

Certified Angus Beef Program Signs As Olympic Supplier

SALT LAKE CITY, Utah — The Certified Angus Beef (CAB) Program is joining the team of Olympic Suppliers as the Official Branded Beef Supplier for the 2002 Olympic and Paralympic Winter Games. The company also becomes the Official Supplier of Packaged and Processed Beef of the U.S. Olympic Teams.

In its agreement with the Olympic Properties of the United States (OPUS), a joint marketing effort between SLOC and the U.S. Olympic Committee (USOC), the CAB Program will provide meats for the 2002 Olympic and Paralympic Winter Games in the following areas: Certified Angus Beef frankfurters, barbecue beef and quick-n-easy pot roast and a variety of Certified Angus Beef deli meat products. The products will be served at all venues, the Olympic Village and sponsor hospitality areas.

The CAB Program, based in Wooster, Ohio, will also be an official supplier to the U.S. Olympic Team through Dec. 31, 2004, supporting the team in the 2000 Olympic Games in Sydney, Australia, 2002 Olympic Winter Games in Salt Lake City, and 2004 Olympic Games in Athens, Greece.

"The Certified Angus Beef brand symbolizes a quality product, and the Salt Lake Organizing Committee is committed to staging quality Games at every

level," said Mitt Romney, SLOC President and CEO.

"Their participation in the Games assures the best possible products will be served to our Olympic and Paralympic visitors."

"The United States Olympic Committee is proud to recognize the CAB Program for its contributions to the athletes of America's Team and for its role in

helping make the Salt Lake City Games a tremendous success in 2002," added Dick Schultz, USOC Executive Director and OPUS President and CEO.

"We are proud to be joining the Olympic and Paralympic Teams. What has made the CAB Program the leading branded beef program is our commitment to providing a quality food product," said Jim Riemann, executive director for

the CAB Program.

"Consumers know they can rely on Certified Angus Beef products' consistent quality. That reliability has allowed us to gain 65 percent of the branded beef market."

"We are thrilled to be working with the CAB Program," said Don Pritchard, SLOC Director of Food Services. "The CAB Program is the industry leader when it comes to quality

beef products, and the Olympic Games are known for excellence. SLOC is committed to providing the total Olympic experience, and these food products will play an integral role."

The CAB Program becomes the 11th OPUS supplier. Overall, OPUS has 27 corporate participants to date for the 2002 Games, including suppliers and sponsors.

"Cow Sense" Workshop Held In Cumberland County

UNIVERSITY PARK (Centre Co.) — Dairy workers developed their "cow sense" recently at a workshop sponsored by Penn State's new Dairy Alliance. Dan Mains hosted the event at his dairy farm near Carlisle. "Cow Sense: Detecting Problem Cows Before and After Calving," was designed to help people quickly recognize when a cow is becoming sick and to perform a basic examination of the animal. Disease, especially in transition cows, is a major cause of lost production and profit on dairy farms. If the people working with cows can quickly identify problem animals, then the speed and effectiveness of treatment will be greatly increased.

Participants learned to observe a group of cows from a distance and detect those that might have a problem. They learned how to recognize

common symptoms, and which cows are most likely to have particular diseases. The participants actually examined several groups of cows and practiced picking out individuals that might be showing signs of trouble.

Later, the participants were divided into small groups of three to five learners and each group was assigned to a veterinarian. The small groups had the opportunity to perform a hands-on examination of a cow. The veterinarian demonstrated basic examination procedures and had each participant practice the procedures. They listened with a stethoscope to various internal sounds such as the heart, lungs, and rumen. They also learned how to "ping" for a displaced abomasum, how to test for ketosis and mastitis, and other useful and practical

skills.

Cow Sense participants were equipped with durable learning materials that they could use on their farms. The materials were designed so that participants can teach their co-workers some of the skills they learned at the

workshop. They also learned how people's learning styles differ and some strategies to compensate for that. The workshop's designers hope that participants will be able to help their co-workers develop better cow sense as well.



At the Dan Mains dairy farm, workshop participants are taught "cow sense."



The owners of Fisher & Thompson (left to right): Amos Fisher, Rick Thompson, Merle Ressler

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