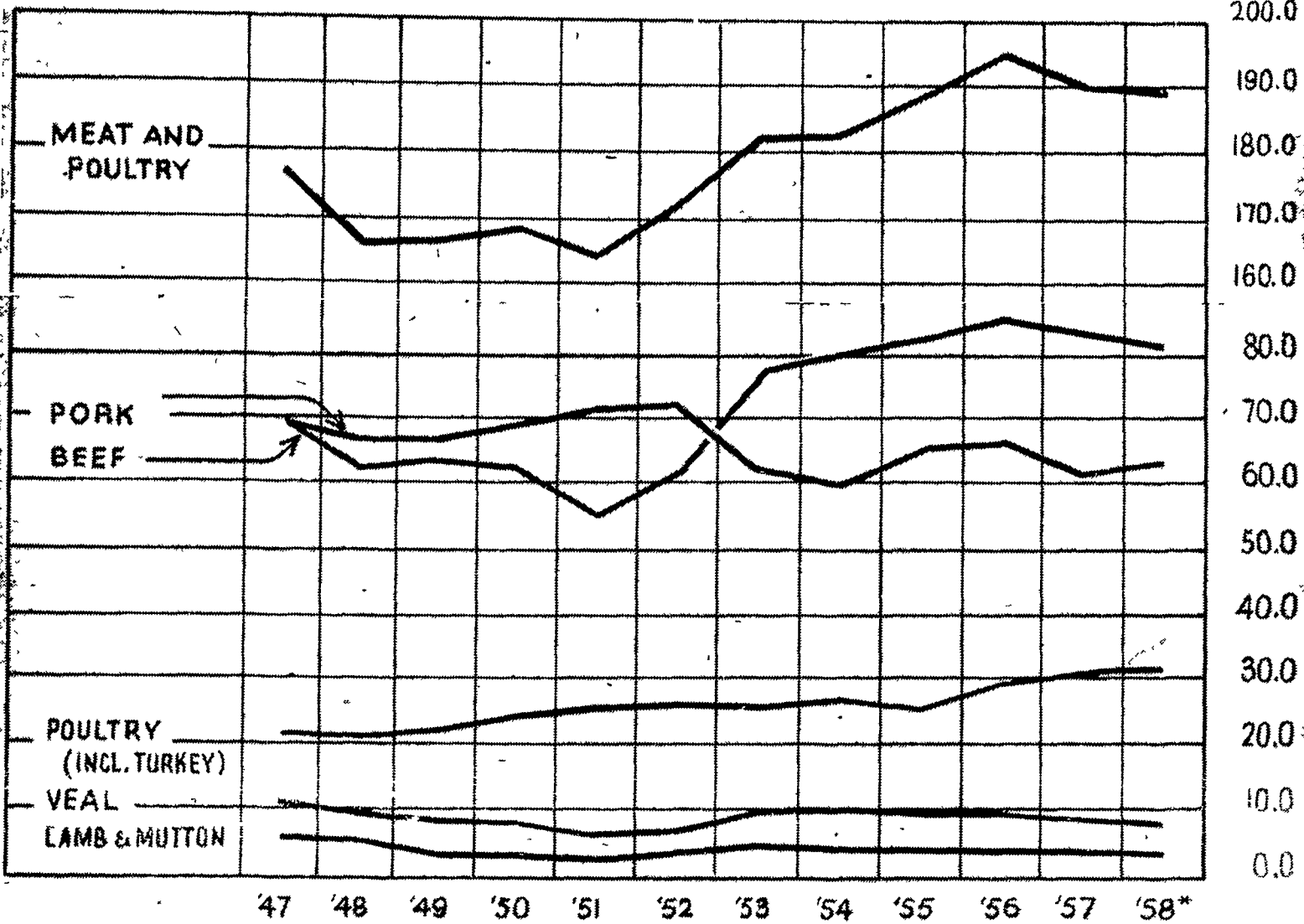


PER CAPITA CONSUMPTION — MEAT AND POULTRY (1947-1958)



*ESTIMATED

Lancaster Farming,
Friday, March 28, 1958—1A

activities in accordance with the meat supply situation.

In addition, it was agreed that the various livestock groups would give retailer organizations, through the committee, ample advance notice of special promotion campaigns, in order that the retailers may cooperate fully with tie-in advertising and other promotional activities.

It was noted encouragingly that trends in livestock production indicate a leveling out movement which is considered an ideal situation.

Breimyer made four main points concerning the meat outlook for the coming year:

1. It will be a period of reduction of total meat supplies.

2. Although reduced somewhat, meat supplies will still be fairly large. In other words, 1958 will not be a period of shortage. This will not be a record year, but nevertheless it will be a very good one, comparatively, in regard to total meat production.

3. There will in all likelihood be two seasonal periods of abundance of fed beef in the spring, and a customary rise in pork supplies in the fall. Neither of these periods will approach the critical, he estimated.

4. While there is a definite possibility of price dangers in 1958, these are not expected to stem from the supply situation. On the other hand, they could result on the demand side in connection with a serious business recession.

Breimyer said total meat production would be down slightly from 1957. Pork supplies are expected to show an upturn, especially in the last quarter of 1958, but this will be offset by smaller supplies of beef and lamb. He foresaw a dip in hog prices but not as badly as in 1956. He also said there would likely be a decline in cattle prices in the spring. While the decline might be substantial, it is not expected to be as serious as in 1956. (Continued on page twelve)

Stockmen Want Meat Promotion Continued

Representatives of all segments of the livestock and meat industry have agreed that the extensive promotion activities on behalf of meat, which have marked the past several years of abundant supplies, should be continued in full force.

At a meeting of the National Meat Promotion Committee in Chicago, Feb. 14, it was generally agreed that all groups and organizations concerned would continue their planned promotions throughout the year, placing emphasis on their own seasonal problems.

Members of the Committee from livestock grower, feeder and marketing organizations complimented the meat retailer and packer segments of the industry on effectively moving plentiful supplies of meat into consumption through stepped-up meat promotion and advertising activities, and urged them to continue their efforts for meat at the same high pace.

While reports on meat production presented at the meeting indicated that, except for poultry, there is little likelihood of any emergency situations this year, the Committee members concurred that there should be no let-down in current and continuing promotional efforts for meat. It was pointed out that due to abundant supplies of broilers an emergency situation would likely arise in the poultry industry, possibly in the month of May.

Carl F. Neumann, chairman, presided at the meeting, which was attended by representatives of cattle, sheep, swine and poultry organizations, general farm and livestock groups, livestock marketing agencies, meat packers, meat retailers, and the United States Department of Agriculture.

Harold Breimyer, Washington, D.C., of the Agricultural Marketing Service of the United States Department of Agriculture, reported on the findings of agricultural economists working with the committee regarding the meat outlook for 1958. It was agreed that

the Committee would provide its members with periodic analyses of production figures by the agricultural economists to assist retail and other groups in planning their advertising and promotion

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