

Farm Calendar

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quarters Building, Harrisburg, 7 p.m.

Wednesday, June 29

Junior Judging School, Franklin County, thru June 30.

PCC/PSU Summer Institute Awards Luncheon, Shippensburg University, 12:30 p.m.

Alfalfa Field Day, Hughy Salfner Farm, Warwick, Md., 10 a.m.-noon.

Thursday, June 30

Centre Co. Conservation Field Day, Reesebrook Farms, Howard, 10 a.m.-3 p.m.

Friday, July 1

5-Acre Corn Club contest deadline.

Lancaster County pesticide container recycling, Landis Spraying Service, Strasburg, repeats Aug. 3 and Sept. 2.

Field Day To Feature Practices For

Reducing Herbicide Use In Corn, Steve Groff Farm, Buck, 9:30 a.m.-noon.

Saturday, July 2

Kutztown Folk Festival, Folk Festival Grounds, thru July 10.

Berks County Wool Pool, Leesport Farmers' Market, Leesport, 7:30 a.m.-2 p.m.

Delaware Valley Milk Goat Association Annual Dairy Goat Show, Allentown Fairgrounds, 8:30 a.m.

Sunday, July 3

National Holstein Convention, Seattle, Wash., thru July 6.

Monday, July 4

Independence Day

Butler Fair, Butler, thru July 9.

Tuesday, July 5

Forage Quality Management presentation, Fulper Farms, Lambertville, N.J.



News

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houses indicates that beef is still the leading entree on restaurant menus. The survey, sponsored by the Beef Industry Council, showed that the average number of main dishes on the menus was 30, and beef, still the most popular center-of-the-plate item, accounted for about a third of the main dishes. Half the beef dishes involved use of ground beef. Beef

was the entree ordered most often in half the restaurants surveyed. Ordering trends for beef have been stable in recent years.

Industry Funds Research on Foodborne Pathogens: The beef industry continues to fund research aimed at preventing illness from foodborne pathogens. When beef is properly handled and cooked, there is little danger from any bacteria on meat, but the industry is seeking to reduce numbers of possible pathogens in the meat supply. Since 1986, through beef checkoff programs directed by the Beef Industry Council, producers have funded considerable research on prevention of illness from pathogens.

Beef safety research projects conducted by university scientists have included: Effect of sodium lactate on microbial safety of roast beef; safety enhancement of partially cooked refrigerated meat products; control of E. coli in beef; detection and control of E. coli O157:H7 in cattle; use of secondary barriers to inhibit pathogens in roast beef; and use of organic acid rinses on beef carcasses.

Consumer Attitudes Toward Beef Show Improvement: After

slipping during the late 1980's, consumer attitudes toward beef have been improving. Consumer research conducted in connection with the beef industry's advertising campaign indicates that most consumer trends have changed for the better.

A report by the National Live Stock and Meat Board research indicates that the number of consumers agreeing that beef is versatile has increased 12%. Persons who feel that beef meals can be new and interesting have grown in number by 6%, the survey shows. Consumer agreement that beef can be the source of lots of quick meals is up 13%, that beef is in style, up 13%, and that beef is contemporary, up 7%. Attitudes about beef's healthfulness also are steady or stronger. Consumers planning to include beef more often in their meals have grown by 13%, market research shows.

Suggestions Welcomed: Any information referred to in this article or anytime that there is a suggestion for the benefit of the industry — contact the Pennsylvania Cattlemen's Association, RD #1, Box 83, Port Matilda, PA 16870 (814/692-4208).



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STANDARD DUTY BALE MOVERS

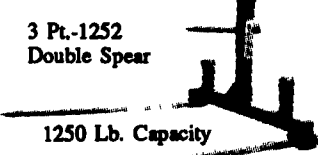
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1250 Lb. Capacity



The Same Unit Can Be Used With One Spear For Center Of Bale Or Two Spears For Under Bale.

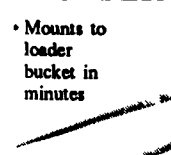
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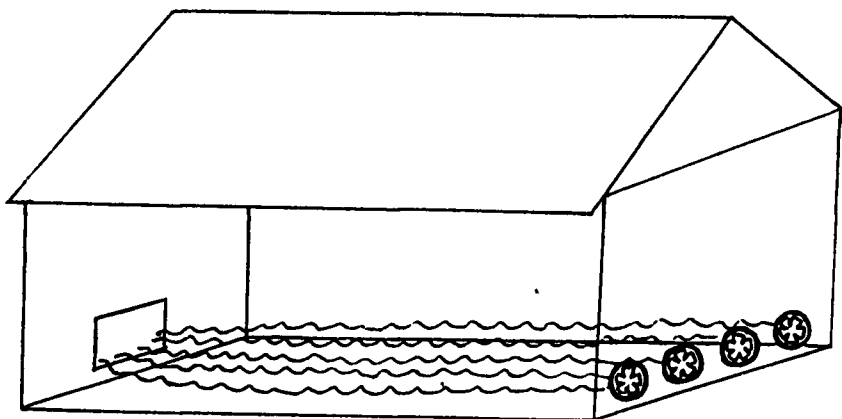
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