

## Chinese Film Documentary Of Ohio Longhorns



Dickinson Cattle Co. of Barnesville, Ohio, recently hosted Hubei TV of the Peoples Republic of China in filming a documentary on Texas Longhorn cattle. The rugged attributes of Longhorns and the recent U.S./China trade agreement for Normal Trade Relations sparked Asian interest. From left: Sinclair Ke of the U.S. Department of State; Lang Welxiong, chief reporter and photographer; Hu Wen, TV editor and anchorwoman; and Diana Gao of Hubei, China.

BARNESVILLE, Ohio — Hubei TV of the Peoples Republic of China recently filmed an extended documentary on Texas Longhorn cattle at Dickinson Cattle Company Inc. of Barnesville, Ohio.

The top TV anchor in China, Diana Gao, was assisted by TV editor Hu Wen. Sinclair Ke, of the U.S. Department of State, assisted with translations and site coordinations. Steve Cover, the Ohio State Film Commissioner, assisted in developing the filming plan in Belmont County, Ohio.

The Peoples Republic of China doesn't have hundreds of stations that viewers can flip through. The Longhorn documentary will be viewed by an estimated one billion people summer of 2000.

China is one of the largest potential cattle producing areas in the world, but many breeds found in the U.S. were not considered rugged enough to efficiently produce in extreme areas. The northern areas of China are parallel to southern Alaska, and southern China is parallel to Mexico City. China is contrasted by the huge Taklima-

kan Desert, Mt. Everest at 29,028 feet elevation, and the southern tropical rain belt.

Beef consumption in China is currently 10 pounds per capita. Similar consumption in Japan and Korea is 20 to 26 pounds, respectively.

The historic Texas Longhorn's browse utilization, calving ease, ruggedness, longevity, and fertility were traits which attracted the recent Asian interest.

The U.S. House voted May 24 to give China Permanent Normal Trade Relations Status. Under a U.S./China trade agreement, tariffs on beef will be

dropped to 12 percent over the next five years. U.S. beef and cattle exporters will gain access to the entire Chinese market. Beef exports to China are projected to triple, adding nearly \$200 million annually to the value of U.S. beef exports and \$9 per head cattle value, according to the National Cattlemen's Beef Association.

Dickinson Cattle Co. Inc. is a major producer of beef type Texas Longhorns with frequent exports of semen and cattle to countries that appreciate Longhorn profitability traits under harsh conditions.

## Auction, Barbecue July 14-15

SMOKETOWN (Lancaster Co.) — Although Locust Grove Mennonite School's students are at home enjoying a well-deserved summer vacation, the school is by no means empty.

Classrooms are filling with items being stored in preparation for this year's 26th Annual

Country Auction and Chicken Barbecue, July 14-15.

This year's theme for the auction is "Celebrating 60 Years of Christian Education." Auction highlights include a selection of premium art and handcrafts by local artisans, quilts and wallhangings, antiques and collectibles, and a large selection of certificates from area businesses.

There will be a large selection of foods available during Friday's chicken barbecue, Saturday's country breakfast, and during the evening Friday and during the day Saturday from the various food tents.

The Country Auction and Chicken Barbecue is Locust Grove's biggest community event and largest fund raiser. The funds generated assist in meeting operating costs not covered by tuition income.

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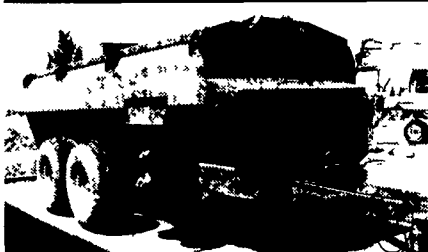
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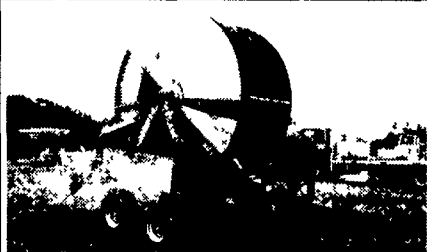
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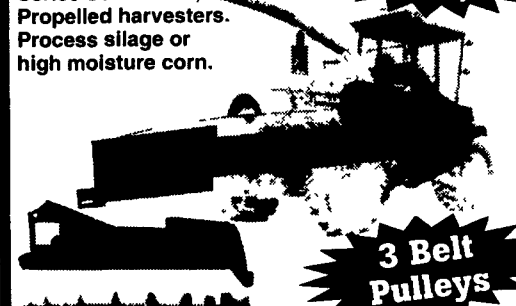


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