

# Cattlemen's chief addresses Polled Hereford Field Day

**BY JACK HUBLEY**  
**SCHELLSBURG** — More than 300 cattlemen traveled to Falklands Farm on July 13 to listen to National Cattlemen's Association president Jo Ann Smith assess the beef industry's plight and offer her organization's formula for a brighter future.

The keynote speaker's address highlighted the Pennsylvania Polled Hereford Association's Field Day held at Falklands Farm near Schellsburg, Bedford County.

Smith is no stranger to the cattle business. She and her husband Cedrick own a commercial cow/calf operation near Wacahoota, (a Seminole Indian word appropriately meaning "cow house") where they use primarily English breeds in their three-way crossing program.

A fifth generation Floridian, Smith took office in January as the first female president in NCA history.

Smith traced the roots of the country's overproduction problem to early in the century, when the nation was fighting to keep its people fed. "We were a nation that did not have enough food after World War I," she said. "And we have seen this nation go from a lack of agricultural products to a nation of overabundance. We have produced ourselves to bankruptcy," she said.

But turning to the beef industry's current economic woes, she put the problem squarely in the federal

government's lap. In drafting farm legislation for 1985, the number-one priority must be reducing the deficit, she said.

"We feel that our biggest competitor is the federal government, because of extreme over-spending," Smith stressed. All facets of the economy, including agriculture, must be ready to endure further spending cuts, she said. "Agriculture is going to have to take its licks," she said, pointing to the high cost of commodity programs.

Another area of special concern to NCA is tax reform. "What bothers me is that tax reform proposals seem to pick out those people that make a living in this industry," Smith said. The NCA chief pointed specifically to proposals that would eliminate the investment tax credit and capital gains sections of tax law. "I can assure you that to lose these would be very costly," she emphasized.

Stressing the need for "more fair treatment with respect to import/export ratios, Smith called for the development of foreign trade, and access to heretofore restricted markets.

Concerning proposed set-aside legislation that would take millions of acres of marginal land out of row crop production, Smith noted that "we don't need a lot of acres we can turn into pasture overnight, because we already have over-production."

Turning to the subject of low-

level use of tetracycline as a growth promotant, "We have asked our people to withdraw from using them until we know more," Smith said. The NCA leader was not ready to condemn the use of growth promotants, however, and emphasized that the association has pressed FDA for a thorough scientific evaluation of such products before the axe is dropped. "The reason that the issue won't go away is that this nation can now afford to be concerned," she said.

One bright spot in the beef industry, Smith noted, is the efficiency being bred into beef cattle. "You can't afford to have a big, wastey animal anymore," she said. But though Smith lauded the industry for its major strides in the field of genetics in recent years, she conceded that cattlemen were not without blame for the current state of the farm economy.

Though at one time beef consumption per capita averaged 100 pounds, on an annual basis, present consumption is calculated to be 74 pounds, "and it may drop further," she said. "We have problems with demand today because we have chosen to put the product there and expected the consumer to pick it up. We have to put the product there that the consumer wants," she stressed, pointing out that cattlemen could take a lesson from the poultry industry with respect to the development of new products that appeal to consumers. "We can



NCA president Jo Ann Smith was the keynote speaker at PPHA's Field Day hosted by Falklands Farm, Schellsburg.



A beef panel discussion, moderated by APHA area coordinator Ernie Smith, (standing) included, from left, Jerry Ballard, Big T Ranch; Monti Soules, Ace Farm, NY; Conrad Stitline, Mohican Farm, Ohio; and James Bennett, Knoll Crest Farm, Va.



One of Falklands' sociable Hotline bulls enjoys the attention of Sheri, Randy and Rusty Petit.

produce it any way the consumer wants it," she said.

And in an effort to bolster consumer demand, NCA is currently pressing for a national checkoff program. "We have a bill in the works," Smith said, noting that the checkoff legislation has been voted out of House committee and is headed for the full House attached to the farm bill. The proposal calls for \$1 per head to be divided equally between the state beef councils and the National Beef Promotion Board.

Smith's presentation was followed by a tour of the Falklands Farm facilities and a junior heifer preview show.

Well-known throughout the purebred cattle industry Mr. and Mrs. Leon Falk maintain a herd of 300 Polled Hereford brood cows on their 1,850 acre farm. The farm uses its own bulls, with Enforcer 107H having the the greatest impact on the herd in recent years, according to Falklands' manager Paul Slayton.

## USDA seeks roach repellent

**WASHINGTON** — Chemicals that repel German cockroaches 100-percent of the time may someday keep them out of places where they live and breed, providing a new way to control these common household pests, a U.S. Department of Agriculture researcher said today.

Laboratory tests show that even if the roaches are starving to death, they will not enter a repellent-treated area to get food and water, said Richard S. Patterson, entomologist with USDA's Agricultural Research Service.

Patterson said the repellents were selected from several hundred compounds tested over the past few years at USDA's Insects Affecting Man and Animals Research Laboratory in Gainesville, Fla. All of the repellents are amide compounds belonging to the same structural group of chemicals as the biting-insect repellent called "deet."

"Exactly how the compounds work to repel roaches is not known," Patterson said. "The insects have to touch the chemical-get a 'hot foot,' so to speak. They are definitely not reacting to odor."

Patterson said that the most effective of the compounds retain their repelling ability for up to a month after application.

"Repellents are a new concept in roach control," Patterson said. "It is better to keep roaches out of things rather than treat a general area with insecticide."

Patterson said the repellents could have several commercial

applications, including protection of electronic equipment and appliances against roach infestations.

"Computers, microwave ovens, and other electronic gear provide the ideal warm, dark refuges in which roaches live and breed," he said. "Cockroaches can cause such machines to malfunction when they invade the inner workings."

Another possible use of chemical roach repellents is treatment of cardboard shipping containers—favorite hiding places for roaches. Treating such containers with a roach repellent could help prevent the spread of roaches through movement of infested containers.

Patterson said that in laboratory tests the repellents have proved completely effective against the German cockroach (*Blattella germanica*), and show promise of controlling the larger American cockroach (*Periplaneta americana*) and the smokybrown cockroach (*Periplaneta fuliginosa*).

Three patents are pending on a large number of the USDA-synthesized repellents; five have been selected for advanced testing. Tests are now underway to determine if the compounds produce any adverse reactions. Companies need a license to develop a commercial product covered by federal patents.

All of the chemical repellents are experimental, and none is expected to be on the market for at least several years.