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National Meat Promotion Committee Plans Summer Meat Campaigns

The National Meat Promotion Committee, meeting in Chicago last month, took a long look at livestock marketing, slaughter, meat production and consumption figures, and came up with some pertinent suggestions for meat promotion activities by retailers and other livestock and meat groups.

The committee, which encompasses all branches of the livestock and meat industry, is made up of representatives of producers of beef cattle, hogs and sheep, as well as meat retailers, marketing agencies, meat packers, restaurateurs and trade and service organizations of the livestock, meat and poultry industries.

On the basis of statistics presented by a contingent of four agricultural economists in regard to the outlook for meat production, the committee scheduled one major promotion campaign, plus tie-ins with other special promotions.

The committee was quick to ob-

serve that, while the livestock inventory has taken a slight downturn as of Jan. 1, 1957, and meat production for the year will be a little smaller than last year's all-time record, supplies and output are still at an extremely high level.

One spokesman at the meeting put it this way: "This drop — especially as far as cattle numbers and beef production are concerned — is like moving down one story from the top of the Empire State Building. You're not quite as high as you were, but you are still 'way up there.'"

Those in attendance concurred that beef was the meat in need of greatest assistance at present. Retailers and others engaged in meat promotion and advertising activities are being requested to maintain their continuous long term beef projects during the current period of heavy marketings of cattle, with a specific campaign to take place during the period of May 9-18.

Agricultural economists predicted that the peak in spring cattle marketings would occur in May. Moreover, it was felt that a campaign at that time would be a natural tie-in with Frozen Food Week which is being observed May 11-18.

It was pointed out that one out of every seven families owns home food freezers, and retailers will be in a position to urge their customers to stock freezers and lockers with beef during the period of plentiful supplies.

The Committee also decided to push lamb, ham and turkey in the traditional merchandising programs in connection with festive meals on Easter Sunday, April 21, and during the Easter holidays May 30-June 8 were, set as the dates for the poultry industry's Chick-N-Que promotion. Also, retailers are being urged to push ham as a natural tie-in with National Raisin Week, which will be observed May 5-11.

Other traditional holidays and food promotions in which the livestock and meat industry will participate to boost meat products include Mother's Day, May 12, Father's Day, June 16; Picnic Month, July, and Sandwich Month, August.

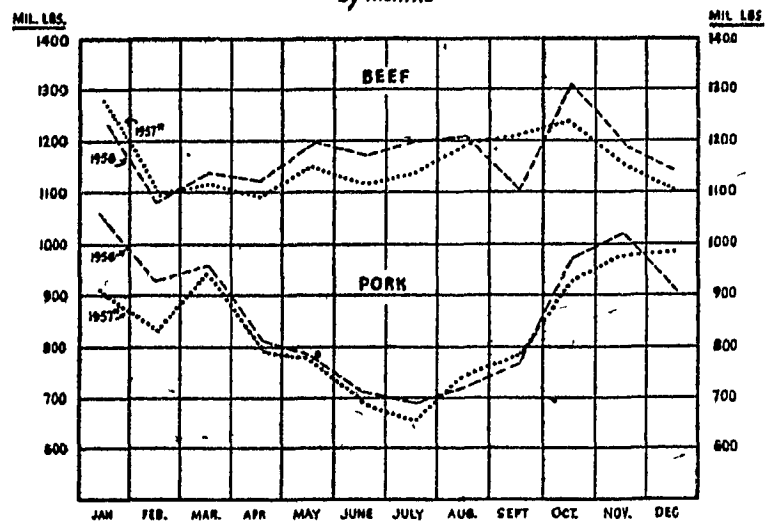
Looking further into the future, preliminary estimates indicate that a peak in pork production will occur in November with another peak in beef and lamb output in October. The Committee will meet again in June or July to take another look at the fall and winter prospects in regard to additional meat promotion this year.

Representatives of hog producer groups and the agricultural economists agreed that the outlook for pork at present is more promising than it has been for several years. This is due to the smaller pig crops in the spring and fall of 1955. It is expected the 1957 spring pig crop will move up to the 1955 level again and it was the consensus at the meeting that the pork build-up would reach its sharpest peak late in 1957 or early in 1958.

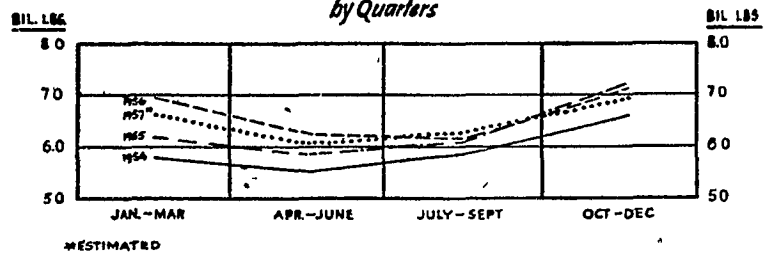
Statistics regarding meat production in 1957 and in previous years were presented to the Committee showing the pattern of marketings by quarters, together with estimates on a monthly basis. The material was prepared by agricultural economists of the United States Department of Agriculture and livestock and meat industry groups, including Harold Breimyer, U. S. D. A.; Herman Conway, National Live Stock Producers Assn; Oakley Ray, American Meat Institute; and Jim Rock, American Farm Bureau Federation.

Representatives of the Meat Board described how that organization's established services and facilities are geared to tie in with meat promotion activities, making maximum use of meat copy and recipes and nutritional information which are provided regularly to newspaper food pages and homemaker programs on radio

COMMERCIAL PRODUCTION OF BEEF AND PORK
by Months



COMMERCIAL PRODUCTION OF ALL MEAT
by Quarters



and television, as well as other means of consumer education such as full color movies, cooking schools and demonstrations. A new set of beef posters was produced for distribution in connection with intensive beef promotion activities at the present time.

American Meat Institute representatives reported on packer-supported advertising on behalf

of beef and pork which is being used in several large national magazines. The committee also noted the abundance of meat advertising in newspapers being carried by retailers throughout the country. A one-minute film on beef was shown, which was produced by U.S.D.A. and is being used on television stations as a public service announcement dur-

(Continued on page 13)

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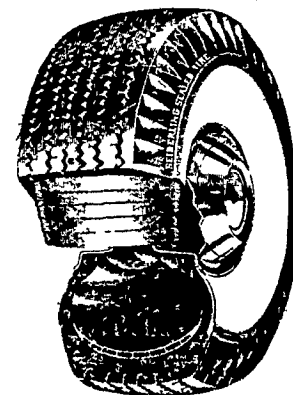


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