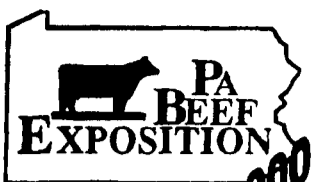
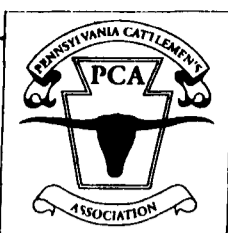


Background On Shorthorn Breed Given



March 30 to April 2, 2000
At The Penn State Ag Arena

The Shorthorn breed of beef cattle are experiencing growth like the breed has never seen before. Registrations are up by at least 20% and American Shorthorn Association membership has increased significantly in both the adults and the juniors. As a result of this the NAILE Shorthorn Show in Louisville this past fall was the largest single breed show in the history of that prestigious show. In fact both the junior and the open shows had more cattle than any other breed to exhibit in 1999.

Pennsylvania and the Mid-Atlantic Region have not been left out. We are experiencing the same kind of enthusiasm here as on the national level. The 2000 Farm Show had many more junior Shorthorn cattle shown, both in the heifer division and in the steer division, then at any time in the recent past. Many of the county fairs and regional show are experiencing tremen-

dous growth in the number of shorthorn cattle being exhibited. Three of the last six years a breeder from Pennsylvania has owned or exhibited the National Champion Bull.

Because of this interest the Pennsylvania Shorthorn Breeders Association (PSBA) has adopted several new ventures to enhance this growth and to reward the membership for its work. A futurity system has been established where Shorthorn Breeders can nominate calves that can go on the show either at the Farm Show (steers) or at the Beef Expo (heifers). These cattle are then eligible for additional premiums. Also in conjunction with the Beef Expo the PSBA has established an event where heifer calves can be evaluated and sold. On April 1, there will be 16 show heifer prospects (1999 calves) sold. We were hoping for 12-15 calves and we exceeded our goal giving evi-

dence again that the breed is growing in Pennsylvania.

Not only is the breed growing in the show ring but also in the commercial cattle business. ASA as well as PSBA has set up a Commercial Acceptance Committee to help to connect people with Shorthorn cattle to sell with people who want and need them. Yes, people have always bought and sold cattle but this is a new tool to use, to quickly connect with each other. One of the ways that has helped tremendously in this effort is with the use of the Internet. ASA has established a website and one of its functions is to enhance the sale of commercial bulls all over the world.

If you would like more information on the ASA you can contact them at 402-393-7051 or www.shorthorn.org. If you desire more information about the 2000 Pennsylvania Heifer Futurity Sale or the PSBA contact Frank Stoltzfus at 717-367-3088 or fstoltzfus@aol.com. If you would like a sale catalog or want to view it on line contact David McElhaney at 724-573-9043 or www.shorthornsonline.com.

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