

# Lisa Shaffer promotes lamb and wool products

BY SUZANNE KEENE

HARRISBURG — Pennsylvania's Lamb and Wool Queen Lisa Shaffer believes you can never have too many people promoting a commodity, and for the next year she will spend countless hours touting the merits of the state's sheep industry.

Most people, Lisa notes, have never tasted lamb, yet claim they don't like it. She often encounters resistance to her product during mall promotions, making her job as the commodity's spokesman a challenging one. One of the toughest questions she is called on to answer is: "I'm a vegetarian. Why should I eat lamb?"

To these queries, Lisa said she usually answers with information about the nutritional benefits of lamb, and then allows the individual make up his own mind.

At most mall promotions Lisa distributes samples of lamb and pamphlets containing lamb recipes and nutritional information about the product. "I've found for the most part, I'm asked to give out food," she said. In addition, she displays a fleece for curious visitors to touch.

On Feb. 1, Lisa will be at the Nittany Mall near State College handing out lamb samples. "Our main objective there is to educate the public about meat — not promote the breed."

One exception to the negative responses to her product came at this year's Farm Show, where Lisa and many of the state's other commodity queens distributed food samples. People were so busy grabbing and tasting, Lisa said, they didn't ask what it was they were eating until they were done. Many, she continued, exclaimed, "Oh, this is so good. What is it?"

Lisa competed with nine other county Lamb and Wool Queens to earn the state title during the Keystone International Livestock Exposition in November. A look at her history easily identifies her as well qualified for the job.

The 19-year-old daughter of Marlin and Barbara Shaffer of Hooversville, Lisa has been raising lambs for about ten years.

"My neighbor gave me my first market lamb to show at the fair — and that was it," Lisa said. She keeps about 21 registered Suffolks on her parent's farm, where her father has a herd of Angus-mixed cattle.

A sophomore at Penn State University majoring in animal production, Lisa has to depend on her parents to take care of her sheep while she is at school. However, she added, "When I am at home, I take care of them myself."

Lisa has also opted for a minor in Extension and would like to pursue a career in public relations after graduation. "I'd like to do public relations working in agriculture and I'd also like to work with handicapped children."

Her job as Lamb and Wool Queen offers Lisa experience in both these fields. As a commodity representative, she is doing public relations for the industry each time she conducts a promotion or works at a show. And, she comes in contact with children, who often have many questions about her product.

"I think I enjoy the kids the most," Lisa admits. They ask so



Pennsylvania's Lamb and Wool Queen Lisa Shaffer pauses from her Farm Show activities to pose with her Suffolk ewe, Rosebud.



Part of Lisa's job as a commodity representative is to hand out ribbons and trophies at shows. Here she congratulates Farm Show champion Showman Gwendolyn Perry.

many questions and are amazed at the information she shares with them.

As Lamb and Wool Queen, Lisa has set at least one major goal for herself. "I would like to see all the girls that participated in the state contest do area or regional promotions. There are never too

many people promoting your commodity."

Lisa would also like to see everyone connected to the industry work along with her at promoting lamb and wool. "Even if it's just serving lamb when they have company," she notes.

## Carcass lamb champions

HARRISBURG — Champion Acres of Fayette County, exhibited the grand champion carcass lamb on-foot at the 70th Farm Show in Harrisburg. The reserve grand champion was exhibited by Julie Kuzemchak of Pleasant Gap, Center City.

Margaret Herr of Narvon, Lancaster County, had the champion lightweight carcass

lamb, while Champion Acres had the champion heavyweight carcass lamb.

- Carcass Lamb, on Foot**  
**Lightweight**  
 1 Margaret E Herr Lancaster 2 Joe Kuzemchak Centre 3 Daniel Rudy Centre  
**Carcass Lambs, on Foot**  
**Heavyweight**  
 1 Champion Acres Fayette 2 Julie Kuzemchak Centre 3 Barbara L Herr Lancaster  
**Carcass Lamb, on Foot**  
**Grand Champion**

- Champion Acres Fayette**  
**Carcass Lamb, on Foot**  
**Reserve Grand Champion**  
 Julie Kuzemchak Centre  
**Carcass Lamb, on Rail**  
**Lightweight**  
 1 Joe Kuzemchak Centre 2 Steve Kwisnek Indiana 3 Daniel Rudy Centre  
**Carcass Lambs, on Rail**  
**Heavyweight**  
 1 Julie Kuzemchak Centre 2 Kevin Martz Centre 3 Champion Acres Fayette  
**Carcass Lamb on Rail**  
**Grand Champion**  
 Joe Kuzemchak Centre  
**Carcass Lamb on Rail**  
**Reserve Grand Champion**  
 Steve Kwisnek, Indiana

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