

Meat Board President Reports To Industry

Per capita consumption of meat in this county has been increasing steadily for the past decade and set a new record of 182.7 pounds in 1968 "That's an achievement for which the livestock and meat industry can be justifiably proud, but it is by no means the final gauge of success or progress," said David H. Stroud, Chicago, President of the National Live Stock and Meat Board

Speaking at the Board's 46th Annual Meeting in Des Moines, Stroud said: "It is the price at which a given tonnage of meat is consumed that is important—not the number of pounds alone. Whatever the tonnage, strong prices mean the producer, pack-

er, processor and retailer are receiving reasonable returns on their extensive investments. And such prices," he continued, "guarantee the consumer a continuing bountiful supply of meat"

Stroud reported to representatives of the livestock and meat industry at the banquet session of the annual meeting the evening of June 16. In discussing the Board's program of meat research, promotion and education, he observed that one function of the Board is "to preserve in the public eye the free enterprise concept of profit as a right of the livestock producer and meat packer, as it is a right of all others in our economic system"

On the other hand it is the Board's job to study and understand consumer attitudes . . . to assist and to lead the industry in meeting the needs and demands of the public it serves; the public it cannot survive without."

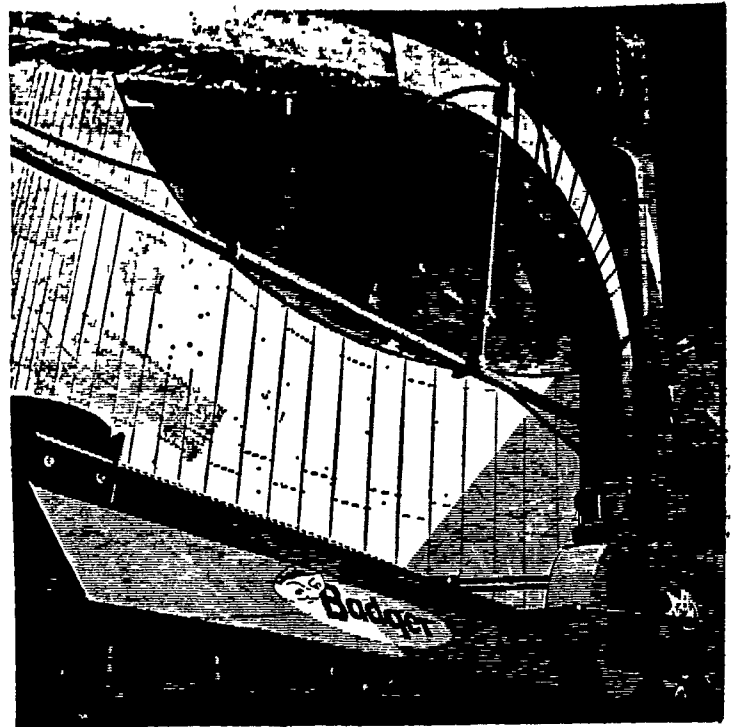
Stroud, who just completed his first year as the Meat Board's executive officer, said the professional staff of the industry's self-help organization has set about a reorganization of "thought and work patterns" He said new approaches are being instituted toward solving the problem of "knowledge gaps" about meat while stimulating demand for beef, pork, veal and lamb at the point of purchase—the food store and the restaurant.

The Meat Board president said the executive staff of the Board's beef and pork promotion divisions (Beef Industry Council and Pork Industry Committee) have been charged with new and broader responsibilities within the Board's total program. New accounting procedures have been instituted to guarantee industry investors that distribution of expenses always is approximately equal to livestock species source of income. The present ratio provides that about 55% of program expenditures are devoted to beef promotion and education; about 42% to pork and three percent to lamb.

"Food store shoppers and restaurant diners are influenced and guided by what they prefer their physician's advice; the price of the moment; prejudices, product quality and attractiveness; what they read and hear in the general media about specific food products; the merchandising technique of the seller, available variety—and day to day by scores of less readily identifiable forces," Stroud said. "The Meat Board's program is being mod-

ernized and restructured to better serve the industry in meeting competition in this complex market place."

Try a Classified Ad In Lancaster Farming



Badger XP-24 Silo Unloader

The world's largest selling silo unloader is now an even better buy. Has the power to shoot silage unassisted out of 30 foot dia. silos. Unloads more silage faster — even when frozen. Built better to last longer. World leader in quality and engineering.



makes things move

Show-Ease Stall Co.
Lancaster

Isaac W. Hurst
Blue Ball

Carl L. Shirk
Colebrook Rd., Fontana

Grumelli Farm Service
Quarryville

A G W A Y



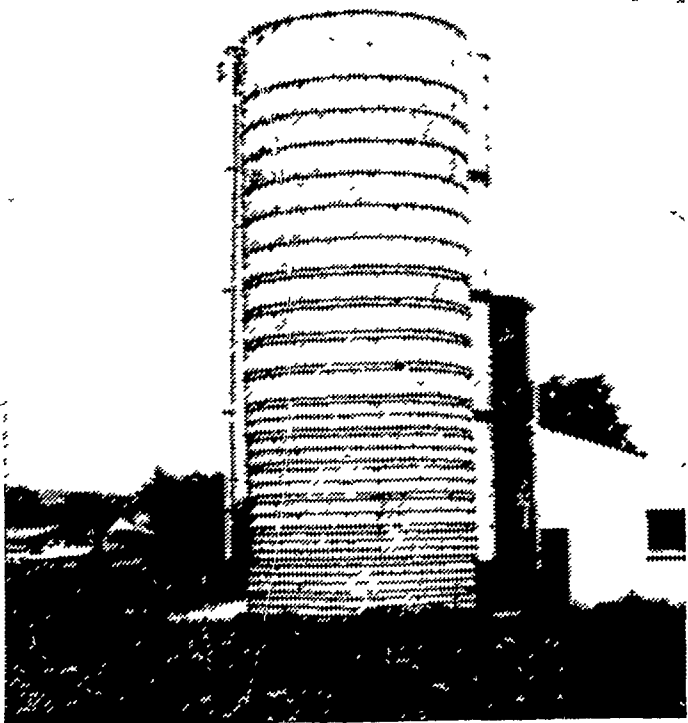
LP GAS

**Bulk Metered Service
Equipment Engineering and Installation
Rental Equipment**

Box 1197, Dillerville Road Lancaster, Pa.
Phone 397-4954

For Information and Service Call "Doug".

TERRE HILL SILOS MONOLITHIC & CONCRETE STAVE SILOS



More Quality More Strength More Economy

Silos • Silo Unloaders • Bunk Feeders
Silage Distributors

TERRE HILL SILO CO., Inc.

TERRE HILL, PA. Phone 445-3911

SINCE 1927



FREE SAMPLE COPIES

Copies of LANCASTER FARMING are not always easy to find — they are not sold on newsstands — and perhaps some of your friends may not be acquainted with our weekly service.

We'll be glad to send, without charge, several copies of LANCASTER FARMING to your friends or business associates. Just write their names and addresses below — (You'll be doing both them and us a favor!)

_____	_____
To	To
_____	_____
Street Address & R. D.	Street Address & R. D.
_____	_____
City, State and Zip Code	City, State and Zip Code

(You are not limited to two names. Use separate sheet for additional names.)

_____	_____
Your Name	Address
<input type="checkbox"/> CHECK here if you prefer to send a Year's (52 issues) GIFT subscription for \$2 each (\$3 each outside of Lancaster County) to your friends listed above. If so \$..... enclosed, or	

Bill me later.
Please mail this form to:



P. O. BOX 266

LITITZ, PENNA.