

**RETCHERI (Gossip)**



**Hogs: Breed Lean Or Feed Lean?**

Genetically lean hogs produce more lean meat than genetically fat ones, regardless of whether high- or low-energy diets are fed.

This finding that "breeding lean" is better than "feeding lean" could help hog producers avoid the extra labor involved in a limited feeding operation. And the lean pork chops that consumers prefer may become more plentiful.

To study the effect of differences in both breeding and feeding on meat quality, ARS swine researchers, R. J. Davey, D. P. Morgan and C. M. Kincaid, Beltsville, Md., selected Duroc and Yorkshire hogs for high or low backfat thickness as described on page 7.

Hogs from each line were assigned to two groups. One received a full feed; the other, a diet restricted to 75 percent of

the energy in a full feed. Protein intake in all groups was about equal.

Results with the high- and low-fat Yorkshire lines exemplify the trial's overall results. Hogs from the low-fat line produced 66 pounds of lean meat when full-fed, and 59 pounds of lean when fed a limited ration. In contrast, the high-fat line produced 52 pounds of lean on full feed, and 55 pounds on limited feed. Average slaughter weight of hog groups on test was 195 pounds.

**Could Madison Avenue Do As Well In The Cattle Business?**

Food products compete for the consumer's dollars not only in food stores, but also in advertising media. And this nation's cattlemen are "right-in-there" promoting their own product — beef — according to Jacob A. Evans, Vice-President, Central Division, Television Bureau of Advertising. Mr. Evans was guest speaker June 17 at the luncheon session of the 45th annual meeting of the National Live Stock and Meat Board at the Sherman House, Chicago, Ill.

Why would an audience made up in large part of people who produce, feed and market livestock be interested in a talk on television market statistics? The answer is that beef people happen to be deeply involved in the business of producing and distributing television commercials and they seem to be faring rather well in the highly com-

petitive arena of television advertising.

In fact, Mr. Evans took the occasion to present a plaque, on behalf of the Television Bureau of Advertising, to the Beef Industry Council of the Meat Board in appreciation of "valuable contributions to the art of total communications." The Council is responsible for production and distribution of the commercials to beef advertisers throughout the country — primarily food stores — for use in their own local advertising.

The plaque was accepted by the Chairman of the Beef Industry Council, Texas cattleman John B. Armstrong of Kingsville. Council headquarters are in Chicago along with the other Departments and Promotion Divisions of the Meat Board. Donald E. Walker is Executive Secretary.

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