

Cattle Feeders Accept Challenge

Pennsylvania Beef Quality Challenge Scorecard

#1 ADG _____
 Cost of Gain _____
 Live Weight _____
 Carcass Weight _____
 Dressing % _____
 QG _____ YG _____ Fat _____ REA _____
 Net Return _____ Rank _____

#2 ADG _____
 Cost of Gain _____
 Live Weight _____
 Carcass Weight _____
 Dressing % _____
 QG _____ YG _____ Fat _____ REA _____
 Net Return _____ Rank _____

#3 ADG _____
 Cost of Gain _____
 Live Weight _____
 Carcass Weight _____
 Dressing % _____
 QG _____ YG _____ Fat _____ REA _____
 Net Return _____ Rank _____

#4 ADG _____
 Cost of Gain _____
 Live Weight _____
 Carcass Weight _____
 Dressing % _____
 QG _____ YG _____ Fat _____ REA _____
 Net Return _____ Rank _____

#5 ADG _____
 Cost of Gain _____
 Live Weight _____
 Carcass Weight _____
 Dressing % _____
 QG _____ YG _____ Fat _____ REA _____
 Net Return _____ Rank _____

#6 ADG _____
 Cost of Gain _____
 Live Weight _____
 Carcass Weight _____
 Dressing % _____
 QG _____ YG _____ Fat _____ REA _____
 Net Return _____ Rank _____

#7 ADG _____
 Cost of Gain _____
 Live Weight _____
 Carcass Weight _____
 Dressing % _____
 QG _____ YG _____ Fat _____ REA _____
 Net Return _____ Rank _____

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 the cattle business as the industry focuses in on quality and consistency of the product.

Blueprint For Success

Besides the contest to help industry representatives learn valuable lessons about quality cattle, other efforts are under way to improve the cattle feeding business in Pennsylvania.

Wendall Landis, director of Pennsylvania's Beef Quality Assurance Programs, opened the evening with a short summary of the "Blueprint for Success" program. Developed by a committee of representatives from the feedlot industry, the program is funded by both Penn State University and the Pennsylvania Beef Council.

The committee summarized animal and management factors to increase the quality and competitiveness of Pennsylvania fed cattle.

"I want to be out there working with you one-on-one, trying to see what your needs are and how they can be met," said Landis.

According to Landis, goals of the program are to sustain the beef industry, improve the value of the cattle, and increase the number of quality cattle fed and

finished to meet packer and consumer demands. The program will help improve profitability and decrease discounts while improving consumer trust and satisfaction with beef.

"Basically I'm a communication link between the industry and the cattle feeder," said Landis. "It's an educational opportunity linking the cattle feeder and the Beef Council and Penn State resources so we can put things together and find you your answers," said Landis.

"We're not out policing, we're there to help and to offer opinions, so you don't have to be afraid to get me out. We're offering membership to a team, to tie the ends together to be profitable."

Landis also hopes to develop a database of Pennsylvania cattle feeders to establish statewide averages of feedlots across the commonwealth.

The program covers beef quality assurance practices, health, nutrition, implants, bunk management, facilities/ventilation, manure management, financial management, and marketing.

See Correct Answers On Page A38

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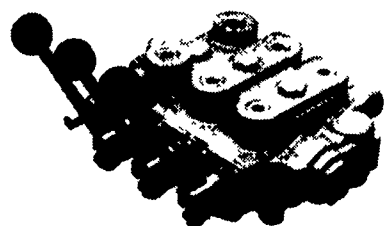
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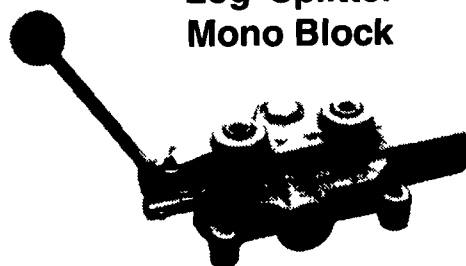
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