

Reed Named To Beef Post

RICHMONDVILLE — Jerry Reed has been named Executive Director of The New York Beef Industry Council.

"Jerry has an extensive background in communications and business management," according to Henry Bono, NYBIC Chairman. "His knowledge of agriculture and reputation in the farm community, as well as his experience in communications will be a great asset in the council's beef promotion and research efforts in New York State."

In 1980, Reed founded The RFD Network, now known as The Northeast Network, where he has produced The Northeast Farm Report daily for forty-three radio stations in the states of New York, Pennsylvania, Vermont, New Hampshire and Maine. Since 1983, he has also served as Farm Director of WIBX Radio in Utica, NY. In both positions he has received numerous awards, including two from The New York State Agricultural Society for excellence in reporting about New York Agriculture in 1983 and 1984.

Reed has also worked closely with other farm organizations in New York State. He is currently on



Jerry Reed

the board of directors of both The New York FFA Leadership Training Foundation and The New York State Rural Safety Council.

"Administering and implementing beef product promotion and research efforts in the state following the intent of the National Beef Promotion and Research Order," Bono continued, "requires the attention of a full time administrator." The eleven member board is confident Reed has the qualities and experience it takes to manage the day to day business of the New York Beef Industry Council."

Merle Ellis Joins Pork Campaign

DES MOINES, Ia. — The National Pork Producers Council has announced that Merle Ellis, one of the nation's best-known experts on meat cuts, will help carry pork's nutrition and versatility message to food and nutrition influentials across the country.

"Merle Ellis is a long-time booster of pork, and America's pork producers are proud to be able to use his expertise and talent to carry our message about today's leaner pork," says Robin Kline, director of consumer affairs for the NPPC.

Ellis is considered one of the country's top authorities on meat selection and cooking. He is nationally-known to the public through his own television series, "The Butcher," and "Cookin' Round The Country," as well as through a syndicated newspaper column which appears in over 200 newspapers, including the *Los Angeles Times*, the *Chicago Tribune*, and the *San Francisco Chronicle*.

"Merle's recognition as an authority on meat cuts and cooking will bring additional credibility to the Council's new messages on

pork, while national spokesperson Peggy Fleming's fame as an athlete and homemaker will bring our messages to life," says Kline.

"Peggy will concentrate on reaching editors and consumers with a 'lifestyle' message, and Merle will bring his extensive credentials in pork selection and pre-

paration to the same audiences," Kline continued.

The NPPC plans to use Ellis on media tours in New York City and eight other major markets. The tours are slated to begin in mid-July and will continue through the remainder of the year.

Shorthorn Juniors

(Continued from Page D4)

Appendix Steer went to Christy Connell, Muscatine, Ia., on HS Hocus Pocus, an April '86 son of Spruce Hill Image x. The steer weighed 1,040 pounds with a 2.38 pound WDA and was 52.25 inches tall.

Other champions included Calf Champion female, Sarah Schilling, Lake Fork, Il., on GR Robins Dream ET; Reserve Calf Champion female, Cyndi Hoyt, Burns, Or., on HS Whisper N Tell UR 502ET; Reserve Summer Champion female, Benjamin Bobell, Elkhart, Il., on GR Bonnie Ruberta

586ET; Reserve Junior Champion female, Kathy Layton, Sandy, Or., on HS Playcat UR073; Senior Champion female, Todd Ewing, Isabella, Ok., on JB Donna's Hope D 2nd; Reserve Senior Champion female, Laura Bridgers, Duncanville, Tx., on TCC Miss Sneed 3rd.

The national showmanship contest found Ted McLaughlin, Woodsfield, Oh., taking home the coveted National Champion showman award and Robin Webb, Greenfield, In., receiving the Reserve National Champion showman trophy.

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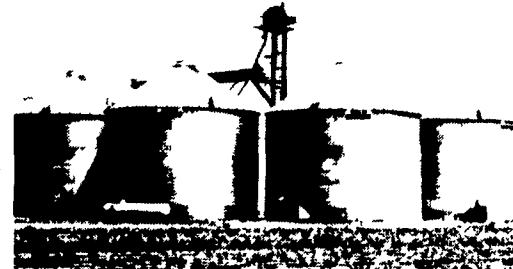
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Tioga County Fair August 5 thru 10

Wednesday, August 5
8 p.m. Horse Pull
Thursday, August 6
7 p.m. Farm Class and Modified Tractor Pull
7:30 p.m. Grange Variety Show

Friday, August 7

10 a.m. Craft Show and Outdoor Flea market
7 p.m. Mini-Mod and 4x4 Pull

Saturday, August 8

10 a.m. - 5 p.m. - Flea and Farmer's market
10 a.m. - 5 p.m. - TIOGA CO. AG. PROMOTION DAY
11 a.m. - Horseshoe Tournament
3 p.m. - Jr. Livestock Sale
7 p.m. Demolition Derby
8 p.m. Round and Square Dance
Sunday, August 9
9 a.m. - 5 p.m. Antique Car Show
10 a.m. - Church Service
12 noon Ox Roast
3 p.m. American Rodeo
8 p.m. Gospel Night with Steve Vermilya

Monday, August 10

12 noon Chicken Barbecue
6 p.m. - 9 p.m. - pay one price on the midway
8 p.m. Hollywood Stunt Show



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