

## NY Cattlemen begin direct marketing program

Lee Kraszewski has been named the coordinator of the New York Beef Cattlemen's Association Direct Marketing Program for feeder cattle in New York State.

This state-wide direct marketing program has received a one-year grant of \$30,000 from the State Department of Agriculture and Markets for development and implementation.

The naming of Kraszewski as coordinator by the New York Beef Cattlemen's Association direct marketing committee sets this marketing program in action. Kraszewski is currently working to explain the program to beef producers, farm organizations, and agricultural agencies that support beef production in the state.

Kraszewski said that while the concept of a state-wide direct marketing program for the sale of feeder calves this fall will be new, the direct marketing program has been very successful in the state on a smaller scale for the past two years in the "north country". There the Northern New York Beef Cooperative (now part of the Northern Division of the Beef Cattlemen's Association) has operated a direct marketing program of preconditioned feeder cattle.

Under the New York Beef Cattlemen's Association Direct Marketing Program beef producers across the state will be invited in late summer to nominate their feeder calves and to commit themselves to the program by following preconditioning guidelines, by accepting the decisions of the on-farm grader, and by bringing their calves to a central point on a specified date for their sale, which will have been made by the coordinator.

Kraszewski said the Direct Marketing Program is expected to give cattlemen a better price by enabling buyers to bid competitively on uniform lots of preconditioned feeders. "These lots will have the numbers needed to encourage volume buying and competitive bidding," Kraszewski said, noting most cow/calf operations lack adequate numbers to direct market their calves on an individual basis.

The Direct Marketing Program will also encourage better management practices since quality standards for calves to be sold in the program will be strictly enforced.

Kraszewski said the Direct Marketing Program will not supplant the New York Beef

Cattlemen's Association Feeder Calf Sale program. Spring Feeder Calf Sales are April 19 at Angelica and May 10 at Chatham, and the Fall Feeder Calf Sales are Oct. 25 at Angelica, Nov. 1 at Chatham and Nov. 15 at Caledonia.

"The Direct Marketing Program is another alternative for the cattleman — an alternative that demands quality of product and commitment of the producer," Kraszewski emphasized. "We anticipate the Direct Marketing

Program to generate more income by ensuring a fair market price; to increase the quantity of desirable feeder cattle produced in the state; and ultimately to improve the economic viability of our state's rural communities through

greater use of abandoned hillside farms for feeder calf production," he said.

For more information about the program, contact Lee Kraszewski at RD1, Box 120, Corning, NY 14830, or phone: 607-732-8619.

## Vicon adds pneumatic seed drill

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Ronald Meyer Clinton County	7.12 tons	3,194	8,408
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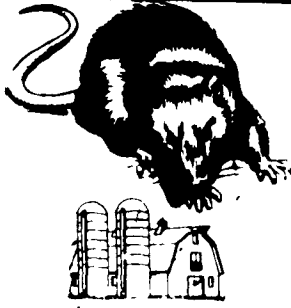
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