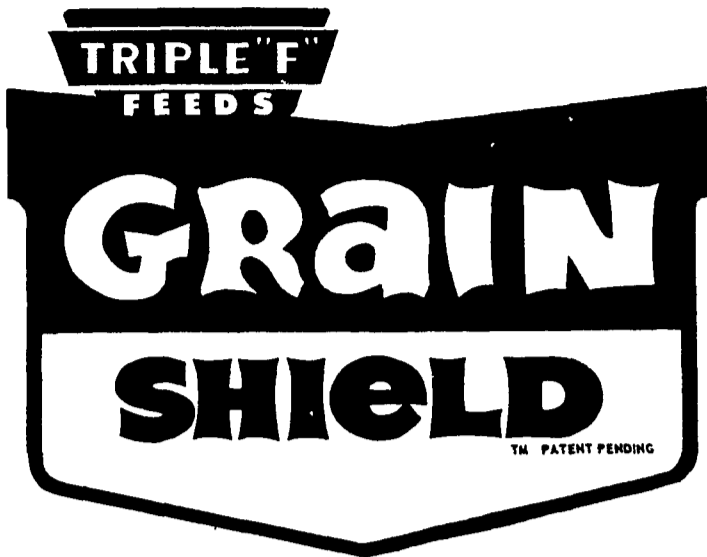


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## Sheep Producers Promote New Lamb Dishes, 'Action Fabrics'

The semi-annual meeting of the board of directors of the American Sheep Producers Council (ASPC) was held recently in Cheyenne, Wyoming, October 7-8, the first time the meeting has ever been held outside of Denver.

The promotion organization is sponsored by the sheep industry to promote lamb and wool. The 42 directors represented every part of the country and the estimated 175,000 sheep producers.

Henry Hibbard, ASPC president from Helena, Mont., conducted the directors' meeting and called for industry unity.

In a series of workshops the directors were told of the need for the sheep industry to be more vocal in pointing out the tremendous good which the livestock industry is to this country, not only in providing food and fiber but also in improving the environment.

Alfred Fisbeck, executive director of the Council, headquartered in Denver, said the sheep industry must reply

more forcefully to charges made against it at various times and also point out the positive good the industry does on range land—building ponds that serve livestock and wildlife, plus clearing out dangerous underbrush so that our forests are made less susceptible to fires, and many other positive points.

Fisbeck said there is nothing wrong with the sheep industry that telling the other side of the story won't help. The days of waiting for the storm to blow over are gone, he added, and "unless you tell the sheepman's story it will deal the industry a serious blow." Ecology and the environmental concerns are here to stay, he added, and the sheepman is, and has been, cooperating in every respect.

New life also was put into the promotion programs for lamb and wool.

### Lamb Sales Pushed

The American Lamb Council, a division of the American Sheep Producers Council, is pursuing the new frozen lamb-in-a-box

program to interest other processors in producing a quality product, following a significant year-long test of the salability of frozen packaged lamb.

The original frozen packaged program was started with Monfort of Colorado at Greeley. The firm fabricated eight different lamb cuts to rigid Council specifications. All cuts are film-wrapped, packaged in individual boxes designed by the Lamb Council and "frozen at the peak of goodness."

Lamb sell efforts with the military have been intensified.

The American Lamb Council is also interesting processors in packaging and selling prepared lamb dishes.

At present ALC is cooperating with Kubro Foods at Los Angeles, California, on pre-cooked frozen lamb dishes—barbecued riblets and barbecued boneless shoulder slices in an exclusive Kubro sauce, and lamb curry. These have been tested and the program is expected to be launched to consumers in January, 1972.

"If successful, the Council will have developed an additional market for the so-called 'rough cuts' of lamb, turning them into 'bonus' cuts for the producer," Senator Henry Hibbard said.

### Action Fabrics Urged

Greater movement in wool is expected in November because of the new "action fabrics" that are being developed. This action program consists of stretch fabrics for men that will give men the ease in movement in woven fabrics that they have been receiving this past season from knits.

Major mills are moving heavily into these woven stretch "action fabrics."

Indications are that the conventional "rigid" fabric constructions for men's wear will be a negligible factor for the Fall '72 selling period.

The total Council budget for 1972-73, beginning July 1, 1972, will be \$3,000,000 the same as that for the current year. The promotion portion includes 44.5 per cent for wool and 55.5 per cent for lamb.

# Ortho's FREE Nitrogen Replacement Offer takes the worry out of fall fertilization!

Last year, growers all across the corn belt took us up on our "Green 'n Easy" fall plowdown program. Response was so enthusiastic, we are making the offer again this year.

### What is "Green 'n Easy"?

Under an Ortho "Green 'n Easy" program for corn, you simply plowdown Ortho Unipel 20-10-10 this fall in the amounts you determine from exclusive Ortho yield goal formulas — and you'll be through with all of your pre-plant plowdown of N-P-K.

Follow it up next spring with an at-planting application of Ortho Unipel Starter Special. You can apply it as a "dry pop-up" with the seed at 50 lbs./A and save time and material handling, while assuring a vigorous start for your corn crop.

### What are the chances of nitrogen loss?

Extensive research conducted by corn experts in every corn-growing state has demonstrated time and again that where losses of fall-applied nitrogen have occurred in fields suitable for fall plowdown (that is, other than sandy soils, steep slopes, land that floods, or organic soils), the maximum loss has been less than 20%.

### Ortho stands behind its program


If your young growing corn in the fields where you have followed the Ortho "Green 'n Easy" program, shows nitrogen deficiency next spring, we'll correct the deficiency by giving you — free — enough nitrogen to equal 20% of that which you applied this fall.

### Why is Ortho so confident? . . . Unipels!

Ortho Unipels are unlike any other fertilizer on the market today. Unipel pellets are both chemically and physically uniform. No chance for segregation or separation of ingredients because every pellet has the same size, shape, and density and every pellet contains the precise ratio of N-P-K guaranteed. And the phosphate is fixation resistant. So, once across the field does it with Unipels!

### You can't lose!

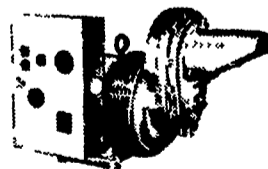
Protect your fall fertilizing investment this year with a "Green 'n Easy" fall plowdown program from your participating Ortho dealer. Visit with him soon and learn if your fields qualify.

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