

# Summer-Time "Hot" Time For Meat Promotions

Summer is a "hot" time for meat promotion and merchandising campaigns. This was readily apparent in the sessions of the beef, pork and sausage promotion divisions of the National Live Stock and Meat Board, meeting recently at the Sherman House, Chicago. The occasion was the 45th annual meeting of the Meat Board.

"These special campaigns are geared to bring consumers out from under their air conditioners and into the back-yard. Summer is the outdoor barbecue

season . . . and this gives the meat industry a running start toward creating that extra demand for meat in what used to be a 'slack' season," said David H. Stroud, acting General Manager of the Meat Board.

At the meeting of the Pork Industry Committee it was reported that last year's highly successful "It's Pork Luau Time" campaign is being repeated in mid-summer. Late summer and fall campaigns will emphasize patio parties with pork entrees. Much of the Pork

Industry Committee's promotional work lies in the creative use of cooperative tie-ins with related food products. Presently, there are as many as four tie-ins on the Pork Industry Committee's planning board.

Beef industry leaders attending the Meat Board's annual meeting heard Beef Industry Council reports on summer promotions. "Season With Summer" highlights the Council's summer campaign with beef roasts, steaks and burgers featured on in-store posters and case strips. Besides this retail food store point-of-purchase campaign, the Council has produced a series of new TV commercials and TV featurettes . . . to build additional support and demand for beef in the market place. During the spring and summer promotional season, "Beef Months" have become popular and effective in many states . . . with the Beef Industry Council cooperating with local agricultural organizations.

But when you mention beef promotions you can't forget the annual "Beef for Father's Day" campaign, climaxed successfully once again in June. The project is a cooperative venture with the American National Cow Belles who comprise the distaff side of the nation's beef cattle industry.

Much attention at the meeting of the Board's Sausage Council was directed toward July Hot Dog Month, a major promotion project of the council. Other topics of discussion at the meeting, were the Council's efforts in encouraging local "sausage festivals" and similar promotion activities as well as other cooperative efforts with food groups and sausage processors.

### RABID BAT BITES CHILD

A bat which bit a Susquehanna County child in June has been diagnosed as rabid, the Pennsylvania Department of Agriculture announced.

State Agriculture Secretary Leland H. Bull said this was the second child bitten by a rabid bat during June. He said the other incident involved a Clinton County child.

Secretary Bull, who did not disclose the names of the bitten children, said he was informed both children had received anti-rabies treatment.

### GROWERS AND PACKERS CAUTIONED

Growers and packers of fresh vegetables were cautioned this week by the State Department of Agriculture against shipment of produce in crates or containers previously used for packing and dressed poultry. Such crates or containers are subject to contamination by salmonella and other infectious microorganisms, the Department stated.

shipment of items packed in secondhand poultry cases.

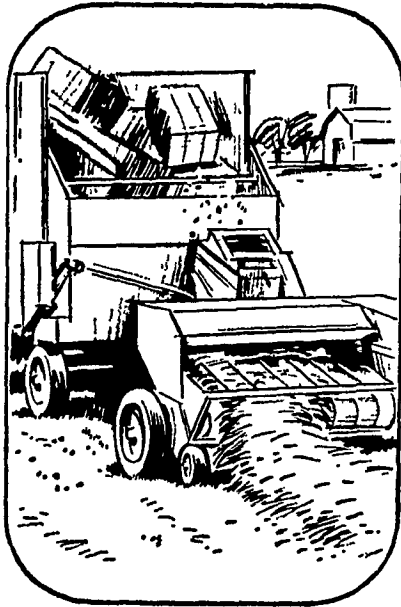
The warning conforms to Pennsylvania's General Food Law and the Federal Food, Drug and Cosmetic Act, both of which prohibit processing, packaging and storing foods in any manner which could contaminate, and which consider such products as adulterated and subject to seizure.

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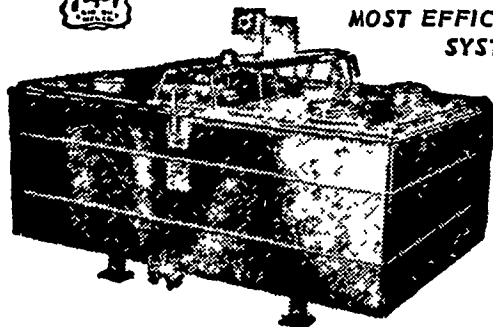
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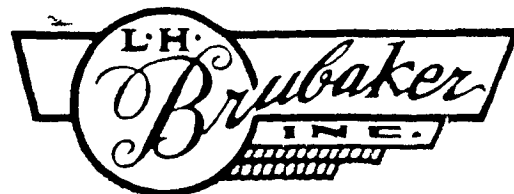


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