

American Highland Cattle On Display

DENVER, Colo. — A unique breed of cattle dating back to the 12th century has been rapidly gaining popularity as a favorite among the nation's top beef connoisseurs. A recent article from Associated Press touted the headline "Red Meat for the Elite" stating that at "\$36 a steak, Highland beef isn't exactly 'chopped liver'." This is blue-blood beef.

Her Majesty Queen Elizabeth keeps a large herd of Scottish Highland cattle at Balmoral Castle for her private stock. It is said that this is the only beef she allows to grace her table. In addition to the Queen, British nobility and multi-billionaires here in the U.S. own Highland cattle. They know a good steak when they taste one. Prestigious white tablecloth restaurants have chosen various Highland cuts as their top menu selections. As a trial, 35 Highland NY strip steaks made their premier on the Metropolitan Opera's Special Menu. They were sold out in just 30 minutes! Since the growing demand currently exceeds the available supply, the American Highland Cattle Association is looking for more breeders to raise the gourmet beef.

Highland breeders from across the country and Canada will bring

their very best to Denver's National Western Stock Show from January 20-23, 1999. The American Highland Cattle Association will hold its National Show on Friday, January 22 at 9 a.m. and National Sale on Saturday, January 23 at 10 a.m. Both events begin with traditional Scottish bagpipers leading the way for these aristocratic bovines.

Beef Brings Top Dollar

The price also sets Highland beef apart. On the traditional markets, a whole carcass generally sells for less than \$1 a pound, Angus sells for about \$1.15 and Highland for about \$2. This is based not only on the relative rarity of the Highland breed but also because it is raised naturally and is a superior product. The incentives to raise Highland don't come in the volume.

"We're getting more income per acre than if we sold beef commercially," said Roger Smoker of Eagle Creek Cattle Company in Warsaw, Indiana. One of Eagle Creek's biggest supporters is Kent Buell, chef and owner of Kent's in New Buffalo, Michigan. Buell said he buys the meat for a variety of reasons: taste (his staff chose Highland in a blind taste test over other beef), the fact that Eagle

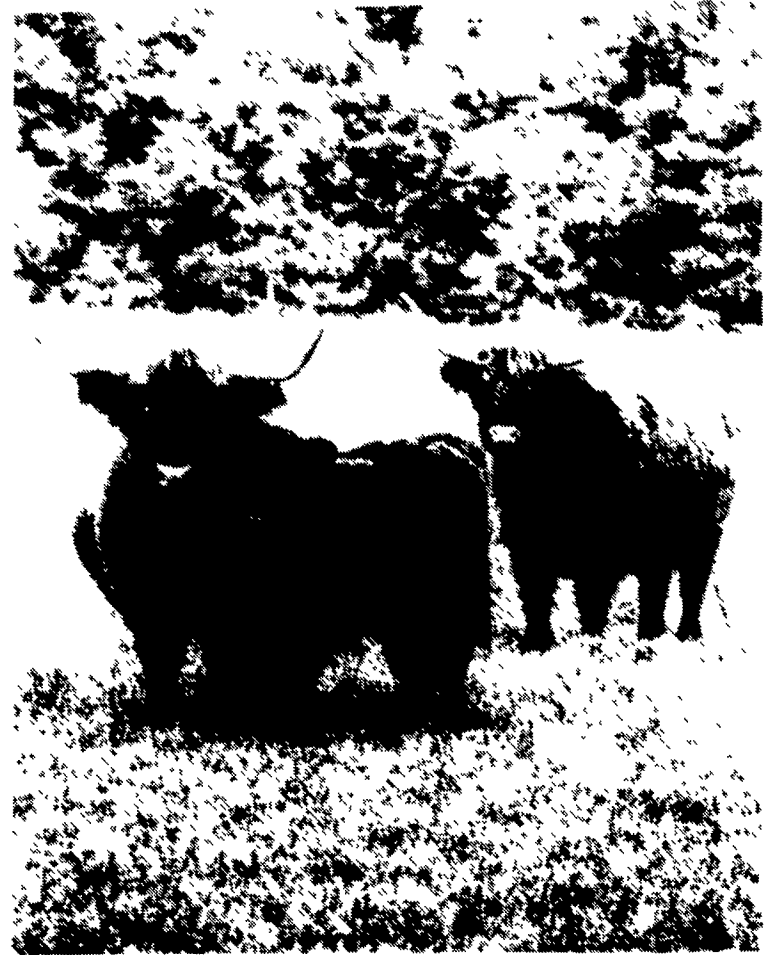
Creek is a regional product and the fact the cattle are raised without hormones and steroids. It's the only beef we've had on our menu for the past year," Buell said.

Chef Greg Lutes at the Checkerberry Inn in Goshen, Indiana said he has been selling Highland beef for about six months. He sells a 23-ounce Highland steak for \$36 and is considering offering it in smaller portions. He likes the flavor and the fact it's a local product.

Healthy Beef

Despite generally depressed beef prices, the popularity of Highlands is due in part to the American public wanting healthy food that is unadulterated by technology and biochemistry. This breed has been basically untampered with since they originated in the Scottish Highlands. Because of its relative rarity, the Highland breed presents interesting marketing perks outside of the main beef loop.

Smoker touts his company's product as an all-natural one: "It's raised without hormones and antibiotics and it is cleaned only with water, not chemicals, during processing. The beef is extremely lean due to this long hair which protects them from the cold rather



Highland Cattle looking at you.

Cook Receives Distinguished Service To Agriculture Award

GELMONT, NEW YORK — New York Farm Bureau presented State Senator Charles D. Cook (R-40) its most prestigious award the Distinguished Service to Agriculture Award, during the farm organization's 42nd annual meeting in Syracuse.

In announcing the presentation of the Distinguished Service to Agriculture Award to Senator Cook, farm Bureau President John Lincoln said, "As a senator in the New York legislature, Charlie Cook has demonstrated his support and understanding of New York's largest industry — agriculture. He's understood our industry because he was born and raised on a small family farm in Delaware County. We're really going to miss his guidance, support, and initiative when he retires at the end of the year."

Since his election to the state senate in 1979, the Delhi, N.Y. former state assemblyman (1973-1979) has served on the New York State Senate Agriculture Committee. While in the state senate, Senator

Cook was prime sponsor on several important Farm Bureau-supported goals. This included his support for the Farm Preservation Act of 1996, the landmark farm property tax relief bill that passed into law.

"This was the first major initiative toward real property tax reform for farmers, and Charlie Cook was a tremendous resource and supporter," Lincoln said. "He's always been so outspoken in his support of agriculture and New York Farm Bureau, but he does so in a quiet, subtle way. He never looked for the credit; he only sought the successful resolution of Farm Bureau-supported legislation."

Cook also was prime sponsor for a number of Farm Bureau-supported legislation. These included the creation of the state Office of Rural Health, recodification of Planning and Land Use enabling statutes, agricultural districts disclosure notices; rural impact statements by state agencies.

He has chaired such state

senate committees as the Education Committee, the Committee on Local Government, the Committee on Agriculture, as well as the Legislative Commission on Rural Resources. Nationally, Cook was a member of the National Advisory Committee on Rural Health and the Council of State Governments Advisory Committee on Agriculture and Rural Development.

"Throughout his public service life, Senator Cook has been a staunch supporter agriculture, and ally of New York Farm Bureau and the policy goals that our members have pursued,"



than an extra layer of fat, as most other breeds have. The beef cuts from Highland are not fatty around the edges like some breeds but there is enough fat marbled throughout the beef to give it a rich flavor. It's also a beef with a rich flavor preferred by many chefs," Smoker says. This is the first year the Association's National Show & Sale will utilize ultrasound to measure ribeye area and backfat thickness.

User-friendly Cattle

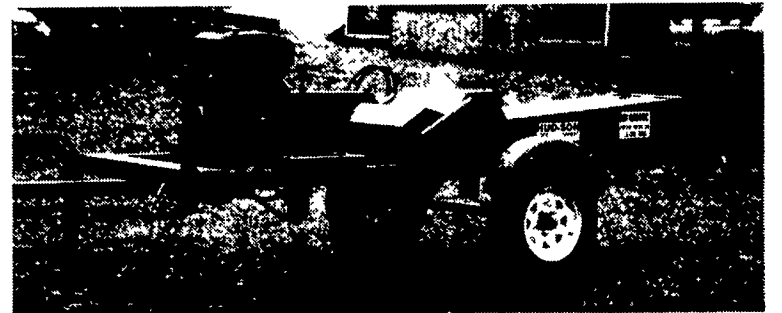
"This beef is relatively easy to care for," Smoker said, "with a much higher tolerance for cold and more breeding years than most cattle." Despite their horns, they are extremely docile and friendly, making them easily halter broken. Since Highlands originated in a rugged terrain and harsh climate where only the fittest survived, they are perfect for first-time farmers (you might call them "user-friendly" cattle) not even requiring barns during winter. It's no wonder they are quick-

ly gaining in popularity among America's "gentleman farmers."

An astounding example of their hardiness and disease resistance occurred in the Aleutian Islands off the coast of Alaska. The area proved too rigorous for many of the original homesteaders and as they migrated from the outlying areas, some of their Highland cattle were left behind. Despite having no human care, the animals survived and flourished. Years later, the U.S. Fish & Wildlife Service sent in marksmen to eliminate the Highlanders because they were overpopulating some of the areas that had since been designated as part of the new Alaska Maritime National Wildlife Refuge.

For more information or to locate breeders in your area, contact the American Highland Cattle Association at (303) 292-9102. e-mail ahca@envisionet.net or visit their website at: www.home.cznet.net/~highland/ahca.htm

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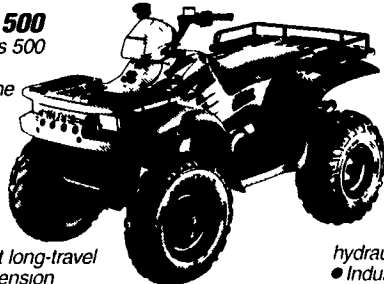
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