

McHale Attacks High Meat Prices

Consumers have been deceived if they think farmers have been the cause of high meat prices, said Pennsylvania Secretary of Agriculture McHale.

"The Price Commission should put the heat on supermarket chains and processors," said McHale, "and not threaten controls on raw agricultural products."

McHale noted Price Commission Chairman C. Jackson Grayson, Jr.'s statement that more than 1,000 large companies have failed to meet a May 1 deadline for filing quarterly

profits reports with the commission.

"I want to see Grayson make good on promises to scrutinize profit margins and markups by food companies," said McHale.

The Secretary said the rise in meat prices earlier this year were completely out of proportion to prices received by the livestock producer.

"In January, the price paid for choice steers was about \$2 per hundred pounds over the level of last August," McHale recounted. "This works out to about an additional two cents a pound for



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Graybill Speaks to Advertising Club

Robert Graybill, president of Pennfield Corporation, addressed the monthly dinner meeting of the Lancaster Advertising Club last week at the Lancaster County Riding and Tennis Club. His subject was Pennfield Corporation, which is only one year old, having been formed with the consolidation of Miller & Bushong and D. E. Horn in March, 1971.

He said, "Our roots are with the farmers, working to supply them with the best feeds at the lowest cost and helping them to increase their production."

Pennfield Corporation is holding on to that tradition, he explained, but is also expanding and broadening the base of operations to create greater markets for the farmers products.

He told the background story of how Pennfield was created from nine diversified companies which made it possible for the new

the farmer, justifying perhaps about a four cent increase for the retail price of meat.

"Instead prices rose as much as 20 cents a pound, which meant that for every penny the livestock producer received someone else got an extra nickel."

Further, said McHale, "The supposed beef shortage is a sheer myth created to explain higher prices."

He said per capita meat and pork supplies will actually be higher in 1972 than 1971.

McHale said the marketing system since 1949 has increased its per-pound margins on beef from 19 cents to 36.8 cents and on pork from 19 cents to 37.6 cents.

"The marketing system has doubled its margins," said McHale, "while both farmers and consumers are worse off."

corporation to branch out into producing and marketing of new consumer food products.

"Shortly you will be seeing new food items in local supermarkets with the Pennfield label; these products will be backed by extensive advertising promotions which are the result of careful research and planning," he said.

He concluded that his com-

pany, now counting more than 500 employees in feed, egg, chicken and prepared food divisions, is not standing around complaining and blaming about the negative trends which exist in the food production business today.

"Pennfield Corporation is moving ahead, expanding and increasing its capacity to help customers in changing times."

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(from Chemical & Engineering News, Dec. 21, 1970)

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