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The checkoff and industry are now funding a Food Safety Council. This council will develop a comprehensive strategy for research, education and consumer information to assure consumers of beef's safety and wholesomeness. Beef checkoff dollars have already funded more than \$1.5 million dollars in food safety research each year for the past five years. One technique resulting from this research includes vacuuming beef carcasses with steam or hot water.

Or how about BSE? When it's in the news your dollars work to educate all segments of the industry and the media that BSE does

not exist in the U.S. Your dollars also funded the industry's response on *Oprah*. No other commodity checkoff program works on your behalf on these issues. And these issues affect your livelihood.

Some say a dollar doesn't go very far these days. But the beef checkoff dollars you pay every time you sell an animal buys plenty. Here's more:

- Every year more than 100,000 educational kits produced by the beef industry are placed in schools across the country. And every year more than 6.5 million school children in all grades are reached by this material, which accurately examine beef's role in the diet and the cattle industry's place in U.S.

society.

- The checkoff funds research on new products and marketing that is discovering new ways of maximizing the value of the beef chuck and round. *Rotis-A-Roast* and *Beefatas* are two products developed to capture more of the food dollar with convenient and great tasting products.

- In the past year, 36 dietitian seminars have been held across the country, reaching more than 5,000 health professionals. An evaluation showed 54 percent of the dietitians were more likely to recommend beef to their clients after attending the beef checkoff-funded program.

These are just a few of the areas supported by the beef checkoff. There's also the national consumer advertising campaign "Beef. It's What You Want," export promotions in Japan, and nutrition research to confirm beef's positive contributions to good health. At the last count there were over 200 programs running to

build beef demand.

Cattle prices — and especially calf prices — haven't been great over the last year. But, without the checkoff they could be even worse.

Serving as a director on the Beef Promotion & Research Board, I am helping to shape policy and direction for the beef industry. As a dairy producer you might be curious why I am so active in the beef industry? Because I am also in the beef business. A portion of my income is derived from the sale of cull cows, bulls and veal calves. Domestic non-fed beef production, of which dairy cows are a significant component, accounts for roughly 20 percent of all beef produced in the United States.

The success of the beef industry is important to me, my operation and my standard of living. I know the actions I take as an individual may not dramatically affect the direction of the cattle market, but they will certainly help maintain the viability of the industry and the demand for our products.

Jay Kopp
Middletown

Editor:

To keep milk tank clean, use 2 oz. red acid, 2 oz. (basic H.), 2 oz. peroxide, 2 oz. low foam acid rinse in bucket of cold water (never use hot water), and splash around in tank with milk dipper. Rinse out tank with cold water. I haven't washed my tank with hot water and soap for 2 months, and there's no scum build-up.

One farmer had an SCC of 2,400,000 and after trying about everything without results. He was told to use as a teat dip spray 15% straight Clorox and the rest water. Now he's down to quality premium levels. My own formula is 15% Clorox 20 % teat dip and the rest water.

Never use bleach or anything else but straight Clorox. My goal for all Lancaster County certified organic dairy farmers to be leading the nation in quality premiums 6 months from today.

Benuel R. Stoltzfoos
Bird-in-Hand

Lancaster Flock Has Avian Influenza

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(The disease showed up in both Lebanon and Lancaster counties along the northern edges of both valleys, in the foothills of mountains. They are areas that, because of prevailing wind patterns, would be likely areas for airborne debris to settle out to the ground. Further, both areas are in proximity to major trucking routes — Rt.78 in Lebanon County, and the Pa. Turnpike in Lancaster County — where the open-crated, open sided poultry trailers traveling through could potentially bring contaminated birds.)

As far as determining the species or origin of the H7N2 virus, Eckrode said he believes this strain may be surviving in the live bird market, where it has been found several times since the 1980's outbreak of the other deadly virus.

During the press conference, Hayes said that it was called as part of his policy of ensuring that the public is well aware of happenings in agriculture, both good and bad.

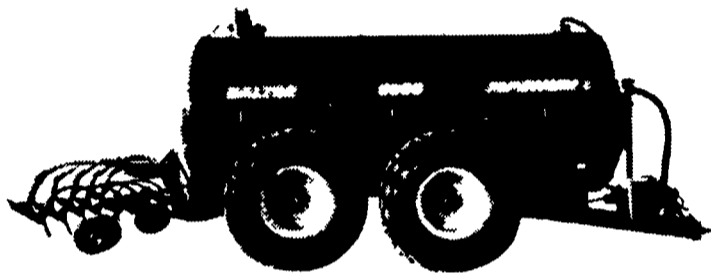
He said that as further developments occur, the media will be advised.

"What we're doing now," he said, "is in keeping with proper protocol of keeping the public informed as to critical events in the agricultural realm."

"Along with the good news, from time to time ... there is some that is less than that."

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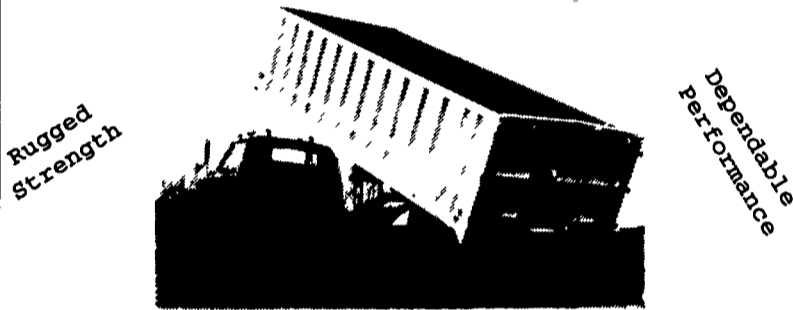


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