

Pennsylvania Cattlemen's Conference To Be Held In Altoona

UNIVERSITY PARK (Centre) — The annual Pennsylvania Cattlemen's Conference will be held at the Altoona Sheraton, Friday, March 17 through Sunday, March 19.

According to Dr. Lowell L. Wilson, Penn State professor of animal science and Cattlemen's Conference co-chairman, the conference will focus on a variety of topics crucial to the cattle industry.

Friday's topics include nutrition, health and marketing programs for the beef cow; intensive grazing systems; heiferette production; and carcass evaluation. The evening program features new food products and special presentations by commercial exhibitors.

On Saturday morning, Dean Conklin, vice president of the veal programs division of the Beef Industry Council, will discuss animal rights and the animal welfare concerns of the public and livestock producers. Conklin will dis-

cuss ways in which livestock producers can handle the animal rights issue. In addition to Conklin's discussion, there will be a special training session designed to help representatives of the livestock industry present information to the media.

During the Saturday luncheon, Bob Josserand, president-elect of the National Cattlemen's Association, will discuss some of the national and international problems facing the cattle industry. Josserand co-owns and manages several Texas feedlots that produce approximately 170,000 cattle annually. He also is involved in numerous National Cattlemen's Association committees.

Special events featured at the conference include a panel discussion on livestock marketing with George Wallace, owner and operator of the Mercer Livestock Auction; Bill McCoy, president of the Lancaster Stockyards; and Reggie Reynolds, executive secretary of the Virginia Cattlemen's Associa-

tion. A teleauction sale also will be held during the conference.

In addition to a special guest lecturer, the Saturday evening banquet will feature announcements of beef industry representatives and the 1989 Cattlemen's Queen, as well as the presentation

of annual and special awards.

Co-chairman of the 1989 Cattlemen's Conference are Marie A. Painter, secretary of the Pennsylvania Cattlemen's Association; Dr. John W. Comerford, assistant professor of dairy and animal science; and Wilson.

For more information about the conference, contact your Cooperative Extension office; the Pennsylvania Cattlemen's Association, Box 7100, State College, Pa., 16803; or call Penn State's department of dairy and animal science at (814) 863-3364 or 863-3668.

Angus Business Up Sharply In First Quarter Of '89

ST. JOSEPH, MO — Angus business was up sharply for the first quarter of the American Angus Association's 1989 fiscal year which ended January 1, reports Richard L. Spader, executive vice president.

For the four-month period registrations of Angus totaled 74,153 head up just over 13 percent from the same period in 1988. Transfers, which represent sales to new owners, were 33,047 head, a more than 16 percent increase.

The number of new Angus herds started is up sharply during the period. There were 637 new regular memberships issued, a 13 percent increase, and the 342 new junior memberships issued represents a 14 percent increase.

Breeders continued to use more artificial insemination in their operations, Spader said. For the period 24,192 A.I. Certificates were issued, up nearly 20 percent over a year ago.

The much improved Angus business activity is reflected also in the number of weights processed for the Association's AHIR program. For the first four months breeders reported 70,710 birth weights, a more than 14 percent increase. Weaning weights totaled 80,826, up about 12 percent, while yearling weights at 9,093 showed a 12 percent increase. The number

of herds participating in the AHIR program was 1,853, up 18 percent.

Demand for Angus cattle continues to be fueled by the Certified Angus Beef program, Spader pointed out. Sales for the first quarter of the year are 16 percent ahead of a year ago. December, CAB sales set an all time record for one month totaling 5,898,435 pounds.

Beef Checkoff Advertising Reaches Target Audience

HARRISBURG — The beef industry, through the \$1 per head checkoff program, is continuing to reach millions of consumers through the highly-successful "Beef. Real Food for Real People" campaign.

According to research, the

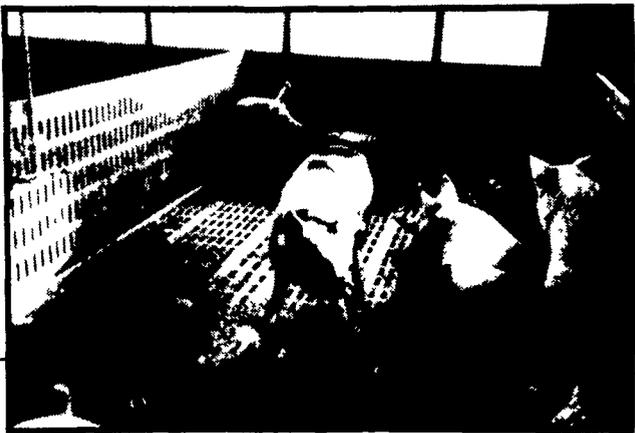
January to December 1988 plan delivered approximately 182.9 million beef impressions, i.e. the total number of exposures of the beef message, to adults 25-54 in Pennsylvania. Nationally, more than 3.6 billion exposures were delivered to the target audience.

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Vaccinate Now Against Equine Encephalitis

NEWARK, DE — Horse owners should vaccinate their horses against equine encephalomyelitis by mid-March, before the onset of the mosquito season.

According to University of Delaware Extension agricultural agent Dr. Richard Barczewski, effective vaccines exist to provide

combined protection against the forms of the disease, eastern (EEE) and western (WEE) equine encephalomyelitis. Both forms are transmitted by mosquitoes and are more frequent in pastured than in stabled horses.

Encephalitis, commonly known as sleeping sickness, is caused by a virus that affects the nervous system. An infected horse or pony will wander aimlessly, suffer impaired vision, have difficulty rising when down and finally become paralyzed or die. The mortality rate is 90 percent for EEE and 30 percent for WEE. Horses that survive are seriously impaired.

Barczewski says some vaccine combinations against encephalomyelitis also include protection against tetanus and influenza.

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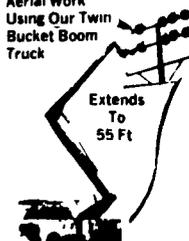
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