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In addition to ribbons, class winners were awarded cash prizes of \$15 for first place, \$10 for second, and \$5 for third.

Sale events commenced at 1:30 p.m. with the sale of 400 state-graded pigs by auctioneer Lyle Reed, of McConnellsburg.

Following the state-graded sale, the top six pigs in each class were sold individually, giving FFA and

Kent Strock reminds buyers that the SCPPPA will be awarding \$20 to owners of any of these show pigs named champion or reserve in a county roundup.

"A real high quality set of pigs," was judge Matt Parsons' summation at the conclusion of the show. "These animals were of modern type, exhibiting extra width of chest, thickness of muscling, and levelness of top."

KANSAS CITY, MO. — Nine top speakers, including seven representatives of various sectors of the livestock and meat industry, have been announced for Livestock Marketing Congress '84.

Congress '84 will be conducted June 13-15 in San Antonio, Texas, by the Livestock Merchandising Institute, Kansas City.

The seven industry representatives will be part of a no-holds-barred discussion of how "The New Reality"—this year's Congress theme—is affecting their own sectors. They will be on an industry panel in the final session, and they are: Zay Gilbreath, president and general manager, Caprock Industries, Inc., Gruver, Texas, representing cattle feeders; Charles Hendryx, vice president of meat marketing, H. E. Butt Grocery Co., Corpus Christi, Tex., representing retail grocers; Jack Maddux, president and general manager, Maddux Cattle Company Wauneta, Neb., representing cattle producers; K. Bailey Nichols, vice president for planning and corporate development, Wilson Foods Corp., Oklahoma City, representing the packing industry; Robert Reiersen, director of commodity analysis, Saga Corporation, Menlo Park, Calif., representing the hotel-restaurant-institutional trade; John Saunders, owner of Saunders Range Line Swine, Osborn, Mo., representing hog producers; and L. Stanley Schoelerman, partner in Petersen Sheep & Cattle Co., Spencer, Ia., representing the marketing sector.

A key topic of Congress '84, in-

dustry attitudes and traditions and how they must mesh with "The New Reality," will be addressed by Dr. Max Brunk, emeritus professor of marketing, Cornell University, Ithaca, New York. Widely regarded as an expert on agricultural product marketing, Dr. Brunk has been a consultant to numerous commodity groups, and has received several awards for his research.

William C. Hale, of Boston, Mass., a specialist in market research and management consulting for agribusiness and the food industry, will speak during Session Two, which is titled, "Another Reality." Hale is principal associate with Technomic Consultants, Inc., Boston. He will put the livestock industry's economic development into perspective as he describes the natural phases of economic

development experienced by most industries.

"These outstanding speakers, and those we'll be announcing later, insure that Congress '84 registrants will get an expert look at the many forces affecting today's livestock industry," said General Chairman George E. Light, III.

Light, of Lytle, Texas, said, "Our four program sessions are carefully planned to show us, not only where we are, but what it will take to make it in this business tomorrow. I guarantee you'll be informed, or maybe even irritated by what our speakers say—but you won't be bored."

Further registration information, including details on substantial savings for early registrants, can be obtained from the Institute, 301 East Armour Boulevard, Kansas City, Mo., 64111 (816) 531-2235.

Nine speakers slated for LMI Livestock Marketing Congress

Charolais Assoc. formed

SYRACUSE — The New York State Charolais Association was formed, recently, at a meeting in Syracuse, of Charolais breeders from across the state. Dr. Justin Martin of Canandaigua, was elected temporary president and Charles Boone of Westerlo, vice president.

The association was formed to unite the Charolais breeders in the state, to promote Charolais cattle and to work with young people and others interested in the Charolais breed.

The newly formed Association will hold a sale of Charolais cattle in conjunction with the New York Beef Cattlemen's Association breeding cattle sale at Angelica, New York, on Saturday, April 28. A field day is set for Sunday, July 29, at Tamberlane Farms in Canandaigua, with demonstrations and talks on fitting and showing cattle.

The next Association meeting will be held at the Field Day on July 29, at Tamberlane Farms, Canandaigua.



Judge Matt Parsons, Penn State Extension swine specialist, found SCPPPA show entrants to be, "a real high quality set of pigs."

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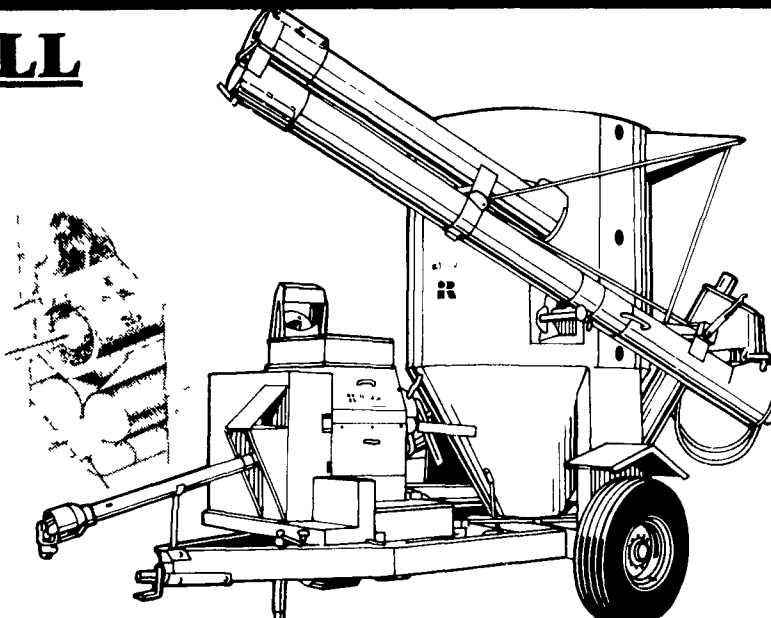
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