

Cattlemen's Conference To Draw On National Expertise

UNIVERSITY PARK — The 1987 Beef Cattle Conference, with a theme "Feeding, Breeding and Selling Cattle in the 1990's," will be held Friday and Saturday, Feb. 20-21 at Allenberry Resort, Boiling Springs. The conference is co-sponsored by the Pennsylvania Cattlemen's Association; the Dairy and Animal Science Department, The Pennsylvania State University; and Bureau of Markets, Pennsylvania Department of Agriculture. According to Connie Grove, president of the Pennsylvania Cattlemen's Association, "the program will tie together many aspects of feeding, breeding and selling cattle considering all of the things that are happening in the cattle business—from branded products and beef promotion, through new feeding and breeding systems."

The program will feature six speakers from outside Pennsylvania. Featured speaker for cattle feeders and the marketing segment will be H. Richard Farr, Farr Farm Company, Greeley, Colorado. Mr. Farr will speak about some of the feed processing and feeding systems that are used in western cattle feedlots, and the preferred kind of feeder cattle and marketing systems. The Farr Farms Company is one of the older feedlots in the western states, and has been a leader in many of the practical innovations in cattle feeding. Farr will speak on the subject of "Feeding Cattle for Profit and for the Consumer."

Appearing next on the program will be Dr. Jim Wise, marketing specialist with the USDA Standardization Branch, Agricultural Marketing Service, Washington, D.C. There are several proposed changes in carcass grading that may occur within the next few years, which will affect the kind of cattle being raised, type of feeding systems utilized, and perhaps even the way in which cattle are marketed, processed and sold.

Following up on presentations by Farr and Wise will be Dr. Harold W. Harpster, associate professor of animal science, Penn State, who will discuss recent research data on the relationship between feed efficiency and carcass composition. These are two highly important economic traits in beef cattle, for both the breeder and feeder, and are also related to consumer desires for different types of beef.

At the Friday evening banquet, in addition to presentation of Cattlemen of the Year Awards, 1987 Cattlemen's Queen and Princesses, and a Fun Auction, John Meetz, executive vice president of the National Cattlemen's Association, Denver, Colorado, will address the group. Meetz's presentation "The Vital Circle" will include such things as the effects of export markets of both cattle and grain on our beef cattle industry, and how beef cattle producers in other areas of the country have adapted to the tight profit margins in the cattle business.

On Saturday morning, Feb. 20, a special breakfast will be held with an opportunity for conference participants to visit with some of the commercial exhibitors at the conference. The morning conference program will begin with a discussion by Burton Eller, vice president of NCA for Legislative



H. Richard Farr

Matters, discussing some of the new governmental regulations which affect cattlemen and almost everyone else in agriculture. The title of his presentation will be "Texas, Estates, Government Programs— and Other Good Things in the Cattlemen's Life." Following will be Dr. W.R. Henning, Extension meat scientist at The Pennsylvania State University with the topic "Consumption Trends and Beef Outlook — What



John Meetz

Can We Expect From the 1990's?" John Francis, vice president for merchandising of the Beef Industry Council, Chicago, will follow with "The New Beef/Veal Check-Off Program — What's In It For You?". The National Beef/Veal Promotion Program, which is funded by the check-off started Oct. 1, will be in full swing by late February. Francis will detail the plans for using the check-off funds for promotion,



Roy Wallace

advertising and consumer education to increase the price of beef and veal products.

Following a lunch with special presentations, Mr. Roy Wallace, director of beef programs, Select Sires, Plain City, Ohio, will speak on the use of sire progeny information and how genetic programs influence the individual breeder's herds, and the influence on the total beef industry. Most of the Pennsylvania beef breed

associations will hold either membership or directors meetings immediately following Wallace's presentation.

There will also be a separate session for Cattle Feeders Saturday afternoon. Some of the topics to be discussed by Penn State specialists will be new forage concepts for the cattle feeder, the safety and effectiveness of growth promotants and antibiotics, handling newly arrived cattle to prevent losses and the effectiveness of different types of internal and external parasite treatments.

On both Friday and Saturday evenings there will be special new product beef hors d'oeuvres, and entertainment and dancing. There will also be special tours and lunches for spouses, including a tour of the Eisenhower home and farm, Alloway and Ashcombs Gardens, and other attractions. Registration for the conference will be open at 10 a.m., with a noon lunch Friday and the opening sessions starting at 1 p.m. Friday afternoon.

For more information contact Pennsylvania Cattlemen's Association, 862 Webster Drive, State College, Pennsylvania or the Department of Dairy and Animal Science, 324 Henning Building, University Park, PA 16802.

Phone: 814/863-3659 (days) or 814/238-5888 (evenings).

NY Cattlemen Urged To Support Checkoff At Convention

ITHACA, N.Y. — Beef cattle producers attending the annual New York Beef Cattlemen's Association annual convention Jan. 9 and 10 at the Sheraton Inn here were urged by their guest speakers to give the Beef Checkoff a chance.

John Francis, vice president of marketing, Beef Industry Council, National Livestock and Meat Board, who spoke following the Jan. 10 Awards Luncheon, discussed at length the research and promotion program being funded by the nationwide \$1-per-head Beef Checkoff.

He said promotion, consumer education, retail service and food service programs are all being designed to encourage more frequent use of beef with smaller portions. "A three-ounce serving of lean, trimmed beef is well within nutrition and dietary guidelines," he said.

"We have to sell beef on its strengths — taste, calories, and convenience," Francis said, adding, "we are appealing to the 'closet beef eaters' and telling them it is O.K. to eat beef, which has only 76 milligrams of cholesterol in a three-ounce serving and is one of the best sources of iron."

Francis outlined the national beef advertising campaign with its theme "Beef — Real Food for Real People" which was launched Jan. 12 with James Garner and Cybill Shepherd as spokespersons.

Francis said research programs will include veal marketing studies, dietary and health related studies and market development.

In his remarks Francis noted there will be a referendum on the Checkoff in 1988 and said "the heat is on" to produce results. He explained the research and promotion programs both on the national and state levels are the

responsibility of national and state Beef Councils.

Burton Eller, vice president for government affairs and policy coordination of the National Cattlemen's Association, was the banquet speaker Jan. 9, and, in discussing political issues affecting cattlemen, said the Beef Checkoff was one more example of cattlemen developing their own programs instead of asking Washington for subsidy help.

Henry Bono, chairman of the New York Beef Industry Council, said, "The Council is alive and well and response to the Checkoff has

been good." He said the State Beef Industry Council is accepting grant proposals to fund research and promotion projects with the Checkoff money being returned to the state. Proposals are due Jan. 31 and grants will be awarded by April 1.

Francis, concluding his talk, urged producers to support the Checkoff and the resulting promotion and research programs which he anticipates will "recapture the market for beef by reaching the light user, active lifestyle, health oriented consumer

with a back to the basics "Beef — Real Food for Real People" approach."



Pa. Angus Heifer Wins In Denver

ST. JOSEPH, Mo. — A full house was on hand for the 1987 Roll of Victory National Angus Show held during the National Western Stock Show in Denver, Colorado. The Stadium Arena seats and aisles were packed with spectators, breeders as well as exhibitors, making the Angus show in Denver one of the largest in recent years.

Some of the top quality Angus breeding cattle in the country were on display for this national event. Judge Jim Hough, Lakeville, Connecticut, and associate judge Eric Rincker, Gormley, Ontario, Canada, sorted through 172 Angus bulls and heifers during the two days of evaluation.

A 2,074 pound, May 1985 son of Cobble Pond New Yorker captured the title of grand champion bull. Broadway, also named the intermediate champ, is owned by Lee Miller and Family, Woodboro, Maryland, R&J Ranch, Briggs, Texas; and Springfield Angus Farm, Garner, North Carolina.

The reserve grand champion bull spot was filled by Premier Valedictorian. This February 1985, Ken Caryl Overdrive 304H son earlier won the junior champion ribbon. He weighed in at 1,833 pounds and is owned by Premier Angus Inc., Cloverdale, Indiana, and Northcote Farm, Forest, Virginia; Shady Brook Angus Farm, Leoma, Tennessee; and New Horizon Farm, Stuyvesant, New York.

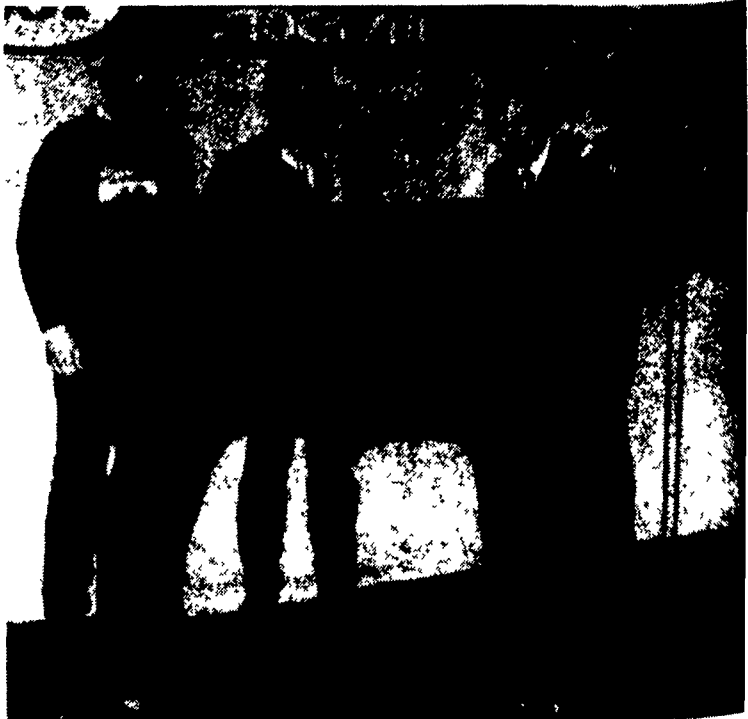
There were some very excited

owners in the female show after the judges slapped Nelson Gigi 5220 as their grand champion. The owners of this February 1985, Premier Celebration daughter are Clyde Nelson, Salmon, Idaho, and Robert and Evelyn Urquhart, Hamilton, Montana.

R&J Ranch led out the reserve grand champion female, R&J Julie 1975. She is a June 1985 daughter of R&J Rolex 2023. Her first title came when she was awarded the

intermediate banner.

Windac Coral stood as the spring heifer calf champion for Dixeylands Ranch, Fairfield, Virginia, and Double M Farms, Dublin, Virginia. The reserve spring heifer calf winner was CK Lucys Sable. She is owned by Richard Gregg, New Providence, Pennsylvania; Bill Conley, Clarksdale, Missouri; and Greg Krueger and Family, Coatesville, Pennsylvania.



CK Lucys Sable was reserve spring heifer calf champion at the National Western Stock Show's Angus Show held in Denver, Colorado recently. Owners are Richard Gregg, Greg Krueger and Family and Bill Conley.

