

# Beef Producers To Join Forces At Summer Conference

DENVER, Colo. — Serious meetings outlining the future of the beef industry will combine with social get-togethers as the

cattle industry holds its Summer Conference in Denver Aug. 5-9.

The conference is sponsored by the Cattlemen's Beef Board,

National Cattlemen's Beef Association (NCBA), American National CattleWomen, Inc. (ANCW) and Cattle-Fax.

Called "Define the Industry: Be Part of the Adventure," the program will feature demand-building ideas for increasing the beef industry's energy, as well as policy-oriented sessions to increase the business viability of the cattle industry.

Each of the organizations will hold separate meetings addressing specific objectives, while joint sessions will be held when common goals are shared.

A Cattlemen's College: Consumer Demand Strategies session will be held again this year, sponsored through an education grant from Pfizer Animal Health.

Individuals attending the college will gain insight to those is-

ssues that influence a consumer's willingness to purchase beef.

Highlighting social activities will be the Aug. 7 appearance of Don Edwards, a well-known cowboy balladeer whose classic hits include "The Habit," "Going Back to Texas" and "Coyote."

ANCW meetings will be held on Aug. 5, 6 and 7, while NCBA will hold its regional caucus meetings and council meetings on Aug. 7. Beef Board meetings will be held Aug. 6, 7 and 8.

Joint committee meetings will be held Aug 7 and 8. The Cattle-Fax board of directors meeting will be held on Aug. 7, while Beef Board and NCBA board meetings will be held on Aug. 9.

## Conservation Districts Sponsor Envirothons

SUNBURY (Northumberland Co.) — The Conservation Districts of Columbia, Montour, Northumberland, Snyder and Union counties sponsored the Susquehanna Valley High School Envirothon, which took place on May 8 at Shikellamy State Park.

The winning team from each county will represent their county at the State Envirothon competition May 21-22 at Bald Eagle State Park.

Columbia County will be represented by Southern Columbia High School Team A, with adviser Randy Young. Montour County will be represented by Danville High School Team A, with adviser Mike McDevitt. Northumberland County will be represented by Milton High School Team A with adviser Mike Yeager. Snyder County will be represented by Future Hope


Home School with adviser Bob Angstadt. Union County will be represented by Mifflinburg High School Team A with adviser Charles Kessler Jr.

The overall first-place winner for the five-county event was Milton High School Team A. Second-place overall winner was Southern Columbia Team A. The third place winner was Milton Team B.

**DAIRY ISSUE JUNE 2!**

Dairy issue is scheduled to feature an interview with a young couple new to dairying, a new milk cooperative in the central part of the state, research into building a better milkshake, and lots of news from the dairy promotion frontlines.

**The Issue is June 2. Don't miss out!**



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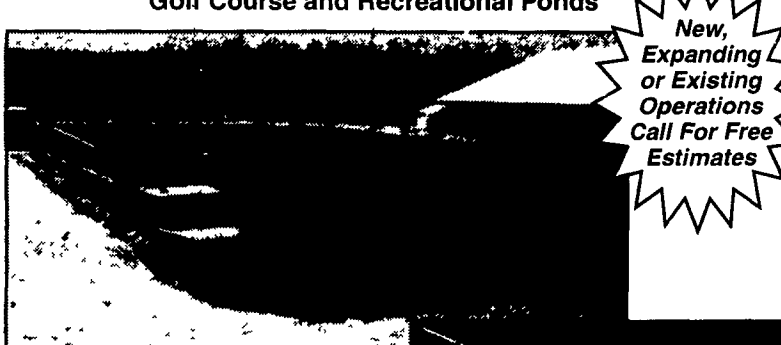
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