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FARM SHOW VISITORS LEARN ABOUT BEEF & VEAL PRODUCTION AT CENTER

Visitors to the 92nd Pennsylvania Farm Show, January 5 – 12, learned more about the state's beef and veal industries, thanks to a partnership between the PA Beef Council, Penn State Extension Capital Region Animal Science Team, American Association of Meat Processors and the Pennsylvania Veal Grower's Association.

For a second year, the group collaborated to present a beef and veal learning center to the show's 400,000 visitors. Relocated to the north hall this year, in the "aisle of champions," the center featured four stations dedicated to beef production, veal production, cattle by-products and beef nutrition, with educational handouts at each table. To further encourage teaching moments with center visitors, staff and volunteers asked "Beef Trivia" and "Veal or No Veal" questions to win beef jerky donated by Smucker's Meats, Mount Joy, and Wild Bill's, Lancaster, or a hamburger eraser or pencil.

During the busy opening weekend, Doug Howe and family brought a Hereford cow/calf pair for the public to view; following the annual youth livestock sale, the grand and reserve grand champion steers were on display on either side of the learning center. A cardboard replica of finished veal calf greeted visitors all week, providing ample photo opportunities for families.

During the eight-day show, center volunteers distributed 1,800 beef cut charts; 1,000 pieces of beef jerky; 2,500 veal coloring books and numerous beef and veal recipe brochures.



Jamie Lynch asks questions to children at the Beef and Veal Learning Center during the 2008 PA Farmshow.



Patty Melt visits students and serves meatballs.

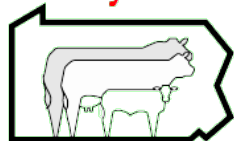
CANTON KINDERGARTNERS LEARN ABOUT VEAL

On February 29 more than 90 kindergarten students at Canton Elementary School learned about veal production from Patty Melt, the PA Beef Council's costumed burger mascot. Coordinated by school nurse Debra Keppler and the Pennsylvania Veal Growers Association, the Patty Melt visit was an installment of "Farm Fresh Fridays" at the school. Funded by a Pennsylvania Department of Agriculture "Healthy Farms and Healthy Schools" grant, Farm Fresh Fridays teach students, and their families, about choosing locally produced food by making them more aware of Pennsylvania agriculture.

During the short assembly, students also viewed a life-size veal calf cut-out and answered questions about common veal farming practices. Most importantly, they learned veal is a nutritious meat choice. Following a handshake and high-five from Patty Melt, the kindergartners returned to their classrooms to sample a delicious veal meatball provided by Catelli Brothers, Collingswood, NJ, and served by Canton FFA members, Jerikah Hite, Kristen Zimmer and Amanda Mathis. All students also received a veal activity book.

Farm Fresh Fridays culminated April 9 with a community event from 6:30 – 8:00 p.m. at Canton Elementary School. Participating farm groups, such as veal, showcased their commodity and offered educational materials to the public.

Pennsylvania



Beef Council

Top Priority: Nutrition Education for ...



Penn State dietician interns learned how nutritious beef is at the Beef Council.

Students: As part of a beef education tour initiated by Chet Hughes of Lancaster County Cooperative Extension, five Penn State dietician interns started their day at the Beef Council office on November 29. Staff highlighted beef's positive contribution to a healthy diet and answered production questions from pasture to plate. In January, more than 230 students and staff attempting to donate blood at Bucknell University learned about the importance of iron for optimal health and performance – and enjoyed beef-topped pizzas to emphasize the message. Through outreach by PANA (Pennsylvania Advocates for Nutrition and Activity) in January, 76 % of the state's school districts received copies of *Choose Well - Meet the Power Foods* mini CDs, which tout the benefits of naturally nutrient-rich foods, including beef.



Professionals: Fall activities started with PA Beef Council and NCBA staffing a beef education booth at the Food and Nutrition Conference and Exhibition in Philadelphia, reaching a national audience of nutrition experts. At the state level, health and education professionals received materials at conferences of the PA Society of Physician Assistants (Altoona), the PA State Nurses Association (Harrisburg), the PA Academy of Family Physicians (Lancaster), the Mid-Atlantic Christian Schools Association (Lancaster), and the PA Association for Health, Physical Education, Recreation and Dance (Lancaster). The new *Enhancing Family Mealtimes* kit provided participants with tools to promote family mealtimes.



You: New Web sites, including www.family-mealtimes.org and www.school-wellness.org, debuted at events as well. Other sites of interest include www.beefnutrition.org, www.NutrientRichFoods.org, www.zip4twens.org, www.beef-itswhatsfordinner.com, and www.beeffrompasturetoplate.org. Check them out for yourself!



The beautiful beef display at the Food and Nutrition Conference in Philadelphia.

SUPER BEEF BOWL II

This January, 157 Weis grocery stores participated in the second annual Super Beef Bowl II promotion. A party planner, shelf flags, and circular advertisements gave more than 3 million Weis customers beef and veal recipe ideas for their Super Bowl celebration. In addition, every time customers used their "CLUB" card for eligible beef and partners McCormick and Dixie brand purchases, they were entered to win a new Weber grill and a \$500 gift card.



You Could WIN a \$500 Weis® Gift Card and a premium Weber® Gas Grill



Penn State students organize second annual “Meat-In Day” at University Park campus.

STUDENTS PROMOTE A PROTEIN DIET WITH CAMPUS EVENT

With jerky and cheese sticks in hand and a giant burger costume by their side, Penn State Block & Bridle, Dairy Science and EARTH House members educated their peers about the benefits of meat, dairy, and eggs in a balanced diet on March 19. Agriculture students joined forces to share their message the day before “Meatout Day,” an annual event that encourages people to “kick the meat habit for at least one day.”

“We held our first Meat-In Day last year in the East Hall Dining Commons,” said organizer Chris Molinaro, a junior animal science student and 2007 National Beef Ambassador. “This year, with the help of our supporting clubs and agri-business organizations, we were able to expand the event to the HUB, a central location to reach students between classes.

The snacks were a big hit and we heard more than one student yell, “We love meat!”

At both the HUB and Dining Commons, the students distributed 4,000 beef jerky pieces, venison sticks and cheese sticks, with numerous educational materials, courtesy of meat and dairy commodity groups. Patty Melt, the PA Beef Council’s mascot, was a big hit too, posing for pictures with students and for *The Daily Collegian* newspaper.

Molinaro and her committee extend a special thank you to the following businesses and organizations for their sponsorship of the event: Centre County Farm Bureau; Dairy Farmers of America; DairyLea; PA Beef Council; PA Farm Bureau; Penn Ag Pork and Poultry Council; Penn State College of Agricultural Sciences; Shaffer Venison Farms; Sysco Food Services of Central PA and Wild Bill’s, Inc.

Weis Markets Unveils New ‘PA Proud Choice Angus Beef’ Program

On May 14 Weis Markets unveiled its new Pennsylvania Proud Choice Angus Beef label at the Camp Hill Weis. Weis Markets is the first major retail grocery store in Pennsylvania and in the country to sell a locally produced beef product on a large scale.

Pennsylvania Proud Choice Angus Beef will be available in 23 Weis Market stores beginning May 15. Producers selling beef into the PA Proud Choice Angus Beef label must all be certified under the Pennsylvania Beef Quality Assurance Program, which provides guidelines for beef cattle production before beef can qualify for the PA Preferred program. All beef being marketed under this new and innovative label is PA Preferred. PA Preferred is the Pennsylvania Department of Agriculture’s branding program that assures consumers they are buying food of the highest quality produced in the state.

“Our Pennsylvania Proud Choice Angus Beef program is the logical extension for our commitment to buying local and selling the best Pennsylvania has to offer,” said Weis CEO Norman Rich. “We are proud to be a strong supporter of the Pennsylvania beef industry and the PA Preferred program.”

Agriculture Secretary Dennis Wolff also spoke during the event that not only kicked off the PA Proud label, but also “May Beef Month”. Wolff selected Weis Markets to kick off “May Beef Month” because they truly are committed to offering locally-produced and processed beef to their shoppers through the PA Proud label. May Beef Month recognizes Pennsylvania beef producers who work diligently to provide products of the highest quality. “This partnership between the department, the Beef Council and Weis Markets is a fine example of how the agriculture industry and local businesses can work together to promote Pennsylvania products to help grow the industry,” said Wolff.

“Governor Rendell proclaimed May Beef Month to applaud Pennsylvania’s beef producers, who provide a safe, top-quality product for consumers here and around the world,” said Wolff. “By partnering with PA Preferred companies, like Weis Markets, that are selling products grown and processed in the commonwealth, we are supporting our beef industry and we are supporting the state’s economy.”

Producers are currently needed for the Weis Program that is paying significant premiums for their PA Proud beef. For more information on the Weis PA Proud Label, please go to their website at www.weis.com and for more information of the PA BQA Program please go to www.pa-bqa.org or call Chris Jeffcoat with the Pennsylvania Beef Council at 717-939-7000.