CEO Addresses

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ahead to address them. I am pleased that the beef industry has a long range plan in place that not only forecasts future challenges, but also sets a course for the industry to successfully compete in the future."

In addition to hearing Reese's comments, the meeting attendees were each presented with the Pennsylvania Beef Council's 1989-90 Annual Report. The report, which will be mailed to more than 25,000 producers within the state in the coming weeks,

highlights the programs and activities conducted on behalf of producers by their state beef council.

In his closing comments, Pennsylvania Beef Council Executive Director David Ivan thanked the attendees for their continued support of beef council activities. "While the Pennsylvania Beef Council has achieved many successes, the credit must be given to the individual producers, and their various organizations, for their continued support and efforts on the beef industry's behalf."

Lancaster Schedules Dairy Heifer Management School

LANCASTER (Lancaster Co.) — The heifers you raise today are the cows you will be milking in the future, and how well those cows will do will be affected by how well you care for your heifers.

Are your calves and heifers doing as well as they should? Are they calving at the proper age and weight, and do they milk as well as they should as first and second calf heifers? Do you know the changes in heifers' needs at various stages in their development? Do you know what your heifer program is costing you?

If you would like to learn more about raising calves and heifers, attend a three-day Dairy Heifer Nutrition and Management School to be conducted in Lancaster and Chester counties by Penn State Cooperative Extension.

The school will be held 9:30

a.m. to 3 p.m. on Tuesday, January 22 and 29 at the Farm and Home Center in Lancaster. On Wednesday, January 23 and 30, it will be held at the Cochranville Fire Hall.

A \$30 registration fee will be charged for meals and materials. For reservations call (717) 394-6851 for the Lancaster County School and (215) 696-3500 for the Chester County School.





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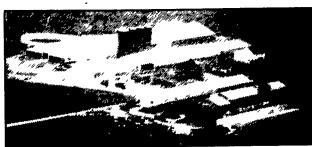
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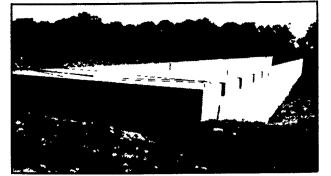
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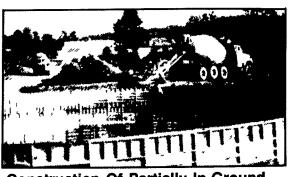


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