



## News

The Pennsylvania Cattlemen's Association annual membership meeting was held April 9 at the Farm Show Complex in conjunction with the 1994 Beef Expo. A directors' meeting was also held. At both meetings there were important developments that will allow the Pennsylvania Cattlemen's Association to more adequately serve the interests of all segments of the beef cattle industry in Pennsylvania and the Northeast. In revision of the PCA bylaws, out-of-state individuals and companies directly involved in beef cattle feeding, breeding or marketing can be full active, voting members. In the past several years the number of out-of-state members has increased, but they were not allowed full membership rights. There was another very important decision; the directors voted to form councils, specifically: purebred or seedstock; commercial cow-calf or stocker; cattle feeding and finishing, and dairy-beef. This will allow more direct input into PCA programs and policies by individuals within each of these different segments and PCA will be even more responsive in serving the needs of all of the industry. Particular emphasis will be placed on devising programs that will directly benefit cattle feeders in Pennsylvania and contiguous states. The National Cattlemen's Association, with which PCA is affiliated, has for some time been based on similar councils. PCA has always had representation on each of the NCA councils and other standing committees. Through the development of active councils at the state level, Pennsylvania cattlemen should have more direct input into National policy and programs through NCA.

**Officers Elected:** At the director's meeting the following officers were elected: President: Robert K. Hay, Somerset County; Vice-President: Larry Moore, Huntingdon County; Treasurer: Oliver Weiss, Allegheny County; and Secretary: Lowell Wilson, Centre County. Managing Secret-

ary is Joan M. Potter, Port Matilda. The directors extended their appreciation to past-president Ray A. Grimes, Adams County, for all the contributions and excellent leadership given to the Pennsylvania Cattlemen's Association over the past several years; but they also reminded him that past presidents never retire — they just keep on working.

**Expo Summary:** The fifth annual Pennsylvania Beef Expo has been through the first year at the Farm Show Complex in Harrisburg. The educational program was designed mostly for cattle feeders, but contained information of value to all persons interested in beef production. About 140 people attended the Friday evening annual Cattlemen's award banquet, at which Jerry Palen, ranch cartoonist and humorist, shared with the group some of his real-life experiences on his Wyoming ranch. Palen was at the Expo for all three days — drawing caricatures of anyone stopping by to visit. These cartoons can be kept as a reminder of the "Good Life" and high points of farm living. The Adams County Beef Producers Association donated the prime rib for the banquet.

The high point of the 1994 Expo was the excellence of the junior activities — over 200 juniors competed in one or more of the three major events — the skill-a-thon, obstacle course, or the junior heifer and steer shows. The junior show, started three years ago, has quickly become the major junior agricultural event in the northeast.

The Cattlemen's Association and the Beef Expo committee, as well as all of the involved affiliated organizations, want to thank each individual and company who contributed either money or time to making the 1994 Expo a suc-

cess. The Pennsylvania Beef Council, particularly, was helpful in assisting with the skill-a-thon, which included meats identification, marketing and quality assurance events, and revealed some of the long-range beef industry planning committee results from a comprehensive study that it is leading.

**Cattlemen's Queen Selected:** Nichole Willwert, Red Lion, Pennsylvania, was selected as the 1994-95 Cattlemen's Queen. She received the crown at the Annual Cattlemen's Award Banquet during the 1994 Expo. Nichole is pursuing a degree in Animal Production in the Dairy and Animal Science Department at Penn State and has been active in youth club activities. Nichole (Nikki) will be available for industry and beef promotional activities throughout the year. Arrangements can be made for her assistance at events by calling Sue Clair, Chairman of the Queen Committee at 814/238-1233 or fax: 814/238-1238.

**Awards for 1994:** The Industry Service Award for 1994 presented at the Annual Cattlemen's Banquet, was the Pennsylvania Beef Council represented by Elrose Glick, Chairman, Dave Ivan, Executive Director, and Tammy Balthaser, Industry Relations. The Seedstock Producer award was presented to Frank Darcey, Spring Bottom Polled Herefords, Fairfield, PA.

**More On NCA:** Just a bit of history on NCA, which is an outgrowth of the American National Cattlemen's Association founded in 1898. In 1977, ANCA was consolidated with the National Livestock Feeder's Association (founded in 1946). NCA has over 42,000 active, direct members, who represent 230,000 cattlemen throughout the nation through 46 affiliated state cattle organizations and 28 affiliated other organizations. NCA has offices in both Denver, Colorado, and Washington, DC.

**Unification of National Industry Organizations:** A lot of study has gone into the feasibility of unifying the four main national beef organizations: National Cattlemen's Association, Beef Industry Council, Meat Export Federation and the National Beef Board, into one organization. All four organizations have approved the concept and recognize the increases in efficiency and effectiveness that could result from one "lean" dedicated organization. The Pennsylvania Cattlemen's Association in January also approved the concept of the unification. The planning committee for this unification has identified several different reasons that the

beef industry has not kept pace with other industries and retained a profitable share of the consumer's food dollar. The bottom line should also be an improvement of predictable profits for each segment of the beef industry. Most importantly, the people having the most input into the streamlining of these four important organizations are producers — purebred and commercial cow-calf producers, cattle feeders and the marketing segments.

**Legislative Issues:** There are many pending federal legislative initiatives — use of pharmaceutical products in animal production — dairy self-help programs — property rights — food labeling — foreign trade — taxes — credit availability — downer animals — estate taxes — and many others that affect our everyday life as cattlemen. PCA and NCA are dedicated to bringing about legislation to allow the cattle industry to be profitable and to grow — and not to be suffocated by legislative efforts that do not really consider either the beef industry or the nation's well-being. There is not very much that any one person can do, but when joined into an organization like PCA and having input through NCA — it is possible to bring about change.

**Field Days Being Planned:** PCA will co-sponsor two field days again this summer. One field day is tentatively scheduled for Saturday, July 9 at Laurel Valley Simmentals, Ligonier, PA. It will be co-sponsored by the Westmoreland County Cattlemen's Association and the Pennsylvania Simmental Association. Topics will be short-duration grazing, watering and fencing systems, balanced selection programs and quality assurance programs emphasizing the commercial cow-calf producers and juniors. The second field day will be in southeastern Pennsylvania and will emphasize subjects important to cattle feeders.

**Rifkin Receives Top Honors:** The National Anxiety Center, Maplewood, N.J., recently awarded Jeremy Rifkin of the Beyond Beef Coalition top honors at the center's fourth annual "Chicken Little Awards". Rifkin, the anti-beef activist, was recognized for "striving to create a national and worldwide beef phobia" through unsubstantiated claims.

The center also notes that cattle production generates almost \$250 billion in U.S. business activity and is responsible for an estimated 3 billion jobs nationwide. According to Alan Caruba, founder of the center, the Chicken Little Awards were developed in 1990 "to shine

a light on the endless, scientific-ly dubious, scare-mongering that too frequently creates widespread public anxiety, while diverting attention from some genuinely serious problems".

**Myth Busters hard at work:** Special myth buster programs, sponsored by NCA and some state beef councils have now trained 840 individuals in 29 states. These are all volunteers who want to become active in promoting the beef industry. A myth busters program was sponsored in Pennsylvania last fall cooperatively by the Pennsylvania Cattlemen's Association and the Pennsylvania Beef Council. PCA and PBC may sponsor another myth busters program later this year — please contact either of the two organizations if you are interested in attending one of these very worthwhile, industry-building sessions.

**Agriculture Deemed Environmental Conscious:** A recent "Better Homes and Gardens" survey asked which groups were responding better to environmental concerns. The 10,000 readers' surveys thought agriculture was the most environmental conscious — followed by citizens, corporations, business, and the government, which was listed as "far behind".

One environmental event held recently was Earth Day, which is designed to bring attention not only to efforts to protect the environment, but some of the activities of society that harm the environment. To help cattle producers prepare for Earth Day, NCA distributed packets to media and thought leaders that show beef in an environmentally friendly way, and promote the idea that cattlemen are responsible stewards of natural resources.

**Injection-Site Blemishes Increasing:** After an excellent record of decreasing the frequency of injection site blemishes from 22.3 percent in 1990 to 9.8 percent in March, 1993, blemishes are on the increase. In July and November, 1993 and March, 1994 injection site blemishes increased from 10.9 to 13.9 to 15.4 percent, respectively. These percentages are based on top sirloin injection-site defects. Reducing the injection-site defects is everybody's responsibility. The primary leader for the beef quality assurance programs in Pennsylvania is the Pennsylvania Beef Council. These activities are highly important for the continued acceptance of beef by the consumer.

**Beef Still Dominates:** A survey of casual restaurants and dinner

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