



Raymond French

# Pride, promotion key to French referendum talk

It will mean more than just a matter of pride Friday afternoon when Raymond French steps to the podium to speak to a joint group of Cowbelles and the Morrow County Livestock Association.

French is past second vice president of the Oregon Cattlemen's Association and wholeheartedly wants to "Keep Beef King."

Although he was replaced in November by Les Marks, Hermiston, after serving a two year term as second VP, French is still part of a committee that is trying to generate more than simple interest in the beef industry.

French, for the last two years, has represented a five county area as second vice

president. His district, known as the Mid-Columbia District, takes in Morrow, Umatilla, Sherman, Gilliam and Wasco Counties.

As VP, his duties were to be somewhat of a liaison between the county and state associations. A kind of "grass roots" theme, French was a coordinator between the county problems and the state offices of the cattlemen's association.

He was also the state's national membership chairman.

French was and still is involved in a beef research and information act, passed by President Ford in May.

He'll be speaking on that referendum tomorrow at 3

p.m. at the Morrow County Livestock Association annual meeting.

The act was initiated by cattle producers, not the government, and is designed to enable cattle producers to pay a fair share for research, education and promotion of their industry.

The act is a self-help program that will enable beef producers to vote in a referendum on an "everyone-pays-a-fair-share" system to finance its own research, consumer education, producer information, promotion and market development programs.

As the committeeman for the five county area, French

will be giving a slide show and talk on the referendum in all the areas.

The cattle industry has in the past few years been faced with its fair share of problems and dilemmas. Boycotts, price controls, environmental concerns, suspicion of colon cancer, heart disease, meat substitutes, even "eat less beef" campaigns have slowed the industry's progress.

The beef industry, according to French, needs this program to increase market development and market protection through research, education and promotion. But like everything else, it takes money.

So far, more than 80 state and national beef and dairy organizations have endorsed the plan.

Five such organizations have incorporated themselves with a single lobbyist in the legislature. The Oregon Cattlemen's Association is joined by the Wheat League, Dairy Association, Sheep Growers and Livestock Association.

And that brings the cause even closer to home. The president of the Oregon Sheep Growers is a Morrow County man, Henry Krebs, and so is the Wheat League's president, Tad Miller.

Beef is at the bottom of the promotion list when listed with other agricultural commodities. For example, the Florida Citrus Growers spend 2.3 per cent of their market value for promotion while the entire country's beef promotion comes from about .015 per cent of their market value.

The plan is outlined well and French will speak on it Friday.

Every producer pays his fair share in the plan. The program must be legislated and approved by two-thirds of the producers voting in a

referendum. The rate of collection is just .3 per cent of a producer's sales value.

Briefly, here's how the plan will work: At each point of sale, a producer deducts collection based on value of transaction and retains it until animals are sold. Only the packer sends any money to the beef board.

Each time cattle are sold, the seller contributes .3 per cent of the value he adds to the animal. Example: A cow-calf producer sells a calf to a stocker operator for \$100. The purchaser deducts .3 per cent (30 cents) when he writes the check. The producer receives \$99.70.

Later, assume the stocker operator sells the yearling to a feeder for \$200. Then .3 per cent (60 cents) is deducted by the feeder so the stocker operator receives \$199.40. Since the stocker operator collected 30 cents from the producer, he is only contributing 30 cents on the \$100 of value he added.

Later, if the feeder sells the steer to a packer for \$400, the packer deducts .3 per cent (\$1.20) and sends it to the beef board. Each man has paid his fair share, based on the value each added.

If any owner does not wish to participate, he can get a refund of the amount he contributed upon request.

A beef board, comprised of 68 members from across the nation, will collect funds and contract with other organizations to conduct desired promotion, information and research programs.

French is urging all cattle owners of at least a year to register and then vote yes on the referendum. A cattle owner can register at the ASCS office.

French will speak at 3 p.m. at the Elks' Lodge Friday.

## Boardman cites business needs

A growing community, like a growing adolescent, needs increasing amounts of nourishment.

In keeping with that well known fact, Boardman is beginning to cry out for more food. City Manager Jim Thompson hopes to see aid

come in the form of a 10,000 square foot grocery store.

"Anyone interested," said Thompson, "please come forward. We (the city council and planners) will be more than willing to listen to all offers."

Thompson said bringing in a food store as well as other

commercial businesses will be the deciding factor in the future growth and development of Boardman. "By 1980 we will probably see a 3,400 to 4,000 population here," forecasts the city official. "And by 1995, the population may reach 10,000 provided there is a sound commercial district."

Presently the city's population is listed at 800 by the state. This figure is based on its building permit total. However, Thompson sees that figure slightly higher. "Using our service and building application random count, I would say the population is well over 1,000. During the peak of potato harvest, I'm sure it must be closer to 1,100."

Optimistically, the city administrator looks to the near

future for the period of the most rapid expansion. That is because we now have the ability of handling people. Our new water system will be ready to go in the spring and the new sewage system in the fall. We have three subdivisions, Columbia Pacific Resources, Boardman Developers and the Hansen Developers, with a commercial district available and an ambulance service (see story pg. 1) coming in any time.

Providing the outside interests come to the inside, the city has a few projects of its own in mind. The planning commission is looking for a 10 acre park site on the south side of the freeway near the Hillview apartment development.

"It will be largely a wild life area," said Thompson. In another section, south of Wilson Street, a park comparable to the already established park located on Park Street, is being included in the plans.

"We looked at neighborhood parks in-depth but they would be impossible for us to maintain cost-wise," Thompson said. With more people come increased needs. "Police protection, when it does come," said Thompson, "will take a big bite out of city taxes." This will mean a tax increase. But the flexible nature of the community reassures Thompson that "the projected growth will not make the increased tax base hard to swallow."

Presently, major areas of development include "115 or so acres south of town (Columbia Pacific Resources) and 10 acres east of the Riverview Motel on the north side of the freeway (Hansen development)," said Thompson. Overall, the largest influx of people seems to be coming from the Richland, Wash. area. Thompson said this was because the area offered the same type of economy, power and agriculture.

Whatever the rate of growth, the city manager doesn't see any sign of cosmopolitan influence moving in. "It will be a rural direction. I don't think any city in Eastern Oregon will take on any of the cosmopolitan nature of Portland."

## Cattleman

(Continued from Page 1)

sale. That bunch will wind up the two year old bulls. Calves that are a year old now, will be for sale in the spring.

The culling will produce a better strain of cattle, Grieb believes, as he replaces the breed heifers and a small bunch of cows with the top third of his heifer population.

Grieb, who has a brother-in-law who was honored for the same thing in Walla Walla County, said he's not real worried about weaning weights. He plowed 30 acres up and will come back with a new mixture of grass this year. But, he can't complain about that 98 per cent weaning this year.

Grieb has bull calves at 550 pounds and 500 pound heifer calves. He expects that to increase with the Tall Tim calves, but says "weights don't interest him much."

"It's what you feed," Grieb said. "A 700 pound heifer, you know, has been getting a lot of grain."

As the three-fold, grain-cattle operation is a full time job, Grieb has handed over much of the toils to his children and wife. In fact, the three Heppner High School students own more than a third of the entire herd.

Ken, a junior at HHS, is the President of the FFA chapter and recently returned from the national FFA convention in Kansas City. Ken has been showing cattle since he was nine years old.

The secretary-treasurer of the Oregon Junior Angus Association has two loves, according to his father. And Grieb said, he doesn't know which one he likes better, "the basketball floor or Angus cattle."

Ken showed the champion steer at the Morrow County Fair this year. It was one of the 16 home-raised animals Ken owns.

Julie is a sophomore at HHS and has also showed cattle since she was nine. In 1972, she showed the champion heifer at the first Junior Angus Show at the Pacific International. She hasn't let up since.

She was the all-around champion showman at this year's Morrow County Fair and along with Ken, showed animals at the state fair in Salem this year.

Treasurer of the FFA chapter this year, Julie owns ten head of Angus cattle. She'd have more, her father says, but her production keeps on being oull calves and her herd won't "increase as fast as Ken or Geri."

Geri, the youngest of the threesome, is a freshman at HHS this year. She showed the champion beef at the 4-H show at the county fair this year. She also won the fitting and showing at the Pacific International this year. Geri has a 12 head herd.

"The kids own most of the cattle," Grieb said, adding that "they're interested."

Grieb admits that his interest has had to dwindle a little in the Angus to keep up with his field operations. "Kenny can walk out there and tell you which calves are which and who it belongs to," Grieb said.

The Grieb's operation is a little more money consuming than many in the area. They must utilize stubble pasture as much as they can, because mountain pasture just isn't available in the rolling hills of the north Lexington area.

Also, Grieb's Angus is a registered cattle business, which adds time for weighing, tagging and the inevitable paper work, most of which falls into the hands of Mrs. Grieb.

In the registered operation, Grieb must know when a calf is born and other vital statistics. He can't let the animals have the full run of the farm. Not like a commercial business, the cattle must remain in small groups so that a bull can be put with the cows in a certain area.

The cattle run on 60 acres of irrigated pasture and Black Rock Tall Tim has the run of that acreage. The Grieb's calved 100 cows last year and weaned 98 calves, and hope to maintain that percentage this year.

This is one operation that is a joint effort by a five member family.

When Gary Grieb lifts that big bull trophy Friday night, he won't be able to keep his mind off the fact that it belongs to his family, too.

It'll go next to dozens of trophies that already are outgrowing their shelves in the Grieb Angus showroom.

**BUDGET Food Bargains**

Spuds US No. 1 65¢  
10 lbs.

Large Oranges 6 lbs. \$1.00

Apples Golden Del. 5 \$1.00  
Rome lbs.  
Red Del. lbs.

Tangerines 4 \$1.00  
lbs.

Beef Chuck Roasts 85¢ lb.

Cornish Game Hens (1½ lb. \$1.19 ea  
Hills

Jumbo Bologna 79¢ lb.

Cool Whip 9 oz. 65¢

Flav-R-Pac Orange Juice 12 oz. 2 for 87¢

**Court Street Market**  
676-9643 Heppner

**we're here at last**

First Federal Savings has opened a full service facility in Heppner! Now you can have the convenience of a local office with a complete range of loan and savings programs.

We're here at last, and we're excited about it. So we're giving away a Mediterranean style stereo console as a door prize, and these premiums for deposits: with a deposit of \$5,000.00 plus \$5.00 this complete Shelton tool kit, with a \$500.00 deposit this quality coffee server, and with a deposit of \$100.00 this Lufkin tape. Open a new account, or add to an existing account to get these fine gifts from First Federal Savings.

Come on down to First Federal and meet John Van Winkle and Beth Zimmerman. They're ready to serve you from 10 to 4 on Tuesdays and Thursdays at the corner of Center and Main in Heppner, and from 10 to 4 on Mondays, Wednesdays, and Fridays at S. Main Street in Boardman.

**First Federal Savings**  
AND LOAN ASSOCIATION OF PENDLETON

**Heppner Branch**  
Corner of Center & Main, Heppner  
Pendleton, Milton-Freewater,  
Hermiston & Boardman