

# Teens Attend PCC Institute

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**MONTROSE** (Susquehanna Co.) - Fourteen high school students from Wyoming and Susquehanna County recently participated in the Pennsylvania Council of Cooperative One Day Institute held at the Penn State Cooperative Extension Office in Susquehanna County. The one-day program sponsored by the Susquehanna/Wyoming Youth Council of the Pennsylvania Council of Cooperatives is designed to educate area youth about business organizations and structures, the roles cooperative businesses play in the economic life of a community, and how people work together to solve problems through cooperatives.

After a short round of social activities led by extension agent Joann Kowalski, and brief introductions by Susqu/Wyo PCC

Chairperson Donna Brown, Ag-Choice Farm Credit, and Ginny Beeman, vice chairperson, Susqu/Wyo PCC Gerald Ely, Cooperative Development specialist with the US Department of Agriculture presented a video "Cooperatives in the American Business System." In the discussion that followed, participants were surprised to learn that there are 47,000 cooperative businesses operating in the United States.

Representatives from local cooperatives: Don Hibbard, Sire Power; Jim Zick, Claverack Rural Electric; Charlotte Severcool, AgChoice Farm Credit; and Bill Beeman, Dairylea; were on hand to discuss how their cooperative works and to describe the benefits that each offers its members.

After a nutritious lunch, quizzes were administered to evaluate each participant's understanding of cooperatives.

The five students who scored highest on the cooperative quiz, and who have also demonstrated leadership through participation in extracurricular school activities, FFA, FHA, 4-H and/or other community programs were offered an opportunity to attend a four-day youth leadership program conducted by the Pennsylvania Council of Cooperatives and Penn State University.

Abby Wilson, Angela Adams, Bradley Mitchell, Jason Corey, and Daniel Karhnak from Susquehanna County, were awarded scholarships to attend the "Summer Institute" which will be held at Shippensburg University in June. Participants exhibiting leadership qualities during the Shippensburg University program will be invited to attend the National Institute of Cooperative Education (NICE) on a full scholarship. NICE will be held in Snowbird, Utah in August.



**The NCBA put \$25 million behind the marketing program, according to Beef Council news release. Their reasoning? About 80 percent of Americans spend 45 minutes or less preparing meals at home, according to the NCBA, and consumers wait until late afternoon (till 4:30 p.m. or later) to make their dinner plans because of their hectic schedules. Here, several Quantum Steaks meals.**

## Beef Forum

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The beef industry's goal is to sell 100 million pounds of the rotisserie-style beef by the year 2004.

At the new products forum, products served including beef and veal items: Classic Main Courses pot roast and beef tips in gravy, donated by Flint Hills Foods, Alma, Kan.; Rotiss-A-Roast from

American Foods Group, Green Bay, Wis.; veal bacon, by Catelli Brothers, Collingswood; veal fingers and marinara sauce, a SISCO branded product; marinated steaks by Quantum Foods, Chicago, Ill. and another quantum Foods product, the Steak Melt Sandwich, served at Dairy Queen restaurants.

According to Bryant, the Classic Main Courses beef pot roast is a cooked beef pot roast offering consumers a delicious, homestyle flavored entree in seven minutes. Also, beef tips with gravy rounds out the Classic Main Courses offerings, which comes in a 17-ounce microwaveable bag, ideal for serving over rice and noodles. Each entree provides three to four servings and is priced between \$4.99-\$5.99, with less than six grams of fat per serving.

Recipes are included in each entree to help consumers turn their Classic Main Courses into great-tasting, complete dinners, which are as easy as they are economical, she noted.

Bryant noted that for several Monday nights, the Beef Council will provide samples of products at the Harrisburg Senators games on City Island.

Tammy Weaver, industry relations director, noted that less money from the Council is being used for paid advertising and more is being "refocused and reallocated

to consumer spending." She spoke about the efforts of the beef check-off and how it is increasing awareness of beef as part of a nutritional diet.

Weaver also noted how everybody in the dairy business is also in the beef business, because of culled cows marketed for beef.

Restaurants such as Ponderosa, Bonanza, and Golden Corral use dairy beef, which provides for many people an "affordable meal," noted Weaver.

For those who want additional educational material about beef, she noted several Internet sites, including teachfree.com. The council has its own Web site, www.pabeef.org.

At the forum, Bryant also introduced the successful Patty Melt, star of the popular food safety program aimed at elementary school children. A four-minute video created by a Landisville-based company highlighted the program, which has traveled to more than 600 schools since February.

Alexa Kroutch, director of veal programs for the council and administrator for the American Veal Association, said the new veal bacon has 35 percent less fat than pork bacon. The products, including veal fingers, are based on the chuck and breast (the bacon comes from breast meat).

According to David Ivan, executive director of the Pennsylvania Beef Council, the more the Council can do to promote different cuts of beef in a variety of ways is good for the industry, he said.

The promotional idea for the new products forum came as a result of a meeting held with editors of industry publications last December in Baltimore, noted Weaver. The Council is thinking of scheduling similar meetings once a year, hosting media and ag organizations, introducing products and reviewing the promotions under way by the Council.

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