



March 28 - 30,
At The Penn State Ag Arena

Beef Expo Event Schedule

- Thursday, March 28**
- Trade Show Set-Up — 1 p.m.-8:30 p.m.
 - Beef Quality Assurance Demonstration (Ag Arena) — 1 p.m.-4 p.m.
 - Beef Ambassador Interviews (Ag Arena) — 2 p.m.
 - Quiz Bowl Preliminaries (PSU Meats Laboratory) — 3 p.m.
 - Cattlemen's Award Banquet; PCA Annual Meeting; Beef Ambassador Announcement; Quiz Bowl Finals (Celebration Hall/Hoag's Catering) — 6:30 p.m.
- Friday, March 29**
- Beef Skill-a-thon (PSU Meats Laboratory) — 8 a.m.-10 a.m.
 - Trade Show Open — 9 a.m.-5:30 p.m.
- Junior Heifer Check-in** — 10 a.m.-6:30 p.m.
- MAEC Performance-Tested Bull Sale — 11 a.m.
 - Simmental Breeding Cattle Sale — 2 p.m.
 - Shorthorn Breeding Cattle Show and Sale — 4:30 p.m.
 - Junior Steer Weigh-in — 7 p.m.-9 p.m.
- Saturday, March 30**
- Complete Junior Steer Weigh-in 6:30 a.m.-7:30 a.m.
 - Junior Heifer Show — 8 a.m.-11 a.m.
 - Trade Show Open — 9 a.m.-4 p.m.
 - Junior Steer Show — 12 noon.
 - Showmanship Finals (NOTE: Selections for showmanship finals will be made in heifer and steer classes) — 6 p.m.

Creating Consumer Convenience Through Supermarket, Restaurant Efforts

DENVER, Colo. — In recent years the beef industry has focused not only on making beef more convenient for consumers, but also for restaurateurs and grocers.

"Beef producers, through their industry checkoff program, have sought to improve efficiency in retail and restaurant marketing efforts," said Lisa Hefner, a beef producer from Oklahoma and vice chair of the beef industry's Joint Foodservice Committee. "Making beef easier to merchandise or feature in supermarkets and restaurants should ultimately help to increase beef demand."

Beef producers saw the need to make changes in order to fill the needs of their changing markets. The beef industry has already been focused on convenience and the ease of preparation of beef products to better fit the needs of today's busy consumers and working moms. Just four years ago heat-and-serve beef entrees were almost unheard of, yet today 61 percent of supermarkets in the U.S. have a convenience section in the fresh meat case.

Retail

The industry is now taking its convenience work a step further.

The checkoff-funded Beef Made Easy program is aimed at simplifying shopping and increasing sales by reorganizing the beef section of the meat case, making it easier for busy moms to choose beef. Since the program began in 1999 beef sales in test stores have increased 3.5 percent. Today nearly 12,000 stores are using the Beef Made Easy program.

Expanding technology within retail operations is also part of the checkoff-funded convenience focus. Bar coding initially wasn't feasible for random weight items like meat, but with Uniform Retail Meat Identity Standards the industry had common nationwide terminology for different cuts. With these names and improved scanning technology, the industry could produce Universal Product Codes for various beef products, which in turn led to "Value-Based Meat Management."

This program provides information about better ways of valuing and pricing beef cuts, and tracking sales. The beef industry pioneered the use of consumer videos at the meat case with "Meat Features." This effort gives consumers assistance in

making shopping decisions by showing video clips in the meat department of the supermarket. The clips show consumers how to select and prepare meat cuts to best fit their desired outcomes in the most convenient ways possible.

Foodservice

The foodservice market accounts for 40 percent of all beef consumption nationwide. With this in mind the beef industry has targeted key restaurateurs in the \$370 billion-per-year foodservice industry.

Marketing efforts are letting the operators know that they too, can save time, labor and money in the kitchen by incorporating new value-added beef items into their menus. These entrees offer consumers new beef dining options while remaining moderately priced.

"The beef industry continues to explore ways to improve retail and restaurant marketing," said Hefner. "The primary objective of our promotion programs is to increase beef's share on menus and in meat cases, as well as to build overall beef eating frequency. This, in turn, will help meet consumer demand for delicious

BQA Chute-Side Times, Locations

Starting time is now 6:00 p.m. for April Chute-Side training schedule of the Pennsylvania Beef Quality Assurance (BQA) program. Please note this change from previously announced times.

April 1:

Crawford County at the Bob Rose Farm in Cochranon For directions call (814) 425-7063 or Bob Calvert, Mercer County Extension Office, (724)

662-3141.

April 3:

Fayette County at the Warren Dick Farm in Smithfield. For directions call (724) 569-2353, or Don Fretts, Fayette County Extension Office, (724) 438-0111.

April 9:

Franklin County at the Jason Johns' Farm in Mercersburg. For directions call (717) 328-9850 or Jere Wingert at the Franklin County Extension Office (717) 263-9226.

April 10:

Lancaster County at B & R Cattle in Marietta. For directions call (717) 426-3258, or Chet Hughes at the Lancaster County Extension Office, (717) 394-6851.

April 16:

Wyoming County at the Walt Dana Farm in Tunkhannock For directions call (570) 836-1907 residence, (570) 836-2145 office or Wyoming County Extension Office, (570) 836-3196.

April 17:

Schuylkill County at the Zimmerman Farms in Pitman. For directions call (570) 648-2078 or the Schuylkill County Extension Office, (570) 622-4225.

April 18:

Cambria County at the Dan Carney farm in Ebensburg. For directions call (814) 884-0231, or Ron Nostetter at the Cambria County Extension Office, (814) 472-7986.

For questions phone or E-mail Pennsylvania Beef Council: (717) 939-7000 or pstoops@pabef.org.

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RITTENHOUSE FARMERS' MARKET. Looking for vegetable, fruit, flower, mushroom, and other specialty growers for this Saturday morning Center City market in a premier location. Currently seeking approvals.

DREW SCHOOL FARMERS' MARKET. Saturday 10 am - 2 pm West Philadelphia neighborhood needs one vegetable grower to sell at market with five returning growers.

SOUTH & PASSYUNK FARMERS' MARKET in east Center City. Tuesday 2 to 7 pm. Looking for pastured poultry, meats, mushrooms and other specialties for Philadelphia's oldest and largest growers only market Busy commercial setting.

RIDGE & GIRARD FARMERS' MARKET. Friday 2 to 6 pm. Neighborhood market wants to add one vegetable grower and a tree fruit grower

BROAD & GIRARD FARMERS' MARKET. State Representative and coalition of 25 community groups will establish a farmers' market on Girard Avenue near Broad Street Looking for vegetable and fruit growers, poultry, and eggs Day and time open, depending on farmers

ITALIAN MARKET. Philadelphia's oldest, largest, and most colorful outdoor market. Thursday through Saturday Looking for general and specialty vegetable and fruit growers to fill market schedule. Can be one or more days.

FRANKFORD FARMERS' MARKET. New market looking for farmers or association of farmers to sell own vegetables and tree fruit in Northeast Philadelphia neighborhood park.

FLOWER AND FRUIT MARKET. University of Pennsylvania area, new market on weekday. Looking for flower and fruit growers for May, June and September market July and August also possible for vegetable grower

NORTHERN LIBERTIES. Second Street Corridor north of Market Street Renaissance neighborhood New businesses opening, strong residential community Need vegetable and fruit growers for a weekday market

Farm to City

Connecting farmers to markets in the Philadelphia Area

The farmers' markets are a joint project of Farm to City and the Pennsylvania Association for Sustainable Agriculture.