



THIS MEAT PROGRAM on WICU-TV, Erie, was one of the 294 personal appearances made by Meat Board home economists, meat specialists and nutritionists as guests on television stations in 40 states last year. In addition to guest appearances,

the Board also provides television stations with meat movies, as well as specially prepared meat scripts and illustrations for use on TV homemaker programs. (Meat Board Photo)



THE FIRST COED to take the top individual dual honors in the history of intercollegiate meat judging contests, Sandra Snowden of Pennsylvania State University, receives trophy from A. G. Pickett, Topeka, Kan., a member of the board of directors of the National Live Stock and Meat Board. Miss Snowden had the high score in the meat judging contest held in connection with the American Royal Live Stock Show in Kansas City last fall. (N.L.S.M.D. Photo)

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**Live Stock and Meat Board Emphasis
On Meat Research and Education**

Editors note: This is the second in a series of articles on the operations of promotional organizations supported by agricultural industries and producers.

Back in 1923 meat was being attacked as detrimental to health. Little or no information was available concerning the merits of meat as a food.

As a result, the National Live Stock and Meat Board was formed by livestock growers, feeders, marketing agencies, meat packers and retailers to carry on a program of research and education on meat.

A board of directors controls the organization. At present 16 of the 30 members represent growers and feeders, five represent marketing agencies, four represent packers, and five represent retailers and restaurants.

The organization is financed by deductions from livestock growers and feeders on livestock marketed. These deductions are on a per head basis, as follows: cattle, two cents a head; hogs, and calves, 2/5 cent a head; sheep and lambs 2/5 cents a head. Packers who slaughter the livestock make an equal contribution.

Meat research has been one of the oldest and largest undertak-

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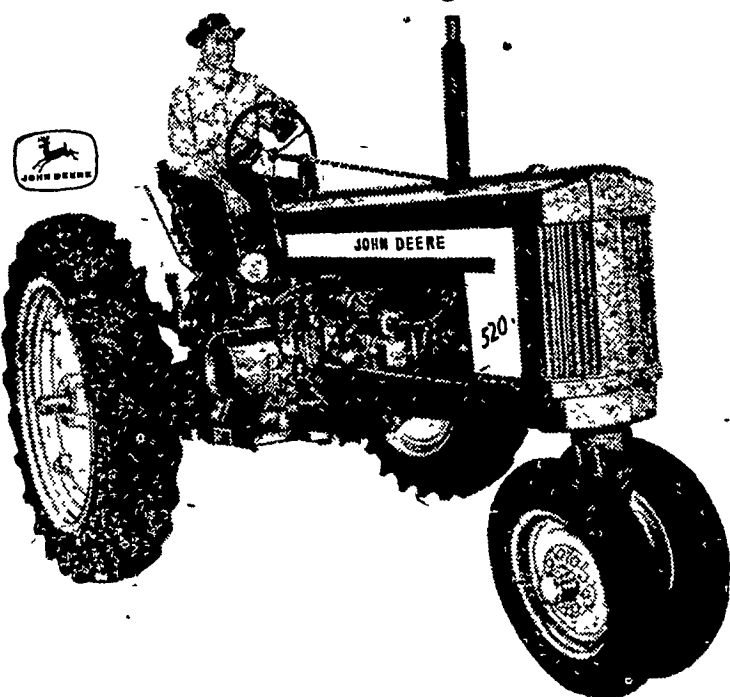


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