

# The New Look In Meat Animals

Jack Sprat will eat no fat,  
His wife will eat none either.  
And so lean meat is all they eat,  
And fat is sold to neither.

This version of the old nursery rhyme is suggested for today's children by Robert Leverette, USDA. No modern child is going to believe that Jack Sprat's wife would eat no lean. In fact, the average American consumer's aversion to excess fat on meat has exerted a significant influence on the U.S. livestock and meat industry.

At livestock shows and on farms and feedlots around the country, the stress these days is on a new look — leaner, thicker-muscled animals that yield a higher percentage of retail cuts. Rapidly disappearing are the livestock buyers who tradition-

ally select blocky, "fat" cattle; now they look for high quality, thickly muscled animals, with a minimum of excess fat.

This change is primarily due to consumer demand for a closely trimmed meat product. To please their customers, retailers have discovered they must trim away more and more fat before placing meat cuts in the meat counter.

So retailers are demanding carcasses with less excess fat from the packers, and many packer buyers in turn now select livestock which have a large percentage of lean meat.

This doesn't mean that consumers are willing to accept a lower quality of lean meat. USDA Choice is still the grade most widely sold at retail and produced in the greatest volume.

Retailers have found that this level of quality pleases most of their customers.

Since the Federal Meat Grading Service was initiated in 1927, U.S. Department of Agriculture grade standards for meat and livestock have been instrumental in transmitting consumer preferences back through marketing channels to producers. Administered by USDA's Consumer and Marketing Service, the voluntary meat grading program has grown to the point where last year Federal meat graders quality graded almost 13 billion pounds of beef — about 85 percent of the beef sold as retail cuts.

The meat grading program has been successful for many reasons. Consumers learned they could be sure of getting high quality beef when they saw the USDA Choice or Prime grade marks, so they were encouraged to buy more meat. Retailers discovered meat grades helped them to consistently provide the uniform quality of meat their

customers wanted, without the necessity of a personal inspection, which helps hold down marketing costs. And producers felt the impact because more buyers began bidding for livestock to supply the increased consumer demand.

USDA grade standards for livestock and meat provide the only nationally available means of reflecting consumer preferences for meat back to the livestock producer, and consumer demand for leaner meat prompted probably the most significant innovation in grade standards since Federal meat grading began—yield grades for beef adopted in 1965.

Yield grades indicate the amount (yield) of trimmed retail cuts expected from a beef carcass. Yield Grade 1 represents the highest expected yield of trimmed cuts, Yield Grade 5 the lowest yield.

During the three years since yield grades were introduced, the livestock industry has become increasingly "cutability (yield) conscious." In a recent four-week period, a total of 202 million pounds of beef were yield graded, almost 20 percent of the volume quality graded—compared with 4 percent in 1966.

C&MS voluntary, fee-for-service program like quality grading — will become increasingly popular in the future. A USDA livestock marketing specialist noted: "Last year, an estimated 2 billion pounds of fat were removed from the fed beef portion of our cattle production. It costs money to put excess fat on cattle — and it costs money to ship it around the country only to have it trimmed off and sold for a fraction of the total cost of production and transportation. Clearly, excessive fat is an economic waste the beef industry can ill afford. Yield grades should be very effective in bringing about changes which will eliminate much of the waste fat now present in the production and marketing of beef."

The livestock industry is obviously awakening to the possibilities of identifying carcasses and live (slaughter) animals for cutability, or yield, differences. In the last year, industry magazines have carried numerous articles, such as "Cutability — Not Just Theory Smart Feeders Can Make It Pay."

USDA Livestock Division personnel point out that meat-type steers, which are thickly mus-

(Continued from Page 17)

## 9 MONEYMAKING ALFALFAS

- DuPuit
- Vernal
- Buffalo
- Ranger
- Cayuga
- Narragansett
- Haymor
- Northwest Common
- Northwest Grimm

## 8 MONEYMAKING CLOVERS

- Certified Pennscott
- Select Pennscott
- Penna. Medium Red
- Midwest Medium Red
- Mammoth
- Alsike
- Yellow Sweet
- Tall Sweet

Fresh seed mixed and inoculated (FREE)

Save with REIST'S SEEDS

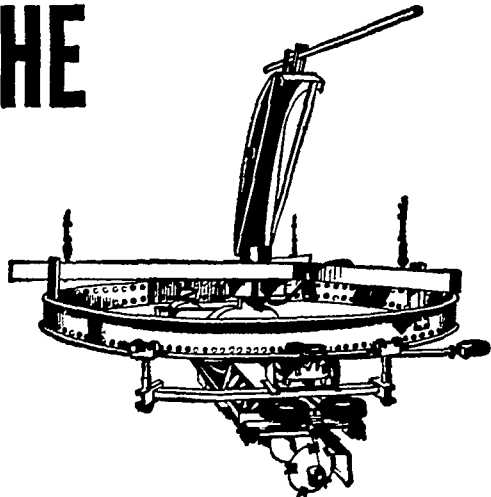
## REIST SEED COMPANY

Finest Quality Seeds (Since 1925)

Mount Joy, Pa.

Ph. 653-4121

# FEWER TRIPS UP THE SILO



Jamesway Distributor-Unloader assures positive delivery — under all conditions! That's because the Big J Volumatic doesn't depend on silage traction. Power Circle Drive and true 3-Point Suspension give you dependable operation that eliminates unnecessary trips up the silo to make adjustments.

Simple operation! No weights to adjust, no drive drums to manhandle. No need to ride the shroud to keep the auger cutting.

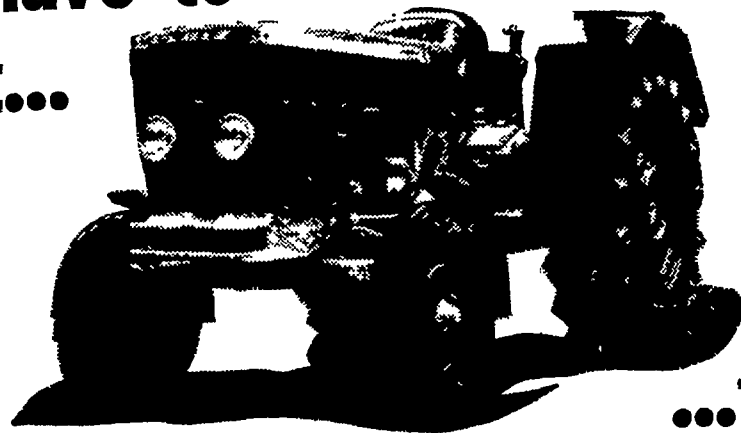


## M. E. SNAVELY

445 South Cedar St., Lititz, Pa. 17543

Ph. 626-8144

## You have to see it...



...to  
appreciate  
it!

DEUTZ'S New-series 06 tractors are the ultimate in diesel tractor quality!

See a pilot model of the Model D6006 DEUTZ tractor at our shop right now!

OR CALL FOR DETAILS: 768-8531

## STAUFFER Diesel Refrigeration, Inc.

Hatville Road, Gordonville, Pa. 17529

# STOCKADE BRAND Livestock Equipment

- 8 Models all steel welded farm and feedlot gates
- 2 Models all steel welded head catch gate
- All weather salt and mineral feeder/face fly control
- All steel hay and silage bunks
- Grain troughs — 4 models
- Pickup stockracks
- Lifetime free stalls: "unequaled in quality"
- Ritchie Waterers and Behlen Steel Buildings

For prices, contact:  
786-2235 (717)

Fred Frey, Mgr.

## FREY BROS.

R. D. #2

Quarryville, Penna. 17566