

All Veal, All The Time At The New York Show

NEW YORK, N.Y. — Veal bacon and veal sausages are on the market, filling a niche for consumers on a quest for a healthy product that does not forego taste.

In a partnership with the New York Beef Industry Council (NYBIC) and the Wisconsin Veal Grower's Association (WVGA), Leon's Sausage Company, Marcho Farms, Inc., and Culinate provided the solution for veal connoisseurs alike at the New York Restaurant and Food-service Show.

The show is among the elite in foodservice industry events and is the premier event for restaurant and foodservice operators, located in the top veal consuming area. This year there were over 20,000 people in attendance and new veal products were a hit, pleasing the taste buds of thousands of show attendees.

This year marks the first time that the NYBIC partnered with the Wisconsin Veal Growers and the first year that the booth space was 20-feet long. A new display, displaying colorful veal photography captured the eye of passersby, prompting them to stop and learn about new innovations in veal.

Chef Sebastian Soares prepared Veal Sausage Brushchetta with Apples and Smoke Gouda, and Sage and Fried Onion.

This year's goals were to demonstrate a variety of menu concepts using veal, capitalizing on veal's versatility using new products as an example, promote veal in an effort to increase demand for underutilized cuts, provide recipe information to restaurant

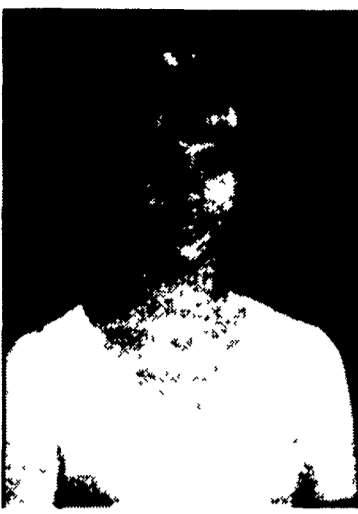
and food service operators, and distribute educational materials for distributor training seminars and culinary schools.

Veal Sausage Brushchetta

- 2 tablespoons vegetable oil
 - 1 small onion, halved lengthwise and sliced thin
 - ½ pound veal sausage or ground veal with smoke Gouda cheese and apples, cooked
 - 4 ripe plum tomatoes, peeled, seeded, and diced
 - 2 large garlic cloves, sliced (for topping)
 - 2 large fresh sage leaves, minced
 - 1 teaspoon freshly ground pepper
 - 1 teaspoon coarse salt
 - 1 garlic clove (for toasts)
 - ¼ cup extra-virgin olive oil
 - A pinch of ground allspice
- For 16 toasts: A 24-inch loaf of crusty Italian or French bread.

To make toasts: Prepare grill or preheat broiler. With a serrated knife, cut bread crosswise into ½-inch thick slices. Grill slices on a rack set about 4-inches over glowing coals 1 to 1½ minutes on each side, or until golden brown and crisp outside, but still soft inside. Alternatively, slices may be broiled in batches under a broiler about 4-inches from heat 1 to 1½ minutes, or until golden. Rub toasts with garlic on one side and lightly brush same side with oil. Toasts may be made up to 1 week ahead and kept in an airtight container.

To make topping: After preparing the tomatoes, combine them in a bowl together with the olive oil, some of the sage, salt, and pepper and let sit in the refrigerator for 15 minutes. In a



Amy Kaucher



Stephanie Donough

large skillet, heat vegetable oil over moderately high heat until hot, but not smoking. Add onion, saute until golden. Add veal sausage and garlic; continue to saute over moderately high heat until golden. Stir in remaining minced sage, pepper, salt, and allspice. Cook until done. Mix sausage with the tomatoes and put about two teaspoons of the mix on the oiled side of each toast and serve. Makes 16 Brushchetta.

Two To Compete For Pa. Jersey Queen Title

ALTOONA (Blair Co.) — Two young ladies will compete for the title of Pennsylvania Jersey Queen at the Pennsylvania Jersey Convention to be held Friday, April 6, and Saturday, April 7, in this city.

The new queen will be crowned at the annual banquet and awards dinner Friday evening and will make her first royal appearance at the spring calf and heifer sale the following day.

Stephanie Donough, daughter of Timothy and Brenda Donough of Bainbridge, and Amy Kaucher, daughter of Bonnie Kaucher and Harold Leib of Mechanicsburg, are the contestants.

Stephanie has shown Jerseys for nine years and owns five animals. She is a member of the Northwest 4-H Dairy Club and has competed as a member of the Lancaster County dairy judging team. She is also a Lancaster County Dairy Ambassador and enjoys helping out around the farm where she specializes in heifer and calf care.

"I have been involved with the Jersey breed since I was 8-years-old, when I received my first Jersey calf as a 4-H project," said Donough. "I feel that my work with Jerseys has taught me responsibility at a young age, not to mention patience, pride, communication, leadership, the value of hard work and dedication."

Amy has had Jerseys for nine years and owns 18 animals. She is a Cumberland County Dairy Ambassador, a member of the County-Wide 4-H Dairy Club and the Cumberland Valley FFA Chapter. She had judged dairy cattle in FFA and has shown her Jerseys at numerous fairs and shows.

"I have been involved with Jersey cattle for the past eight years," said Amy. "I have kept records and scrapbooks on my Jerseys and by doing that, I have received many awards and learned a lot about keeping proficient records."

The new Jersey Queen will succeed the 2000 Jersey Queen, Joy McConnell, of Volant.

Perry County Seeks Dairy Promoters

The Perry County Dairy Promotion Committee is seeking youth ages 6 to 24 to help in the promotion of nature's most perfect food — milk!

For more information, call

Perry County Dairy Princess Katie Nailor at (717) 536-3671, Billie Jo Weller at (717) 582-8152, or Marel or Peggy Raub at (717) 834-4721, by April 16.

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