

# Berks/Southeast Cattlemen's Association Presents Beef Ed Evening

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Carbon Co. Correspondent  
BERNVILLE (Berks Co.) — The Berks/Southeast Cattlemen's Association in conjunction with Penn State Cooperative Extension recently presented their annual beef education evening at the Bernville Grange.

After the family style dinner featuring beef as the main course, Berks County Extension Agent Clyde Myers welcomed those present and invited all to visit the informational displays by the program sponsors.

Each year the Berks/Southeast Cattlemen's Association recognizes the youth beef champions from surrounding counties. Those present this year were Kristi Dietrich, 17, daughter of Jim and Donna Dietrich of Hamburg and Justin Cunfer, 17, son of Dennis and Deanna Cunfer of Lehighton.

Dietrich, a junior at Tulpehocken High School, represented Berks County where she received the grand champion market steer project honors. Dietrich, a 4-H and FFA member, raises and breeds registered and crossbred Limousin cattle. Her future plans include pursuing a degree in animal science or business management.

Cunfer, a senior at Lehighton High School, raises and breeds registered and crossbred Angus cattle. His bred and owned market steer received grand champion honors at the Carbon County Fair. A 4-H member, Cunfer will be attending Penn State University Park campus this fall pursuing a degree in animal science with a career goal of becoming a veterinarian specializing in large animals — particularly beef cattle.

Association President Robert

Adam explained that the two objectives of the association are to promote beef and to promote the youth of the beef industry. Currently there are 41 families and 17 junior members in the association. A few of the major functions of the association are the annual beef education evening, a summer field trip, summer picnic and pasture walk, annual banquet with entertainment and a display at the Berks County Ag Center's open house.

Upcoming events are a beef short course in March and an "On Rail On Hoof" evaluation scheduled for April. The group also sponsors members each year for a weekend of educational events as well as sponsoring trophies and the guests at the evening's meeting.

Paul Slayton, executive director of the PA Beef Council (PBC), then presented his program to share with beef groups what is done with their check-off dollars. He also went over the yearly functions of the PBC as promotional events putting the check-off money to use.

The PBC is dedicated to serve the dairy, beef and veal producers of the state through research, education, promotion and marketing management.

An interesting fact presented by Slayton was that the PBC handles check-off dollars from 30 to 35 states for cattle originating in other states and entering Pennsylvania for various purposes.

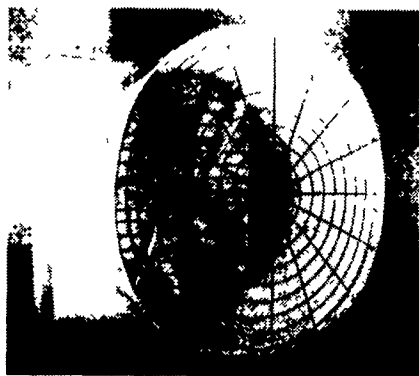
Dr. William Henning, Penn State extension meat specialist,

presented his program titled "Producing Beef for Today's Market" touching on various marketing approaches geared towards both the small and large producers as well as what is preferred by both small and large packers.

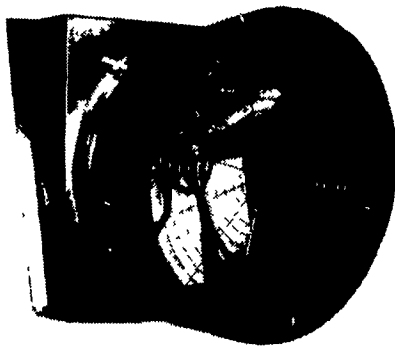
Henning, who works in the meats area at Penn State University, works closely with packers and processors. He presented variables such as weight, finish, genetics, sex and quality of animal and carcass that will affect how readily your animals will be accepted by packers and processors. He also presented various methods of marketing your product and the criteria needed to be considered while you search for the best avenue for our operation.

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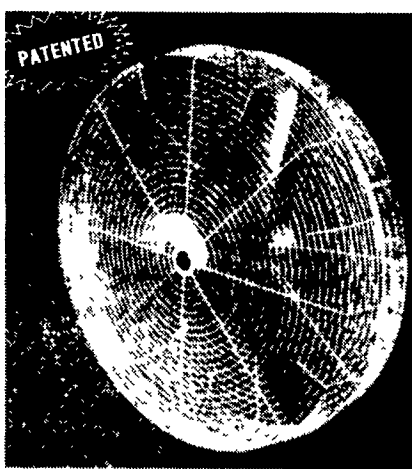
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