

Penn State Beef Cattle Sale Generates More Than \$111,000

UNIVERSITY PARK (Centre Co.) — The first beef cattle sale held by Penn State's College of Agricultural Sciences since 1990 generated \$111,035, attracted buyers from six states, exposed a new class of students to livestock marketing and renewed a time-honored tradition.

The Penn State Proud! Beef Cattle Sale, held Nov. 7 at the Beef-Sheep Center, included all of the Angus cows in the university's herd born before 1999, their calves, bred heifers and a 2-year-old bull. Commercial cows in the sale included bred cows,

bred heifers, heifer calves and steer calves for a total of 99 head. Voytus Angus Farm of Pennsylvania bought the high-selling lot at \$2,800.

"The most important reason Penn State owns cattle is for their educational value," says John Comerford, associate professor of dairy and animal science and beef cattle coordinator. "Sales give us an opportunity to teach students how to prepare cattle for merchandising and allow us to share Penn State genetics with other beef producers. This sale renewed the long-standing tradi-

tion of the prominence of Penn State's beef herd, while also putting emphasis on the future for continued growth and development within the program."

While the ample receipts from the sale were welcome, the biggest benefit was educational, say organizers. "Marketing is the key to financial success in production of any agricultural commodity," says Karen Vines, an instructor in the beef cattle marketing class that prepared students to be involved in the sale. "The class provided an opportunity to talk about marketing from a livestock perspective and gave the students exposure to activities in preparation for the sale that they may not have had otherwise. As a result of this sale, the students should have a greater understanding of the complexity of putting such a sale together and

the attention to detail that is required in the preparation process."

Comerford expects this month's sale to be the first of many. "Our department made a strategic decision a few years ago to begin having regular beef sales," he says. "We produced

more cattle to get ready for this one. Sales allow us to control our cattle inventory, to offer our highly desired genetics to other Angus breeders, to attract students and to reaffirm Penn State's reputation as an institution that maintains a first-class breeding operation."

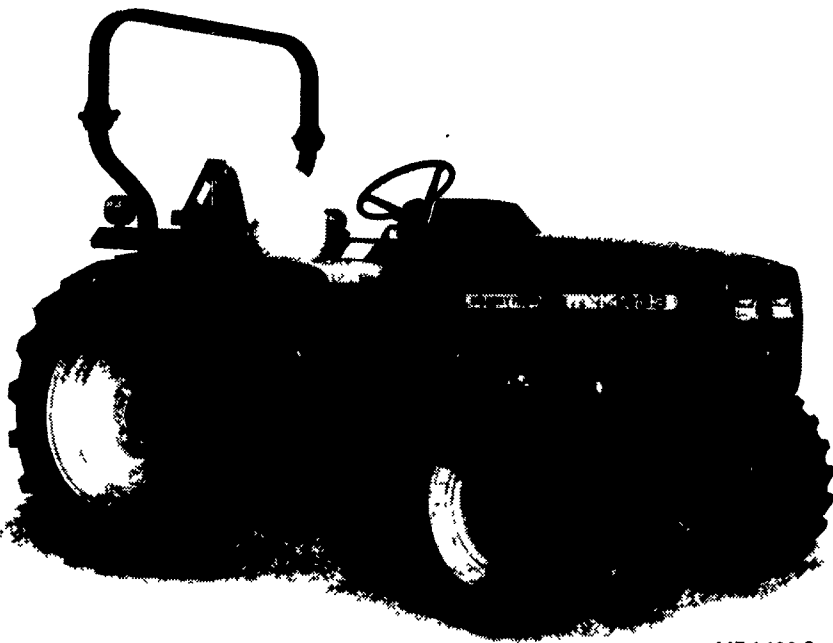
Veneman Names Members To Mushroom Council

WASHINGTON, D.C. — Agriculture Secretary Ann M. Veneman today announced three appointments to the Mushroom Council.

"I am pleased that these individuals have agreed to serve on the Mushroom Council," said Veneman.

Newly appointed to three-year terms are: Region 1: Lisa Hemker of Rosemont, Minn.; Region 2: Michael W. Pratola III of Avondale, Pa.; and Region 3: Robert B. Crouch of Econdido, Calif. The appointees will serve on the nine-member council from Jan. 1, 2004 to Dec. 31, 2006.

Authorized under the Mushroom Promotion, Research, and Consumer Information Act of 1990, the council administers a national program of research and provides nutrition and industry information to consumers. Persons who produce or import an average of more than 500,000 pounds of mushrooms annually for the fresh market pay assessments to fund the program. USDA's Agricultural Marketing Service monitors the operations of the Mushroom Council. The council reimburses the federal government for the cost of administering the program.



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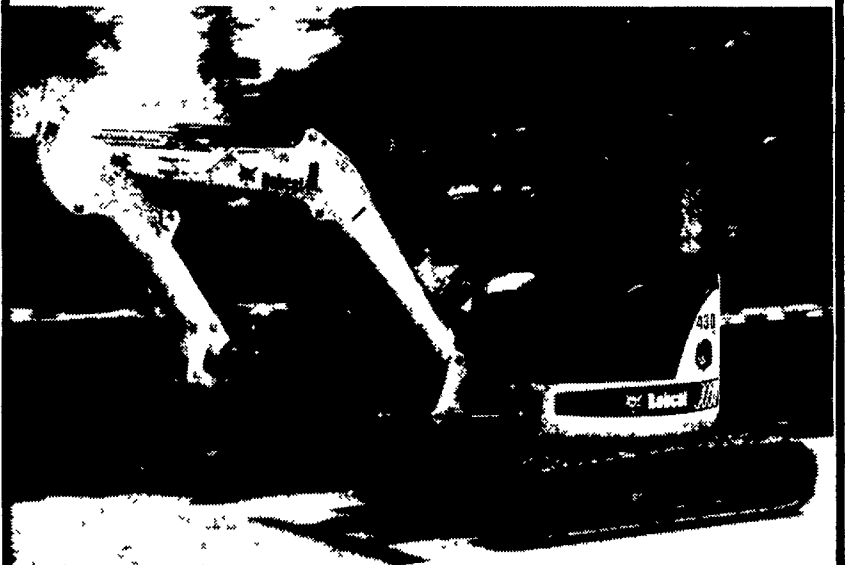
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