

# Cattle Industry Development Committee

HARRISBURG (Dauphin Co.) — The Pennsylvania Cattle Industry Development Committee, a panel of leaders from all segments of the beef industry, has released its recommendations on the development of a plan to enhance Pennsylvania's beef industry.

The Cattle Industry Development Committee, which was organized and staffed by the Beef Council, adopted two leverage points (strategic points of impact) and outcomes (desired results) that will improve the viability and profitability of Pennsylvania's beef industry. The leverage points identified, and desired key results were: 1) **Business Climate:** Create a more favorable economic and environmental/regulatory climate; 2) **Production Efficiencies:** Improve the education and information delivery regarding the economic uses of production resources.

To address the desired result within the business climate, the Beef Council, in cooperation with Penn State Ag Economics Department and the Department of Agriculture, is assembling information for a quantitative analysis of the economic contributions of the cat-

tle industry to the state's economy. The statistical data obtained will then be used to develop an informational kit which can be used by farmers, the extension service, and others for public and civic presentations.

The Production Efficiencies leverage point consists of three phases: In Phase One, the objective is to enhance feedlot management and profitability. The objective of Phase Two is to strengthen dairy-beef production systems while Phase Three will address Pennsylvania's beef cow-calf production systems. A feedlot management forum is scheduled for July 7 for the state's largest cattle feeders.

While the committee's recommendations provide an aggressive plan of action, the enhancement of Pennsylvania's beef industry will require the coordination and communication of all segments of the industry.

The Pennsylvania Cattle Industry Development Committee members are Bob Hay (cow-calf producer), Paul Espy (cattle feeder), Ralph McGregor (dairy producer), Michael Silverberg (Moyer Packing), Tom Taylor (Taylor

Packing), Stan Curtis (Penn State), John Comerford (Penn State), Phil Kimmel (Farm Credit), Albert Murry (Lebanon, Valley

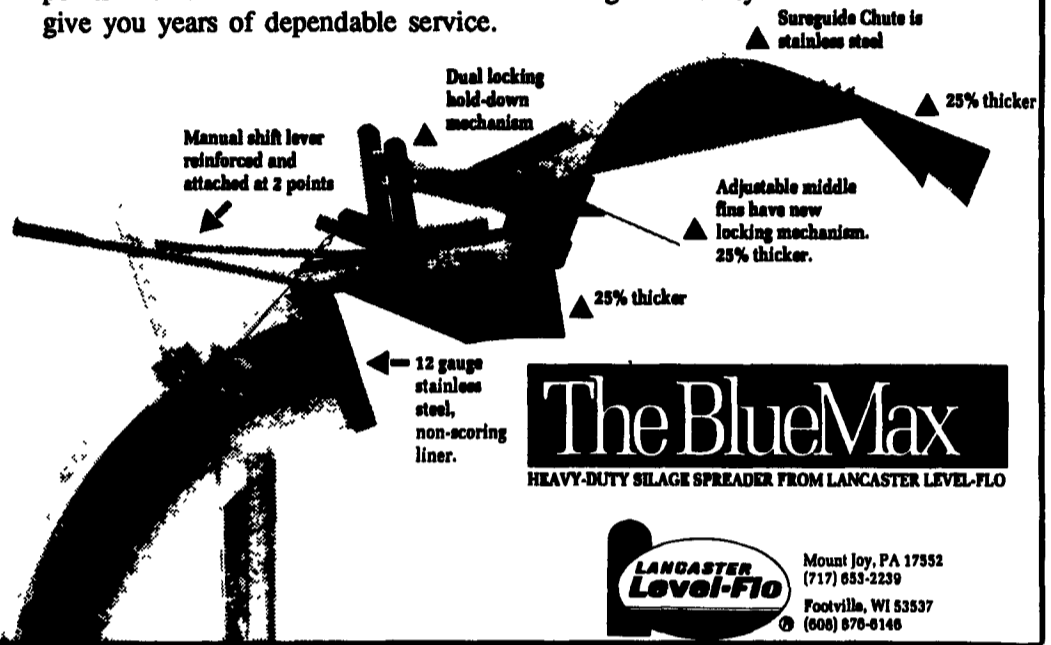
National Bank), John Vogel, (Pennsylvania Farmer Magazine), Richard McDonald (Pennsylvania

Dept. of Agriculture), and Dave Ivan (Beef Council) committee staff liaison.

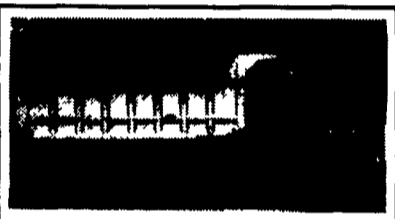
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