

# York Shoppers Impressed By Beef Samples

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observe the display animals, tables offering samples of grilled beef, cheese varieties, and recipe flyers commanded equal interest.

Avalea Simon, of Lancaster, interrupted her shopping to browse over the recipes and select several for home trial. "I love beef to begin with," she shared, while choosing recipe leaflets.

"It's great," noted York County shopper Rose Wilhelm, also picking up beef cooking ideas.

"I buy beef anyway," said Lynn McCleary of Loganville, who added that the promotional display still seemed a positive idea.

Operator of one of the mall's shoe stores nibbled a hot grilled kabob, noted that he loves raw beef, and chuckled that perhaps the shoe industry should be promoting beef as well, since leather is a by-product.

Mr. and Mrs. George Plowfield, Leola, pronounced the Kabobs "Very good," and looked for cooking suggestions for microwave use.

Yorker Mabel Tyson tasted and complimented both cheese and beef samples, while she scanned recipe flyers for "recipes I can try without a lot of odd seasonings I never have on hand."

"I made it this far eating things

like this," she sprightly observed "I'm not scared of cholesterol."

The West Manchester promotion was the latest in a series of such in-mall activities in major cities across the state, according to Paul Bissman, Pennsylvania Beef Council representative. Funding is through the dollar-per-head beef checkoff monies.

"Mall promotions are where you hit the most people; and we're trying to do the job for beef producers," Bissman explained. "Even people who don't usually like beef try this and say they like it."

Mall events are not the sole area of promotion, however. Similar demonstrations, such as recent ones at senior centers, he added, are enthusiastically received.



As shoppers stopped for taste testing of the grilled beef samples, Paul Bissman answered questions on preparation and cooking methods.



Like the promotional dollars they represent, dairy and beef spokespersons teamed side-by-side to reach mall shoppers. York Dairy Princess Sue Eisenhart, handled the cheese selections, while beef was grilled under the watchful eyes of Pennsylvania Beef Council's Stephanie Doney and Paul Bissman.

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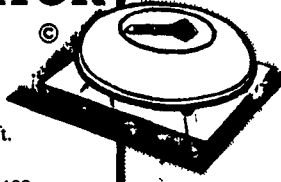
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