

Cattlemen Take

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the many volunteers who spend all three days, one day or a few hours working at the Barbecue. People want to be served quickly and have come to expect an efficient staff that will serve them their beef barbecue sandwich or dinner without a long wait in line," she said.

The volunteers, she explained, are members of the two sponsoring organizations, their families and friends, and 4-H'ers and other

youth groups. Some volunteers will be up at 3 a.m. to start the fires and get the beef (in roasts of 25 pounds) cooking the six to eight hours over charcoal. Others will be on duty at 7 a.m., to get organized for the day. The assembly lines will be ready to begin serving by 11 a.m. and the last of the day's customers will still be going through the line at 3 p.m. Then will come the daily clean-up before the crews can relax-some to return

home and others to get some much needed rest before the next day.

The Empire Farm Days beef promotion extends beyond the Barbecue tent. The Cattlemen and Cattlewomen will again have their "Beef Boutique" tent near the barbecue tent. Here information about the two organizations and the state's beef cattle industry will be available along with beef recipes and nutritional information. Promotional items for each organization will be on sale but the emphasis will be on product promotion. In addition the Cattlemen will have a

new display unit in the Main Tent. This display unit is part of a beef promotion project of the Cattlemen's Association funded by the New York Beef Industry Council. Information about the beef and veal industry will be available for all interested persons.

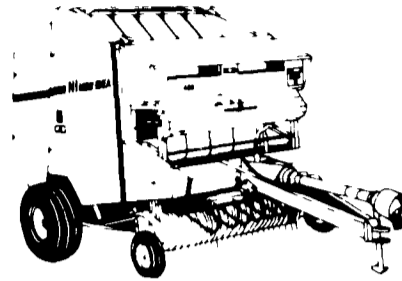
The main thrust of the three day promotion will be as it has been for two decades- the satisfied customer. Each year it is the hundreds who leave the Beef Barbecue Tent saying, "it tasted so good", or "I look forward every year to your Beef

Barbecue" who make the months, weeks, and hours of work worthwhile and this promotional effort a success.

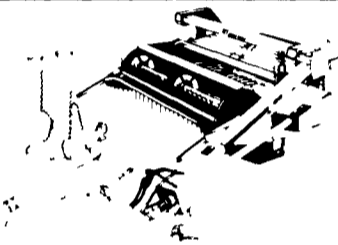


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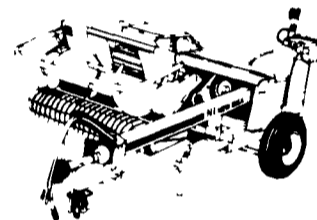
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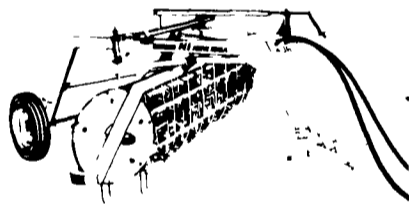


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