

Andrews Named Editor

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In the mid-1980s, Andrews worked as senior technical editor for a Navy contractor. He also worked as a public information specialist.

"For more than 45 years, Lancaster Farming has strived to be the farmer's 'desk,' so to speak, a tool with information vital to staying profitable in a variety of Northeast farm industries," said Andrews. "Readers can be assured that the same balanced, objective reporting of news will continue. There will be some new features, of course. And while coverage area expands, a loyalty to our county's heritage as the breadbasket of the North-east will remain."

Andrews writes for and edits several new sections that were added to the production agricultural newspaper. They include *Corn Talk*, the newsletter of the Pennsylvania Master Corn Growers Association, a section of the paper which began in Oc-

tober 1993, and *Foraging Around*, the newsletter of the Pennsylvania Forage and Grassland Council, in April 1997. *Poultry Notes*, another section, was added in the mid-'90s to promote the Northeast Poultry Show.

Andrews helped develop several ag books, including the *Lancaster Farming Reference Guide To Animal Health and Housing*, first published in the spring last year, and the *Lancaster Farming 2001 Ag Directory*, established in December 2000. Andrews also assisted in the writing and editing of the *Lancaster Farming Reference Guide To Nutrient Management In Pennsylvania*.

Andrews was instrumental in the creation, design, and development of the section, *Grower & Marketer*, established in January 1999.

Andrews, born and raised in New Holland, is a 1978 graduate of Garden Spot High School. He worked in the 1970s on a neighbor's beef farm.



At center, meats lab assistant Gerry Smeal helps Beef 201 participants produce wholesale cuts.

Beef 201 Teaches Production

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A yield grade is quantitative, predicting the yield of retail cuts, the proportion of lean and fat. Finish is the most important factor in determining the pre-

liminary yield grade, which is then adjusting for muscle or amount of kidney, pelvic, or heart fat. A 'Y4' animal, for example, is discounted for the excessive amount of fat.

"In this area quality grade is important because the packers are in premium and prime markets, with branded beef programs and exports to Japan. The East Coast is a high quality market," said Henning.

Case Ready Meats

Rick Fetrow, senior field sales consultant from IBP, explained "what's different in our business and how does it pertain to you, the beef producer," he said.

In the early 70s, said Fetrow, the market was swinging to boxed beef, and now in the 90s the market is moving to "user

friendly" pre-trimmed beef.

Fat is now trimmed to 1/4 inch in response to requests from the Japanese, who volunteered to pay the same rate but asked that the plant send more usable product and less waste. The product now costs less to ship and is labor-saving once it hits the market, said Fetrow.

Meat packaged and ready to go directly into the meat case, termed "consumer-friendly" beef, is packaged individually.

This helps to increase shelf life since a large package does not have to be broken into to sell one cut of beef.

The meat is a custom-cut product that is enhanced with 10 percent water, sodium phosphate, and salt which releases when the meat is cooked for a tender, juicy product.

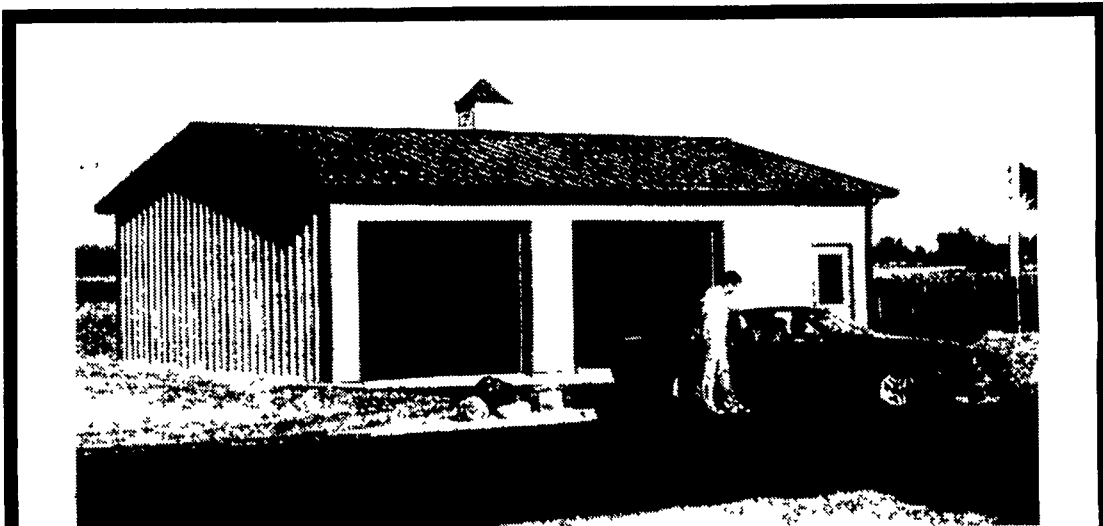
IBP has launched the "Thomas E. Wilson" line of case-ready products. The meat is cut with laser-guided equipment guided by cameras mounted in different directions.

In 1997 case-ready ground beef helped to solve the challenge of having less labor available, better utilizing a store's square footage, and addressing food safety issues facing retail stores.

Nitrogen gas is forced into the packaged beef and protected by

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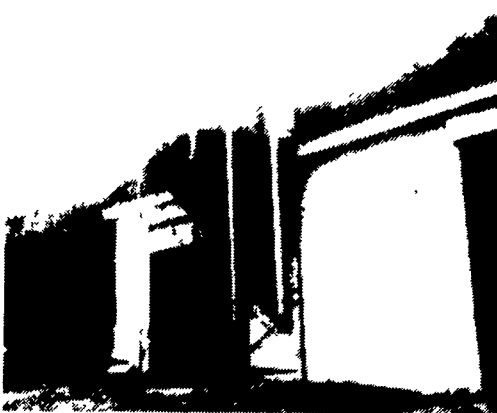
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