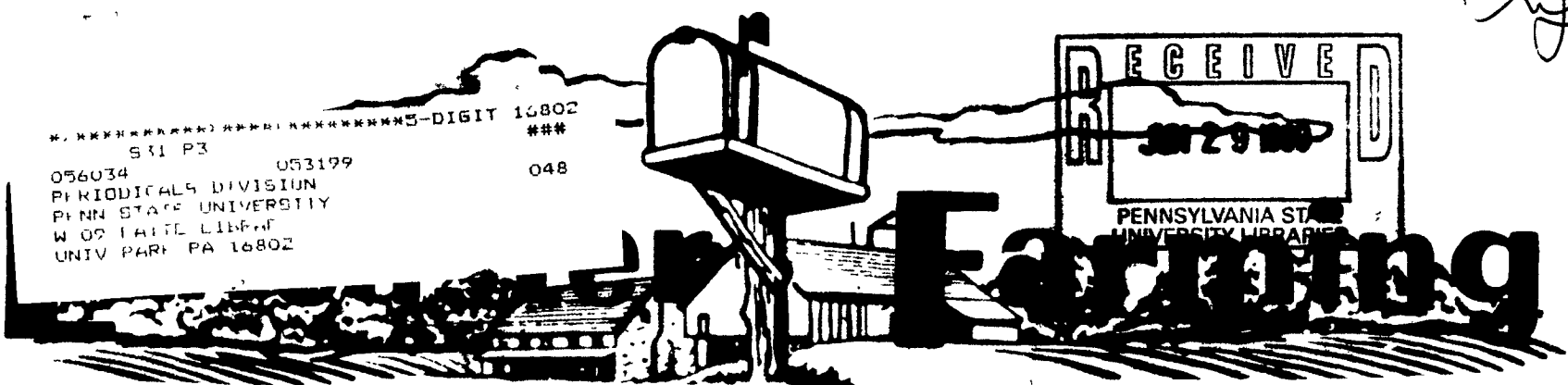


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Visionary Design Founder Invents New Ways To Use Beef, Other Meats

ANDY ANDREWS
Lancaster Farming Staff
ATGLEN (Chester Co.) — "People will fight anything that's new," said Eugene "Gene" Gagliardi Jr.

Gagliardi, who some say is the meat cutter industry's "mad scientist," points out how much he disagrees with traditional thinking, which goes: any cuts that can't make steak should be ground into beef.

Not so, says a man who simply likes to cook.

Gagliardi's thinking is "out of the box" and the future of the beef industry is in further cutting, taking the harder-to-move carcass cuts and "separating the muscles and denuding them," he said.

Gagliardi's made it big on some of his ideas as president of a company he founded, Visionary Design, based in West Fallowfield

Township in Chester County.

Gagliardi has been involved since he was six years old in his family's meat business, Gagliardi Brothers, once located in West Philadelphia and West Chester. He's worked for a variety of further processing companies. Gagliardi owned Designer Foods from 1983-1993.

In 1968, Gagliardi invented a new way to look at steak sandwiches with his "Steak-umm," an almost instant hit and a huge moneymaker. In 1980 the beef product became the largest selling frozen, raw, branded meat product in the world, according to the inventor.

Shortly before he founded Visionary Design, based on a 570-acre farm estate on his Wolf's Hollow Farms near Atglen, Gagliardi, who simply enjoys to cook in his spare time, invested imagination in a big profit-maker for Kentucky Fried Chicken — Popcorn Chicken.

Gagliardi has more than 30 patents on different further processed foods for the beef, chicken (where he has more patents than anything, he said), pork, lamb, turkey, and veal industries.

Not only that, Gagliardi has "cooked up" equipment to help in making further processed foods, including a device called a "Slider" (short for slicer/grinder), a plate system that uses parallel slits, ranging from 1 millimeter (mm) to 6 mm wide, rather than holes to fit standard meat grinders.

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Gene Gagliardi, inventor and consultant to the Pennsylvania Beef Council on new product introductions and marketing, shows the latest product from his kitchen — "Frank Fries." The product uses French-cut hot dogs covered with a sweet and savory corn dog-style breading, lightly fried to a crisp golden coating. Gagliardi said that big companies and fast food chains are looking at Frank Fries with interest. Photo by Andy Andrews

Reading Cancels 1999 Fair

VERNON ACHENBACH JR.
Lancaster Farming Staff
READING (Berks Co.) — The 1999 Reading Fair has been cancelled.

But a 2000 Reading Fair is to be held.

Better than ever, according to fair organizers.

Earlier this year it was reported during a groundbreaking ceremony at a new permanent site, that the Reading Fair would be held Sept. 20-26, though modified from previous years.

At the time of the ceremony, plans were to have one pole barn completed and numerous tents to house the animals and shows in time for the fair.

It was also to feature a first-time, one-price admission/rides/entertainment fee.

However, plans for holding the fair this year were recently scrapped as fair organizers discovered that site preparations couldn't be completed in time.

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Office Closed July 5

To celebrate Independence Day, Lancaster Farming offices are closed Monday, July 5. The office will reopen Tuesday, July 6.

For the July 10 issue, there is a deadline change:

Public Sale, Auction Report due — 5 p.m., Friday, July 2.



June is Dairy Month, and goats and sheep are dairy animals too. As the dairy industry, along with the rest of industry, undergoes growing pains in adjusting to post-Cold War changes, the trend toward mega-mergers and elimination of jobs is modified by a grass roots emphasis on entrepreneurialism. As a result, many hobbies are being turned into family supporting businesses. Margaret Zittel has developed an interest in cheese making while living in Paris that remains a hobby, but could well turn commercial. See story on page B2. Photo by Lou Ann Good

Berks County School Superintendents Tour

ANDY ANDREWS
Lancaster Farming Staff
READING (Berks Co.) — To accommodate larger dairies, which may be necessary if dairying is to survive in metropolitan counties such as Berks, processors are willing to expand.

But to survive at all, dairy farms "have to get bigger," according to Clyde Myers, Berks County dairy agent, on a tour last week with more than two dozen county school superintendents at Clover Farms Dairy, north of Reading, and milk producers in the area.

Those who don't get larger, according to Myers, will have to use other ways to cut costs, in light of an increasingly volatile market.

Future dairies in the county could include herd sizes ranging from 200-600 head of cows,

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On an agriculture tour, superintendents of schools in Berks County find out how important agriculture is to employment potential for students and the broad variety of disciplines involved, and how the dairy industry has changed to require increased herd sizes per farm and what it means. Here they visit Clover Farms Dairy, which employs about 235 people full time, processing milk from 100 dairy farms in the county. Photo by Andy Andrews