



Press Release
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Contact: See last paragraph

Jpg: NY beef producer Jim Brown provides young Empire Farm Days visitor Michael Jones with an up-close introduction to one of his Charolais cows.

Where's the Beef? At August 10-12, 2010 Empire Farm Days

Seneca Falls, NY – “The New York Beef Industry Center at Empire Farm Days provides information on management practices to improve beef production, tips for marketing beef products and recipes for enjoying New Yorkers’ favorite protein – beef,” says New York Beef Industry Council Executive Director Carol Gillis. “Empire Farm Days is a great place for aspiring and current beef producers to learn what kinds of beef products consumers are looking for and how to market to them.”

The New York Beef Industry Center at the 300-acre event at Rodman Lott & Son Farms in Seneca Falls offers visitors an opportunity to test their knowledge with an interactive beef cuts game and to obtain a flier to help them identify the cuts when purchasing beef. Marketing materials will be available to producers who direct market beef to consumers.

Live cattle displays are a highlight of the Beef Center. Visitors can chat with producers and gather information and resources on the major beef breeds including Angus, Red Angus, Hereford, Charolais, Limousin, Simmental, and White Park.

The Beef Check-Off program display highlights the ways New York livestock producers’ investment in the program is helping to increase demand for New York beef products through activities with consumers, retailers, and health professionals.

“The exhibit also includes information on how to become certified by the Beef Quality Assurance Program that teaches cattle handling and transporting techniques and other production management practices to improve the quality, safety, and wholesomeness of beef,” Gillis says. “Every producer should be involved in this valuable program.”

Other resources at the Empire Farms Days New York Beef Industry Center include info from the New York Beef Producers Association and Cornell University on programs to help new and seasoned producers increase the profitability of their beef operations.

The NY Beef Industry Center is located at Lot 202 across from the New York Beef Producers Association Barbecue tent. For more information, contact Carol Gillis at 315-339-6922, cgillis@nybeef.org.

Empire Farm Days is hosted By: Rodman Lott & Son Farms, Seneca Falls, NY

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