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Meat Committee Sees No Need For Emergency Campaign at Present

In view of adjustments which have been made by the nation's livestock growers and feeders in their production and marketing operations, it appears that no emergency promotion campaigns are needed for any of the meats in the immediate future.

That was the opinion expressed by livestock grower and feeder representatives at the most recent meeting of the National Meat Promotion Committee in Chicago, June 23. It was recommended at the meeting that the nation's retailers cooperate to the same degree as they did last year, but that their promotional and advertising activities be spread out over a longer period — in other words, a long-range continuous program, rather than a series of promotions, pushes and campaigns.

It was agreed that if any changes, due to weather or other factors, occur to alter the present supply outlook and to indicate the need for emergency measures, the retailers and

restaurateurs will be promptly notified and their cooperation has been assured.

Last year, retailers and packers spent a total of \$100-million in meat advertising. This was in addition to the gigantic promotional and educational activities conducted by many groups and associations of the different segments of the livestock and meat industry, as well as through the service organization of the entire industry, the National Live Stock and Meat Board.

Major retail organizations of the country had requested that the grower and feeder segments of the industry provide—through the National Meat Promotion Committee — with information on prospective meat supplies to assist them in coordinating their meat merchandising and promotional plans with the production and marketing plans of the producers.

Carl F. Neumann, Chicago, chairman, presided at the June

23 meeting which was attended by representatives of beef cattle, swine and sheep organizations, general farm associations, meat processors, restaurateurs and the service and trade groups of the livestock, meat and poultry industries.

Statistical material on livestock and meat production and marketing was compiled by agricultural economists of the United States Department of Agriculture and cooperating livestock, meat and poultry organizations, and presented at the meeting. It was felt that this type of information would be of great value, particularly to retailers, by pointing up the periods when producers can best provide ample supplies of different meats — periods when retailers can offer their customers especially good values and variety in their meat purchases.

It was emphasized at the meeting, that while adjustments have been made in livestock production, record-breaking supplies of meat are still being produced — with output in 1956 expected to exceed last year's all-time high by nearly 500 million pounds. The wholehearted cooperation of the nation's retailers and restaurateurs will be needed to keep these supplies moving smoothly into consumption for the welfare of the industry and the nation as a whole.

Although the major increases in production were made in the first six months of 1956, production in the last six months will be moving constantly upward on a month-to-month basis from the summer low points to the peaks of fall and winter.

In line with prospective meat supplies during the six-month period, July-December 1956, the service organizations of the livestock, meat and poultry industries are stepping up their promotional and advertising activities in the following periods:

| | |
|----------------------------------|------------------|
| July | Picnic Month |
| July 12-21 | Lamb |
| July 26-Aug 4 | Turkey |
| August | Sandwich Month |
| Sept. 13-22 | Beef |
| September 27-October 6 | Lamb and Poultry |
| Oct. 11-20 | Beef |
| October 25-November 10 | Pork |
| Dec. 6-15 | Pork |
| December 27-January 5 | Beef |

All meats are being featured during the traditional picnic month and sandwich month campaigns. The other dates were selected as logical periods of promotion in accordance with the production and marketing outlook for the coming months.

It was not suggested that retailers and restaurateurs concentrate their meat promotions and advertising activities on these dates, though it was felt that many will want to coordinate their programs with the promotional activities which service organizations of the industry will be conducting in those periods.

To Avoid Overlapping

All livestock, meat and poultry ranches of the industry are working through the National Meat Promotion Committee to avoid any undue overlapping of promotion activities. It has been the experience of the Committee that promotion activities for any one of the meats result in accelerated demand for all of the meats.

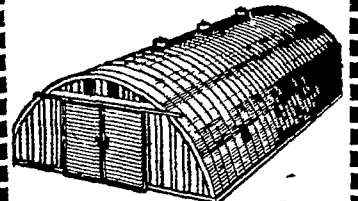
The Committee commended the retailers, packers and restaurateurs for the tremendous advertising and merchandising efforts put forth on their part to successfully move greatly increased supplies of meat into consumption last year. It was agreed that these efforts — in cooperation with promotional and educational work by farm and livestock groups and the industry's service organizations — turned the tide and pulled the industry out of emergency conditions.

Another meeting of the National Meat Promotion Committee will be held in September or October for a further look at the meat production situation.

President Eisenhower has opposed a "joint atomic bank" of fissionable material for defense and industry because weapons "must have first call" on what is available.

BELT SAVES LIFE

WAUKEGAN, ILL. — Arthur Doty, 22, credits the fact that he was strapped in the seat of his car with a safety belt with saving his life. Doty's car roared along the shoulder of the highway, then spun out of control, going frontward, then sideways, and then frontward again, then sideways for 230 yards. The auto rocketed into a utility pole and snapped it in half. It then went 140 feet more and crashed into a two-foot thick tree. Doty, although seriously hurt, was alive, despite a fractured pelvis, broken left elbow and head injuries. When found he was still strapped in the seat.



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