

Direct-Marketing Strategies

(Continued from Page A39)

simplicity of hamburger for marketing purposes and because a majority of beef is consumed in burger form. He also said that with hamburger he doesn't have to worry about the meat being too tough.

Much of the ground beef is sold by the pound through Callahan's wife, Pat, at the Evangelical Community Hospital in Lewisburg where she works as a nurse. The health-conscious environment of a hospital makes it an ideal place to sell lean, grass-fed beef, Bill Callahan said.

Callahan also raises Cornish

cross and a traditional heavy red breed of broiler chickens on pasture and a grain-based feed that he formulated himself out of various other recipes.

The chickens are slaughtered and processed in a facility run by Eli Reiff and his family near Mifflinburg. The Reiffs process about 36,000 birds per year, many of them for small producers such as Callahan who sells his poultry before it is slaughtered, thus avoiding the need for a USDA inspector's stamp on the final product.

Callahan took customer orders for about 500 fresh broilers last year with a batch of chickens

ready to go nearly every week during the growing season.

Slaughtered in the morning, the dressed birds are picked up in the early afternoon, bagged, weighed, and delivered fresh to customers by Callahan himself.

Callahan said he clusters his poultry sales in Mifflinburg and Lewisburg and that delivering the chickens — at an average of about five minutes per delivery — has proven to be more efficient than having customers come to the farm to pick them up.

Reiff said that his small, family-run processing facility offers a service that is hard to find anywhere else in the area.



Bill Callahan, left, talks with Eli Reiff and son Stanley Reiff about the benefits and challenges of direct-marketing meat to consumers. The Reiffs process about 36,000 poultry per year, many of them for small producers like Callahan.

Miller's Agriculture By-Product Technology Bill Earns Committee Approval

HARRISBURG (Dauphin Co.) — The House Agriculture and Rural Affairs Committee recently approved legislation introduced by Rep. Sheila Miller (R-129) that would encourage the use and development of environmentally sound and affordable methods of managing manure and other agricultural by-products.

Miller introduced this legislation last session and was pleased that it passed the House in December 1999. Because it was not considered by the Senate before the close of the two-year legislative session last November, the Berks County lawmaker reintroduced the Agricultural By-Product Technology Act earlier this year and is pleased the chairman of the House Agriculture and Rural Affairs Committee scheduled the bill for consideration.

House Bill 674 requires the Department of Agriculture to evaluate new management practices and promote the education and use of those practices through loan and grant programs.

"As the agriculture industry grows more competitive, it is increasingly important to look for ways to improve agricultural practices, including by-product management," Miller said. "These practices help farmers deal with livestock manure and other food production by-products in ways that also protect the environment."

Miller said developing manure digesters and other agricultural by-product technologies results in the production of energy, pathogen-free fertilizers, animal feed supplements and clean water that help in-

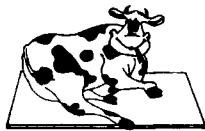
crease revenues for agricultural producers.

"Better by-product management also protects the environment by reducing potential pollutants to air and water," she said.

Miller's bill also creates the Agriculture By-Product Technology Board, which will work with the Department of Agriculture to research and evaluate new tech-

nologies. It will also be responsible for assessing the regional manure and by-product reduction

needs and for encouraging cooperation among the agricultural community, industry and local government regarding the use and development of the new technologies.



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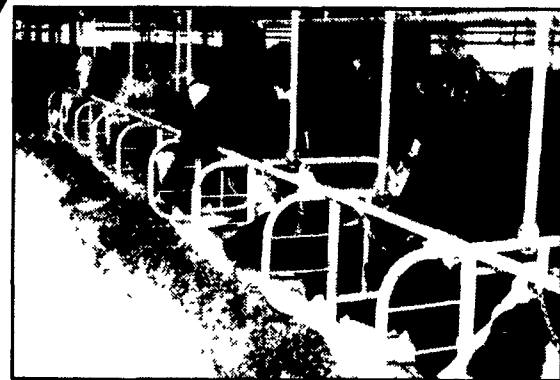
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