

# NY Beef Industry Promotes Irradiation

BINGHAMTON, N.Y. — What happens when 1,500 women gather to watch cooking demonstrations, learn new recipes, and discover innovative cooking techniques?

A "Taste of Home" show, of course, and along with it a great opportunity for the New York Beef Industry Council (NYBIC) to spread the great news about irradiation and its important role in food safety.

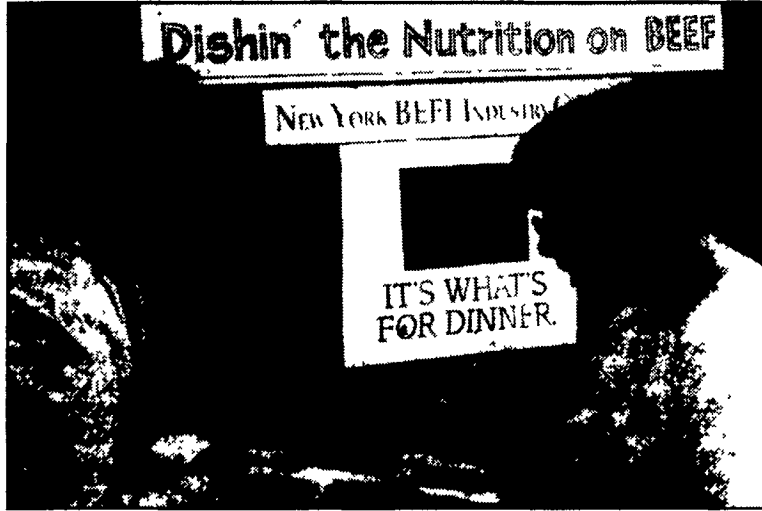
The NYBIC sponsored the event and served over 700 samples of chili using irradiated ground beef, demonstrating that the delicious taste of beef is unaltered by the irradiation process.

The show gave NYBIC staff an opportunity to educate consumers in the Southern Tier about the benefits of irradiated ground beef.

"Our goal is to make beef the safest food on the dinner table and irradiation is helping us do that. Improved food safety clearly benefits New York's beef and dairy producers, as well as consumers nationwide," said Carol Gillis, executive director of the NYBIC.

"By increasing consumer knowledge and confidence in beef, we expand demand. Irradiated beef will do for the beef industry what pasteurized milk did for the dairy industry a half century ago: improve quality and help stop the spread of food borne diseases."

The Empire State quickly became a leader in food irradiation when Rochester-based Wegmans became the first retailer in the nation to market electronically ir-



Lorraine Lowery, vice president of the New York CattleWomen, talks with a Taste of Home attendee about the benefits of irradiated ground beef. The New York Beef Industry Council was on hand to talk about the importance of beef in a balanced diet.

radiated fresh ground beef under their own label.

Shortly thereafter, other major upstate retail chains including Price Chopper and Tops Friendly Markets added the irradiated product to their ground beef selections in the meat case.

The idea of irradiated foods is not new. Scientists have known for decades that exposing food to x-rays, high energy electrons, or cobalt-60 could kill deadly bacteria. Irradiation complements, — not replaces — other food safety procedures at all points in the food system from farm to consumer.

That is why consumers should still grill irradiated burgers properly to ensure their safety — for ground beef, that means grilling

patties to an internal temperature of at least 160 degrees.

While some consumers have been wary of irradiated foods — largely because of unfounded fear mongering hawked by special interest groups opposing the use of nuclear energy — many irradiated products have become commonplace.

Commercial spices used as ingredients in ready-to-eat foods, for example, have been irradiated to kill pests and other contaminants for over a decade.

"Research shows that education is the key to consumer acceptance of irradiated food products," said Gillis. "We're hoping to educate consumers about the safety of irradiation and continue the trend of acceptance of irradiated beef."

# Scholarships Awarded

WESTMINSTER, Md. — MidAtlantic Farm Credit is pleased to announce that nine students have received a total of \$10,500 in scholarships toward their college education. Applicants for the scholarship program had to be members or the children of current members. Over 150 applications were received.

Winners are listed by region:  
**DelMarVa Region:** Dusti Vanderwende of Greenwood, Del., a high school senior, plans to study plant or animal science in college; Abigail Eaton of Queen Anne, Md., a freshman at Clemson University, is majoring in economics with a minor in political science; and Hanna Nagel of Federalburg, Md., a sophomore at Delaware Technical and Community College, plans to attend the University of Delaware in the fall.

**MidMaryland Region:** Joshua Strite of Jefferson, Md., a junior

at Delaware Valley College, majors in dairy science and minoring in animal science; Jacqueline Congedo of Cooksville, Md., a high school senior, plans to attend college in the fall to major in biology; and Katie Bassler of Taneytown, Md., a high school senior, plans to attend UMBC in the fall to study forensic psychology.

**Penn Region:** Renae Bender of Cochranville, Pa., a junior at Messiah College, majoring in elementary education with a minor in mathematics; Katherine Harwick of Kempton, Pa., a sophomore at Penn State University majoring in animal science and minoring in agribusiness management and international agriculture; and Brent Landis of Quarryville, Pa., a senior at Solanco High School, planning to attend Elizabethtown College in the fall.

# Elizabethtown Grange Sponsors Coloring Contest

ELIZABETHTOWN (Lancaster Co.) — Children are invited to participate in a coloring contest promoting the benefits of dairy products. The free contest, sponsored by Elizabethtown Grange Number 2076, is open to children up to 12 years old.

The two age divisions are up to five years old and ages six through 12. Awards will be given to the top three individuals in each division. First prize is a \$50 savings bond, second is a gift certificate for ice cream, and third place will receive a small "squeeze cow."

To enter the contest, stop by the Elizabethtown Public Library during normal hours and visit the information desk.

Pick up a contest form, take it home and color it using crayons. Be sure to fill out the information on the back. Return it to the drop off box at the library when finished. Entries must be received by Friday, June 27. Winners will be announced in early July.

Children under 12 who sign out a library book during the month of June will receive a "got milk?" pencil, milk carton eraser, and a "three-a-day" sharpener, courtesy of the Elizabethtown Grange.

To learn more about the Elizabethtown Area Grange, contact Matt Espenshade, Master, at (717) 361-2844 or visit the Elizabethtown Grange's website at [www.elizabethtowngrange.org/](http://www.elizabethtowngrange.org/).

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