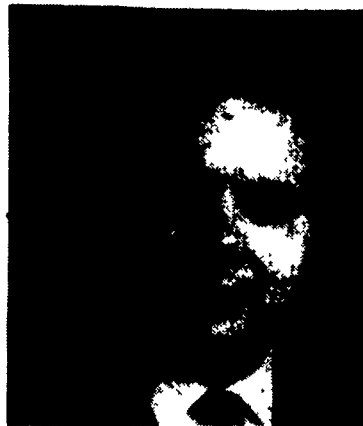


Ivan Represents National Board

ANDY ANDREWS
Lancaster Farming Staff
HARRISBURG (Dauphin Co.)
— Dave Ivan, executive director of the Pennsylvania Beef Council, has been elected executives' representative to the executive board of the National Livestock and Meat Board (NLMB), based in Chicago, Ill.

"As a result of the merger of the four national organizations, what happens at the state level?" said Ivan. "One of the plans is to help 'roll out' national campaigns at the state level."

Also, Ivan will provide feedback from the state commodity
(Turn to Page A39)



Dave Ivan

Ivan will represent the country's 44 individual state beef councils as liaison to the NLMB and implementing various Meat Board commodity promotion activities on a regional and local level.

"In my role, I will serve as a liaison between state beef councils and the Meat Board, as well as other national beef organizations such as the Beef Board," said Ivan.

In a telephone interview last week with *Lancaster Farming*, Ivan spoke about the efforts to "roll out" beef promotional efforts statewide.

One of the efforts helped the beef industry promote products at a time, Ivan said, in June when the market "bottomed out" because of a "heavy supply situation." Prices at the market fell dramatically for beef producers. At that time, Pennsylvania and 16 other states joined in a "test market" promotion effort involving coupons worth \$1 off the price of special beef cuts.

A recent promotional effort focused on the Fox's Supermarket Chain in Middletown and Harrisburg, according to Ivan, to provide promotional coupons in markets through the region. Ongoing are weekly newspaper promotional efforts, as well as newspaper, radio, and television promotional spots in urban markets in Philadelphia and Pittsburgh.

Ivan said that a primary focus of his appointment would be helping with the long-range consolidation plan of the National Cattlemen's Association, the Meat Board, the Meat Export Federation, and the Beef Board. He said that the establishment of an official liaison between the state offices and the National Board occurred four years ago. The primary purpose is to ensure that state and national programs work in tandem, as well as to act as a "sounding board" for various administrative issues which may develop. Ivan will help review how national plans can be implemented at the state level.

Pa. All-American

(Continued from Page A25)

inations against BVD during the past six months.

"The most recent inoculation is to be no less than 15 days and no more than 45 days prior to the show. The BVD vaccine may be part of a multivalent vaccine against shipping fever," Idle said.

For more information regarding the health rules for Pennsylvania and out-of-state cattle, see page 8

of the 1994 Pennsylvania All-American Dairy Show Premium List.

In other business, Idle said, "The floor in the main exhibition area has been removed, and we are gearing up for a great show. Again, the Pennsylvania Fall Championship Holstein Show will fill the Large Arena on Tuesday."

CALF KENNELS



Also Available: Calf Hutches, Emu Shelters, Plywood Bulk Feed Bins, Horse, Sheep & Hog Shelters, Kennels With Door & Feeding Alley, Picnic Tables.

Locust Posts • Fence Boards • Oak Wagon Tongues

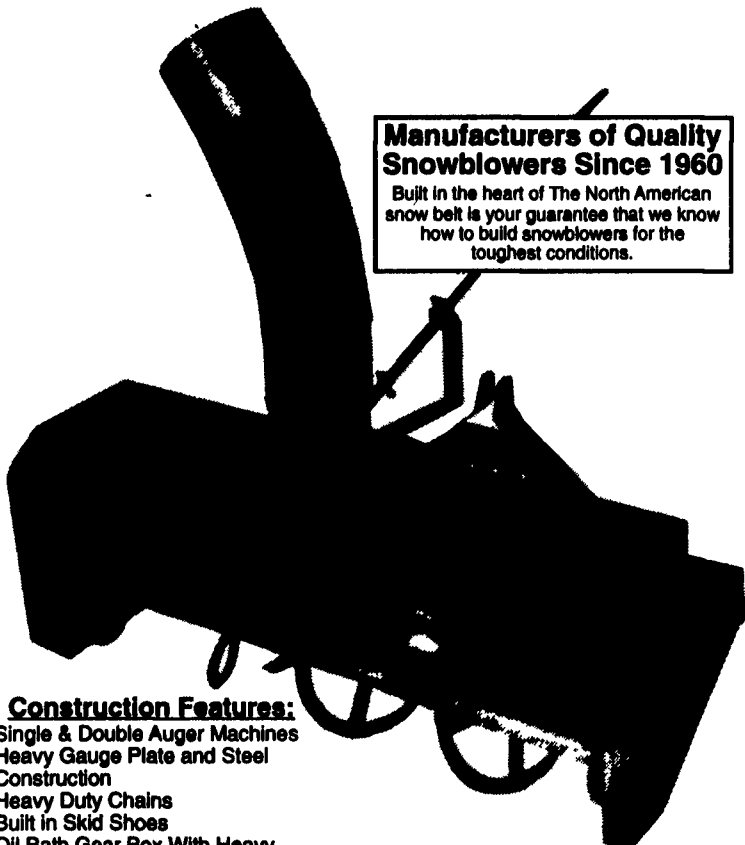
MFD. BY: **STOLTZFUS WOODWORK**

613 White Horse Rd. - Gap, PA 17527
717-442-8972



Snow Blowers

Tractor Mounted Auger Type



Manufacturers of Quality Snowblowers Since 1960

Built in the heart of The North American snow belt is your guarantee that we know how to build snowblowers for the toughest conditions.

Construction Features:

- Single & Double Auger Machines
- Heavy Gauge Plate and Steel Construction
- Heavy Duty Chains
- Built in Skid Shoes
- Oil Bath Gear Box With Heavy Mounting Brackets & Gussets
- 4 Blade Fan on All Models
- Shear Pins for Safety
- End Plates Extend Beyond Auger (Prevents Scuffing Gates & Doors)
- All Models Have Manual Deflector Std. - Manual Hood - Option Hyd.
- Sizes 48" Through 108"

ORDER NOW!
SNOW SEASON IS COMING.
DON'T SHOVEL OR SCRAPE - BLOW!

MANY DEALERS THROUGHOUT PA - MD - NJ - NY - VA - WV

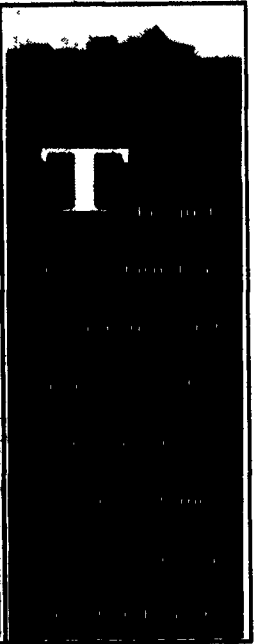
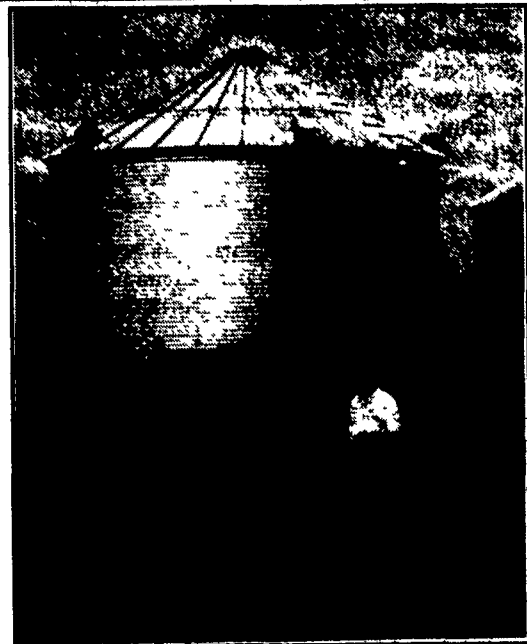
DISTRIBUTED BY:



FOR OVER 75 YEARS
FARM EQUIPMENT
DIVISION
HAGERSTOWN, MD
(301) 791-0422

EMHERR GRAIN BIN SPECIALISTS

Serving Your Grain Equipment, Parts And Service Needs For Over 30 Years



PROPEL PROFITS WITH A VANE AXIAL
Dependable and Economical Airflow For Many Bin Applications



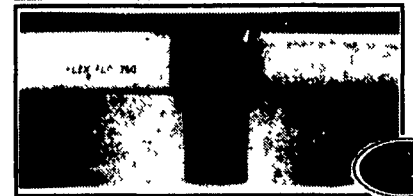
THE CENTRIFUGAL PATH OF LEAST RESISTANCE.
Medium or High Static Pressure Fans Built To Do The Job!



GSI FEED BINS



- 2 Ton To 165 Ton Capacities
- Rigid Auger Systems 4", 6" And 8"
- Flex Auger Systems In 2", 3", 3 1/2" And 5" Also Available



Sukup & BMO



GRAIN CLEANER

- 40" Outer Drum
- Double Screens
- 8"x8' Fill Auger With Motor
- Fully Assembled
- Capacity - 1600 BPH At 15% Moisture
- Larger Models Available



★Full Line Parts Dept.★
★Sell, Service & Install★

Rt. 272 South
14 Herrville Road
Willow Street, PA 17584

Ph. 717-464-3321 or
Toll Free 800-732-0053

Store Hours:
Mon.-Sat. 7:30 AM to 6:00 PM



UPS Shipping Point