

# All-American Dairy Image Award Winner Named

HARRISBURG (Dauphin Co.) — The All-American Show Image Award winner for 2001 is Mrs. Rita Kennedy. Rita, along with her husband, Jim, own and operate the Four Seasons Farm located in Butler. A lifetime dairy farmer, she and Jim were married in 1962. In 1968, they began their farm with 75 acres, 28 registered Brown Swiss cows, and a small line of machinery all purchased from Jim's parents.

Many members of the family work on the 650-acre farm, making it a four-generation operation. The Kennedy family has been awarded Outstanding Farm Family in Butler County, in 1975, and again in 1981.

While finding the time to still milk the 90-cow herd every morning, Rita serves the agriculture community through many associations, board of directors, and memberships. She has been involved in 4-H and other youth organizations and has served as

leader for several years. She served as the first woman president of the Butler County Extension in its 68-year history. Rita has served as secretary and treasurer on the Farmers Cooperative Market of East Liberty. She continues to be a member of the National Brown Swiss Association, serving on the board of directors and is a member of the Grange Association of Pennsylvania, serving on state, county, and local levels.

The Pennsylvania Farm Bureau, National Dairy Shrine, Grove City White Shrine, and the Lions International Club, also seem to find time in her busy schedule. Rita was appointed to the National Dairy Board in 1999 and asked to serve on the Scholarship and Diversity Committees.

She is vice chairman for ADADC MidEast, vice president of the Pennsylvania Dairy Industry & Allied Association, and director for Brown Swiss Enterprises, Inc. She served 27 years as director/coordinator of the Pennsylvania Dairy Princess & Promotion Services, and with the Pennsylvania Dairyman's Association for six years, including two as vice chairman.

Rita serves as vice president of the All-American Dairy Show.

Rita and Jim have five children. Three are dairy farmers: Jeffrey, Janelle, and Jason. Their son John owns and operates a game bird farm with hatchery for pheasants, while their daughter Jill is a school accountant. Along with farming, Jason is a dairy cow hoof trimmer. Among the awards bestowed on these children are three Keystone FFA Degrees and two American Farmer Awards. Seven claim Rita as "Grandmother," and with her encouragement, are continuing the family traditions on the Four Seasons Farm.

Rita will be presented with the 2001 All-American Dairy Show Image Award on Wednesday, Sept. 26, at the All-American Buffet. Show week begins Sat., Sept. 22, and runs through Thursday, Sept. 27. All events will be conducted in



Rita Kennedy

the Farm Show Complex, Harrisburg.

For further information, please contact the All-American Dairy Show office at (717) 787-2905.

## Certified Hereford Beef Shows Summer Increase

KANSAS CITY, Mo. — While the summer grilling season may be winding down, Certified Hereford Beef (CHB) program demand is on the rise.

Since May 1, the number of Hereford-influenced cattle harvested for the program is up 45 percent over the previous year. The increase is the result of program expansion in the Midwest and Pacific Northwest. Over the summer months, the average number of cattle harvested per week was 2,004 head.

June held the greatest improvement with a record setting increase of 74 percent. Because of the growing popularity of CHB,

the demand for yearling and feeder calves is expected to climb through the fall as Certified Hereford Beef packer Greater Omaha recruits more cattle feeders for the program.

Rob Ames, Certified Hereford Beef director of product marketing, said, "The feeder calf and yearling marketing channel has to adjust to meet the increasing demand for Hereford and baldy calves."

With the surge of demand shifting into the fall season, Ames predicts the total number of Hereford cattle harvested this year will reach 90,000 head.



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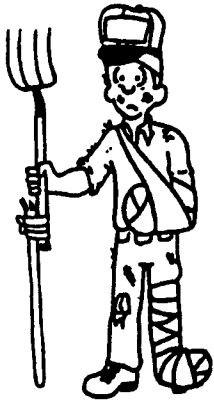
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