

Pa. Cattlemen's Assn.

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agriculture field, possibly in ag taxation."

At Penn State, Heather is secretary of the Block and Bridle club and is a member of the Accounting Club and Beta Alpha Psi, the honorary accounting fraternity.

Her goals as the 1984 Cattlemen's Queen are to attend as many events as possible and inform consumers about beef products. She believes consumers have "too many misconceptions" about beef and need to be more

aware of its economical benefits.

Heather was selected by judges Eugene Barefoot, Anchor Labs; Mary Wilson, chairman of the 1984 Beef Cook-off contest and Ann Coleman, a member of the Cattlemen's Association. Participating in the crowning ceremonies was the 1983 Queen Sheila Fairbairn, of West Chester.

Other contestants were: Melanie Hemminger, Somerset; Margie Hughes, Portage; Mary Parrish, Elizabethtown; Angela Pipher, Somerville, N.J.; Lisa Shaffer, Somerset; and Terry Simcheck,



Contestants for the 1984 Pa. Cattlemen's Queen contest join new queen Heather Schofield, shown at top. They include, front row from left, Terry Simcheck, Cambridge Springs; Angela Pipher, Somerville, N.J.; Melanie Hemminger, Somerset; and 1983 Queen Sheila Fairbairn; second row from left, Margie Hughes, Portage; Mary Parrish, Elizabethtown; and Lisa Shaffer, Somerset.



Heather Schofield, left, the 1984 Pa. Cattlemen's Queen, receives her crown and banner from last year's queen Sheila Fairbairn.

Cambridge Springs.

J. Paul Espy, Beef Council president, reported on the state's beef check-off program and said more beef producers need to get involved. "We have to get more money to get the job (promotion) done right" he said. "We could have \$200,000 or more if everyone in the state participated in the check-off program."

Thirty-five states have check-off programs in which 25 cents to \$1 is deducted per head from the market price. This money is used for beef promotion programs. Twelve of these states, including Pennsylvania, have voluntary check-off programs.

Espy said that restaurants are looking for western produced beef and "we have to counter this trend." Pennsylvania cattlemen, he said, can produce the beef

needed for the state's restaurants and markets.

The Pa. Cattlemen's banquet was held in conjunction with the Penn State Beef Cattle Conference, Feb. 17 and 18. A two-day event, the conference featured topics ranging from the use of performance records to carcass evaluation. Speakers included Penn State professors and researchers Les Burdette, Erskine Cash, Thomas Drake, Clair Engle, Harold Harpster, William Henning, H. Louis Moore, Paul Wangsness, and Lowell Wilson.

Cattlemen also participated in the biennial conference in panel discussions. The first panel, which included Ray Bratton, James Cairns of Ligonier, Red Angus breeder; Erskine Cash of Centre Hall, purebred cattle producer; Conrad Grove of Downington, Angus breeder; and Roy Wallace

of Plain City, Ohio, discussed their use of performance for herd improvement and merchandizing.

The second panel discussed procurement and merchandizing of beef. Louis M. Calvin of West Salem, Ohio, described the Angus Certified Beef Program, while Robert Summy of MOPAC, Souderton, described its large meat packing firm. Norman Painter of Elkland described his country slaughter house which specializes in freezer beef.

The topic "Our Cattle Programs" - Methods, Problems and Changes" was discussed by a panel including Ralph Dotterer of Mill Hall, a cattle feeder; J. Paul Espy of Tyrone, a cattle feeder; Paul Heffner of Gettysburg, commercial breeder and feeder; and Ray Bratton and James Cairns.

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