Cattlemen Post Beef Expo Schedule

(Continued from Page C9) 5:30 PM PCA Annual Membership Meeting 6:30 PM Annual Cattlemen's Award Banquet (cafeteria) Saturday, April 9 8:00 AM Cattle shows/parades (Small Arena) 8:00-10:30 AM Special Junior Activities (Beef Skillathon) 9:00 AM Special beef quality assurance demonstration (Sale Ring) 10:30 AM Cattle Sales Begin Small Arena Sale Ring 10:30-Polled Herefords 11:30-Simmental 2:00-Charolais 1:00-Angus 3:00-Limousin 4:00-American Highlands (There may be additional breed sales)

5:007:30 PM Repeat Special Junior Activities
5:007:30 PM Cattle Stalled or Tied-out and Weighed
7:30 PM Junior Cattlemen's Association Dinner meeting

(Room A-1)
Sunday, April 10

9:00 AM Junior Heifer and Steer shows (Small arena)
Continued Junior Activities

Phone contacts:

Glenn Eberly, Expo Co-chairman
Ray Grimes, Expo Co-chairman
717/334-1022
Sue Clair, Secretary & Youth Events
Dave Seamans, Publicity &
Youth Events
Tammy Balthaser, Youth Events
Dan Gard, Trade Show Co-chairman
Lowell Wilson, Trade Show

Co-chairman 814/863-3659 (O); 814/238-5888 (H) Larry Moore, Expo Treasurer 814/667-2168

John Comerford, Educational Symposium

Tim Livingston, Chairman, Breed Shows & Sales 717/292-1547

814/863-3661

Promotion of Select Grade Beef: According to Cattle Fax and other sources, the volume of Select Beef, as a percent of all beef graded, has expanded reaching 23 percent in 1992. The Select Grade originated in 1987 when Good grade beef was changed to Select grade. Select beef has somewhat less marbling than Choice beef, but

Select beef from young, grainfed animals can satisfy most market segments. More retailers are promoting Select beef in their "lean" beef sales programs. According to Cattle Fax, the use of Select grade references in retail advertising has increased.

Help Needed: There are always things to do at such events as the Expo, the Farm Show Cattlemen's Exhibit, Field Days, and other PCA events. Helping with something such as the expanded youth activities at the Beef Expo can also be very gratifying. Let us know if you have interest in helping with one of these special events.

Upcoming PCA director meetings: There are two association director meetings scheduled, one on Thursday, December 16 at 6:30 p.m., The Family House Restaurant, Mifflintown, and at Farm Show on Tuesday, January 11, 3:00 p.m., in one of the rooms near the cafeteria. If you have any suggestions for new programs or existing efforts, please contact the PCA offices or one of the directors. A list of all Cattlemen's Association Directors is available from the PCA office. There will be five directors elected at the April 8, 1994 membership meeting. If you or a colleague are interested in being nominated, let us know.

Mythbusters Session held: Through a cooperative effort between the Pennsylvania Beef Council and the Pennsylvania Cattlemen's Association, the first Pennsylvania Mythbusters program was held on November 15-16 in Harrisburg. Those attending were provided with media training and received packets of invaluable information on refuting some of the incorrect information provided by animal activists against the beef and related industries. Leading the program was Barb Wilkinson, NCA information specialist, assisted by a private consulting group. Another Mythbuster session may be held within the next year. Those "graduating" from the Mythbuster program agreed to provide information to news media several times over the next 12 months. Everyone who attended was complimentary about the information and training which they received. The Cattlemen's Association wants to thank the Pennsylvania Beef Council for their role in

bringing this important program to Pennsylvania.

When Is A Cow More Than A Cow?: The American National

Cattlewomen are publishing their popular brochure in Spanish and in Japanese. The brochure stresses the importance of cattle by-products in society today. It offers more than 80 examples of common household goods and personal items that contain by-products from cattle. For a copy, write to ANCW, P.O. Box 3881, Englewood, CO 80155, or call (303) 694-0313. Another very popular Pennsylvania-based effort emphasizing the by-products received from animals is available from the Students For Responsible Use of Animals club at Penn State. This exhibit was prepared in cooperation with the Animal Welfare Perceptions Project and partially funded by the Pennyslavania Department of Agriculture.

Cattle on feed report: The October 2 head of cattle were on feed in USDA's the largest number reported since 1978, ings in the seven-state area were up an east year while placements were down

Minimum backfat recommendation backfat requirement that was recommended carcass quality taskforce has been droptions would penalize too many carcasse grading Select, according to NCA. The tatal because of research conducted by Tenado State University, and USDA which is carcasses with less than 0.2 in h of battender.

NCA study determines a insume results of the NCA Strategic Aliance Fi study was designed to test their lility of non-conformity through close coopers ments of the industry (pure red, coincluded evaluations of tendeness and mechanical means and by commer pandered categories: British Choice, British and Continental Select. Most interesting is that not all breeds and strain of beef c fy consumers equally, even when mark

The consumer panel scoredall four grace level for tenderness. British Select scored nental Choice, British Choice, and Continental Choice, British Select, Continental Choice, and Continental Choice,

According to Dr. Gary Smile of Cold headed the meat quality work. This study what many researchers have been saying score alone doesn't always precite palata bling scores were constant, not all breeds steaks with the same expected eating s

Faculty in the Department of Dairy and Comerford and Bill Henning have init strategic alliance field study with the c feed. As in the national study, he carcass cass value loss evaluation which is extre involved in the beef productionand proce that up to \$280 per carcass we lost because too little or too much fat, not the proper as ses, etc.

Lean meat is part of remmende National Cholesterol Education Program tinues to be part of diets recommended as high blood cholesterol levels assummary a recent Food and Nutrition by selector

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