

Keystone International Will Feature Educational Meat Exhibits

The Pennsylvania National Livestock Show and the Eastern National Livestock Exposition at Timonium, Maryland, will be two of the major fairs and expositions to be visited by traveling meat promotion displays of the National Livestock and Meat Board this fall and winter. Educational meat exhibits are being displayed at more than 35

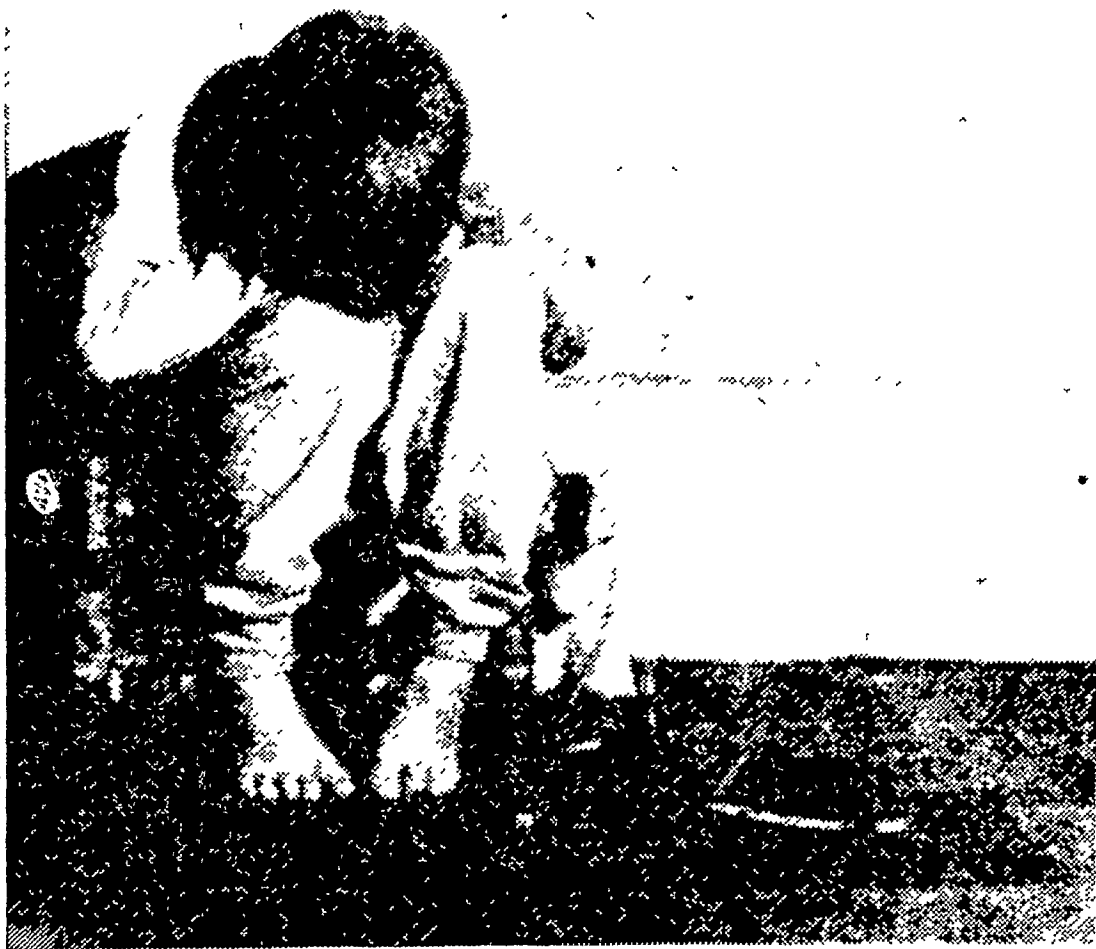
fairs, livestock expositions and food shows during the current fall and winter season. At fifteen of the events, the exhibits are of the refrigerated variety featuring dozens of actual cuts of beef, veal, pork and lamb as well as many other meat items. These fresh meat exhibits are literally showcases of the livestock and meat industry since

the meat is displayed attractively in large glass-fronted coolers. The balance of the exhibits are colorful, eye-catching non-refrigerated displays which graphically point up reliable facts and information on meat identification. For senior citizens, the overall nutritive value of meat, variety in meat selection, outdoor cooking, meat for breakfast, meat snacks, meat carving, and meat cutting methods. The theme of the board's newest fresh meat exhibit is meat for all occasions, with suggested

meat items for outdoor living, special occasions and everyday living. In addition to some 70 cuts of beef, pork and lamb there is a special display of 30 sausages, bolognas and ready-to-serve meats. There also are lamb, beef and pork carcasses in the exhibit. A unique feature of the exhibit is the 'Meatnik' or 'ICBM Bologna Missile', a space-age innovation fashioned from bologna and frankfurters. The meatnik is made of bologna. The jet stream trailing behind it as it blasts off is a long string of frankfurters. It illustrates the fact that if all the frankfurters consumed in a year's time in this country were placed end to end, there would be enough to encircle the earth 26 times in the orbit of the satellite Explorer. Frankfurter production in 1957 amounted to more than one billion pounds, which figures out to be approximately 9 billion, 450 million frankfurters, according to the Meat Board, which estimates further that this number of frankfurters would extend more than 820,310 miles. Besides the displays, additional

interest in the subject of meat is generated through the questionnaires which are filled out by people from all walks of life who visit the educational meat exhibits. This year's questionnaire covers the new findings on the nutrient content of cooked meat as well as information on freezing and defrosting meat. Shows at which fresh meat exhibits have been or are being featured this year include the Illinois, Wisconsin, Ohio, Iowa, Minnesota, Indiana, California, Michigan, Nebraska, Kentucky, Kansas, Tulsa State Fairs, American Royal Live Stock Show, Los Angeles County Fair and International Live Stock Exposition. Schedule for non-refrigerated exhibits, including those which already have taken place, covers the following events: Heart of Illinois Fair, county fairs in Ohio, county fairs in Illinois, Cincinnati Food and Home Show, Maryland State Fair, Kansas Free Fair, Eastern Idaho State Fair, Eastern States Exposition, Mid-South Fair, Ak-Sar-Ben State Fair of Texas, Dixie Classic Fair, Florida county fairs, Arizona State Fair, Pennsylvania Livestock Show, Eastern National Livestock Exposition and National Western Livestock Show.

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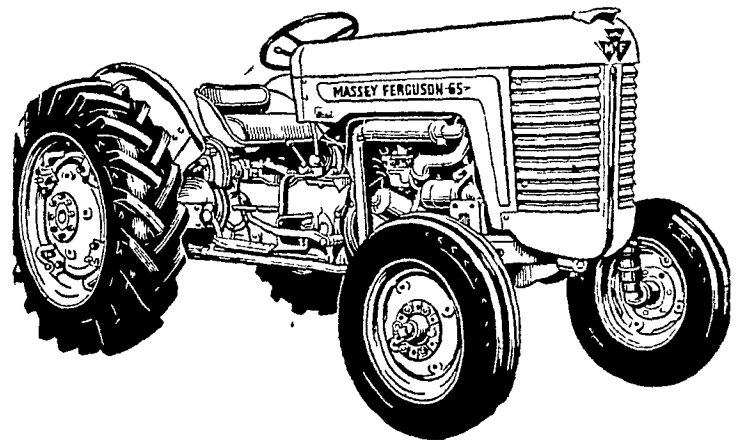
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