

NY State Fair Activities More Beefed Up Than Ever



NYBIC Chairman, Daryl Heisey looks on as Rick Gary and Christie Casciano of WIXT - Channel 9 build the "Ultimate Beef Hero."

SYRACUSE, NY — Upon entering the New York State fairgrounds, it was apparent to fairgoers that it was Beef Day.

The day's activities were designed to highlight the beef industry's initiative to promote convenient products. Representatives of the beef and veal industry offered samples of fully-

cooked products, delivered food safety information, and recognized the producers in the Empire State.

The Beef Day "Beef Up Your Hero" media sandwich making contest was a hit with all that attended. Judges for the event were Lorraine Smorol of the Syracuse New Times, Nathan Rudg-

ers, Commissioner of Agriculture and Markets, and the State Fair Director Peter Cappuccilli, Jr.

Big Jim Donovan of 93Q FM and Dan Cunningham, President of the New York Beef Producer's Association created "Big Jim's Big Jerk Hero" using Hormel's Pot Roast Au Jus. Their sandwich received the "Galactic Hero" Award for its "Out of this World" size.

Cricket from WFRG — Big Frog 104 FM was paired with Cairny Norman, First Alternate State Dairy Princess. Appropriately, their sandwich, "Pancho Villa's Big Frog" was given the "Milky Way Madness" award for its superb usage of cheese and other dairy products. The sandwich was made with Louis Rich Beef Steak Strips and had a zesty Mexican taste.

The "All-American Super Hero" award, given to the sandwich with the best sandwich flavor, was presented to Jim Reith of WSYR-570 AM and beef producer Elaine Swiler.

They used Mosey's "Time for Dinner" corned beef to make a condiment-free sensation called the "Caped Crusader's Corned Beef Concoction."

Combining creativity and taste into one, Don Lark of WSTM —

Channel 3 and Jerry Reed of the New York Farm Bureau took home the "Superman Super Name Hero." Their sandwich was made with Lloyd's Barbecue Sloppy Joe and was titled "Rosie's Red Hot Request."

Finally, Rick Gary and Christie Casciano of WIXT — Channel 9 worked very closely with the New York Beef Industry Council's Chairman, Daryl Heisey. They were awarded the "Ultimate Beef Hero" for their Hormel Prime Rib and Catelli Bros. Veal Bacon sandwich. Appropriately it was called "The Beef Eater."

At the "Meals in Minutes" display in the dairy products building, state fairgoers were invited to taste the new fully-cooked products. Many fairgoers were anxious to try the products they've seen in their stores and were pleasantly surprised with the delicious taste.

Volunteers who handed out over 35,000 samples throughout the duration of the fair were recruited through the New York Beef Industry Council (NYBIC) Veal Grower's Association, the NY Cattle Women, and the American National Cattle Women. There were also a number of producers from various

states across the country as well as five college-aged Beef Ambassadors.

"Patty Melt," the Beef Industry's Food Safety Mascot made her debut in New York at the State Fair. September is National Food Safety Month, and Patty was anxious to deliver her message about the 4 C's: Cool it, Clean it, Cook it, and Don't Cross-contaminate it."

Over 2,000 children met Patty and received hamburger erasers with food safety information cards. Their parents were given "Thermym" brochures and magnets with proper cooking temperatures.

For the third consecutive year, children and their parents were invited to take part in "Wow That Cow," an interactive display providing fun and educational information about the New York State Beef Industry. On hand were "real" Nebraska cowboys speaking to people about cattle and the environment.

In the Art and Home Center, the American National Cattle Women demonstrated easy cooking ideas using beef and veal products. While enjoying the air-conditioned environment, fairgoers were able to see just how easy cooking with beef can be.

Shana Mack And Dan Puzo Receive The Guy Wells Memorial Award

HARFORD, Md. — Guy Wells was born on a dairy farm and lived his entire life on that farm located near Montrose. Wells took pride in his dairy cows and in his memory, his family provided a framed Bonnie Mohr Red and White Cow print for the Red and White Youth Show exhibitor of the junior reserve champion and the senior reserve champion animals.

The junior champion was owned and exhibited by Shana Mack. Shana is the daughter of Dean and Jane Mack of Kingsley. Shana has been showing dairy animals for five years and

is a member of the Born to Show 4-H Club. Shana is also a Susquehanna County Dairy Ambassador.

The senior champion was owned and exhibited by Dan Puzo. Dan is the son of Doug and Mary Puzo of Montrose. Dan's grandparents, Bill and Evie Goff, gave him his first Red and White calf when he was 3-years-old and he began showing dairy animals at the Harford Fair when he was 6-years-old. Dan has been a member of the Watrous Corners 4-H Club taking the dairy project for six years. He owns several other Red

and White animals and intends to continue to show Red and White dairy animals in the future.

The junior reserve champion was owned and exhibited by Abbey Puzo and the senior reserve champion was owned and exhibited by Dan Puzo.

The Red and White Dairy

Show was held for the first time at the Harford Fair this year.

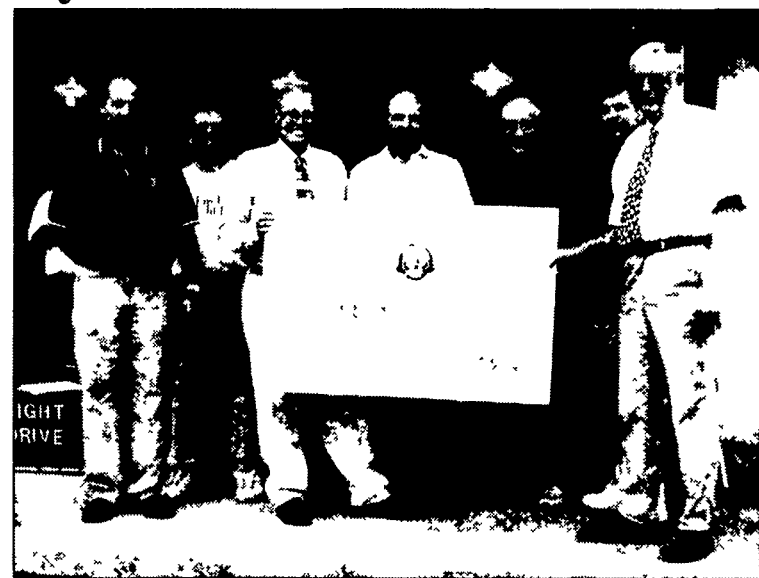
The Guy Wells family hope entries will increase in the Harford Fair Red and White Youth Show in future years and the family plans to continue to present a memorial award each year at the Harford Fair.



Marion Fire Company Receives Land O'Lakes Grant

MARION (Franklin Co.) — Area dairy farmers representing Land O'Lakes, Inc., presented the Marion township Fire Company with a \$5,000 check at the fire company's recent annual firemen's festival. The \$5,000 grant will be used to help build a new fire house to benefit the Franklin County community.

According to Ron Davis, vice president of the Marion Township Fire Company, the grant was very helpful in the building project. "Our fire company provides special equipment and training for farm accidents," he said. "It's great to see our organizations working toward a com-



mon goal."

The Marion Fire Company has 220 members with 50 active volunteers. Celebrating its 50th anniversary, the Fire Company services a 1,300 square mile area, which includes Guilford and Hamilton Townships.

Dairy farmers presenting the check on behalf of Land O'Lakes included Ken Schoenberg, corporate director; Stanley Meyers, Unit delegate; Don Martin, Area delegate; and Paul Cashell, second alternate Unit delegate. Cashell is also the co-owner of Stuttler Farms, which provided the land to build the fire house and encouraged the Fire Company to apply for the grant.

"We're honored to be able to present this grant to the Fire Company," he Unit delegate Meyers said. "It provides a great service to local producers, and this is our opportunity to give something back."

The grant to Marion Fire Company is one of eight provided by Land O'Lakes through the Mid-Atlantic grant program, which was initiated this year. The program was created to benefit rural communities where Land O'Lakes owner-members and employees live and work. \$31,000 in grant monies has been provided so far, benefiting civic and youth organizations in local communities.



Gabrielle Eichelberger, 5, finds a little something, "Jordan," to catch her interest in the dairy barn. Eichelberger's sister competed in the FFA horse show at the fair. The girls are the daughters of Chuck and Dawn Eichelberger, Millersville.



Paul Wells presents the Red and White Dairy Show Award to Shana Mack.

got milk?