

National Beef Board

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sold."

The national beef board's 111 members are appointed by and held accountable to the U.S. secretary of agriculture. The board is designed to be comprised of representatives of all segments of the beef industry.

The three-day meeting included executive committee meetings, talks and analysis of domestic and foreign marketing programs, product development, administration and planning.

Among the items settled was the approval of a \$44 million spending plan for fiscal year 1994, which starts Oct. 1.

In a statement, Mardie Hanson, chairman of the national board, said "The beef board truly is poised to move forward."

"The changed structure of the beef board committees, which results in planning and budgeting priorities set by the beef board, an effective evaluation process managed by the beef board that helps us measure and improve programs being implemented — all of these things together point the beef board forward and illustrate this

board's interest in accountability to producers for careful management of hard-earned checkoff dollars. We are also seeing from these committees a vision for the future of the program."

The budget, by program, allocates \$24,350,000 for promotion, \$3,394,000 for research, \$3,397,000 for information, \$4,439,000 for industry information, \$4,820,000 for foreign marketing, \$500,000 for producer communications, \$200,000 for evaluation, \$450,000 for program development, \$250,000 for USDA oversight, and \$2,200,000 for administration.

By law the administrative budget can be no greater than 5 percent of revenue. Actual administrative expenditures have been much less.

Hanson reviewed the history of the checkoff and the importance of the board. She told board members that they have a critical role in the implementation of the checkoff.

"You accepted an appointment to a board which is legally responsible for administering a national beef checkoff which operates under a law established by Congress," she said.

"That makes you very different. You have to guarantee that the entire program operates as Congress and the producers who voted for the program intended.

"It is the responsibility of the beef board to protect the integrity of the checkoff program. Whenever criticism is raised about the program, the board must examine that criticism and determine if there is merit and, if there is,

correct the problem," Hanson said.

According to the board chairman, she is to soon appoint a special committee to explore the development of a process which can be used each year to develop a simple annual report which draws together a financial and program profile for the entire \$1 checkoff.

The \$1 checkoff is split, 50-50, between the national board and the state beef councils. She said the special committee is to be seated by representatives of state councils.

"The information could be used by the Operating Committee, as well as the beef board committees, to identify where checkoff dollars are presently going and where there might be gaps or duplication of effort between state and national programs," Hanson said.

"This is (in) no way an effort by the beef board to control state dollars and must not be construed as such. It is not, in any way, intended to influence the allocation of state dollars, but merely to enable us to look at and understand how those dollars have been allo-

GRATZ (Dauphin Co.) — Looking for a fun time for the whole family? Then come to the Gratz Area Antique Machinery Association, Inc. annual show to be held July 16-18 at the Gratz Fairgrounds on Route 25.

The show will begin on Friday,

cated so that we can respond at the national level with a better coordinated program."

In other business, the board was presented with the results of the 1993 Producer Attitude Survey, which showed that the checkoff has an 82 percent approval rating among beef producers.

The annual survey was conducted by an independent research firm and is done to assess attitudes of cattlemen, dairy producers, veal producers and importers about the checkoff.

The survey is conducted so that responses come from representative producers in every state and from all segments of the industry. It has been in use since the 1988 referendum passed.

July 16, at 4 p.m. with the Pennsylvania Sire Stakes Harness Racing and a purse of \$25,000. This event is sponsored by the Gratz Area Fire Company. Friday will also be set up day all day long.

On Saturday, July 17, the gates will open at 9 a.m. The events for the morning will include the Baker Fan and wagon backing. Threshing and stationary baling will also be held before noon. A pedal tractor obstacle course is planned for the kids. The machinery parade will start after lunch on the race track in front of the grandstand. After the parade, the tractor pull will begin at 2 p.m. with the small sled. The large sled will begin at 6 p.m.

There will be steam traction engines, many different makes of antique tractors, antique gas engines, antique trucks and cars, and antique farm machinery. Fordson and Ford will be featured this year. All exhibitors are welcome.

Tractor games such as wagon backing, barrel rolling, and blindfold driving will be held. Other popular events include threshing, stationary baling, a shingle mill, the Baker Fan, and a blacksmith. Toy tractor literature display, a collection of old tools, a tinsmith, and small machinery will fill the large exhibition building.

Tractor games will be held in the morning on Sunday, July 18, with threshing and baling after lunch. The machinery parade starts at 2 p.m. The drawing for the prizes will follow the parade and the pedal tractor pull will start after the drawing.

There will also be a flea market. Spaces are still available for a fee of \$1 per foot for Saturday and Sunday. Food will be served by the Gratz Area Fire Company. Breakfast will be served both Saturday and Sunday Mornings.

Admission for each day will be \$1 per adult. For more information, call (717) 365-3285.

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