

Meat Board: 'Checkoffs Achieving Goal'

WASHINGTON, D.C. — Meat Board Chairman Leon Locke told a House subcommittee recently that checkoffs are achieving goals set out by Congress and should remain unchanged.

"Producers and consumers alike are benefiting from the checkoff-funded research and product information," said Locke, a cattleman from Hungerford, Texas, who spoke with a broad perspective on checkoffs.

"The National Live Stock and Meat Board, launched in 1922, was funded by the first checkoff in the history of American agriculture. Today, it brings together the entire farm-to-table spectrum of the meat industry," said Locke in testimony before the Livestock, Dairy and Poultry Subcommittee of the House Agriculture Committee.

The subcommittee is conducting oversight hearings on commodity checkoff programs. Locke's presentation gave an

overview of the history of the Meat Board, history of meat industry checkoffs, and a look at how the national checkoffs for beef and pork have provided strength and better coordination to market development efforts.

Locke said the conceptual framework of using producer investments at the point-of-sale for commodity promotion, research and information has supported 68 years of Meat Board programs on behalf of beef, pork, lamb, and veal.

"This concept also served as a basis for the legislative beef and pork checkoffs created by the 1985 Farm Bill," said Locke. "And since the development of the national checkoff programs, we have more positive results from beef and pork market development programs.

"We can cite many examples of success which have come from checkoff-funded programs," said Locke. "The Meat Board's first research grant led to Dr. G.H.

Whipple's Nobel Prize-winning discovery that liver was a valuable food. Today, such research continues to provide information on the 'nutrient dense' qualities of meat and its value in the human diet."

Locke said the Meat Board draws from the expertise of all industry segments — producer, marketer, packer, processor and retailer — believing that all should be involved in developing programs for the betterment of the industry. Funds from the checkoffs are invested by the Meat Board in programs of research, information, and promotion with one common objective: "building demand."

"Consumers today reach into the meat case more often, because the Meat Board's checkoff-funded research, consumer information, and promotion has reassured them, their parents, and probably their grandparents that whichever meat they choose will be safe and nutritious," said Locke.

NYBCA Makes Committee Recommendations

ADDISON, N.Y. — Harold L. Maynard, president of New York Beef Cattlemen's Association (NYBCA) has announced his recommendations for NYBCA members to serve on the National Cattlemen's Association Standing Policy committees.

Henry Bon of Richmondville, agricultural; Dr. Don Lein, Cornell University, Ithaca, animal health and inspection; Jerry Reed, Rome, food policy/public affairs, executive director of the New York Beef Industry Council; Lee Kraszewski, Corning, foreign trade; Allen Peterson, Jamestown,

grading & labeling; Dr. Danny Fox, Cornell University, Ithaca, integrated research and management; Peter Comerford of NYS Department Ag and Markets, Ithaca, Marketing; Harold Maynard, Campbell, private lands and environmental management; Elaine Swiler, Cameron, public lands; Dr. Michael Thonney, Cornell University, Ithaca, research and education; Fred Zeiner, Morris, tax and finance; Lee Kraszewski, Corning, membership; and Harold Maynard, Campbell, resolutions.

Term of appointment is for one year.

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DeKalb-Pfizer Releases Improved Seed

DEKALB, Ill. — DEKALB-PFIZER GENETICS has released 14 improved seed products for the 1990 growing season. The product line additions include 9 corn hybrids, 3 soybean varieties, and 2 sorghum hybrids.

"The new commercial releases are targeted for specific areas where their improved performance features are best demonstrated," said Kent Schulze, company president.

In recent years, corn hybrids such as DK535, DK636, and

DK689 have done much to enhance the competitiveness of the DEKALB corn product line. "What we are doing now is adding depth to our line up," said Schulze.

"It has been our strategy to thoroughly test new products, releasing only those that outperform existing products," he said. "In other words, it is our responsibility to test products — not the customer's. Before we commercialize a product, our field analysis comparison trial (FACT) testing prog-

ram has confirmed that the new offering provides farmers with added value."

For early season corn areas — under 95 days in relative maturity — DEKALB-PFIZER introduces DK332, DK372, DK421, and DK451. These hybrids offer high yields in these maturity zones. DK473 is a 97-day hybrid suited for New England. DK570 and DK582 offer top yields for 108-day hybrids with excellent plant health, and will be available in the eastern corn belt and in

Mid-Atlantic markets, respectively. The last two corn hybrids — DK643 and DK671 — add depth to the DEKALB-PFIZER line-up in full-season markets.

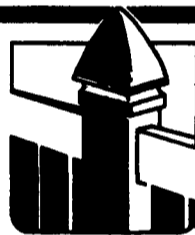
Two of the company's new soybean varieties — CX210 and CX291 — round out the group II maturity choices in Midwest markets. CX340c adds soybean cyst nematode resistance in a mid-group III maturity.

The new sorghum hybrids will be broadly marketed across the

key grain sorghum areas of the U.S. DK40y is a drought tolerant, yellow sorghum and DK56 offers a bright red grain and broad adaptability. Both carry tropical breeding and resistance to major diseases.

All of the 1990 releases from DEKALB will be in limited supply during their introductory years.

"With the DEKALB brand products that are on the market today, we feel we have a highly competitive lineup," said Schulze.



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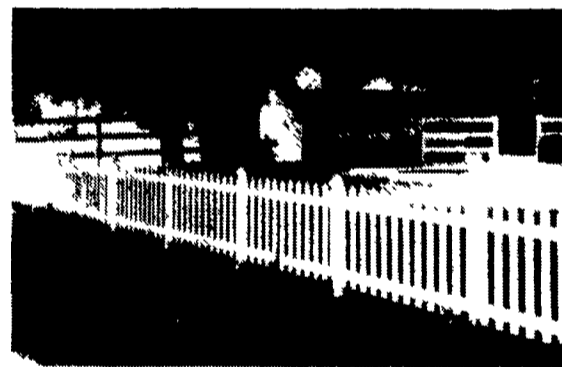
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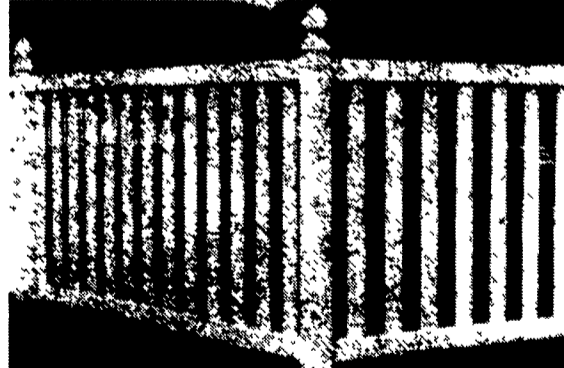
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