors face industry's problems

DENVER, Colo. — Rodger L. Wasson, Executive Director of the American Sheep Producers Council, credited the Board of Directors, last week for having worked "long and hard evaluating opportunities in the areas the ASPC should be involved with" at the 63rd semi-annual meeting. "They believe there needs to be

strong emphasis on promotion, expanding demand for lamb to increase returns to the producer," said Wasson. "to accomplish this, there was much interest expressed in backing merchandising programs and also in increased interest in the food service area." These thoughts were also reflected in a leadership survey

conducted which indicated that lamb advertising and merchandising should be top priorities in 1982-83.

One highlight of the survey was that 90 percent of the directors believe ASPC has contributed to profitability for sheep producers, but the majority also felt that the average producer only knows

ASPC by name. Other results indicate that ASPC programs should continue to emphasize "AMERICAN" lamb, that sheep numbers will increase in the next five years, and that lamb's share of promotion resources should be higher than the current 55 percent. Chris P. Joufflas, president of the ASPC, charged his fellow directors

with having a "special responsibility."

"Are we up to it?" he demanded. "As directors, we are representing thousands of sheep producers. We are responsible to deal with the tough question, to direct ASPC's programming, and to demonstrate the leadership our industry is crying for."

Faced with these responsibilities, the 48 directors spent two grueling days in heated debate, discussing priorities for the sheep industry, tossing ideas back and forth, and exploring areas to direct ASPC's resources.

Working through a planning process, producers prioritized their goals for the sheep industry.

Their top priorities included increasing the return to the producer by expanding demand for lamb, accelerating lamb merchandising, promoting pelts, increasing lamb consumption, increasing by 10 percent the consumption of lamb through food service, expanding demand for wool, developing non-traditional lamb markets, stimulating grass roots involvement, and studying the cost effectiveness of ASPC programs.

An issue of grave concern expressed by several directors is the possible boycott of domestic wool by buyers because of contamination.

Huntingdon Co. DHIA

(Continued from Page D16)

Joseph H. Hicks 224	3	3-4	305	19,598	676	Luther J Shields Dolly	3	6-3	305	16,460	658
Parsons Brothers 93	3	6-8	305	14,705	676	Flashy	3	4-6	305	17,047	593
Durbin Farms Spotty	3	3-8	305	14,782	673	Raymond M McGargle Rachel	3	3-5	305	17,195	645
Beth	3	5-0	305	19,111	658	Jim/Kim Grove 26	3	6-7	305	15,925	639
Holly	3	3-1	299	15,463	612	Blacklog Mountain Farm Hilda H	1	5-3	305	13,644	639
Gregory/Nancy Yocum Rachel	3	4-65	305	18,092	671	103	3	5-0	276	17,578	599
Bertha	3	3-2	305	15,701	637	Glenn Smith 485	3	3-2	305	15,263	633
Apple	3	6-6	263	16,794	627	Henny	3	7-8	305	16,223	612
Chester/Carol Smith 47	3	5-9	305	18,863	670	John W. Middaugh Connie	3	4-10	305	15,199	628
131	3	2-10	305	17,150	628	E James McMath Carrie	3	3-7	305	16,944	624
31	3	6-8	305	16,711	611	Jo-Con Dairy Rachel	3	5-3	305	16,917	602
118	3	3-4	277	17,178	606	Ezra S Zook Jenny	3	2-11	305	16,117	602
34	3	4-5	305	17,484	582	Edwin Steach Ines	3	2-7	296	17,007	578
Dean E Varner Wanda	3	5-7	305	20,501	669	Max Isenberg Charles	3	7-1	305	17,107	553
Jeanie	3	8-1	305	20,361	656	Raymond Tussey Maria	3	4-6	305	17,946	536
N&N Farm O 16	3	5-5	298	14,262	664	Joseph C Knarr 101	3	4-6	280	17,759	516
Y 100	3	3-2	293	17,915	649						
O 3	3	7-2	305	15,589	611						
O 79	3	3-1	305	17,915	485						



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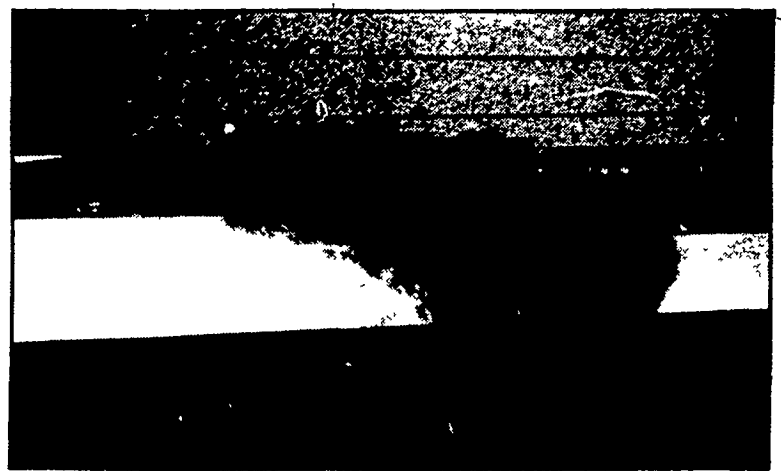


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