




March 28 - 30, 2002
At The Penn State Ag Arena

PCA Awards Banquet Scheduled

STATE COLLEGE — The Pennsylvania Cattlemen's Association Awards Banquet has been scheduled for Thursday, March 28, at the Celebrations Hall, near the Nittany Mall, State College.

The festivities will begin with a social hour at 6:30 p.m., followed by a prime rib dinner at 7 p.m. Cattle producers will be recognized for several awards including the Industry Service Award, Commercial Cattleman, Seedstock Breeder, and Cattle Feeder of the Year. One farm will also be recognized with the Envi-

ronmental Stewardship Award for its dedication to preserving agriculture and the environment.

In addition, the 2002 Cattlemen's Beef Ambassadors will be announced, and the final Beef Quiz Bowl competitions will be conducted. There will also be special award presentations by organizations affiliated with PCA.

Banquet reservations should be made by March 21 by calling or faxing the PCA office at (814) 238-5888 or emailing llw@12su.edu. More information is also available on the PCA website at www.pacattle.org.

MIDDLETOWN (Dauphin Co.) — The Pennsylvania Beef Quality Assurance (BQA) program has accomplished a great deal in the past year. The program was created to increase consumer confidence in beef by training and certifying beef and dairy producers in best management practices. Below is a timeline, showing the accomplishments and future goals of the

PA-BQA program.

August 2001 — Set up a series of focus groups in State College to connect with consumers. Targeted women between 25-54 to examine purchasing habits and choices they make at the meat case.

September 2001 to February 2002 — More than 1,000 BQA manuals distributed at training sessions and other BQA events.

September 2001 to February 2002 — News releases sent to 13 Pennsylvania agricultural newspapers regarding the classroom and chute side training.

December 2001 - February 2002 — Four hundred 2X3-foot posters printed with BQA, PDA, PBC and PCA logos including contact information being placed in veterinary clinics, feed stores, extensions offices, and auction markets to build PA-BQA awareness.

February 2002 - Survey conducted in eight grocery retail stores by team of PSU students to identify influences on purchasing choices.

February - June 2002 — One hundred 8X4-foot billboards created and being distributed to each of 60 extension offices statewide for placement in highly visible and high traffic areas to

increase consumer awareness. Remaining inventory to be distributed by PCA and PBC to areas having high visibility.

April 2002 — Website will be available for producers to take Phase I of their training without attending a classroom session.

April 2002 — BQA packaging label evaluation and selection designed to be more consumer friendly and effectively pull BQA beef through marketing channels.

May - June 2002 — Brochure designed providing consumer awareness message in user friendly terminology. News releases to major PA press announcing availability of brochure.

May - June 2002 — Consumer Awareness Media Campaign to purchase TV, radio and print news.

June 2002 — Point-of-Purchase brochures in the meat case area at retail stores.

June 2002 — Re-certification component to be added to the BQA Training Program.

April-June 2002 — Amendments and review of the manual and BQA program to study the need to add further components to the PA-BQA program.

For more information, please call the Pennsylvania Beef Council office at (717) 939-7000.

Tallman Potatoes and Statewide Bag Service
 Tallman Family Farms, L.L.C.
 Tower City, PA 17980
 Grower, Packer, Shipper
 of Fresh Potatoes
 Supplier of Packaging Products

- > Special Frying Potatoes for French Fries
- > Supplier of Spring Seed Potatoes
- > Paper and Poly Bags, Thread, Wire Ties, Etc.
- > Fischbein Sales & Service

Remember:
Potatoes MAKE the meal!
 800/944-6830 or 717/647-2623

CUSTOM MADE FEED BINS FOR FARMS - FEED MILLS

- Made of 13 gauge Steel
- All welded seams
- Gravity Flow or Auger

Free Estimates

Also - Steel Roof Trusses for Buildings - Portable Hog Buildings - Bucket Elevators - Grain Augers - Distributors - Flow Pipes & Accessories

We Sell, Service & Install
Ph: 570-345-3724
Fax: 570-345-2294

STOLTZFUS WELDING SHOP
 Owner - Samuel P. Stoltzfus
 RD 3, Box 331, Pine Grove, PA 17963

Sometimes You Need a Spreader Built Like A Tank



When spreading stockpiled lime, for example. The Stoltzfus Wet Lime Spreader is likely the most powerful spreader of its kind on the market today. You see, we've been building them since 1945, and farmers are still using Stoltzfus Wet Lime Spreaders they've had for 20, even 30 years. Our special drag chain is 4 times stronger than stainless steel, and handles frozen and heavy stockpiled lime with ease. Plus for spreading compost, composted sludge, poultry litter and certain fertilizers, the WLS is without equal for sheer volume spreading.

Cut your fertilizer bill by liberating nutrients tied up by acid soil.

Use Lime.

- Two-ton, five-ton, eight-ton models
- PTO, 540 rpm or 1,000 rpm
- Two-speed conveyor chain
- Leaf spring suspension
- Dual 24" spinners
- Spreads 40' effectively
- One-sided spreading capability
- Truck-mounted models available



1-800-843-8731

www.stoltzfusmfg.com

Morgan Way, P.O. Box 527, Morgantown, PA 19543