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Lancaster Farming

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Beef 201 Teaches Production From Beginning To End

MICHELLE RANCK
Lancaster Farming Staff
UNIVERSITY PARK
(Centre Co.) — In today's vertically-integrated business world, those in the agriculture industry are quickly learning the value of knowing the start-to-finish, farm-to-table production process.

The "Beef 201" course hosted by the Pennsylvania Beef Council and Penn State University's department of dairy and animal science gave industry representatives the chance to learn about the beef production process from visual evaluation to carcass breakdown.

Course Overview

Approximately 20 participants first learned about determining value of live cattle from Dr. Keith Bryan, Penn State professor. In addition they studied the mechanics of calculating value, besides visually and ultrasonically evaluating cattle. Dr. Bill Mies, Texas A & M University, was the keynote speaker of the evening.

The second day classes covered not only Beef Quality Assurance but also slaughter observation and evaluation. Dr. William Henning and the Penn State Meats Lab staff covered carcass inspection, beef grading, and a beef carcass breakdown demonstration. Beef 201 students then tried their hand at cutting wholesale cuts in the afternoon.

During day three of the course Dr. Henning led the review and grading of the carcasses, followed by Dr. Harold Harpster, who taught about nutrition and growth factors and their relevance to carcass quality.

Dr. Erskine Cash presented about the relevance and use of EPDs and Dr. John Comerford spoke on marketing challenges and opportunities. Mike Miller, from Cattle-Fax, gave a 5-year outlook for the beef industry. Gene Gagliardi, designer of several visionary food items, gave a cutting demonstration which was followed by a producer panel discussion.

Quality Audit Results

Deb Roeber, graduate research assistant at Colorado State University, presented "Improving the Value of Cattle in the Beef Industry."

According to Roeber, the final steps of revision are now fine

tuning the executive summary of NCBA's 2000 quality audit. The audit, a collaborative effort of four universities, began surveying 30 meat processing plants in May last year. The study is the sequel to the 1991 and 1995 audits and includes

survey responses from 3,500 industry representatives.

Roeber highlighted the results of the national market cow and bull beef audit. The evaluations took place in packing plants in

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For 55 years, three days a week — every week — Margaret and John Krape have been serving customers at the York Farmers' Market with fresh produce from their Hill View Farm near Hellam. See story on page B2. Photo by Joyce Bupp, York Co. correspondent



This produce of Windsor Manor Broker May owned by Amy and Nathan Lager, Fulton, Md. provides the introduction to a photo page of All-Maryland winners on page A36.

Cow Business 'Mostly About People'

ANDY ANDREWS

WEST MIDDLESEX (Mercer Co.) — National Holstein Association President James N. "Bud" Leckie told about 200 Pennsylvania Holstein Association (PHA) members Wednesday evening that they're all in a "cows/people" business.

"You can have the cows, but if you don't have the right kind of people, you don't have any-

thing," he said.

Those words were clarified even further by Duane Hershey, who with wife Marilyn was presented with the PHA Distinguished Young Breeder Award at the annual convention banquet at the Radisson Hotel in West Middlesex.

Duane said, "You can call it cows and people, but it's mostly about people. Cows come and go. But the relationships we

build in the Holstein breed are what we appreciate the most."

Dean Johnson, PHA president, told the banquet members that Hershey's Ar-Joy Farm, Cochranville, includes Duane and Marilyn with their four children, Steve, Kelby, Robert, and Kacie. The dairy has 100 registered cows and the Hersheys farm 140 acres at home, along with 360 acres of rented ground.

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News wanger Retires, Andrews Named Editor

EPHRATA (Lancaster Co.) — *Lancaster Farming's* Editor Everett R. News wanger has announced that he will retire at the end of February. The current issue is the last one that will be published under his direction.

A longtime friend of the ag industry and a strong advocate of the production side of farming, News wanger began his career as a farmer for 10 years south of Kinzers in Lancaster County. During that time, he put together a small herd of registered Holsteins with limited capital that ranked fourth in the local DHIA one year and had several individual records that were first in the county. During this time he served as president, vice president, and news reporter for the Lancaster County Holstein Assn. And he was the news reporter for the Lancaster County Poultry Association.

His work with *Lancaster Farming* began as a staff reporter prior to the dispersal of his dairy herd in the late '60's. Later as editor, he became known for the wide range of commodity, specie, and area coverage of farm news found in each issue. Under News wanger's direction, the "real

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Everett R. News wanger, left, has announced his retirement and Andy Andrews has been named editor starting March 1.

EPHRATA (Lancaster Co.) — Andy Andrews, 11-year member of the *Lancaster Farming* staff, has been promoted to managing editor, announced Bill Burgess, general manager of Lancaster County Weeklies.

Andrews assumes the duties of Everett News wanger, who is retiring.

Andrews joined *Lancaster Farming* in January 1990 and brings two decades of writing and editing experience from several industries.

In 1992, Andrews was awarded the PennAg Industries outstanding ag business journalist honor. A year later, Andrews won second place in the statewide Keystone Award contest for a series on water quality. In 1995, Andrews won an honorable mention from the Keystone Awards program for a series on sinkhole protection.

In 1982, Andrews earned a bachelor's degree in journalism from Temple University. He has worked as assistant editor for Chilton Company's Electronic Component News and as associate editor for Chilton's Automotive Industries. Andrews was publisher and editor of his own computer magazine, *Entry* (formerly Philadelphia Computer).

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