

# Lancaster Farming

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## Beef Council Chair Announces New Year Promotions

### Convenience Rather Than Diet, Health Issues Top Beef Consumer Demands

**ANDY ANDREWS**  
Lancaster Farming Staff  
NOTTINGHAM (Chester Co.)  
— Some farmers may believe consumers are more worried about cholesterol than they are convenience. The chairman of the Pennsylvania Beef Council believes otherwise.

What drives purchases of beef and other food products isn't diet, health, or other issues, according to Dennis Byrne, but convenience.

Based upon a survey before the Council's planning session recently, results proved that consumers prefer convenience over cholesterol. "A lot of us got shocked," Byrne said. "The results of the survey showed that the consumer's number one preference for buying is convenience. Number two is variety. Number three became diet/health, and issues were way down there."

### Farm Show Issue Next Week

(Early Deadlines Listed)

Next week *Lancaster Farming's* annual special Pennsylvania Farm Show issue is dedicated to everyone who makes this event successful. This week, for those who like to make plans early, you will find schedules, floor plans, and exhibitor locations on Pages A-29 and D2-5.

To prepare for the Farm Show late in the week, our office will have early deadlines. These deadlines are as follows:

- Public Sale Ads — Noon, Mon., 1/4.
- Mailbox Markets — Noon, Mon., 1/4.
- General News — Noon, Wed., 1/6.
- Classified Section C Ads — 5 p.m., Tue., 1/5.
- All Other Classified Ads — 9 a.m., Wed. 1/6.

### Reviewing the Old, Looking Forward To The New Year

**IOU ANN GOOD**  
Lancaster Farming Staff  
EPHRATA (Lancaster Co.) — The New Year is always a time to reflect on the past and a time to look forward to new challenges. With this in mind, we asked several of the people who we featured during the past year in *Lancaster Farming* to share the biggest changes they had faced in 1992 and tell us what they look forward to in 1993.

For Barbara Grumbine, Myerstown, the past year overflowed with changes. "But things ran smoothly," said Barbara, who lives in Washington D.C. during weekdays and returns to the farm to be with her husband and two sons for the weekends.

"Now, if you talk to farmers, they put issues and diet/health at the top, because issues are the ones they hear about, and it hits them. And we remember it."

Manages Herr Angus  
Byrne, who manages Herr Angus Farm (owned and operated by the Herr Snack Food Products Company), said a classical exam-

ple of how issues really fare in the mind of consumers is Alar, a pesticide once used on apple crops. Apple producers know what Alar is, but the consumer may have for-

gotten. "You talk to a consumer, you'll be lucky to find 20 percent of them know what Alar is," he said.

(Turn to Page A18)



In an interview conducted at Herr Angus Farm (which used to be a seedstock farm of purebred Angús, but now is simply a beef finishing operation), Dennis Byrne spoke about the future drives and directives of the Pennsylvania

Beef Council. From left, Byrne, holding Sharon, 3 with wife Dottle. Not pictured are Adam, 7, and Becky, 9.

Photo by Andy Andrews.

## Mifflin Extension Holds Annual Meeting

**GAIL STROCK**  
Mifflin Co. Correspondent  
LEWISTOWN (Mifflin County) — Leaders and friends of the Mifflin County Cooperative Extension Association gathered recently for their annual banquet-meeting held in the social hall of the Ellen Chapel Methodist Church.

President Marlin Aurand presided over the meeting that included comments from Extension

Director David Filson, Regional Director Mary Jo Depp, and the Dean of Penn State's College of Agricultural Sciences Dr. Larmartine Hood. The 1992 minutes were read by secretary Vivian Mowery, followed by the treasurer's report by John Czerniakowski. Marion Barr and Elrose Glick presided over the election of officers.

Filson introduced the extension staff and secretaries, complimenting the cooperative effort of all. He awarded Marlin Aurand a certificate of appreciation for 14 years of service on the Extension Board as well as service at the state and regional levels.

Marion Barr, Jim Hostetter, John Tedeschi, Geraldine Van Art, Helen Sunderland, and Vivian Mowery received certificates (Turn to Page A22)

## Pa.DHIA Receives High Scores

**STATE COLLEGE (Centre Co.)** — The Pennsylvania Dairy Herd Improvement Association received outstanding scores recently on its annual quality certification evaluation by National DHIA.

The association again ranked extremely high in its laboratory operation with 99 out of 100 points. This evaluation makes it the foremost DHIA laboratory in the northeastern United States, and one of the highest ranking labs



Elected to serve as 1993 officers of the Mifflin County Cooperative Extension Association are, from left, Helen Kirk, treasurer; Vivian Mowery, secretary; and John Czerniakowski, vice president. Absent was newly elected president Joan Yoder.

in the entire country.

DHIA members and others using the PA DHIA lab in State College can rest assured that their test results are accurate whether the milk analysis is for fat, protein, solids-non-fat, or somatic cell.

Equipped with the latest technology in the milk analysis field, the lab has scored a perfect 100 percent on all National DHIA unknown (blind) sample analyses on all lab machines for the last five months. This perfect rolling ma-

chine average score is almost unheard of in the industry and ranks the PA DHIA lab far higher than most of the other labs in the country.

In field operations, the association also scored extremely well earning 111 out of 100 points needed for certification.

Seventy-five points are needed for certification. The additional points earned above 100 are bonus points earned for voluntarily ex-

(Turn to Page A21)

(Turn to Page B2)