

# Convention Promotes Sheep Industry

DENVER, Colo. — Some of the nation's leading experts in lamb, wool, international trade, and marketing will speak during the American Sheep Industry Convention January 18-21 at Bally's in Las Vegas, Nev. Four information sessions will highlight the convention's three main days, January 19-21.

Marketing, feeding and product distribution, management, and wool marketing and processing

will key on "Meeting the Challenge," the theme of the 1989 joint convention of the National Lamb Feeders Association, National Wool Growers Association, and American Sheep Producers Council.

"Meeting the Marketing Challenge," at 3 p.m. Thursday, Jan. 19, will feature speakers as Drs. John Allen and Tom Pierson of Michigan State University, as well as a representative of the Pillsbury

Co. Speakers will talk about the importance of effective marketing programs, and how to reach the consumer with the most effective message.

At 10 a.m. Friday, Jan. 20 a team of Texas A&M and Colorado State University researchers who offered a popular workshop at the 1988 convention will talk about "Meeting the Challenge in Lamb Feeding and Product Distribution." They will take lamb

through product stages to the meatcase, and talk about how and why lamb sells. Dr. Russell Cross and Dr. Jeff Savell of Texas A&M, and Dr. Daryl Tatum of Colorado State University will speak.

Friday afternoon at 3, the information session will be "Meeting the Management Challenge," with Dr. Wayne Purcell of Virginia Tech, Dr. Charles Parker of Ohio

State University, and a panel on the National Sheep Improvement Program.

The final information session, at 10 a.m. Saturday, Jan. 21, will feature a wool marketing panel and Thomas Drummond of the Australian Wool Corporation on "Meeting the Challenge in Wool Marketing and Processing."

Educational sessions will complement opening and closing speakers who will talk on capitalizing on change and on meeting the economic challenge of the 1990s. All information sessions will be held opposite the organizations' annual meetings, and will be open to all interested producers.

In addition, a lobbying workshop will be held from 7-9 a.m. Thursday, Jan. 19, featuring several top lobbyists for the National Wool Growers Association. The session is open to all registered attendees.

For more information, or registration materials, write: American Sheep Industry Convention, 200 Clayton St., Denver, CO 80206.

## Veal-Industry Groups Offer Help In Starvation Investigation

MARYSVILLE (Perry) — The Pennsylvania Veal Producers Association strongly supports pending investigations of the reported death by starvation of another 15 calves in Granville Summit, Pa., according to association president Ralph Alleman.

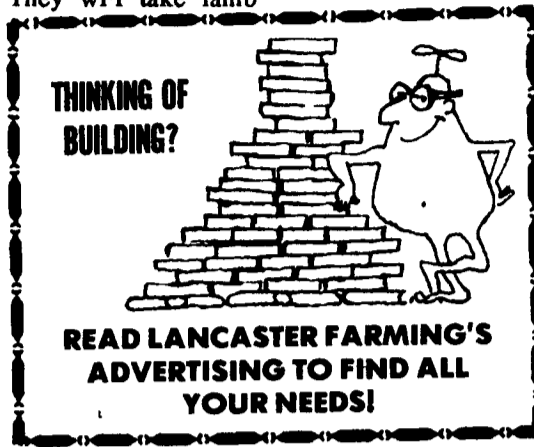
"Upon learning of the incident, another producer, working with authorities, took possession of the 15 animals to provide emergency care," Alleman stated.

The association follows the humane production practices contained in the American Veal Association's Guide for the Care and Production of Milk-Fed Veal Calves. These guidelines require veal producers to maintain their livestock in good health and to comply with all laws relating to animal welfare.

The individual identified by reports as responsible for the incident is not a member of the Association or the AVA.

"This is not a veal production issue," said Alleman. "It appears simply to be a question of whether existing anti-cruelty laws have been broken."

The Pennsylvania Veal producers Association and the AVA work closely with producers, government agencies, industry leaders and research scientists to eliminate practices which may jeopardize the welfare of veal calves and offers assistance to state authorities investigating the Granville Summit matter.



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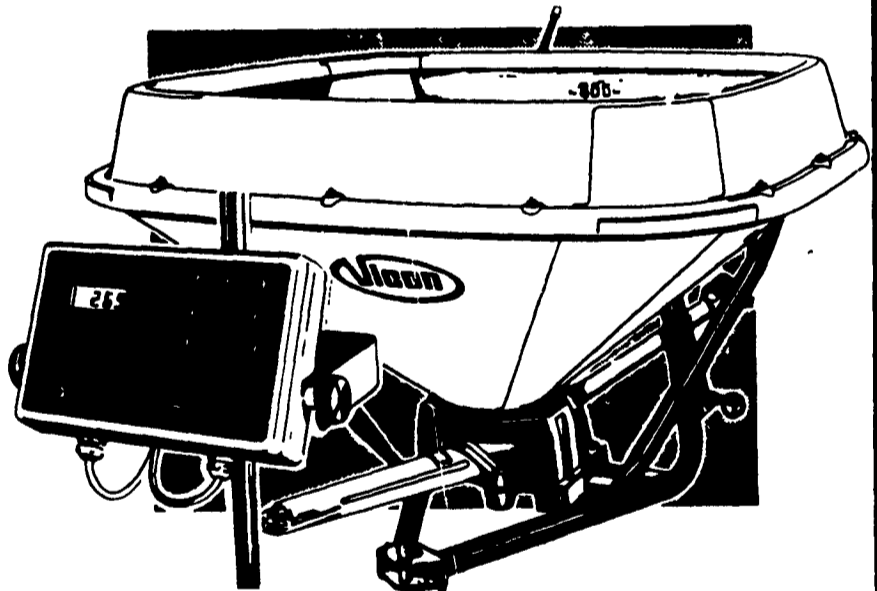
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