

Plug Into the Power

Press Release



JUNE 2007

NY BEEF INDUSTRY CENTER ANNOUNCES PLANS FOR EFD

From pasture to plate, Empire Farm Days visitors can find the beef information they are looking for in the Beef Industry Center.

- Visit with producers and breed representatives as you compare the eight different breeds of cattle on display. Breeds will include: Red Angus, Angus, Hereford, Charolais, Simmental, White Park, Limousin, South Devon.
- Discover how beef checkoff dollars are working to increase beef and veal demand for New York producers.
- Test your knowledge about the cuts of beef.
- Learn the who, what, where and why of Beef Quality Assurance certification.
- Improve your beef herd through programs offered by Cornell Cooperative Extension, the details can be found in the beef tent.
- Stop at New York Beef Producers' Association display to join the association that will keep you in touch with the beef industry in NY.
- AND enjoy the best meal on the grounds at the New York Beef Producers' Association Beef Barbecue Tent just across West Hedge Row.

Details of the Beef Industry Center

- Located at Lot 202 across from the Beef Barbecue & Coordinated by the NY Beef Industry Council
- Eight live cattle displays which will include the following breeds: Angus, Red Angus, Limousin, Hereford, White Park, Simmental, South Devon and Charolais. Breed representatives and information will be available at each display.
- New York Beef Industry Council display will highlight current checkoff programs working to increase demand for beef and veal. The latest recipe brochures plus an interactive game to test players knowledge of the different beef cuts will engage visitors to the tent.
- New York Beef Producers' Association display will showcase the New York Bull test and provide membership information. The NYBPA is an affiliate of the National Cattlemen's Association and is the key membership organization for beef producers in the Empire State.
- Cornell Cooperative Extension display will highlight the programs they offer to beef producers to improve their herd and management practices. The programs include the Empire Heifer Development, Value Discovery and Pooled Weaning.
- Beef Quality Assurance Display will encourage producers to participate in this program sponsored by Cornell University and the New York Beef Industry Council.
- Activity abounds in the Beef Industry Center and it is the highlight for many visitors to Empire Farm Days.

For more information contact: Carol Gillis, Executive Director, New York Beef Industry Council, 315-339-6922 cgillis@nybeef.org

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877-NY-SPUDS Empire Farm Days 07 | August 7, 8 & 9, 2007