

1984 Pa. Cattlemen's Queen

Heather Schofield promotes goodness of beef

BY
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Editor's Note - Throughout Pennsylvania each year, various farm and agribusiness organizations select representatives to promote the

state's agricultural products. The representatives selected devote an entire year to promoting Pennsylvania commodities to consumer and agricultural groups. These Queens and Princesses have an

important job to fulfill and should be recognized for their services. This is the first in a series to introduce the 1984-1985 commodity representatives.

UNIVERSITY PARK — With a slight shrug of the shoulders, Heather

Schofield admits that she didn't wholeheartedly believe she had a chance to be selected the 1984 Pennsylvania Cattlemen's Queen.

To begin with, her family is involved in fulltime sheep farming and own no beef cattle. Secondly, she is majoring in accounting - not in agriculture. Thirdly, she is not a Pennsylvania native and has lived here for only one and a half years.

But despite these seemingly negative factors, the bright and personable Penn State sophomore impressed the judges with her sincere attitude and eagerness to learn about the beef industry and her unquestionable love for animals.

It's this love for animals that "keeps me going," explains the 19-year-old Cattlemen's Queen. A former 4-H member, Heather showed sheep and beef and competed on the livestock judging team while she lived in Minnesota. It was during this time that she

was introduced to agriculture and developed a fondness for beef cattle.

The daughter of Michael and Imogene Schofield, of Millerstown, Juniata County, Heather believes that through her role as the Pa. Cattlemen's Queen she can share her love of animals and her

growing knowledge of the beef industry with others. Throughout the year, she plans to attend county fairs, local cattlemen's meetings and other beef-related functions, and present in-store promotions for the benefit of consumers.

"There are a lot of misconceptions about

eating beef," Heather says, "especially concerning cholesterol, sodium and vegetarian diets."

"Beef is one of the most nutrient dense foods you can eat. It's good for you and it tastes good."

This is the message

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Heather Schofield, the 1984 Pa. Cattlemen's Queen, is a firm believer in the goodness of beef and beef products.



When free time permits, Heather enjoys participating in college activities. Here, she grooms the Polled Hereford heifer she showed last week in the Little International Livestock Exposition sponsored by the Penn State Block and Bridle Club.

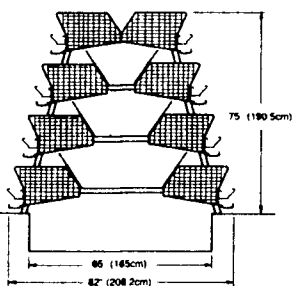
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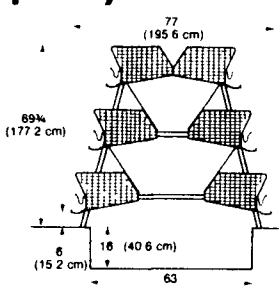
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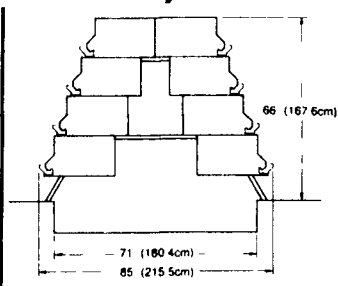
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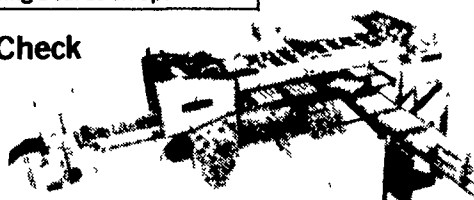
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