

Lamb Industry Benefits From Cards Program

CHICAGO, Ill. — Determining the price/value relationship of various lamb products just became easier for retailers, thanks to a Lamb Computer Assisted Retail Decision Support (CARDS) program funded by the Lamb Committee of the National Live Stock and Meat Board and the National Lamb Feeders Association (NLFA).

Developed by a team of Texas A&M University and Meat Board researchers, CARDS is a computer management tool that allows retailers to quickly predict product variables — such as trim — and make merchandising decisions based on many in-store meat case scenarios. "With CARDS, retailers can see whether it's more cost effective to purchase lamb cuts with cover fat and trim it in the stores, or whether they should purchase leaner products from the packing plants," Savell says. "It will more accurately identify the expense of fat purchased by the store. Ultimately, that information will be communicated all the way back through the packer to the producer, who can manage his production practices accordingly."

CARDS is a macro-based Microsoft® Excel spreadsheet with thousands of data points used to predict yields, labor requirements, prices and profitability of different purchase and selling options. It is the most recent element of a Com-

municating Cutability project that had the objectives of determining standard yields and time and motion (labor) of various meat products, then creating a system to implement that data for the specific species (beef, pork and lamb).

The Lamb CARDS program was unveiled at the NLFA annual convention in Reno, Nev., Jan. 19. It was made possible through a voluntary checkoff on lamb by lamb feeders and raisers through-

out the U.S. Distribution and implementation of the Lamb CARDS program will be carried out through a combined effort of the Meat Board and the merchandising staff of the American Sheep Industry Association.

ADA, Arby's Announce Joint Promotion

ROSEMONT, Ill. — Building on the success of their joint promotions in 1993, American Dairy Association (ADA) and Arby's are continuing their partnership this spring with three promotions designed to build incremental volume of cheese.

Arby's franchises nationwide will participate in the February, March, and April promotions, which will be supported by radio, television, and print advertising. ADA is contributing funds toward the production of point-of-purchase materials that will be available systemwide. The materials will display the REAL® seal and will include the slogan "REAL cheese makes the difference."

The first of the three promotions will begin in February with

the Triple Cheese Melt sandwich, which combines roast beef with Swiss, shredded Cheddar and Parmesan cheese sauce. In March, Arby's will feature the Hot Ham

'n Swiss Submarine sandwich. The Chicken Cordon Bleu sandwich, made with a breaded chicken breast fillet, ham and Swiss cheese, will be promoted in April.

In the first six months of 1993, Arby's ran 5 promotions featuring REAL cheese and saw cheese and cheese sauce tonnage increase 49% versus one year ago.

Landscape Clinic

WILKES BARRE (Luzerne Co.) — On March 9 Penn State Cooperative Extension in cooperation with the Pennsylvania Urban and Community Forestry Council, and the Bureau of Forestry will hold a seminar designed for landscape professionals, titled "Landscape Clinic '94." This program provides a combination of proper horticultural and pest control techniques that professionals require in order to stay competitive in today's economy. Pesticide

update credits in core and categories 6, 7, 18, 22, and 23 will be awarded.

The workshop will be held at the Holiday Inn in Dunmore. The registration fee is \$18 per person, which includes lunch and handout

materials. Pre-registration is required before February 25. (No walk-ins will be accepted.) For more information call Luzerne County Cooperative Extension at (717) 825-1701 or (717) 459-0736 ext. 701.

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Top Lancaster DHIA Cows By Protein For January

(Continued from Page B21)

BETSY	GR-H	2-5	305	23,236	3.3	770	3.3	758	VERNON N MARTIN								
G M WEAVER									DORIS	RH	5-7	305	26,964	2.9	775	3.3	899
VALENT	RH	5-3	305	27,074	2.9	777	3.2	866	JOHN J SPEICHER								
OAKRIDGE FARM									94	GR-H	7-2	305	26,633	2.9	775	3.3	889
30	GR-H	4-8	305	20,787	3.7	777	3.7	770	60	GR-H	3-1	297	24,797	3.1	773	3.1	773
12	GR-H	6-1	300	24,594	3.1	771	3.1	751	JS SNUCKER-SONS FM-1								
TITUS B STONER									938	RH	4-3	305	26,087	3.0	775	3.7	963
LINDA	RH	4-5	305	25,782	3.0	776	4.0	1026	DEAN L GROFF								
RUNNING SPRINGS FARM									65	GR-H	3-2	305	22,337	3.5	773	3.7	832
ALTA	GR-H	3-2	305	24,306	3.2	776	4.0	980	DARRYL + KAYE MARTIN								
CLAY FARM									26	GR-H	4-11	305	24,725	3.1	773	3.3	822
SHEILA	RH	7-3	305	24,907	3.1	776	4.2	1043	CHRISTIAN E RIEHL								
KARL W HERR									CHARNE	RH	8-0	305	25,838	3.0	770	3.5	893
VIRGIN	RH	9-0	305	25,906	3.0	776	3.7	960									

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