

Quality Cattle, Exhibits Round Out World Beef Expo

MADISON, Wis. — From Saskatchewan and British Columbia to Australia and Yugoslavia, World Beef Expo drew an incredible diversity of people involved in the beef industry. The international cattle and trade show was held here April 14-17.

"We're extremely pleased by the support and enthusiasm cattle exhibitors expressed during World Beef Expo," said General Manager Tom McKittrick.

"Launching a successful new show is not an easy task," said McKittrick, "but when the producers and ag companies are willing to come out and support us the way they have, I'm confident we can build an incredible show for the beef industry."

More than 17,000 people traveled from 13 countries to be part of the second annual World Beef Expo.

Beef producers brought cattle from 15 states and five Canadian provinces to participate in 16 cattle breed shows. In addition, there were beef cattle sales, an education forum of nationally-known beef experts, consumer meat exhibits, and hundreds of agricultural company exhibits.

World Beef Expo's trade show featured a wide selection of equipment and technology for the beef industry. Exhibits on gene splicing and embryo transplants drew many questions and much interest, as did the possibilities of animal ultrasound. While initial figures estimated the booth count at 250, the number of exhibits jumped to more than 350 with last minute additions to the outdoor trade mall

by interested agricultural companies.

Four cattle sales brought in a total of more than \$378,000. Angus, Belgian Blue, Polled Hereford, and Simmental breeders took advantage of the World Beef Expo crowd to sell 171 animals and embryos. The Simmental sale had the top average with \$2,584. A Simmental was also the top selling animal. Holley's Sorceress was sold by the Holley Cattle Company of Bowling Green, Ohio. Bar None Classics, Flanagan, Ill. bought her for \$10,500.

Mike Siemens, extension beef specialist from the University of Wisconsin Madison, was honored with the Paul May Award. The award is presented annually to an individual who has made exceptional efforts in developing and promoting World Beef Expo.

Siemens has been responsible for coordinating the Educational Forums at Expo. He has also played a key role in initiating sponsorships from agricultural companies. The award is named after Paul May, the first recipient of the award. May was one of the first to develop and promote the concept of an international cattle show in Wisconsin.

A number of cattle breeders were also honored during World Beef Expo. Herdsmanship Awards were based on organization, cleanliness, and cooperation with show management. Each producer received an award sponsored by IN-DE Custom Embroidery.

Winners include Klover Korner, Rockton, Ill.; 2 KM Angus,

Glen Haven, Wis.; Double H Charolais, Paynesville, Minn.; Rockdale Shorthorn, Caledonia, Ill.; Foggy Hollow Polled Hereford, Mt. Horeb, Wis.; O'Brien Hereford, Madison, Wis.; Harding Cattle Company, Holly, Mich.; Georgetown Farm, Free Union, Va.; Holtzinger Simmental, Lancaster, Wis.; Holly Cattle Company, Bowling Green, Ohio; Bloom Angus Farm, Westville, Ind.; Freed's Limousin, Fairbury, Ill. Top Overall Herdsmanship Award went to Donewishan Acres

of Shullsburg, Wis.

Hundreds of young people flocked to World Beef Expo for youth competitions and prizes. Those participating in four or more contests were eligible for Sweepstakes awards sponsored by Spirit Farms, Fond du Lac, Wis. First prize winner in the junior division was Shane Richey, Plymouth, Ind., while Jordan Redelan, Fillmore County, Minn., took top prize in the senior division.

Nationally known beef industry speakers were brought in to World Beef Expo to explore the econom-

ics of grazing, market trends, genetic selection, feeder cattle grading, and more. Videotapes are available for those who missed the Cattlemen's College, Nutritional Technical Conference, and International Breeders' Forum.

Next year's World Beef Expo will be held April 6-9 at the Dane County Expo Center in Madison, Wis.

For information, contact World Beef Expo, 122 East Olin Ave., Suite 270, Madison, WI 53713, (608) 251-2606.

Trinder Receives Alfalfa Producer Award

FABIUS, N.Y. — Tom Trinder has been selected by the Certified Alfalfa Seed Council as the 1994 Northeastern Region Producer Award winner.

The award was announced by CASC President Dean Urmston at the 24th National Alfalfa Symposium held during February in Springfield, Ill.

Trinder, a member of Agway Inc., operates a 120-cow dairy with his wife and four children in Fabius. He started on the farm in 1971, first in partnership with his father and then as full owner.

Trinder has built his successful operation by stressing quality, rather than simply size. Half of his registered Holstein herd produced more than 20,000 pounds of milk each, with 742 pounds of butterfat per cow. Because of attention dur-



Tom Trinder

ing harvest and storage, his hay crop silage has never fallen below 20 percent crude protein. Trinder sells 1,000 tons of high quality alfalfa yearly to neighboring farms

who recognize the value of the crop.

In addition to his production leadership, Trinder has been recognized for his conservation efforts. In 1991, he received the USDA Soil Conservation Service Farm of the Year Award for outstanding efforts to conserve farm resources while improving crop and animal production.

The CASC Awards program is designed to recognize excellence among producers; successful alfalfa promotion, research, and development and education; contributions to the industry; and to help promote and publicize alfalfa for its role in animal agriculture and as a profit crop.

In addition to Trinder, award winners included Dr. Kenneth T. Leath of the USDA Research Pasture Lab at Penn State University, CASC Research Award; Dr. Harlan E. White of the Virginia Tech Crop & Soil Environmental Sciences Department, CASC Extension Award; Dr. Bill Knipe of Forage Genetics Inc., CASC Industry Award; Paul Myer of West Point, Nebraska, CASC North Central Producer; Dane Mercer of Sweetwater, Tenn., CASC Southern Producer; and Casey Epler of Hillsdale, Wyoming, CASC Western Producer.

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