

# Rural People Buy More Meat

Not very many years ago, a veal roast or leg of lamb served up for family dinner might have brought a tear to the eye of a youngster.

For it wasn't too long ago when many families raised their own meat, and children were personally acquainted with their main courses.

Nowadays, store bought meats spare our youngsters such pain.

In cities, consumers rely almost exclusively on purchased meats. And rural nonfarm families get less than seven per cent of the meat they eat from home slaughter or sources other than purchase, according to the USDA.

Only on the farm is home meat production still at all significant — and even there it's far less important than it once was.

The last nationwide household food consumption survey, taken in 1965, showed that farm families raised and slaughtered about 46 per cent of the red meat they ate at home.

A decade earlier, home meat's proportion of total farm use had totaled 49 per cent.

But farm families weren't really eating less home produced meat in 1965 than before.

In fact, their 1965 weekly per capita homegrown helping averaged over 15 pounds — a tenth of a pound more than a decade earlier.

It was just that farm families' overall consumption of meat, especially store bought meat, rose so much that it lessened the importance of their home meat production.

More and better refrigeration in farm homes has played a big part in allowing farm families to indulge their appetite for meat, especially beef.

In 1965, beef made up roughly half of farm families' total red meat consumption.

Always before, pork had been the No. 1 meat, because of its storability when cured. But by 1965, pork made up only a third of farm families' meat menu.

## 60s Decade of Progress

(Continued from Page 31) Inventory and ordering systems currently being tested by retailers.

One of the historic duties of the USDA is crop, livestock and price reporting.

The Statistical Reporting Service completed a century of continuous reporting in 1966, and in that year expanded data processing facilities to include the latest electronic equipment. This insured rapid computation of data with less work and high accuracy. The 1960's also saw more use than before of probability sampling for greater accuracy.

In the 1960's, SRS enumerative and objective yield surveys became operational throughout the United States. These services are constantly being improved.

Other new techniques for field surveys include remote sensing— aerial photography and photography from space. Remote sensing gathers "picture data" of crops and livestock. In this way large-tract items such as citrus groves, divided-use lands and wildlife or range livestock can be accounted for quickly and with surprising accuracy. High altitude photos can save time and money for data otherwise difficult to collect.

For good production next lactation,



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Drop in soon and get your free copy of the Purina Dry Cow Program folder. We'll be glad to show you how Purina Dairy Conditioner can help you prepare your dry cows for good production next lactation.

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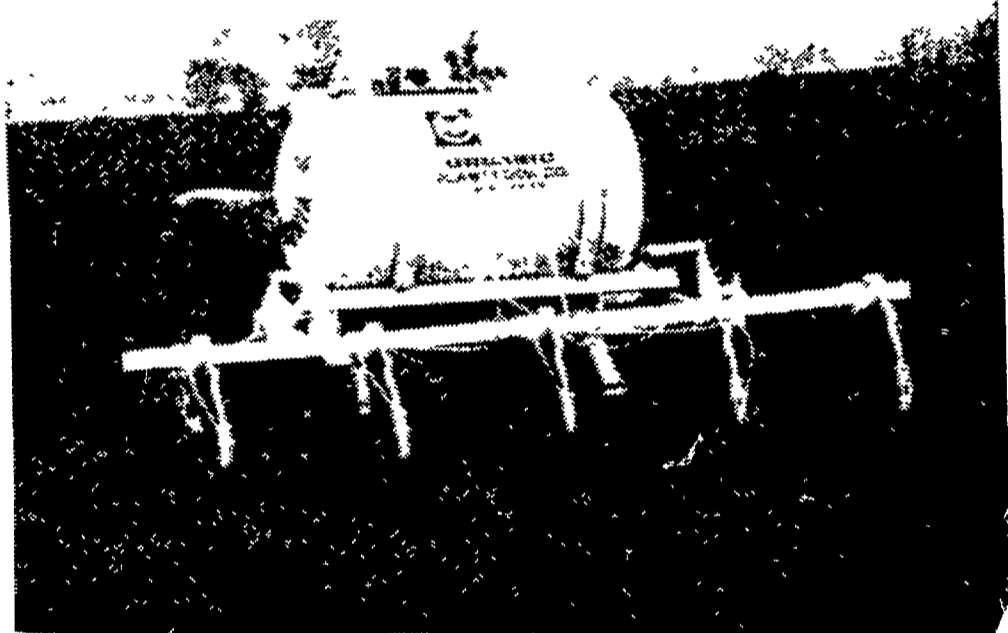
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