

# Beef Promotion Check-Off To Begin Oct. 1

HARRISBURG — The one-dollar per head check-off assessment, as prescribed by federal law, under the 1985 Beef Promotion and Research Act, will begin October 1, 1986, according to Paul Heffner, chairman of the Pennsylvania Beef Council.

"Assessments must be sent to the PA Beef Council, recently named the 'Qualified State Beef Council' by U.S. Secretary of Agriculture Richard Ling," Heffner explained. "Assessments must be sent by the 'collecting person,' who is generally defined as the person who pays the producer for cattle purchased.

Collecting persons are: auctions, packers, processors, dealers, order buyers, and others," he said.

The PA Beef Council is assisting these persons and agencies to develop a uniform accounting record which meets the Federal Order. All records of sales must be maintained.

The state council has scheduled 10 meetings across the state to discuss the assessment procedures, as required by law, including state-of-origin cattle identification, 10-day exemption for dealers, producer refund requests and other information.

Copies of assessment

procedures, uniform collection forms and other information helpful to "collecting persons" will be distributed at these meetings.

Meetings will be held at county extension offices at 7 p.m. beginning September 15.

"We tried to avoid market nights so market representatives and dealers could attend without conflict," said Heffner, "but this wasn't always possible. We hope most, if not all, people directly responsible under this new law will attend and ask questions," he added.

The dollar per head assessment program will help the beef in-

dustry halt the steady decline of beef consumption and make beef production once again profitable for all segments of the beef industry. "This can be done," Heffner said, "by using proven, effective marketing tools developed by the Beef Industry Council, based in Chicago, and the 38 state Beef Councils." Heffner explained that the promotion programs will be controlled nationally by a new "Cattlemen's Beef Promotion and Research Board" whose members must be beef producers. Representing Pennsylvania's interests on this Board are Paul Espy, beef cattle feeder from Tyrone, Blair County, and John Cope, dairyman from Grantham, Cumberland County.

After 22 months of program

operation, cattle producers across the nation will vote through a national referendum on whether to continue the established program.

"We as beef producers have been given the best opportunity ever to compete more equally with others for part of the consumer's food dollar," Heffner said. "The PA Beef Council is dedicated to making this program a success... carrying out a coordinated program with the total beef industry's interests, as first priority," he said.

For more information on the PA Beef Council and 1985 Beef Promotion and Research Act, contact Paul Heffner or Bob Coleman, Executive Director, PA Beef Council, 4714 Orchard Street, Harrisburg, PA 17109, 717/545-6000.

## Beef Council Reorganizes

HARRISBURG — The Pennsylvania Beef Council, through a revision of by-laws, has reorganized in preparation for new responsibilities assumed through the 1985 Beef Promotion and Research Act.

Newly elected officers include: Chairman Paul Heffner, Gettysburg; Chairman-elect Conrad Grove, Downingtown; Vice-Chairman Ray Grimes, McKnightstown; and Secretary/Treasurer Millie Bunting, Lancaster.

As Chairman-elect, Grove will oversee financial matters while Grimes will advise BPR promotion, education and research program activities.

Five new directors were appointed to the board. They are: Ella Roush and Tony Noll as packer representatives; James DeGaetano, auction representative; Robert Earle, veal industry representative; and Millie Bunting, general appointee. The Pennsylvania Beef Council Board of Directors consists of 20 persons representing all areas of the beef industry plus three ex-officio members: Dr. Max VanBuskirk, Joan L. Liesau and Dr. Erskine Cash.

Former PA Beef Council treasurer Robert R. Coleman of Harrisburg was appointed to a newly-created position of Executive Director of the state council. Coleman's principal responsibility will be implementation of the BPR program.

Lowell L. Wilson, of State College, long-time secretary of the PA Beef Council declined to seek reelection but will continue as secretary of the PA Cattlemen's Association.

Paul Espy, a beef cattle feeder from Tyrone and John Cope, a dairyman from Grantham will represent Pennsylvania on the new Cattlemen's Beef Promotion and Research Board which will control the national budget for promotion programs for the BPR.

Under the BPR, the PA Beef Council became certified as the "Qualified State Beef Council" for Pennsylvania. Through this certification, the state council has agreed to conduct extensive programs for promotion, education and research of beef; collect and distribute the \$1-per-head check-off assessments; establish procedures to assure assessments are paid; handle requests for refunds and exemptions.

The PA Beef Council will also be responsible for balancing the accounts for cattle sold in Pennsylvania and keeping adequate records by working closely with auctions, packers, processors, dealers and order buyers in accordance with BPR and its accompanying Order issued July 18, 1985.

According to Heffner, "The \$1-per-head check-off assessment program will start October 1, 1986. Assessments must be sent to the PA Beef Council by the 'collecting person.' The collecting person is defined as the person who pays the producer for the cattle purchased. This includes auctions, packers, processors, dealers and order buyers and others," he explained.

## Beef Check-Off Meetings

Date	Time 7 OOP M (All Meetings)	Location	Contact
Mon Sept 15		County Courthouse Indiana PA 15701	Eugene Schurman (412)465 2666
Tues Sept 16		County Courthouse Honesdale PA 18431	Edward Pruss (717)253 5970
Wed Sept 17		Coop Ext. Service Center Mercer PA 16137	Robert Calvert (412)662 3800
Wed Sept 17		Coop Ext. Service Center 701 South Fourth Street Towanda PA 18848	Jacob Guffey (717)265 2896
Thurs Sept 18		Courthouse Square Rm 601 Washington PA 15301	Edward Woods (412)228 6881
Mon Sept 22		191 Franklin Farms Lane Chambersburg PA 17201	William Reagan (717)263 9226
Tues Sept 23		Farm & Home Center 1383 Arcadia Road Lancaster PA 17601	Chester Hughes (717)464 2697
Tues Sept 23		723 Portland Avenue Boro Council Room Huntingdon PA 16652	Byron Ginther (814)643 1660
Wed Sept 24		Farm & Home Center 1383 Arcadia Road Lancaster PA 17601	Chester Hughes (717)464 2697
Thurs Sept 25		County Courthouse Lewisburg PA 17837	Norman Conrad (717)524 4461

Collection Procedures and Forms to be Used Will Be Available at Meeting

## Franklin Co. Steer

### Continues Winning Ways

CHAMBERSBURG — With four shows to his credit, "Benny" has two grand champion and one reserve champion trophies thus far this show season. Owned by Regina Lebo of Greencastle, the Angus-Chianina-Limousin crossbred recently took grand champion honors at the Northeast Regional Chianina Steer Show held in conjunction with the York Fair.

Last month, at a weight of 1185 pounds, the steer was named grand champion at the Franklin County Fair. The daughter of Leon and Judy Lebo, Regina herself did as well in the show, being named champion showman.

Miss Lebo's top beef was purchased from Ollie Bennett at the Piedmont Club Calf Sale held in Frederick, Maryland last October. The steer was bred by Bennett and sired by Nittany Prince.

Curtis Meyers of Greencastle took reserve honors at the Franklin Fair with an Angus-

Chianina cross weighing 1155 pounds.

Steve Clapsaddle, Waynesboro, won the lightweight class with an 810-pound Hereford, and also placed first in the fitting competition's intermediate division.

The top steer in the light middleweight class was a 995-pound Angus shown by Lorinda Hawbaker.

Champion in the heavyweight class was a 1310-pound Angus-Charolais cross shown by Holly McLaughlin of Greencastle. Holly was also the show's champion fitter.

David and Eric Sheiss, Chambersburg, both took first-place honors in fitting and showing in the novice and junior classes, respectively.

Judging the 26-head Franklin Fair show was Don Sunday of York County. The county's 4-H Beef Club Roundup will be held Oct. 11, at the Greencastle Livestock Market.

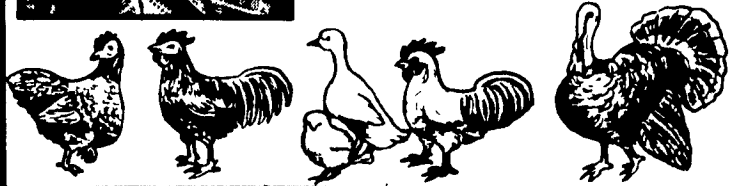


Judge Don Sunday (left) slapped Regina Lebo's steer for grand champion honors at the Franklin County Fair. At right is Kurt Meyers with his reserve champion.

## Forest On Fowl

by Forest Muir

Penn State Extension Poultry Specialist



### Sensing Poultry Problems

Successful poultry producers are often credited with having a sixth sense for flock management. This may be true but they also rely heavily on their normal senses, especially sight, sound, smell, and touch.

Simple observation will reveal much about the health status of a flock. Disease almost always produces depression and weakness. Affected birds tend to sit and stand rather than move. There may be relaxation of the neck, resulting in the head resting on the shoulders. Other observed traits include drooping of the wings with exposure of the primary feathers and drooping of the tail with loss of upright main tail feathers. Because birds respond to an intruder by a change in activity, the skilled poultry producer remains motionless for several minutes after entering a house. This allows the birds to relax and

resume their pattern of undisturbed activity.

Deviation from expected behavior can be seen by observing the number of birds eating and drinking. When the lights first come on the birds actively eat and drink. This activity decreases as the appetite is satisfied. The starting and running of feeders normally stimulates the birds to eat.

The experienced egg producers observe the eggs on the trays in front of the cages before the egg belts are started. Uneven distribution or sections of cages with no eggs is an indicator of problems. Problems can often be detected by observing egg distribution patterns before the problems are spotted by such indicators as feed and/or water consumption.

Observations of the litter or dropping boards can be revealing.

Wet litter or droppings can be an indicator of excessive water consumption, high salt levels or leaking waterers. The presence of excess feathers can indicate a partial or light molt. Shell problems can often be spotted by observation of the number of shells and yolks on the dropping boards.

Skilled poultry producers hear things in the poultry house. They note the noise of the chickens. Another indicator of the health status of a flock is the "talking" by the bird. Respiratory rales and snicks are best appraised by listening to the flock when it is sleeping. A good listener can also pick up many equipment problems. Squeaking bearings, rubbing collection belts, dripping cups, binding scrapes and feeders can be detected.

The poultry producer can evaluate the ventilation system by sensing for ammonia. Its pungent odor causes it to easily be detected. Feed problems may be detected by smelling a handful of feed taken from the bin and troughs.

The sense of touch is useful in checking water sanitation, equipment adjustment and egg shell texture. Drinking cups that are not maintained properly accumulate a film of slime organisms on their surface. This can be detected by rubbing with a finger. Shell texture can be checked by touching the surface of an egg with the tip of a finger.

Successful poultry producers are often credited with having a sixth sense for poultry management. In reality this sixth sense is nothing more than a reflection of the skill the producer uses to apply the five senses — sight, sound, smell, touch, and taste — to the management of poultry