

Beef Promotion Committee Approves Funding

DALLAS, Texas — The Beef Promotion Operating Committee has approved an authorization request to fund the oversight committee, which will develop a process for implementation of the Industry Wide Long Range Plan.

At its meeting in Dallas, Texas, the operating committee approved \$285,000 as its share of the oversight committee's costs for fiscal year 1994. The funds will be used for implementation of the long-range plan.

Additional funds for the oversight committee are expected to come from the Beef Industry Council, Cattlemen's Beef Board, National Cattlemen's Association, and U.S. Meat Export Federation.

The Industry-Wide Long Range Plan, which was released last December, calls for the implementation of eight "leverage points" — designed to recapture beef's market share — and for unification of the four national beef organizations: Beef Industry Council, Cattlemen's Beef Board, National Cattlemen's Association, and U.S. Meat Export Federation.

The beef industry's Long-Range Planning Task Force recommended the formation of an oversight committee to develop an implementation schedule and an organizational structure for the four organizations to consider. The oversight committee will recommend the allocation of re-

sources, both financial and human, to be made by all industry organizations to achieve the leverage points. It will also oversee the transition teams and process that will implement the long-range plan. The committee includes three elected officers of each organization; four members elected by the long-range plan task force, and the executive officers of the four existing organizations.

Three of the four organizations — the Cattlemen's Beef Board, National Cattlemen's Association, and the U.S. Meat Export Federation — have approved the concept of the long-range plan.

"The implementation of the

long range plan is an historic event for the beef industry," said Beef Board Chairman Jim Webb. "The industry has the opportunity to focus its resources and organizations on the challenge of recapturing beef's market share. This opportunity may not occur again for a

long time."

In other action, the operating committee approved projects in the following program areas: research, \$480,000; industry information, \$610,000; consumer information, \$313,000; and foreign marketing, \$1,078,000.

The Beef Board is accountable

for overseeing the national, one-dollar-per-head beef checkoff program, including approving budgets, collecting checkoff assessments, assuring compliance with the Beef Promotion and Research Act, and certifying state beef councils.

Md. Dept. Of Ag Dedicated

ANNAPOLIS, Md. — Governor William Donald Schaefer and Maryland Secretary of Agriculture Robert L. Walker officially dedicated the Maryland Department of Agriculture's (MDA) headquarters building in honor of former Secretary Wayne A. Caw-

ley, Jr. at ceremonies at the department's Open House recently.

The highlight of the festivities was the unveiling of the sign naming the building for Cawley. He served as Maryland's Secretary of Agriculture from 1979 to 1991.

"Wayne did a wonderful job as

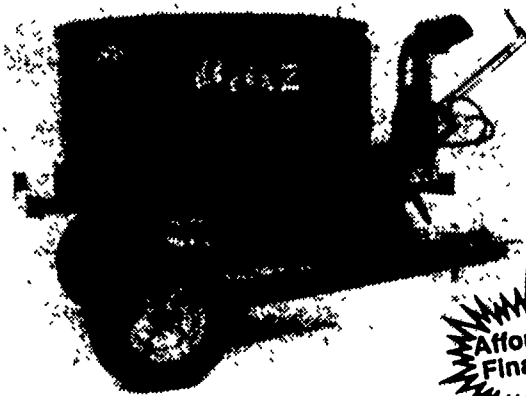
agriculture secretary. No man deserves this honor more for the contribution he made to keeping agriculture strong in Maryland," said Governor Schaefer.

"It is extremely appropriate that we dedicate our headquarters complex in honor of Wayne."

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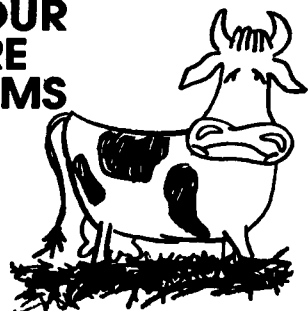
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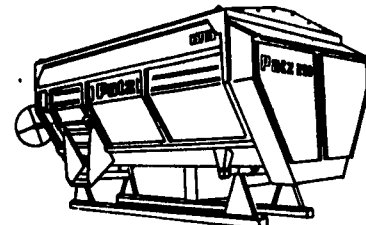
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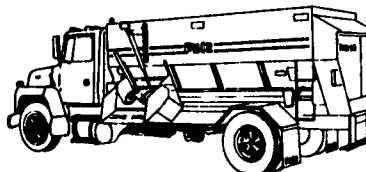
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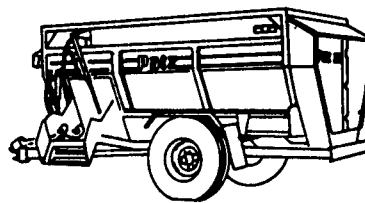
Stationary auger mixers



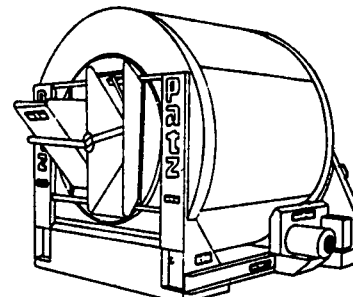
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