Delaware Valley College Conducts Consignment Sale

DOYLESTOWN (Bucks Co.) This spring, Delaware Valley College of Doylestown, Pennsylvania will present a consignment sale entitled "The Green and Gold Spring Spectacular." The second consignment sale will be held on Saturday, March 31, 2001 at 12 p.m. in the Equestrian Center located on the campus. The sale will feature approximately fifty head of Holsteins, 20 head of Jerseys, and promising embryos. The sale committee is currently locating and selecting consignments, which can be all ages but preferably show age animals. The committee is asking

that all classifiable animals be classified at least 80 points. Milking animals should have records comparable to herd mates, with components at or exceeding breed average. For heifers and calves, the animal should be out of at least an 80 point dam. Exceptions may be made. General health papers will be required for acceptance and pedigrees will be greatly appreciated. Please contact Josh Sanders (215) 489-4502, Jason Fetzer (215) 489-4472, Andrea Garner (215) 489-4430, or Jarrod Burleigh (215) 489-4370 to consign an ani-

Berks DHIA Annual Meeting

LEESPORT (Berks Co.) -The annual Meeting of Berks County DHIA will be held on Friday evening, Dec. 1, 2000 at the Berks County Agricultural Center. The meeting will begin at p.m. will a full course dinner and make-your-own sundaes followed by a short talk by Jamie Zimmerman, the new general manager of Pennsylvania DHIA.

The cost to DHIA members will be \$2 per person. The tickets can be purchased from your Pennsylvania DHIA technician.

Entertainment will be a magician/comedian geared to family enjoyment.

PDPP Welcomes New Board Members

HARRISBURG (Dauphin Co.) — The Pennsylvania Dairy Promotion Program welcomed two new members to the board of directors Oct. 1. Secretary of Agriculture Samuel E. Hayes appointed Harold Bailey of Roaring Spring and Christine Cooney of Spartansburg to devote three years of service toward helping guide the direction of the dairy promotion pro-

Bailey owns and operates a 140-cow milking herd with an

additional 100 head of heifers. He is a member of Dairy Farmers of America and is active in promoting dairy in Blair County. Bailey previously served on the PDPP board from 1990-1996.

Cooney and her husband Michael manage a 350-animal dairy in Crawford County, including a milking herd of 185 Holsteins. Cooney is also active in the state and national Holstein organizations.

With the two new appointments, PDPP honored two retiring board members - Joy Crothers of Oxford and Robert Pardoe of Milton. Both plan to remain active in Pennsylvania agriculture.



Muscle Profiling Study To Add New Value To Beef

report on a checkoff funded study that should boost the value of beef from the chuck and round was recently rolled out to key audiences.

The "muscle profiling" study was presented at a gathering of more than 100 major U.S. beef industry end-users and suppliers in Lincoln, Neb. Oct. 23-24.

Coordinated by the National Cattlemen's Beef Association for the Cattlemen's Beef Board, the study helps open the door to new, higher-value marketing opportunities for the chuck and the round. Research findings from the study will benefit all segments of the beef industry and ultimately provide consumers with new choices at the meat counter and in restaurants, according to Bucky Gwartney, director of research and technical services for NCBA.

"This new research identifies key muscle characteristics we need to explore if we're going to find new, convenient ways of preparing cuts," Gwartney says. The study describes and catalogues the characteristics of 39 chuck and round muscles. Among the traits measured were

DENVER, Colo. - The final 'fat content, color, pH, waterholding capacity, connective tissue content, bind capacity and tenderness.

> The research was necessary to increase the value of cuts from the chuck and round.

Although these primals represent about two-thirds of the carcass by volume, they represent less than 50 percent of the carcass by value. Time-consuming, traditional ways of cooking cuts from the chuck and round, such as pot roast, have lost favor among consumers. Partly as a result, consumer demand was shrinking during the 1980s and

In 1999, though, beef demand started to grow again. That trend has continued into 2000.

Profiling of the chuck and round will accelerate that growth even further as new, consumerfriendly choices enter the mar-

The muscle profiling study was conducted through a collaborative effort by the University of Florida, the University of Nebraska and NCBA's Center for Research and Technical Services.

At last week's roll-out, retailers and suppliers reviewed its findings and explored how to adapt those findings to fit their needs. A detailed manual presented to participants identified each muscle by location, summarized its characteristics. The information will also be available in CD-ROM format by the first of next year.

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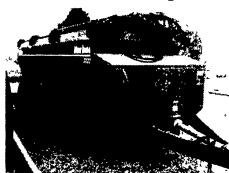
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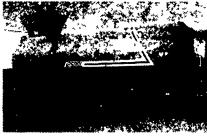
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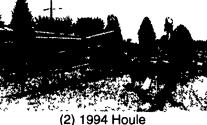
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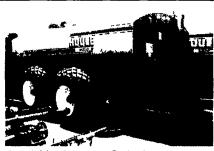


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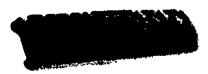
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