

Meat Industry Advised To Sell The Sizzle

Sell the sizzle not the steak. After all it's only meat. That was the advice given 200 leaders of the livestock and meat industry by Dr. John Rimberg, Assistant to the President Institute for Motivational Research. Speaking at the semi-annual meeting of the National Live Stock and Meat Board in Phoenix, Arizona, Feb. 24, Dr. Rimberg said:

"Meat will have to become less sacred to people in the business. You have made it seem like religion. You have put it on a pedestal. Instead, it should become a casual product like ice cream or candy bars."

He said the industry's "holier than thou" attitude about the nutritiousness and wholesomeness of meat should be replaced with an appeal to the convenience and fun aspects of meat-eating.

Dr. Rimberg suggested that people in the business of raising and slaughtering livestock should themselves become the symbol of the modern business man. To change the rustic image the general public has now based primarily on what they see on TV. He said that while the average citizen respects the rugged individualism of the livestockman, this is tempered with a certain amount of fear because of what is regarded as "violent" treatment of animals — branding, slaughtering, etc.

"Another thing which must be changed is the image of the local butcher," he stated. "Most people think of him as an impersonal supermarket employee with a bloody apron." He advised the industry to supply all meat men with plastic aprons

which can be readily cleaned. It's a simple thing, but

highly effective as far as image is concerned."

Rimberg said the meat man (Continued on Page 11)

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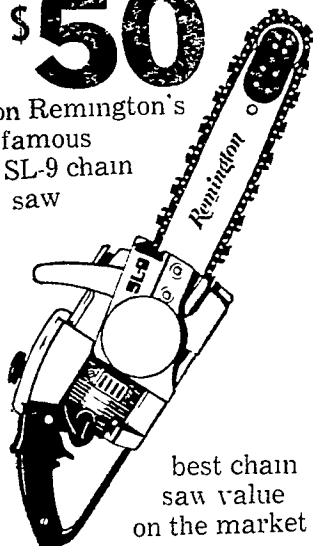
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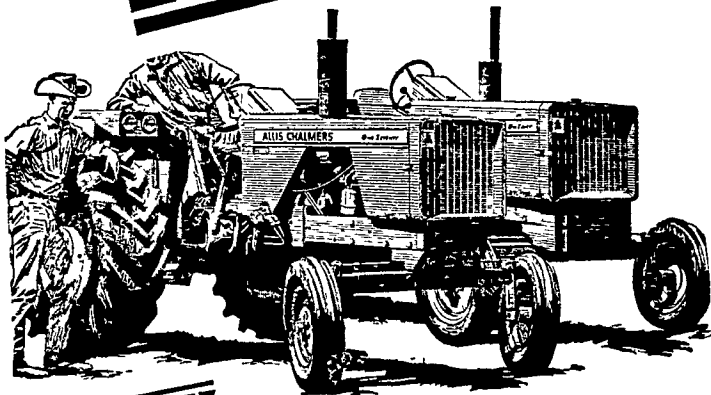
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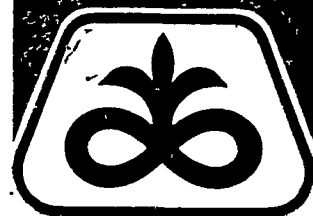
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