

Speaking Of Beef, Have You Heard About CHB?

(Continued from Page A1)

Tulsa, Okla., in July.

The speech was based on the topic, "Marketing Certified Hereford Beef," a topic dictated by contest sponsors, the "Poll-Ettes," who also run the national Hereford queen program and various contests at the Oklahoma competition.

Twenty contestants from across the U.S. participated in the competition.

Firestine's five-minute speech won at the state level before she moved on to the national competition, where her speech took her to the top of the junior division.

Pairing Up

Joint ventures were a focal point of her speech. The idea came from a trip to a Target store, where Firestine observed the pairing of name brands.

"I thought it would be good to incorporate a brand name everyone knows as a quality product with Certified Hereford Beef (CHB), so everyone associates Certified Hereford Beef with a quality product," said Firestine.

Consequently Firestine's visual aids included pictures of Heinz ketchup and Idaho baked potatoes with hamburgers and steaks with the heading, "Did you have your Certified Hereford Beef Hamburger with Heinz Ketchup?" to help illustrate how consumers would associate CHB with quality products.

Firestine also pointed out that a good marketing plan would include a way to show the public

"The product should be able to sell itself."

Luke Vogel
Hereford Junior National
speech contest prizewinner

the nutritional value of CHB. Additionally, Firestine mentioned that CHB could be included on menus of fast-food chains and upscale steakhouses.

Following the trend of today's lifestyle, Firestine suggested putting CHB on the market in the form of precooked, packaged roasts. Currently barbecue chicken, pre-made salad, and baked potatoes have cornered the market as a quick and easy meal available to time-pressed Americans, said Firestine.

"How can we best offer this convenience with CHB?" asked Firestine.

"I was shopping with my grandma, and every time she goes to the grocery store she buys precooked foods because she lives by herself," explained Firestine. She also conducted Internet research to determine the number of people who would prefer that type of fast and convenient food.

Firestine also touched on the importance of branded beef products in her speech. During the presentation she asked the audience to think of products and the brand names which instantly come to mind. Then she asked the audience to think

about beef. "If you can't think of a brand, you are among the majority," said Firestine.

To help test Firestine's stage presence, the slide projector broke after she gave her speech at the women's breakfast, unknown to her. During her speech in front of the judges, then, Firestine discovered the problem and switched from a slide show to the overhead projector.

The livestock business is a family affair for the Firestines. Besides brainstorming and discussing speech ideas with her father, Mike, and practicing her presentation countless times with her mother ("She practiced at least two times a day," said her mother, Martene), Margeaux is joined by her sister, Morgan, 14, in her show ring ventures.

In addition to local fairs the sisters also show their Herefords in the New York and Maryland state fairs besides Keystone, Beef Expo, Farm Show, and Eastern national competitions.

To add variety to their show ring experience, the girls also show sheep and market pigs. During show season in the fall, the family is also kept busy with 20 acres of pumpkins which the family grows to sell wholesale.

Even though promoting beef and staying cool during presentations are strong points for Margeaux, she plans to head not into marketing but pediatric cardiology in the future.

A sophomore at Conrad Weiser High School, Firestine serves as secretary of the Penn-



Luke Vogel stands with his ear-tagged Hereford puzzle and graphs, visual aids which helped to take him into second place in the senior division speech competition.

sylvania Junior Hereford Association, besides being an active member of several organizations at school and church.

Hereford Experience Plus

A Puzzling Presentation

Luke Vogel, the second place winner in the senior division of the speech competition, brought the experience of a lifetime on a Hereford farm to his presentation.

The son of Alvin and Donna Vogel, he grew up on the family farm in Butler County. The Vogel family owns 50 head of Hereford beef cattle besides sheep and horses.

Vogel was also an active 4-H participant and a student in the

1995 governor's school, an experience which he enjoyed and helped to draw him back to Penn State for college.

A dairy and animal science major and agriculture communications minor at Penn State, Vogel is looking into opportunities for employment in the beef industry, whether a cow/calf or feedlot operation or slaughterhouse.

His speech included a puzzle which he pieced together as he worked his way through the speech before coming up with the finish product of a Hereford steer.

Vogel's visuals also included graphs detailing tenderness, (Turn to Page A41)



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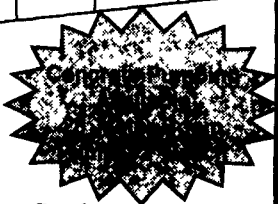
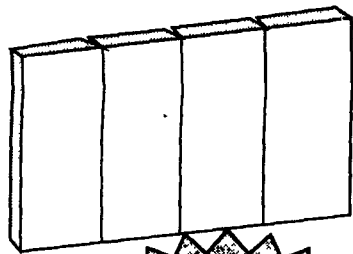
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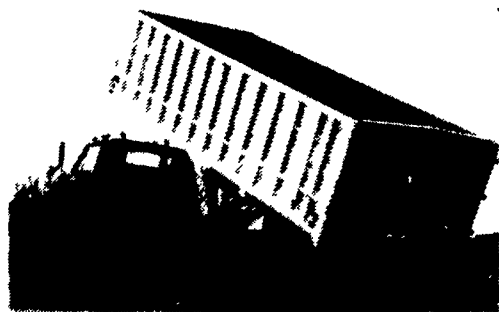
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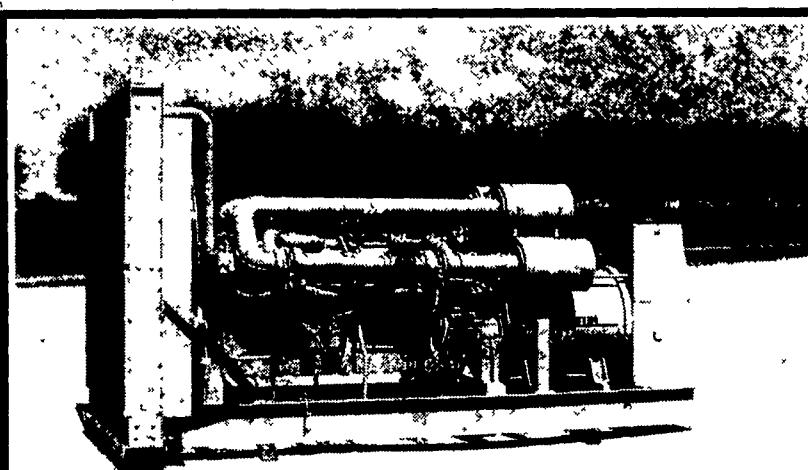


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