

Huntingdon County Youth Beef Winners Announced



William R. Nichols of Tyrone won Supreme Champion Beef Female at the Huntingdon County Fair.

GAIL STROCK
Mifflin Co. Correspondent
HUNTINGDON (Mifflin Co.)
— The 2000 Huntingdon County 4-H and FFA Beef Show took place in mid-August and concluded with John D. Nichols of Tyrone accepting the grand champions honors. Show judge Wendall Landis of Lancaster selected Nichols' 1,314-pound Angus. Nichols, an 18-year-old freshman at Penn State, later sold his steer to Eric Lindberg of Hoss's Steak and Sea House in Huntingdon. Lindberg purchased the steer for \$3.20 per pound.

Reserve grand champion market steer went to Becky Mowrer of Petersburg after she showed her 1,149-pound Angus cross. Mowrer is a sophomore at Juniata Valley High School in Alexandria. At the livestock sale, Poole Anderson Construction of Huntingdon purchased her steer for \$1.40 per pound.



John D. Nichols of Tyrone proudly accepts grand champion honors during the Huntingdon County 4-H and FFA Beef Show held during the Huntingdon County Fair.

Supreme champion honors went to the grand champion Angus female owned by William R. Nichols of Tyrone. Nichols is 12-years-old and in seventh grade at Juniata Valley High

School.

The beef sale took place Friday, Aug. 18. The 23 steers sold averaged \$1.09 per pound with champions and \$.97 without champions.

Branded Beef Market

By Bill Henning
Penn State

Another large packer has entered the branded beef market. The success IBP has shown in the introduction of the Thomas E. Wilson™ line of beef products has prompted others to follow suit.

IBP continues its expansion into the production of case-ready, branded meat products. The company has chosen Sherman, Texas as the site for a new case-ready meats operation that will employ up to 1,400 people.

The Sherman plant will produce packaged cuts of fresh beef and pork that are ready for retail grocers to place directly into the meat case. The operation will eventually produce several million pounds of fresh meat each week.

Product from the plant will be sold to retail grocers, primarily in the southern U.S., under the company's new Thomas E. Wilson™ brand name.

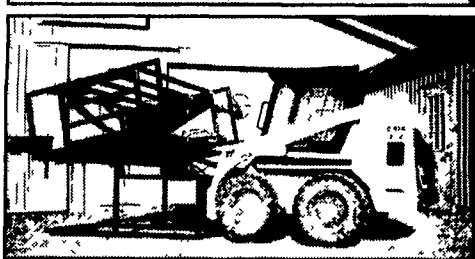
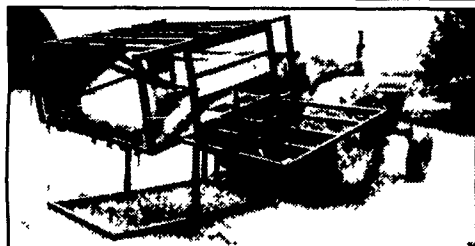
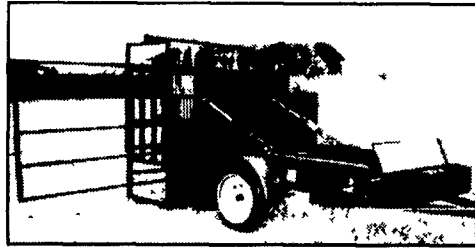
Hormel Foods Corp., pleased with its

branded fresh pork product line, now plans a move into the branded beef category, reported Reuters. Sales of Hormel's Always Tender™ flavored marinated pork items were up 18 percent in the first half of 2000 in terms of tonnage, while the Always Tender Boneless pork line saw sales tonnage expand 45 percent.

"What's next? Obviously we're moving into beef," said CFO Michael McCoy. Two flavors of Always Tender marinated beef, peppercorn and barbecue, have received a "phenomenal" response in five test markets, he said.

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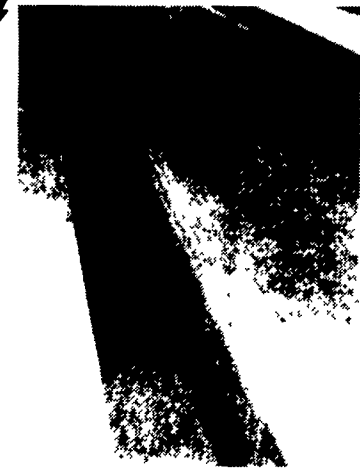
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