Beef Quality Meetings

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and pharmaceutical representatives added to the presentation.

The second session of the certification was held at Herr Angus Farm in Nottingham. At this session, test scores from the first

meeting were reviewed, questions answered, and the hands-on portion of the training was implemented. All participants were required to restrain a steer correctly, give a vaccine subcutaneously and intramuscularly, implant a growth



John McFadden, sales representative for Hoechst-Roussel Agri-Vet Company, far left, explains proper procedures in a successful Beef Quality Assurance program to workshop participants.



Properly filling a syringe is demonstrated by Adam Cowart.

stimulant properly, worm with a drench and a pour-on product, as vell as identify the animal correctly by giving the steer an ear tag and filling out a vaccination chart. Once each participant completed both training sessions, each individual received a certificate from the Pennsylvania Cattlemen's Association.

Chet Hughes stated that this was his first Beef Quality Assurance training certification program and everything went along smoothly. Many producers that attended were appreciative of the program.

A large number of producers in the association have jobs outside of farming; therefore, this training tool was a valuable learning experience for everyone involved.

In the future, the certification will be implemented if there is a request and need for it. Questions regarding the association or the Beef Quality Assurance program can be directed to Bobbi McMullen, association secretary, (717) 548-3282 or Chet Hughes, Lancaster County extension agent, (717) 394-6851.

Dairy Council Receives KUDOS

SOUTHAMPTON (Bucks Co.)-The Southampton-based Dairy Council Inc. recently took home two awards at the 1994 KUDOS Awards Ceremony, a statewide rommunication competition sponsored by the Communications Committee of the Pennsylvania Society of Association Executives (PaSAE).

Dairy Council won top trophy for their media campaign involving the importance of the school breakfast program. Combining the efforts of two area school districts, the campaign included a media tour highlighting the importance of school breakfast and how breakfast affects a child's ability to learn in the classroom.

Dairy Council received a second award for their 1993 Annual

may well end up adding weight for traction

Report, which won top prize as best association/business annual report. Entries were judged on content, organization, effectiveness, writing, design, layout, photography, illustration and success in meeting the stated objectives.

Dairy Council's Executive Director Jan Stanton accepted the awards at the KUDOS awards ceremony in Harrisburg. The KUDOS awards program brings annual recognition to the best publications and public relations works.

KUDOS are judged on effective and creative use of press releases, special events and other mediadirected activities in communicating the purpose of the campaign.



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