

Americans Beef Up Beef Eating But Cut Down On Other Red Meats

Day in, day out, the average American ate about half a pound of red meat in 1969. And 3 out of 5 days that red meat happened to be beef.

Overall, our red meat consumption in 1969 ran to about 181 pounds—nearly 2 pounds less than the year before.

Our per capita beef serving came to about 110 pounds —

roughly half a pound more than in 1968. Beef was the only red meat to register any gain last year. Consumers ate more of it—their favorite fare—despite higher beef prices.

Veal consumption per person was down about a third of a pound from the 36 pounds of the year before.

The per capita pork portion

was down 1 pound from the 1968 helping of 66 pounds.

And we ate about a fourth of a pound less lamb and mutton per person in 1969 than the 37 pounds of the previous year.

Retail meat prices, in contrast, were on the upswing.

The 1969 index of retail meat prices averaged about a tenth above the 1968 index and ranks as the highest annual average on record.

By commodity, here's the story:

Beef. Our consumption last year was tempered a bit by population growth—which partially offset a small increase in beef production and a rise in beef imports.

Average retail prices rose from about 90 cents per pound in January-March 1969 to over \$1.02 in July. They then receded somewhat—averaging 95.3 cents a pound in October.

This winter and spring we'll probably up our consumption slightly from a year ago—reflecting a continued expansion in cattle feeding. Retail prices should ease further—though they are expected to remain above prices a year ago.

Veal consumption is expected to continue lower in the first half of 1970 because of further declines in production.

Growers Intend To Raise More Turkeys

Pennsylvania turkey growers intend to raise 1 percent more turkeys in 1970 than in 1969. If these intentions materialize, 1,954,000 turkeys will be raised in Pennsylvania during 1970.

A breakdown shows 87 percent of the turkeys will be heavy breeds and the remaining 13 percent will be light breeds. The total number of heavy breeds raised is expected to be 1,704,000 birds, 1.5 percent more than in 1969. The light breed forecast, at 250,000 birds is the same as the 1969 number raised.

The number of turkeys actually raised in 1970 may vary from the January 1, 1970, intentions of growers. Such changes depend on growers' reactions to this report, price of feed, supply and prices of hatching eggs and poults, prices received for turkeys during the next few months, and production and prices of red meat.

Retail prices generally have been on the rise since 1964. Since last August they have averaged over \$1.15 a pound—the highest ever. And with the lower production indicated, retail prices probably will continue high.

Pork. Last year's dip in pork production reflected, in part, smaller supplies as a result of the severe 1968/69 winter followed by disease problems in the spring.

Retail pork prices were steady through most of the first half of 1969, but rose rapidly during the summer. In October they averaged 79 cents per pound. Pork prices this winter should drop a bit as supplies increase seasonally.

Lamb and mutton. The downward trend in consumption will probably continue through the first half of this year, but at a more moderate rate than in 1969.

Retail prices peaked at \$1.05 a pound last October. Prices the first half of this year are expected to stay near those of last fall.



Joseph Reinecke

D. E. Horn & Co. Names Sales Manager

D. E. Horn & Company recently promoted Joseph Reinecke to the position of Sales Manager. In his new capacity Mr. Reinecke will be responsible for the administration of all sales and sales training programs in the company's Feed Division. Joe Reinecke joined the company in 1957 as a Field Representative in York County. In 1968 he was promoted to the position of Major Accounts Representative with the Feed Division. He served in this capacity until his recent promotion to sales manager.

Mr. Reinecke, his wife, Cora, and their five children reside at Dallastown, Pennsylvania.

D. E. Horn & Company manufactures and distributes Horncor Feeds in Pennsylvania, Maryland and New Jersey.

Save Food Money

Canned tuna and salmon can help you to save money on meat bills, points out Harold E. Neigh, Extension consumer economics specialist of The Pennsylvania State University. With these easy-to-prepare and serve foods, you can give variety to family meals and at the same time save money.

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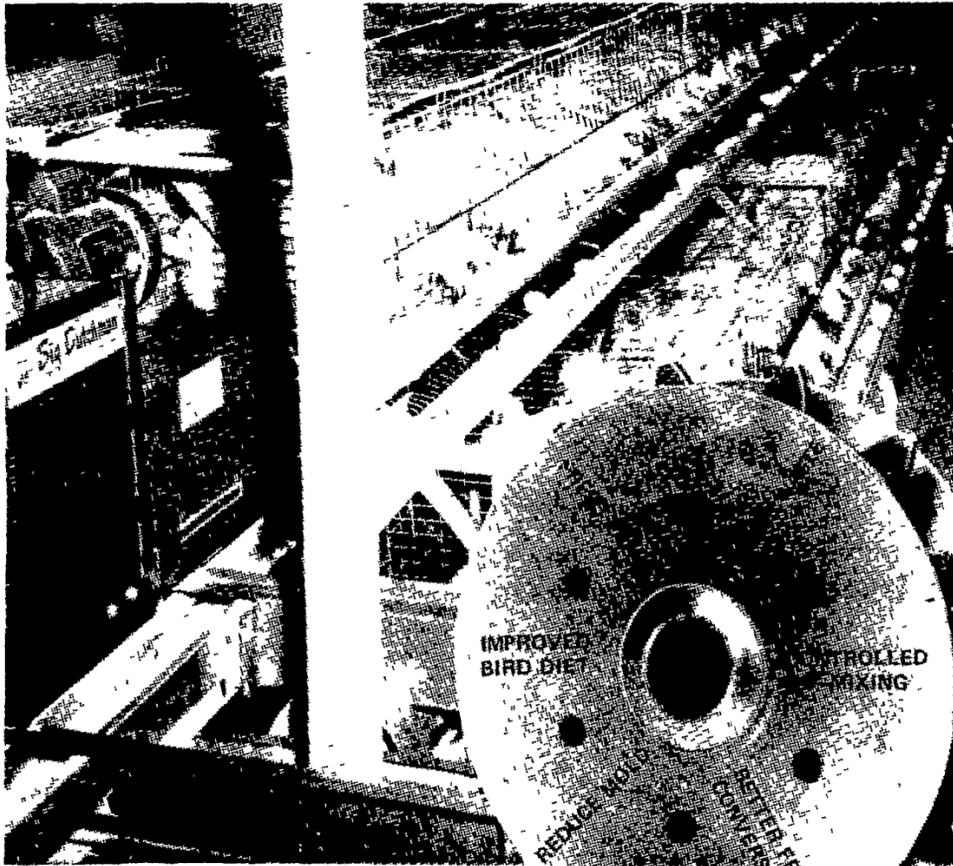
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