

Lean Beef At Grocery



Donald and Diane Nissley and their children, Lisa and Patrick, of Nissley Equipment, accept their One Million Dollar Winners' Circle Award, Number One Starline Dealer Sales Award, and Top Volume Product Awards from John Neill, president of J-STAR Industries, left, and Murry Thorndycraft, vice president of sales and marketing, right.

FORT ATKINSON, Wis. — Donald and Diane Nissley and their children, Lisa and Patrick, of Nissley Equipment, Willow Street, Pennsylvania, accept their One Million Dollar Winners' Circle Award, Number One Starline Dealer Sales Award, and Top Volume Product Awards for Starline barn cleaner and Starline silo unloader sales from John Neill, president of J-STAR Industries,

left, and Murray Thorndycraft, vice president of sales and marketing, right.

The prestigious Winners' Circle includes Starline dealers from the United States and Canada who have exceeded cumulative purchase increments of \$1 million.

The Starline Number One Dealer Award recognizes the company's highest Starline sales vol-

ume dealer in North America.

Top Volume Product Awards recognize the top three Starline sales leaders in North America for Starline's main product groups.

The presentation took place at Starline's recent dealer meeting held at the Sheraton World Resort in Orlando, Florida. The four-day meeting gave North American dealers an opportunity to hear about products, innovations, and

WASHINGTON, D.C. — Consumers who eat leaner beef must be happy because there is a lot more of it on grocery shelves, said a marketing analyst with the U.S. Department of Agriculture.

"Much of the increase has happened since USDA replaced the 60-year-old 'USDA Good' label with the new 'USDA Select' quality grade standard two years ago," according to Dr. Jimmy Wise of USDA's Agricultural Marketing Service.

Since USDA responded to consumer and industry group petitions for the name change in November 1987, the amount of officially graded leaner beef has increased by more than 700 percent.

"Consumers told us they wanted a more positive description of leaner meat available in grocery stores, and they got it," said Wise.

Nutrition-conscious consumers who wanted the name change maintained that the "Good" label misled buyers into thinking meat was mediocre. When the "Good" grade was first established in the 1920s, it described the amount of fat or marbling in a cut of meat. Today, less fat is considered by nutritionists to be more healthy, and leaner meat is better for you than just plain "Good," consumers told USDA.

Wise said the name change was important because it was a

programs which J-STAR Industries, manufacturers of Starline equipment, will be featuring for the balance of 1990.

cooperative effort to change standards and was supported by consumer, health, and industry groups as well as the federal government. In June 1986, the consumer group Public Voice for Food and Health Policy petitioned USDA to change the standard name from "Good" to "Select." The change was supported by 12 other consumer-health organizations, including the American Cancer Society, the American Heart Association, the Center for Science in the Public Interest, and the Consumer Protection Federation of America.

In response, USDA published a proposal to rename the "Good" grade. The proposal also was supported widely by the beef cattle and packing industries, including the American Meat Institute, the National Cattlemen's Association, and the American Farm Bureau Federation.

"Select came about because of welcome coalition between industry and consumers," said Wise. "Select is selling, and that wouldn't be happening if people weren't happy with it. Industry is responding by providing more leaner beef for grading, and more retailers are beginning to carry the product."

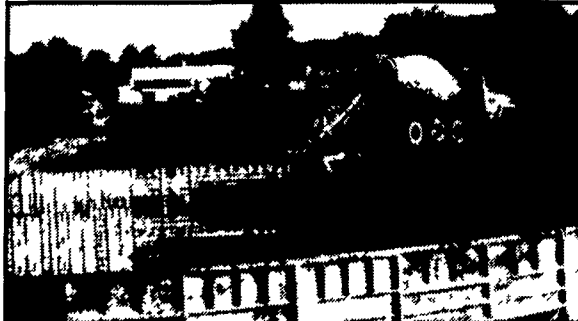
In the three months prior to the official name change, only 49,714 pounds, or 1.7 percent of all graded beef, was graded "Good." By the final quarter of 1989, the "Select" label accounted for 433,413 pounds, or 14.3 percent of all graded beef, according to statistics kept by the Agricultural Marketing Service.

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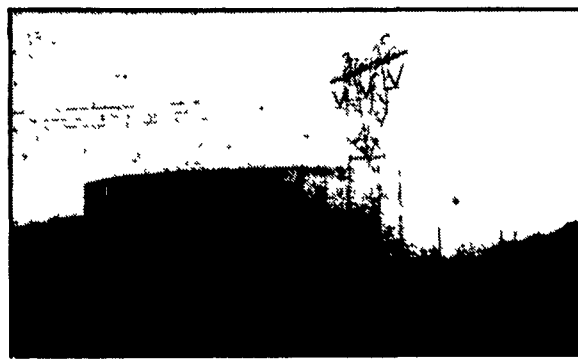
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