

## Beef Industry Seeks Outdoor Chefs

The nation's outdoor chefs are going to have some very special reasons for "thinking beef" when making plans for their summer cookouts this year, according to John L. Huston, secretary, Beef Industry Council of the National Live Stock and Meat Board.

In a report at the Beef Industry Council session during the Meat Board's Semi-Annual Meeting in Atlanta February 17, Huston said the special reasons for thinking beef will be the result of two cooperative ventures in addition to the beef industry's extensive summer marketing program in connection with the traditional Beef for Father's Day Promotion. (The BFFD promotion is co-sponsored by the American National CowBelles and the B.I.C.).

One of the cooperative projects is an easy-to-read 32-page booklet, "Barbecue Basics," which features beef exclusively in the meat category. Produced by BIC with five other cooperators, it includes tips on selection and preparation of beef for outdoor cooking, along with a variety of recipes. It also contains information regarding equipment, accessories and procedures important to carefree cookouts.

In the other cooperative effort, beef shares top billing in the upcoming summer-long 'Cook-outs and Cook-ins' promotion which BIC is jointly sponsoring with Kraft Foods' barbecue sauces. Huston said the promotion would be built around beef, exclusively, as the main

meat used in the suggested menus, which also feature recommended used for Kraft barbecue sauces.

"Our Meat Board home economists are working with Kraft's home economists to develop the featured recipes and to supervise necessary photography," continued Huston.

Consumer publicity releases will be prepared by both the BIC and Kraft, and will be sent to the nation's food editors. And Kraft's extensive media advertising schedule will actively support the promotion in magazines and on radio and television.

"These promotions should be valuable to our industry," said J. C. Holbert, prominent Bettendorf, Iowa cattleman and chairman of the Beef Industry Council.

"Certainly, outdoor cookery creates a lot of sales potential," he concluded.

Cooperating in the "Barbecue Basics" booklet project, in addition to the Beef Industry Council, are: Schilling Div. of McCormick-Schilling; Kikkoman International; Christian Bros. Wines; Charmglow, Inc.; and the Western Iceberg Lettuce Council.

"The kind of cooperation represented in both of these projects has special advantages for the beef industry," says Huston, "because it can help enlist better retail support as a result of sales forces of the several cooperators calling on chain headquarters and on individual stores in behalf of the promotion."



Among local farmers visiting the facilities of the J. I. Case Company, manufacturer of agricultural tractors and ground-engaging equipment, at Racine, Wisc., recently as guests of Kenneth Herr of A. L. Herr and Brothers are: left to right, Martin Greenleaf Jr., Oxford; John Charles, Millersville; Herr of A.L. Herr, and A. Dale Herr, Kirkwood. They toured the plant where Case manufactures all of its two- and four-wheel-drive farm tractors. In-

cluded in the tour was a visit to the adjacent foundry. They then traveled four miles from this site to see the very modern Case Transmission Plant. The huge Service Parts Supply warehouse, where all repair parts for Case equipment are processed and shipped throughout the world, was included on the itinerary. They were given information about Case products by Company personnel, as well as through the media of films and recordings.

## McHale Hits Farm Show Exhibitor Profits

Pennsylvania Secretary of Agriculture Jim McHale recently reported that the Farm Show complex had been operating on a \$550,000 yearly deficit under former Director Horace Mann, according to the findings of a preliminary audit.

Plans for the audit were launched in the face of criticism of McHale by many farm groups when Mann was removed earlier this year as State Farm Show Director Charges have included that Mann's dismissal would impair the efficiency of the huge complex.

Some details of the preliminary audit were contained in a recent letter by McHale to State Representative Forest W. Hopkins (R-Erie). The letter

mentions an investigation of an exhibit held for one week in early February of this year showed the state lost \$2,800, whereas in that same one-week period, the exhibitor made a net profit of more than \$220,000.

McHale said his Department is planning to audit the books of Farm Show operations dating back to 1963, the results of which will be presented to the Farm Show Commission. Currently, the procedures used in the preliminary audit are being reviewed by the Auditor General's office.

If the audit findings bear out consistent losses for the state in operating costs and overwhelming profits for exhibitors,

rentals for use of the buildings may be increased, McHale said.

McHale's letter to Hopkins was in response to a suggestion made by a dairy farmer to the State Representative that rentals be raised. The farmer contended that various shows through "resale of booths" were clearing as "high as \$250,000."

McHale, in his reply to Hopkins, noted the farmer's claim of high profits to exhibitors seemed correct on the basis of the recent investigation concerning a particular one-week exhibit in February. "The results of this investigation," McHale said, "will be reviewed at the next meeting of the Farm Show Commission early in April."

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## U. S. Farm Numbers Drop

The number of U.S. farms is down one-fourth in the past decade, but land in farms has declined only four per cent during that period, while farm size has increased 27 per cent in the period, according to a USDA report issued recently.

The report, Number of Farms and Land in Farms, issued by USDA's Statistical Reporting Service, sets the number of farms that'll be operating in the U.S. this year at 2,831,000, down from 3,685,000 operating in 1962, and off 1.6 per cent from the 2,876,000 estimated to have been operated in 1971.

Land in farms, at 1.114 billion (one billion, 114 million) acres is off from 1.161 billion acres for 1962 and down only ten tenths of one per cent from the 1.117 billion total for 1971.

Average size of farms, at 394 acres, is up 27 per cent from the 315 acre average of 1962 and 1.3 per cent above the 389 acre average for 1971.

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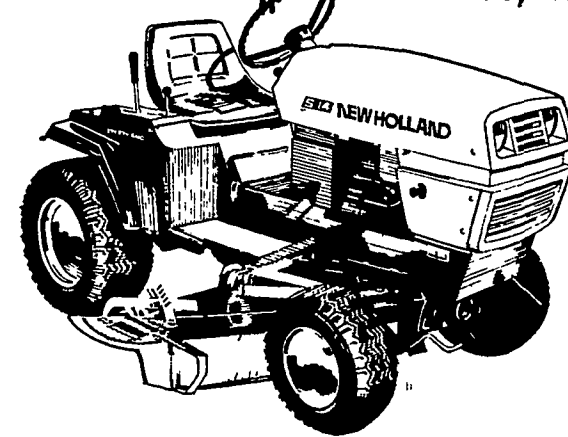
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