

Taylor Packing Company, Angus GeneNet Offer Premium Opportunity For Beef Producers

WYALUSING (Bradford Co.) — The beef industry is rapidly moving away from the commodity marketplace of the past to the consumer-driven, value-added marketplace of the future.

Now Taylor Packing Company, Inc. of Wyalusing and Angus GeneNet based in Hays, Kansas have teamed up to offer beef producers here in the eastern U.S. a premium opportunity to be paid for hitting the mark with rewards for high quality cattle and good management.

Taylor Packing Company recently acquired majority share interest in the Premium Gold Angus Beef (PGA) brand label. They are the exclusive packer for

this brand in the east. PGA, founded by Angus seedstock producers Dwight Hartley and Gary West of Texas, is the second oldest premium Angus beef program in the nation.

Angus GeneNet will source cattle for Taylor's PGA label and develop the necessary relationships and information systems to achieve the ultimate goal of a completely source verified product by 2003.

"Taylor Packing has built its reputation on premium beef programs here and abroad. In keeping with our desire to strive for excellence in providing our customers with high quality value-added products, we are excited

to have the Premium Gold Angus brand because we believe it is the premium Angus beef program in the country," said Trey Taylor, PGA chief operating officer and vice president. This move will also expand the current fed beef slaughter at the plant.

"There is tremendous potential here with the number of calves from the east going west for feeding and coming back to eastern packers," explained Ken Conway, president and founder of Angus GeneNet. "By developing relationship with the production segments in the east, our goal is to streamline the process

Choice and additional bonuses for Prime cattle. This is one of the very top formulas available in the industry today," said Conway. "Our goal is to get the producer and feeder as much as we can for their high quality calves, feeders and finished cattle."

"Working with Angus GeneNet, we hope to grow the pro-

the first week of April.

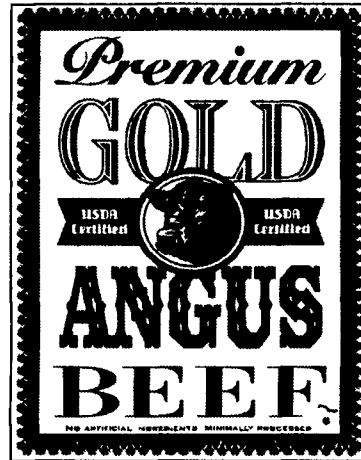
There are essentially two categories within the PGA label: Platinum, which includes upper two-thirds Choice and Prime; and Blue Ribbon, which consists of low Choice and Select.

There is a lot of interest already from cattle feeders and cow/calf producers, according to eastern coordinator for Angus GeneNet Ron Vanderboon. In the short term, he is working with cattle feeders who are interested in marketing their cattle to Taylor Packing using the PGA grid, and he is developing connections with interested cow/calf producers dedicated to genetic improvement for calves that will produce PGA carcasses efficiently and economically.

"There is a real need to identify quality backgrounders to bridge the gap between the cow/calf producer and the feedlot operators who want started calves for the feedlot," said Vanderboon.

"In the short term, we're working with the feedlots selling high quality finished cattle and rewarding them with premiums. In the long term, it will become even more profitable for those feedlots when they are feeding the right cattle," he said. "The goal is to be able to achieve those premium results with less days on feed. There are a lot of good cattle out there with the Angus genetics to get the job done. With gene mapping and other genetic breakthroughs coming along, source verification will allow us to plug the right cattle into the system to make it more profitable for everyone involved."

For more information about the Angus GeneNet program and its services and to get a copy of the PGA carcass merit pricing formula, contact Ron Vanderboon, eastern coordinator at (616) 361-2808 and Ken Conway, president, at (785) 628-3004. Or visit the Website at www.angus-gene.net.



gram and develop the producer relationships to source verify all the way back to the bull," said Taylor, stressing that they want to accommodate cattle feeders and encourage them to use the premium grid as an incentive.

Now producers in the east can get their individual carcass data tied to their individual tags on any cattle going through the Angus GeneNet program. Plus GeneNet offers data analysis services to participating producers to assist with interpreting the data for making genetic and management decisions.

For the past year, Taylor Packing has been involved in a joint marketing agreement with PGA. The success of this venture led the company to its decision to purchase majority interest in the PGA brand and to expand its east coast distribution to include an export program, which began

so everyone makes money by working together."

"We want to be sourcing quality calves from Pennsylvania, Virginia, West Virginia, Ohio, Michigan and the northeast to stay here for feeding and go directly into the PGA label at Taylor Pack," Conway said, noting that his company has been sourcing cattle for C o n - Agra in the west for three years.

"Today, every midwest packer has a grid, and every year the grids are getting better. The drive is to get high quality cattle through a value-based marketing system."

Angus GeneNet has negotiated an exclusive carcass merit pricing formula for Taylor's PGA program. The grid includes substantial premiums for qualifying beef carcasses and several additional quality and yield grade premium bonuses.

"The response has been favorable and feedlot operators are most enthusiastic about the premiums being offered for upper two-thirds

ATTENTION: ALL LAND OWNERS

If you want to dramatically increase your net worth, you should subdivide your land. We are the only contract land developer. We develop the land for you. You sell as much or as little, if and when you choose.

Call Lynn
610/488-6835 w/inquiries

PRESSURE WASHER CLEARANCE

3200 PSI 3.7 GPM 11.5 HP

As low as \$795.00

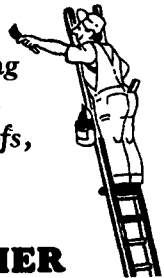
717-786-7943

If you get a recording press 312.

Power Washing
Painting - Sandblasting
Specializing In Farm
Buildings, Fences, Roofs,
Feed Mills, Etc.
Aerial Equipment

AMOS FISHER

5269 Paes Rd., New Holland, PA 17557
717-354-9856 717-951-2527 Mobile



WATERLESS TOILETS

"SUN-MAR"
Composting
Toilets

Several models available including non-electric.
• NO Septic System
• NO Chemicals

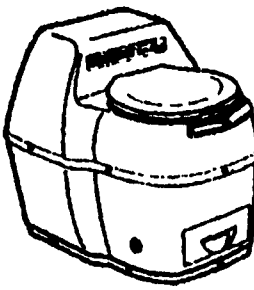
Save the Environment!
Recycle Back to Nature!

FREE:

12 Page Color Catalog

We Perform Septic Inspections & Certifications

ECO-TECH Call Today 1-800-879-0973



PAINTING

All Types
Interior/Exterior
Including Aerial Work



Specialists in Sand Blasting and Spray Painting Farm Buildings, Feed Mills, Roofs, Tanks, Etc.

Also Roof Coating • Water Blasting

• Waterproofing on Stone and Brick Buildings

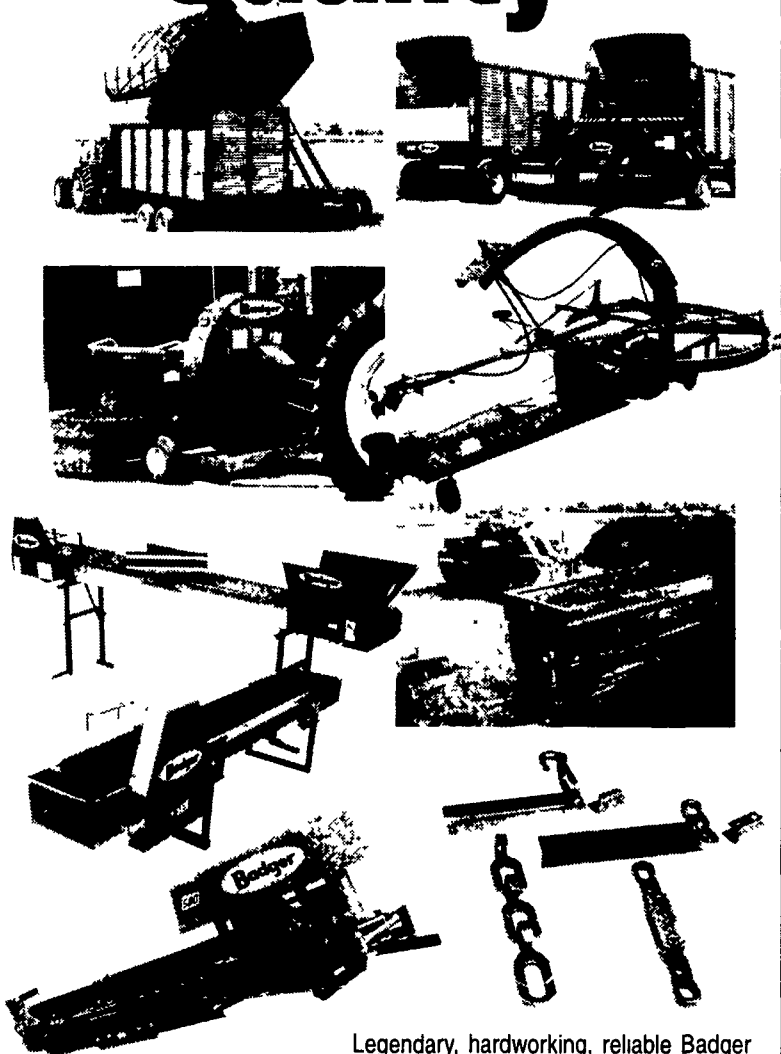
Fisher's Painting

4056A Newport Rd.
Kinzers, PA 17535
On Rt. 772 Across From
Pequea Valley School

717-768-3239

Badger

LegendDAIRY
Quality



Legendary, hardworking, reliable Badger equipment works side by side with you from forage harvest to storage...to silo and bunker filling and unloading...to conveying and mixing...to feeding and manure handling. And for best performance, be sure to choose Genuine Badger parts.



TMR Sale! See our website for exceptional TMR pricing..

See One Of These Badger Dealers

Anville
BHM Farm Equipment
717-867-2211

Chambersburg
CFS
717-264-3533

Oley
Pikeville Equipment
610-987-6277

Carlisle
CFS
717-243-4419

Lancaster
Show-Ease Stall Co.
717-299-2536

Troy
Fallbrook Fabrication
570-297-3802

www.badgerfarmequipment.com