

Holstein Association USA Taking Proactive Role

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evident as the need, ironically, for such ID is becoming much more necessary. The Holstein Association of Animal Breeders (NAB), the Dairy Herd Improvement (Dhia) system, and APHIS have created what we believe is a way to fill this void."

Other countries around the world have already taken steps to regulate animal identification. European Union (EU) policy after January 1, 2000 will require any beef or dairy animal sold interstate in the 15-member EU to have birth-to-plate individual identification. Every animal will have to have its ID attached no later than 20 days after birth; that identification code will follow it through a mandatory beef labeling system. The EU regulation also denotes that "animals imported from other countries...must be subject to the same identification requirements."

Canada has also implemented a nation-wide dairy ID system. National Livestock Identification (LID). It's purpose is to provide a means to identify every dairy animal with an approved national tag and unique number at birth or prior to leaving the farm. KID will also build an automated supporting database and integrated surveillance network for tracking animal movement. Similar plans for the Canadian beef cattle industry are under way.

"The United States must make significant and immediate progress with our domestic animal recording and information systems to be competitive in international trade," said Gerardo Quaassdorff, Executive Director of International Marketing & Development at the Holstein Association. "Our farmers cannot afford to lose their export markets."

In 1996, President Clinton and U.S. Agriculture Secretary Glickman announced a new approach to food safety that would modernize the inspection program of slaughter and pro-

cessing facilities. The program initiated by the Holstein Association supports 'pre-harvest' food safety by improving the on-farm practices of animal agriculture.

What's Happening in Other Countries

Europe

EU regulation - as of January 1, 2000, any beef of dairy animal will have to have their ID attached no later than 20 days after birth...and that identification code will follow them through a mandatory beef

labeling system.

IDEA (Identification Electronique des Animaux) - The IDEA project is being implemented in January 1998. The large-scale project covering a period of three years, has been established to evaluate the performance of the electronic identification devices.

- 1 million animals of three species (bovine, sheep, and goats)
- Seven countries
- Three types of RFID (Remote Frequency Identification) transponders

• Evaluate the performance of the devices, slaughterhouse recovery and the data transmission to the database.

• Determine which is the appropriate technology (in terms of type of transponder and reader types) to be fully implemented in the EU livestock industry.

Canada

NLID (National Livestock Identification) - provides a means to identify every dairy animal with an approved national tag and unique number

at birth or prior to leaving the farm gate. It will build an automated supporting database and integrated surveillance network for tracking animal movement.

National Identification for the Canadian Beef Cattle Industry - overall objective is to have an individual animal trace-back system for animal health and product safety in place by January 1999, to assure domestic and international customers' confidence in production practices.

Pork Producers Find Real Marketing Solutions

INDIANAPOLIS, Ind. - In today's marketing system where volatility and industry consolidation continue to present pork producers with challenges, National Farmers Organization (NFO) is emphasizing that it's important for them to stay up on the latest trends and create their own marketing safety nets.

"Producer's have many tools for profit available to them so they can flourish in the changing industry," said Richard Ellinghuysen, director of program development. "They need to apply those sound marketing strategies to their operations, and enjoy the financial advantages of doing that."

And as the next millennium arrives at the doorsteps of American pork producers, NFO at its national convention unveiled two brand-new ways for producers to market their quality hogs.

The *Pork Profit Network* provides special negotiated cash sales and gives producers greater market access. The second new opportunity, *Pork Profit Contracts*, takes advantage of four different contracts and gives producers a superior cash-flow plan.

"Today's pork producers need to remember that it's very important to use both negotiated cash sales, and contemporary pricing techniques to earn a

profit in their farm businesses," said Ellinghuysen.

Using networking, the industry's best technique for profiting in the hog markets, NFO introduces *Pork Profit Network*. It provides producers with added value, increasing producer income by as much as \$10 or more per head.

"In 1997, in the hog market, price swings ranged nearly 40 percent, so that illustrates the impact that consolidation in the industry has had on producers," Ellinghuysen said. "Producers need a way to succeed, and the advantages of networking together is the way everyone from extension to the pork producer's council is advising."

NFO professionals negotiate with major packing companies, which pay more for the reliable, quality supply *Pork Profit Network* offers them. One PPN feature, *DataTrack*, puts all the hog performance information in black and white, including premiums, backfat, yield, loin depth, sort, weight averages and fat-free lean index. "Producers can use this information to improve genetics in their operation and provide higher quality pork to America's consumers," Ellinghuysen said.

Pork Profit Contracts capital-

izes on the new Chicago Mercantile Exchange lean hog contracts, just introduced in 1997, and give producers a fixed base price for up to 12 months. One aspect of PPC, the *Hedged Cash Flow Contract*, provided price potentials of \$78.05 per hundred pounds, including average premiums, in the first three quarters of 1997.

"To succeed today, producers need to use marketing plans providing a variety of strategies and risk management tool," Ellinghuysen explained. "With *Pork Profit Contracts*, producers earn more consistent returns, manage market volatility and focus their marketing plans on a better future."

Foundation Offers Scholarships

ST. JOSEPH, Mo. - For the first time, the Angus Foundation will offer \$20,000 in college scholarships to young people who are active in the Angus breed.

The awards, which will consist of two \$2,500 and 15 \$1,000 scholarships, will be presented at the 1998 National Junior Angus Show, July 20-25 in Indianapolis, Ind.

To be eligible for the scholarships the applicant must meet the following criteria:

- They must have at one time been a National Junior Angus Association member and be a junior, regular, or life member of the American Angus Association.

- The applicant must be a graduating high school senior or must be enrolled in a junior col-

lege, four-year college/university, or other accredited institution of higher education.

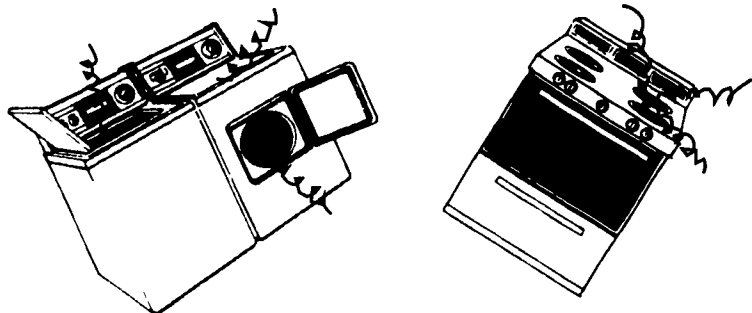
- The applicant cannot have reached their 25th birthday prior to the year of application.

- The scholarship must be applied to undergraduate studies and is applicable to any field of study.

- The applicant must show proof of enrollment in an institution of higher education before the scholarship check is issued.

Scholarship applications can be obtained by contacting the American Angus Association junior activities department at 3201 Frederick Blvd., St. Joseph, MO 64506, (816) 233-3101. Deadline for submitting completed applications is May 15, 1998.

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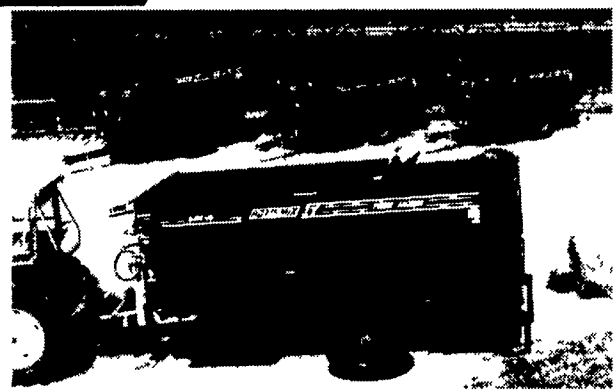
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