

## Lamb On Verge Of Entering Fast Food Market

ORLANDO, Fla. — "Make mine a lamburger and fried to go please." This might not be a common order at fast food drive-up windows today, but it soon could be if lamb makes its way into the fast food world.

Attendees of last week's American Sheep Industry Association's convention learned about lamb's potential in the fast food lane. Marketing experts told convention goers lamb has great chances of being a major item on fast food menus. "We are just getting started," said ASI's director of Foodservice Marketing Tom Bashaw. "We think there is tremendous potential in this niche."

New lamb items being consid-

ered for fast food menus are a lamb sausage pizza topping, lamb kabobs, a lamburger seasoned with ranch dressing and lamb gyro combinations. Bashaw explained to convention goers that most of these new entrees come from the shoulder section of a lamb carcass. "Just imagine the positive impact this would have on the industry," he said.

Bashaw told the group that lamb would draw new consumers to fast food restaurants. The major fast food chains, he explained, work toward broadening their base. He said they want new products that will draw new customers, not new products that will compete with existing items. "Lamb has an upscale image," he

said, "so it should draw an upscale crowd."

There are still some major factors to be reckoned with before lamb hits the big time. Bashaw said a consistent supply is very important. Fast food restaurants depend and make their money on consistency, he told the crowd. Another factor is a consistently lean product. Bashaw said these factors were just two more reasons why growers should push for the implementation of a coupled quality and yield grading program in the industry.

Sheep producers from across the nation also heard from a local fast food entrepreneur who markets a Hovan lamb sandwich in the southeastern section of the United States. Nicholas Mazzawi, area store manager for Hovan Gourmet, explained that his restaurant featured the sandwich and consequently experienced a 22 percent increase in sales.

## Vegetable Meeting On Feb. 7

SCRANTON (Lackawanna Co.) — The Northeast Regional Vegetable Growers meeting will be held on Thursday, February 7 from 9:30 a.m. to 3:30 p.m. at the Milwaukee Methodist Church in Lackawanna County. Reservation deadline is February 4 at the Lackawanna County Cooperative Extension.

Sponsored by Cooperative Extension of Penn State University and the Lackawanna County Horticultural Association, the program topics will include information on vegetable varieties; weed, insect, and disease control; safe use of pesticides; and federal drought relief.

Speakers from Penn State University include Alan MacNab, plant pathologist; Michael Orzolek, vegetable specialist; Shelby Fleischer, entomologist; and county extension agents Don Overdorff and Tom Jurchak. Joseph Colangelo will represent the Pennsylvania Department of Agriculture and Kent Swartz, the U.S. Department of Agriculture. Training credits will be provided for recertification of private applicators of restricted use pesticides.

Reservations are \$6 and can be made by mail or phone before February 4 with the Lackawanna County Cooperative Extension, 200 Adams Avenue, Scranton, PA 18503, (717) 963-6842.

### MAIL BOX MARKET FOR SALE

Warm Morning coal or wood stove, large size, nice. Amos J. King, 3542 W. Newport Rd., Ronks, PA 17572 (Intercourse).

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Tow master bilt eggroom coolers, Model EH9500 40 daily cases \$200. 16x21x7 room size. 419-687-5801.

IH TD9 crawler with blade, good cond. Also IH 460 utility gas tractor for parts or complete tractor. Adams Co. 717-528-4380.

20 acres woodland near Mannsville, Perry Co. and close to Little Buffalo State Park, no stream. Lanc. Co. 717-393-7452 eves.

Grain & silage feeders for 43 cow herd \$600 OBO. Boxstall manure elevator 20 ft. Lanc. Co. Amos Stoltzfus, 5516 Strasburg Rd., Gap, Pa. 17527.

Tires 6:50x16 almost new. Lanc. Co. 717-299-4482.

Set of 30" media filters for drip irrigation \$1800. Super C with cults & fertilizer drills \$1750. Atlantic 609-561-6822.

7 ft. snowplow for tricycle farm tractor; 2 wood stoves, airtight; 2 275 gal. fuel oil tanks \$25. each. Lehigh Co. 215-967-3957.

Southern York Co. near Norman Wood Bridge, 194 Acres, 100 tillable, home with barn, good tillable ground. Some owner financing. 410-329-6842.

Corn shed 35x40 with belt, on 8 ft. limestone (sandstone corners) foundation. Leb. Co. 717-867-4047.

DeLaval challenger feeder, 2 stations, 35 transponders, bale grapple for 145-158 loader. 717-762-6715.

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White Mountain ice cream freezers old hand crank type recondition 6 qt. Lanc. Co. 215-267-7049.

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Oliver combine 525 2 heads 10' small grain & 2R corn from 34"-40" rows. 215-689-4168 7PM.

2 well grown Holstein cows due early Feb. \$2500 for both. Aaron S. King, 155 Herr Rd., Ronks, PA 17572.

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Commercial Singer sewing machine w/work table & light \$125, Hench & Drumgold 2-hole corn sheller \$135. Mont. Co. 215-287-9897.

Coleland 250 2 horse compressor 74 Delaval vacuum pump w/1.65 Surge motor Surge SP11 pump. Lanc. Co. 717-738-4164.

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Beaver riding garden tractor w/4 pieces equipment runs good, \$285. York Co. 717-244-3415.

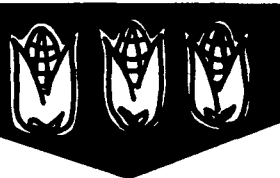
Silent flame wood stove insert w/blower, glass doors & screen, excel. cond., \$350. Lanc. Co. 717-898-2748.

Ford Jubilee tractor, 3200 Danuser F-8 post hole digger \$500, grade box \$253. Dau. Co. 717-896-8023 leave message.

NH 273 baler S/Sweep w/thrower \$2100, White Oliver plnater \$300, Walsh sprayer \$425, elect. tractor grass seeder \$3500. Lanc. Co. 717-653-5926.

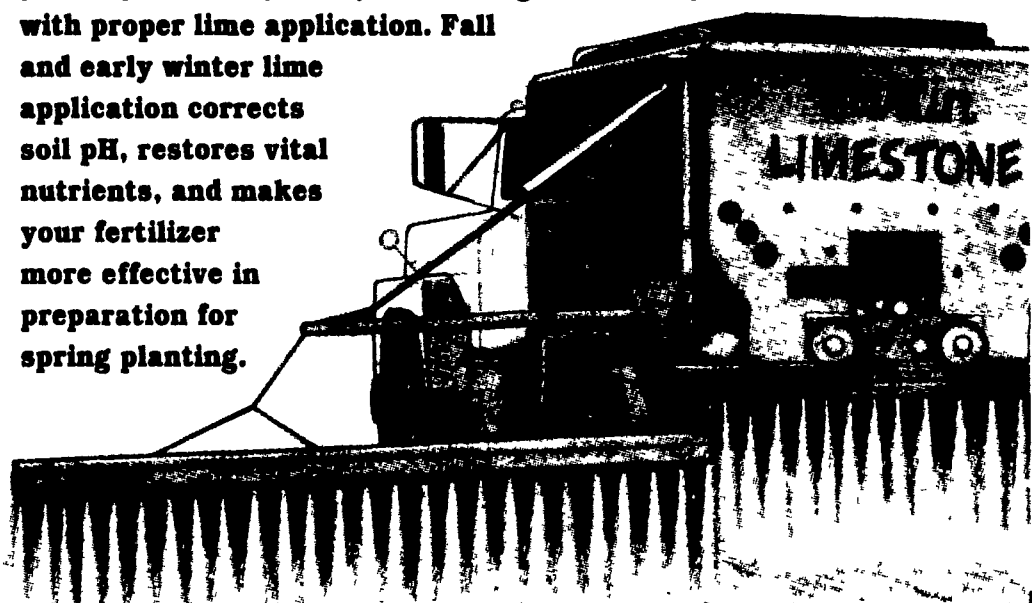
4-row cult. \$850, 10' fumigation plastic layer \$950, plate compactor \$975, 3-head sash shaper \$950, towmotor \$1500. North'd. Co. 717-286-5306.

Alfalfa hay 2nd, 3rd cuttings good quality, \$120, ton rye straw \$80 ton delivery avail. Leb. Co. 717-933-9186.



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