

Mitzel Elected To National Cattlemen's Board

ROME, NY — At its annual meeting in San Diego, California the 113 members of The Cattlemen's Beef Promotion and Research Board elected New York dairyman Ralph G. Mitzel to its operating committee.

"There are two essential things to consider as I take on this extremely important responsibility," said Mitzel. "We have a very heavy concentration of consumers here in the northeast. Plus, the producers here contribute a good share of the money generated by the checkoff. I will be responsive to the needs and concerns of both the producers who fund the program and the consumers of our products."

The Beef Promotion Operating Committee consists of twenty members, ten representing the Beef Board and ten representing the federation of Qualified State Beef Councils. It has as one of its

duties, the responsibility to contract with established national nonprofit industry governed organizations to implement programs of promotion, research, consumer information and industry information. Fifty Cents of every Beef Checkoff dollar goes to the Beef Board for National Promotion, Information and research programs. The other fifty cents remains the control of state beef councils.

"As a beef board member and now a member of the operating committee I feel we need to continue to tell the real story about beef and veal," said Mitzel. "One of the top priorities as I see it is... the need to inform consumers on the care of livestock and to insure them they are getting a safe and nutritious product."

Ralph has served on the Beef Board since it's formation in 1986, part of the 1985 Farm Bill. He is a director of and serves on

the Executive Committee of the New York Beef Industry Council. Mitzel is also a member of The

Veal Committee of The Beef Industry Council of The Meat Board and District One director

for New York Farm Bureau. He and his son David milk 35 Holsteins near Lancaster, NY.

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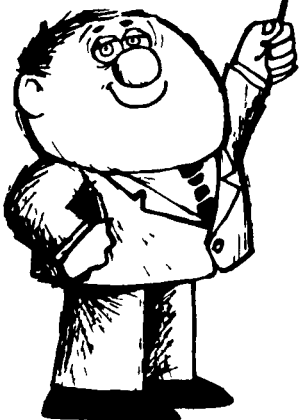


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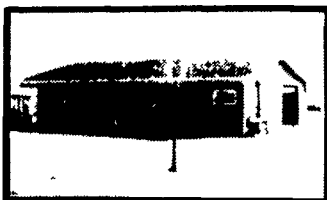


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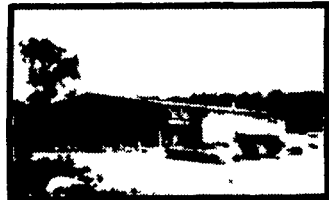


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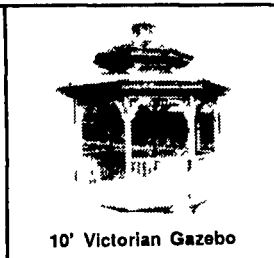
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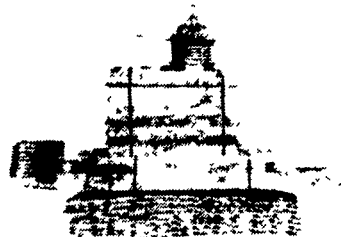
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