

## Beef Board Approves Marketing Study

CHICAGO, Ill. — As the first year of the decade winds to a close, beef marketers across the country realize that the marketing environment of the 1990s has the potential to be more arduous than that of the 1980s. New and complex issues are developing, the economy is changing, and beef's competition in the meat case is making gains.

To protect and enhance beef demand, the Beef Promotion Operating Committee of the Beef Board recently approved funding for a study that will analyze ongoing marketing programs, and define the most optimal and cost-effective programs to safeguard consumer demand for beef during the remainder of the decade.

The study will be administered by the Beef Industry Council of the National Live Stock and Meat Board with participation by the National Cattlemen's Foundation. Booz-Allen, Hamilton, Inc., a strategic marketing organization, will carry out the investigation.

Chuck Jones, Wyoming beef director and chairman of the Meat Board beef market research sub-

committee, says the strategic marketing analysis of beef industry programs will help determine the importance of the demand "drivers" for beef.

"Once we determine what can motivate demand, then we can define the optimal markets for enhancing ultimate consumer demand, and then define the optimal targets for our industry's marketing efforts," Jones said.

By evaluating existing beef programs, the study will be able to specify the prime delivery system for marketing messages, outline product positioning within each target market, and delineate appropriate allocation of dollar and human resources to implement the marketing strategies.

"This study will go a long way toward providing the strategic and tactical marketing foundation that we need to make best use of checkoff dollars in the coming decade," Jones said. "If we are to protect and enhance beef demand in the '90s, we not only need to know where we've been, but the best road to take us to where we are going."

## Corn, Soy Conference Set

NEWARK, Del. — The theme of the 1991 Delmarva Corn and Soybean Technology Conference is Future Opportunities in Corn and Soybeans. The conference will be held Wednesday, February 13, at the Wicomico Youth and Civic Center in Salisbury, Md., from 8:30 a.m. until 3 p.m.

According to Derby Walker, University of Delaware Cooperative Extension agent and chair of the planning committee, the conference will provide information on pesticide regulation, corn production, uses for corn, nematodes, soil testing and high-yield wheat.

"We've gathered a group of experts from the private and public sectors who can give quality information to Delmarva producers," Walker says.

In addition to lots of practical

information, the conference will feature Wayne Humphreys, Iowa farmer and humorist, as the kick-off speaker.

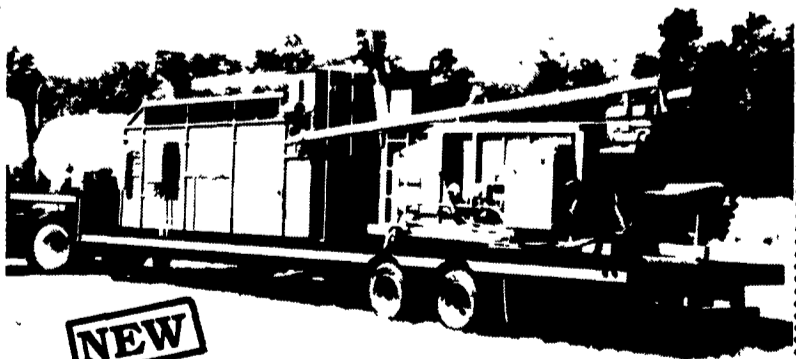
A trade show and machinery exhibit will allow conference attendees a firsthand look at many of the new products used in corn and soybean production.

Entrance to the conference is free. Lunch will be available only to those who have purchased lunch tickets. The tickets, at \$3 per person, are available at all county Extension offices in Delaware, Maryland and Virginia. They must be purchased by February 6.

The conference is sponsored by Delmarva's agribusiness industries and the Cooperative Extension Systems of Delaware, Maryland and Virginia.

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## Bucks Co. Awards Clover Recognition

DOYLESTOWN (Bucks Co.)— The Bucks County DHIA/Holstein Club's annual banquet was held November 16 at Kellers Church in Bedminster. DHIA Production awards presented were:

- Most improved herd- Delaware Valley College, Doylestown, 19 percent increase.
- Low somatic cell count- Paul Wisser, Coopersburg, 138,000.
- High producing cow milk- Pat, owned by R. Galen Leatherman, Ottsville, 33,751 pounds.
- High producing cow fat- Coconut, owned by David W. Wurster, Ottsville, 1117 pounds.
- Lifetime production milk- Jasmine, owned by Moyer's Village Farm, Dublin, 220,000 pounds.
- Lifetime production fat- Jas-

mine, owned by Moyer's Village Farm, Dublin, 7,665 pounds.

Other recognition went to:

**Top 5 Protein Herds:** 1. R. Galen Leatherman, Ottsville- 708 pounds; 2. Joe & Linda Ford, Kintnersville- 705 pounds; 3. Robert & Donald Crouse, Riegelsville- 655 pounds; 4. David & Sharon Bishop, Doylestown- 647 pounds; 5. Delaware Valley College, Doylestown- 631 pounds; (tie) Jim Pavlica; (tie) Crooked Acres Dairy.

**Top 5 Fat Herds:** 1. Delaware Valley College, Doylestown- 745 pounds; 2. R. Galen Leatherman, Ottsville- 740 pounds; 3. David & Sharon Bishop, Doylestown- 736 pounds; 4. David W. Wurster, Ottsville- 723 pounds; 5. Moyer's

Village Farm, Dublin- 714 pounds.

**Top 5 Milk Herds:** R. Galen Leatherman, Ottsville- 23,143 pounds; 2. Joe & Linda Ford, Kintnersville- 21,838 pounds; 3. David & Sharon Bishop, Doylestown- 20,530 pounds; 4. Delaware Valley College, Doylestown- 20,002 pounds; 5. David W. Wurster, Ottsville- 19,821 pounds.

The Holstein Club also gave out several awards. Harold and Tom Haldeman were recognized as premier breeder and premier exhibitor at the 1990 Bucks County Holstein Show. Andrew Crooke of Buckingham received a Holstein Club jacket for having the top junior 4-H project in 1990.



Production award winners at the recent Bucks County DHIA/Holstein Club annual banquet were, left to right, R. Galen Leatherman, Ottsville, first in milk and protein, second in fat production; Joe Ford, Kintnersville, second in protein and milk; David Bishop, Doylestown, third in milk and fat and fourth in protein; Sue Brown of Delaware Valley College, Doylestown, first in fat, fourth in milk and fifth in protein; and David Wurster, Ottsville, fourth in fat and fifth in milk.

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