

Maryland's First Cattle Convention Labeled A Success

HAGERSTOWN, MD — Donning "Beef...Real Food For Real People" hats, visors, and buttons, more than 300 cattle producers and industry representatives attended the first Maryland Cattle Industry Convention and Trade Show on March 25-26, at the Sheraton Inn.

"I can't tell you how long it's been since I've seen representatives from all of the Maryland

breed associations at one meeting," said Dr. Emmett Full, Angus producer and chairman of the Maryland Beef Industry Council (MBIC). "With the May 10 check-off referendum vote just around the corner, many cattlemen wanted to show their support for the recent beef promotional activities, while others wanted to see for themselves how effective the promo-

tions have been. It's my sense that everyone was extremely pleased with the information available at the convention and satisfied with how their \$1 per head check-off dollars were spent."

Convention guests, including cattlemen, breed association members, industry and agribusiness representatives, attended several informational meetings, including sessions presented by Henry Schmidt, director of marketing and ag development at the Maryland Department of Agriculture; Dr. Gary Weber, livestock leader, U.S. Department of Agriculture; and Dr. Ray Stricklin, University of Maryland Department of Animal Sciences. The speakers covered such topics as marketing Maryland agriculture, efficiency and profitability in the beef business, and beef production practices in Maryland.

Keynote speaker Jo Ann Smith, current chairman of the national Cattlemen's Beef Promotion and Research Board and past president of the National Cattlemen's Association, spoke on the impact and effect of the beef check-off program.

The trade show, which coincided with the convention, pro-



Bruce Brendel, left, president of the Maryland Cattlemen's Association, presented an honorary membership to the Maryland Department of Agriculture. Accepting the award was Robert Walker, deputy secretary of agriculture.

vided guests the opportunity to see new industry and pharmaceutical products as well as the latest innovations in fencing and other cattle-handling equipment.

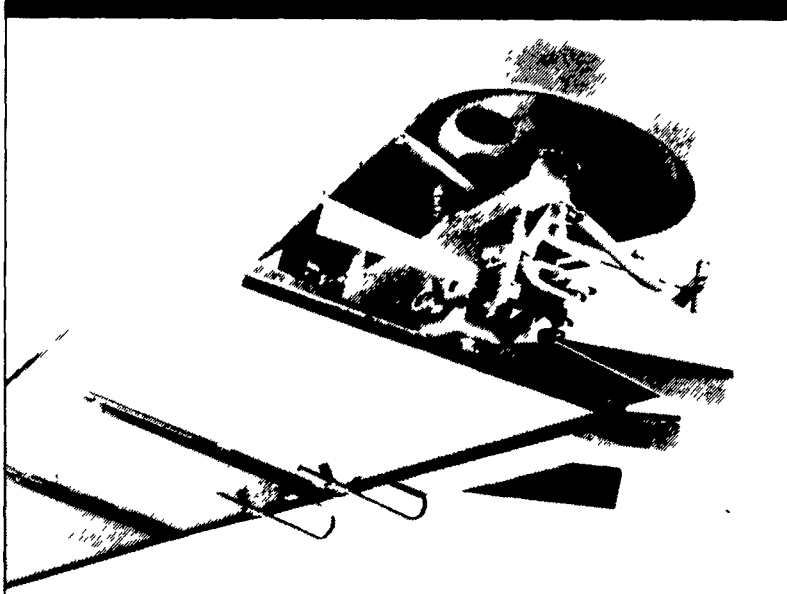
"I couldn't have been more thrilled with the outcome of the convention," commented Dr. Scott Barao, University of Maryland livestock extension specialist and

coordinator of the convention. "Everyone walked away with an excellent knowledge of the future of beef production and promotion in Maryland and a new sense of camaraderie with each other. And, to top it all off, there was not one complaint about another 'rubber chicken dinner'. Naturally, guests were well-fed with Maryland beef entrees, including a melt-in-your-mouth prime rib dinner."

Plans are already underway for next year's convention with the hope of including even more Maryland cattle producers.



Carolyn and George Lechluder of Gaithersburg enjoyed visiting at trade show displays at the first Maryland cattle industry convention.



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