

## PA Beef Council To Unveil New Promotion At Farm Show

HARRISBURG — The Pennsylvania Beef Council will launch a new statewide promotional campaign at the Pennsylvania Farm Show on January 13. The originally produced program, aimed primarily at consumers, will be announced and unveiled at a special demonstration to be held in the Maclay Street lobby of the Farm Show building. The program will be coordinated with promotional efforts by the national Cattlemen's Beef Promotion and Research Board, whose newly produced television commercials featuring James Garner will also be previewed.

Throughout Farm Show week, a variety of informative literature will be distributed by the PA Beef Council and PA Cattlemen's Association at booth #1 in the northwest building of the Farm Show arena. Beginning at Noon on Sunday, January 10, the Council will distribute samples of a steamship round of beef prepared by Ted Potter, a professional chef from Lancaster County at the commodity table in the large arena.

Based in Harrisburg, the PA

Beef Council is a non-profit organization created in 1976 to provide information for both the consumer and the producer.

Most recently, the Council has encouraged joint promotional efforts with the beef, dairy and veal industries. Paul Heffner, PBC chairman, illustrates the effectiveness of such promotions by citing the recent "cheeseburger" advertising campaign co-sponsored by the American Dairy Association and the Beef Industry Council.

He says, "That promotion pushed the cheeseburger to a top menu spot for consumers and produced a marked increase in both cheese and ground beef sales."

Adhering to the Beef Promotion and Research Act of 1985, cattle producers pay \$1.00 per head, for each animal marketed to fund promotion and research programs. Heffner notes that beef, dairy and veal producers have a lot to gain by co-sponsoring promotions. "We depend on each other economically, so joint marketing efforts can only help the common good. For example, dairymen furnish calves

to both beef and veal producers. And, veal growers use dairy by-products for the production of white veal."

Grantham dairyman John Cope agrees, noting that the beef market currently is stronger than ever.

## Lancaster Farm And Home Annual Meeting Set

LANCASTER — The annual meeting of the Lancaster County Farm and Home Foundation will be held on Thursday, January 28, 1988, at 6:30 p.m. at the Farm and Home Center. The dinner will be followed by a brief business meeting to elect new directors.

Speakers for the evening will be Don and Cheryl Eberly, Lancaster County natives who will bring fresh news from the nation's

capital. Cheryl works as an aide to First Lady of the White House, Nancy Reagan, and will talk about her experiences in that position. Don, currently a student at Harvard University, formerly worked as an aide to U.S. Congressman Robert Walker as well as Linda Shaves, public affairs, the White House. He has worked for the conservative caucus leader in the House of Representatives and is a

member of Jack Kemp's Think Tank to form the Presidential Candidate's policy. Both will bring an interesting insider's perspective to current political events. Tickets for the dinner cost \$9.00 and are available by calling the Farm and Home Center at 392-4911, or by contacting a member of the Board of Directors. Deadline for ticket reservations is Thursday, January 21.

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