

Pennsylvania's Beef Industry

leshoot, problem-solve, and generally help answer producer question on everything from packing plant issues, to animal health issues, to feed management issues, even zoning and environmental issues.

During the meeting, Lancaster County livestock agent Chet Hughes said "there is a lot of expertise sitting in this room, and a network of people across the state. You may be the person Wendall will call for assistance, or you may be the person who will call Wendall for assistance."

Comerford and Slayton both stressed the importance of baseline information gathering for benchmarking purposes. The idea of goal-setting using benchmark comparisons is not a new one. The dairy industry has been compiling information for years through DHIA and other recording services which many producers use to compare them-

selves to a state or national average to reveal areas for improvement and goal-setting in their own enterprises. Information provided will be confidential and anonymous, and used only to calculate state averages so that individuals can compare their own progress, and so that the state's overall progress in areas of beef quality and profitability can be charted.

Slayton stressed the issues of quality assurance. "We're looking through the eyes of the consumer," he said. "We're aiming for a beef product that essentially exceeds what consumers expect in taste, price, color, safety, leanness, ease of preparation, and anything else important to them."

Slayton predicts that the results of the third beef quality audit being conducted by National Cattlemen's Beef Association (NCBA) this year will show continued movement of the in-



Wendall M. Landis, director of beef quality assurance certification, will be the point person for "The Blueprint for Success for Cattle Feeding in Pennsylvania" — a joint initiative sponsored by Penn State University College of Agriculture Science and the Pennsylvania Beef Council

(Turn to Page A27)

DURABED®



COW MATTRESS

The Only One Of Its Kind

80 oz. Waterproof



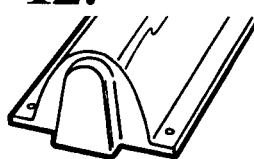
- The Heaviest
- The Most Effective
- The BEST
- The Driest
- The Strongest

Why Buy Anything Else?

DuraBrisket®

Easy to install 8 ft. sections

\$12.00 per stall



Ask about...

HDPE POLYBOARD

Milk houses, manger liners,

MUDGUARD

non woven geotextile
Get out of the mud!

Martin's Farm Supply
Greencastle
717-597-4283

Martin Construction Co.
Kutztown
610-683-6120

Ammon Fisher
Ronks
717-687-0349

Farmer Boy Ag Systems
Myerstown
800-845-3374

North Brook Farms
Toll Free: 877-624-2638



WHITEWASHING with ADVANTAGE FARM WHITE

- DRIES WHITE • NO WET FLOORS
- IS COMPATIBLE WITH DISINFECTANT AND FLY SPRAYS
- DOES NOT RUB OFF EASILY
- WASHES OFF WINDOWS & PIPELINES EASILY



BARN CLEANING SERVICE AVAILABLE WITH COMPRESSED AIR

To have your barn cleaned with air it will clean off dust, cob webs & lots of the old lime
This will keep your barn looking cleaner & whiter longer

CALL US ABOUT ON THE FARM FLY CONTROL

Serving Southeastern Pa. And More

BEITZEL'S SPRAYING

Witmer, PA 17585 717-392-7227 or

Toll Free 1-800-727-7228 7:00 AM to 5:00 PM

CERTIFIED COMMERCIAL APPLICATORS

LICENSED 37 YEARS EXPERIENCE INSURED

5 Trucks For Air Cleaning And Whitewashing

RADIO DISPATCHED TRUCKS

Barn Spraying Is Our Business, not a sideline.

Spraying Since 1961

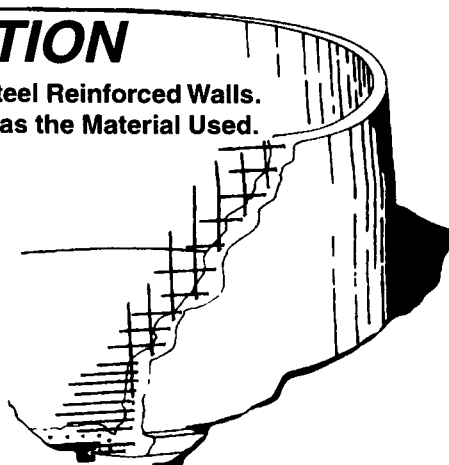
POURED SOLID CONCRETE STORAGE SYSTEM SPECIALISTS

Since 1972 ... The Original & The Largest

THE STRENGTH IS IN THE CONSTRUCTION

- Poured Solid Concrete Steel Reinforced Walls.
- The Wall is only as Good as the Material Used.

- Manure Pit Walls
- Hog House Walls
- Chicken House Walls
- Concrete Decks
- House Foundation Walls
- Cistern Walls
- Barnyard Walls
- Concrete Pit Tops
- Silage Pit Walls
- Retaining Walls



All sizes available - round or rectangular

Take the questions out of your new construction. Call Balmer Bros. for quality engineered walls.

Balmer Bros.

CONCRETE WORK, INC.

Invest in Quality - It will last a lifetime.

243 Miller Road
Akron, PA 17501
(717) 733-0353
6:30 AM - 3:30 PM
(717) 859-2074
After 6:00 PM

Concrete Walls Built to Your Construction Needs



Lancaster Poured Walls, Inc. Concrete Construction

2001 Jarvis Road • Lancaster, PA 17601

717-299-3974

Concrete Pumping, NEW 28 Meter Pump

Agricultural • Commercial • Residential

BUY, SELL, TRADE OR RENT THROUGH THE CLASSIFIED ADS IN Lancaster Farming

WE BUY CORRUGATED SCRAP

Loose or Baled

RELIABLE INDUSTRIES, INC.

21 Prestige Lane, Lancaster
(717) 397-7695

NOTICE: FARM OWNERS

Goodville Mutual Is One of the Top 5 Farm Insurance Companies in Pennsylvania

WANT TO KNOW WHY?



Liz Martin
Martin Insurance Agency
459 C N. George St.
Millersville, PA 17551
(717) 872-7756
Toll Free
1-877-791-5235

www.martininsurance.com
Affordable insurance for farm, home, vehicle, and small business

Agent for Goodville Mutual