

Checkoffs Sustain U.S. Beef Export Gains

DENVER, Colo. — U.S. beef exports to Japan continue to climb despite Japan's worst recession since the early 1970s. Much of the credit, according to the U.S. Meat Export Federation (USMEF), can be attributed to the U.S. beef checkoff program.

"The beef checkoff program is absolutely vital to expanding U.S. beef sales in the Japanese market," said Sue Sadinski, USMEF director of beef programs. "Without the beef checkoff program, Japanese consumers would be eating less beef and the U.S. would be losing market share to Australia."

The first checkoff funded programs were initiated by USMEF in the Japanese market in 1988. Since that time, U.S. beef and beef variety meat exports to Japan have increased 45 percent, reaching a record \$1.5 billion in 1992.

As U.S. suppliers have penetrated further into the Japanese market, program emphasis has shifted increasingly to the retail sector, particularly the supermarkets. The results have been dramatic.

According to the latest independent evaluation of USMEF programs, the five largest supermarket chains in Japan recorded a 20 percent increase in U.S. beef purchases in 1992. In this instance, beef checkoff dollars were used to produce point of sale materials and displays for supermarket promo-

tions. They also provided for the development and placement of local advertising to coincide with these retail promotions and attract consumers to the meat counter.

Conducted by International Investment Consultants, Inc., the evaluation also confirmed that shelf space in Japanese supermarkets for U.S. beef has increased significantly since 1988, up 10-40 percent, depending on the supermarket. Sadinski points out that these gains are particularly significant since retail prices for U.S. beef are typically 10-20 percent higher than Australian beef.

"We stress the quality and safety attributes of U.S. beef in all of our programs," said Sadinski. "Because we sell quality rather than price, we have to go the extra mile with our programs to distinguish our product from the competition."

Many of these programs would not be possible without support from the beef checkoff program, notes Sadinski. "The important point for cattlemen," she said, "is that checkoff-funded programs are making a difference in foreign markets." The U.S. share of the Japanese beef import market (by volume) increased from 43.8 percent in 1991 to 45.0 percent in 1992. By value, the U.S. share of Japan's beef import market increased from 54.3 percent in 1991 to 57.2 percent in 1992.

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White 5100 4R no-till planter w/insecticide \$3600, 32' elevator \$400, 4N1 bucket for NH skid steer \$1000, Used parts from 5100 White planter Lancaster Co 215-267-3140

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1500 gallon heavy duty vacuum spreader, hyd unloading valve w/big vacuum pump, like new condition, \$4,950 OBO Blair Co (814)793-4199

1845 Case skid loader, diesel, new rubber, 2 buckets, good condition, \$7600 717-632-8420

1939 Allis Chalmers B w/ plow, cult, use or restore, \$1,000 (215)267-2031

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1968 JD 3020 diesel, good condition, 1948 JD A, very good condition, \$1300, Farmall H & Loader, \$975 Cub Cadet 1711 w/50" mower, 98 hours, excellent condition 215-593-6043 730pm-11pm

1969 JD4020, WF, dual outlets, side console, nice, IH710, 4x18 plow, good condition, \$2100 w/extra parts 717-529-3107

1973 Ford F150, 4x4, 360, 4 speed, AM/FM radio, good strong farm pickup truck, \$600 OBO, 5th wheel hitch for pickup truck 717-469-0126

White 5400 4R no-till corn planter w/dry fertilizer & insecticide, best offer 410/922-5180

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1979 KW Conv TA 290 Cummins 13Sp Tran Very Nice Looking Truck-1946 JD B in Good Shape Lights Electric Start Hyd Lift 717-933-8929 Myerstown Area Berks Co

1984 Case 580E Backhoe, Enclosed Cab, 3,400 Hours, Excellent Condition \$18,000, 1979 Case 580C Enclosed Cab, Extenda-hoe, 5,500 Hours, Excellent Condition, Original Owner, \$1,100, 1979 CAT 225LC, Excellent Condition, 36" Bucket, 4,900 Hours, \$3,500, 79 CAT 955L, Enclosed ROPS, 7,800 Hours, Excellent Condition, Fresh Motor, \$32,000, 87 Leeboy 800T w/Kohler, 2 Cylinder, 8'-12', Excellent Condition, \$10,000 215-343-1830

1986 Ford 1310 diesel, 4WD, loader and York rake, 330 hrs, IH Farmall Cub w/Woods 59 mower 908-879-5851

1990 Eby Livestock Trailer, 7' X 18' Gooseneck, Stainless Front, Interior Lights, Like New \$8500 717-792-9268

White 4-150, good condition, 5000 hrs, \$8,900 Lebanon County (717)949-2165

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WOODS MOWER #121, new w/warranty, \$3,450 410-833-9091

1990 Hobbs 1400L Reel Rain, hydrostatic drive, 1250' of 4" hose, \$18,000 717-653-8783

1991 Ford 2WD, model 1720 farm tractor, 150 hrs, showroom condition, w/1991 tool bar and model w/transport, 12' Brillion cultipacker, 4" shaft, new bearings, Heavy duty, 3pt blade, 7 1/2' wide 717-764-0494 Evenings 7-8 30PM No Sunday Calls

1 JD 4240 Tractor, SGB, QR, 1 JD 210C Backhoe Loader 717-573-2215

1 Only New Deutz Fahr Rake, 10'X9", Model 170 Special \$3100 717-222-9020

(2) 100 gallon anhydrous ammonia tanks w/valve, \$100 each (410)778-0323

'77 International truck, diesel dump, recently overhauled, 30,000 gross, Farmall H tractor, tires like new, runs good, 11' JD disc w/transport, 12' Brillion cultipacker, 4" shaft, new bearings, Heavy duty, 3pt blade, 7 1/2' wide 717-764-0494 Evenings 7-8 30PM No Sunday Calls

815 International Combine, auto header, Dickie John grain monitor, good condition, 13' grain head, \$12,000 717-532-7905

848 NH round baler, auto, bale command and hay sweep York Co 717-456-7372

(2) 18 4X38 Goodyears w/ Tubes, 60% Tread, \$350, (2) 18 4X34 Duals, Bolt-On w/Tires and Hardware \$475, (2) 1 Ton Manly Chain Hoist, \$65/Ea, (1) 46'X8" Cardinal Auger w/7/8 HP Electric Drive, 1 Phase, All New Moving Parts Including Rebuilt Motor, Excellent \$2500 717-792-9930

23' Kent field cultivator with hitchhiker with folding wings Evenings (717)463-2280

(2)4R IH cultivators, 1 for parts, Oliver 535 combine, NH 33 green chop silage cutter, Pittsburgh rotorvator 717-527-2872

25' JD 230 disc, 7000 JD 6R planter, monitor, dry fertilizer insecticide, no-till coulters, 12T 3 pt chisel plow, JD 6R coultivator 215-488-1746 evenings

273 NH Baler w/Super Sweep pickup & bale thrower, good condition 717/786-1119

28' Zimmerman elevator, heavy duty chain w/7 HP Honda gas engine, \$1750 7 1 7 - 5 8 2 2 3 5 2 717-582-4431

(2) Harley power rock rakes, 3pth, one is \$2,800 and one \$3,000 (410)838-6470

2 International 28 discs, 3 section spring harrow, 25 teeth York County (717)741-3039

(2) New Holland 8 forage wagons, excellent condition (717)356-7403

(2) NH 518 manure spreaders, 1-good, 1-parts STUMPLAND FARMS 215-488-1965

(2) new rear tractor tires and tubes, 12 4x28, \$300 Westmoreland Co (412)744-3181

311 Ford 4R disc corn planter, fiberglass fertilizer boxes (717)568-0208

3394 Case, 700 hours, excellent condition, \$44,000, 350 Knight spreader, 510 grain drill 717/359-9620

36 foot Farmec elevator, \$450 215/286-5088

3Pt 4' Rotary Mower \$285, 3Pt Woods RM48 Category O Finish Mower, Never Used \$600, 4/65 Newfield Diesel Tractor w/3Pt JD 5' Rotary Mower, Good Condition, But Gets Water in Oil \$1000 717-534-1253

3pt Ford sickle bar mower, category 1, designed for Ford 8N, 9N tractors 717/694-3550

3 pth equip; Ford 3b plow, Ford 1b plow, 6' flail mower, 8' disc, 7' scraper blade cultivator, 6' pulverizer 717-921-2426

488 NH Haybine, fair condition, \$1500, 1947 JD A, restored, \$1200 215/588-7197

50 ft Lancaster belt feeder, 3 yrs old, Jamesway shuttle stroke barn cleaner w/40 ft of bar Cumb Co (717)766-3970

5th wheel equipment trailer, 18,000 cap, 3 axle, \$2000, Includes 5th wheel hitch for truck 7 1 7 - 5 8 2 - 2 3 5 2 . 717-582-4431

6' Airplane Propeller Fan, PTO Driven, On Trailer, \$300 717-665-5760

6R7000 cornplanter insecticide conservation liquid fertilizer Good, \$6,300 4R7000 conventional liquid fertilizer \$4,600 4R7000 dry fertilizer auger fill \$150 (717)354-4191, Bill

756G 3pt WF 16 9x38, 8/SP very good condition \$3,800 firm Dunham quick-attach loader, fits most utility tractors on IH 574, excellent, G/P bucket, \$1,500 firm (410)721-2897

760 MF combine, 4 heads with trailer, 14' chain, flexible harrow, like new, trade for tedder? Franklin Co 717-530-8260

'84 MF model 254 tractor, 4WD, low hrs, \$9500, Woods mower, model 208, 9', \$2000, Top Air 500 gal tandem boom sprayer, \$1500, Jacobson 20" mower, 2 cycle, HD, \$200, Simplicity 860 snow thrower electric start \$300, Stow compactor tamper, \$1000 717-384-3247

9' AC Tandem Disc w/2 wheels & hyd unit, used less than 30 hours, \$1150 215/257-9192 after 5pm

AC180, \$3500; David Brown 990 w/Loader \$3800, Miller 165Bu Manure Spreader, No Endgate, \$2000, MC Chopper \$300, Nupulse Pipeline System w/6' Centers, 8Yrs Old \$3500 (215)562-2939

AC 444 baler, real good condition with or without poor thrower Jonestown 717/865-5930

AC 4R no-till corn planter w/insecticide boxes, good condition, \$1100 717-567-3868

AC 5 bottom, 16" automatic reset plow, works very good 716-554-4255 7-8AM or 7-8PM

AC 7060 duals under 2800 hrs, \$15,000, AC 3pt, 14T, chisel plow, AC 5b and 6b plows, hyd reset All are excellent condition Reason for selling, switched to no-till 609-585-6521

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AC CA Plow Cultivator, New Paint, Good Condition 717-784-1779 \$2400

AC Corn Planter, 4 row wide, dry fertilizer, no till, \$850 (717)244-7527 or 244-6678

AC D-10 w/6' belly mower ag tires, and turf tires, clean and ready (717)776-5456

AC D-12 tractor, attachments include plow, mower, blade, chains, nice condition, \$3,000 OBO (717)754-7627

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AC Model 1200 field cultivator, 21 ft fold Excellent condition (301)845-8929

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AERATOR 3 pt, 60", \$400 410-833-9091

Allis Chalmers G w/rotary mower and cultivators, good condition (412)929-8545

Allis Chalmers WD45, w/culti snap coupler, 3pt adp, 2R corn planter w/ fiberglass fertilizer boxes, excellent condition Will separate \$2,650 (215)267-2031

Allis Chalmers D-15 series II, factory 3pth, power steering Lancaster County After 6PM, (215)484-4997.

ANHYDROS AMMONIA sidedresser, 500 gallon tank, 6 row, folding wings, \$300, also Nitro-lator attachment for tillage equipment, \$400, Good shape, reasonable offers considered Call evenings 717/425-2774

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BN Farmall with hydraulic lift cultivators and two 250# Cole fertilizer attachments 717-677-7206

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Buffalo Conservation 4Row Flex Plateless Planter, Dry Fertilizer, Insecticide Boxes, Hydraulic Row Markers, Same Units as and JD 7000 \$1500 609-767-0444

Byron 103 1R, 3pth, sweet corn picker, garage kept, approx 20 hrs use and \$7500 (302)629-0476

Byron sweet corn harvester, model 103, 1R, 3pth mounted, (412)694-8130

Can You Use? Knife valve w/cylinder & hose, pump housing, from VanDale spreader Make cash offer 814/259-3256 7 00 am&pm

Case 930 diesel Comfort King, wide front, runs good, looks good, \$3600 7 1 7 / 4 5 8 - 4 5 6 0 . 717/458-5043 evenings

Case Int 695 w/2250 loader, dual remotes 540-1000 PTO, 140 hours showroom condition 717/653-5359

Cat rubber tire loader 922A, excellent condition, JD 8300DD, 21 spout, w/ grass seed box, excellent condition Both priced to sell 304-728-7113

Cockshutt 30, 1953, WFE, 3pt hitch, runs good, new rear tires, needs paint \$1400 OBO, IH-203 combine, cab, 13' head, pickup reel, garage kept, very good condition, \$1300 OBO 908/591-8627 evenings

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Corn planter, John Deere 694AN, 6 row, 30", good condition 717-677-7206

CULTIPACKER BRILLION double row, \$375 410-833-9091

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Deutz 3 pt hayrake, Heston grass pickup attachment 717-665-4743

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