

Beefmen Hear Call For Sales Effort

"Though per capita beef consumption in the United States has nearly doubled during the past 25 years, cattlemen can't afford to be complacent about the future of their industry," said J.C. Holbert, prominent Iowa cattleman and Chairman of the Beef Industry Council of the National Live Stock and Meat Board, speaking at a meeting of the Oregon Cattlemen's Association Board of Directors at Eugene, Oregon, September 22. He said the various factors which brought about increased consumption — higher consumer income, improved production, feeding, marketing, processing, transportation, grading, and volume merchandising of a quality product — will have less influence on consumer demand in the future than they have had in the past. The factors aren't less important but their principal impact has already been registered, he said.

"We have reached a plateau," Mr. Holbert stated "Now where?"

His answer greater promotional efforts on the part of state and national programs.

"For these programs to be effective, the beef cattle industry will have to do a much better job of financing the promotion of their product than they have in the past," he said

Referring to financing methods of other product promotion groups, Holbert notes that with

gross returns of nearly \$15 billion last year, the beef industry invested only 1-50 of cent per dollar sale in state and national promotion programs. With a check-off based on the same ratio to gross returns that the hog

producer pays — five cents a head, or an average of about one-tenth of one percent on the income from a 200-lb. hog — the 35 million finished cattle sold last year would have provided \$10.5 million at 30 cents a head. Applying the same ratio as the dairy people, the check-off would be \$3.50 a head for a total of \$122.5 million. "What is so badly needed," said Holbert, "is a uniform policy of collection on which we can build a nation-wide program of research, education and promotion. The minimum check-off per head for beef cattle should be 25 cents.

"This increased funding is needed because it's so vitally

important to the cattle industry that dynamic programs be developed to prove to consumers that there really is no substitute for quality beef with its juiciness and flavor. And of particular importance," he continued, "is that we must teach the new homemaker the nutritional value

and the overall goodness of beef. And there's a new homemaker coming into the market every 15 seconds," he said.

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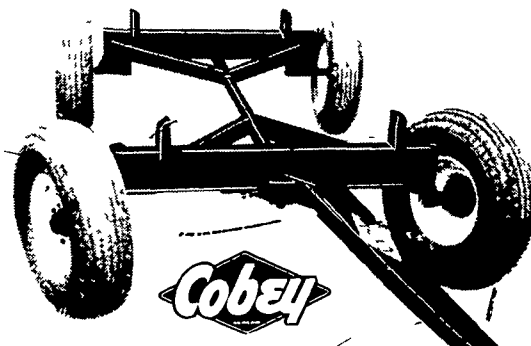
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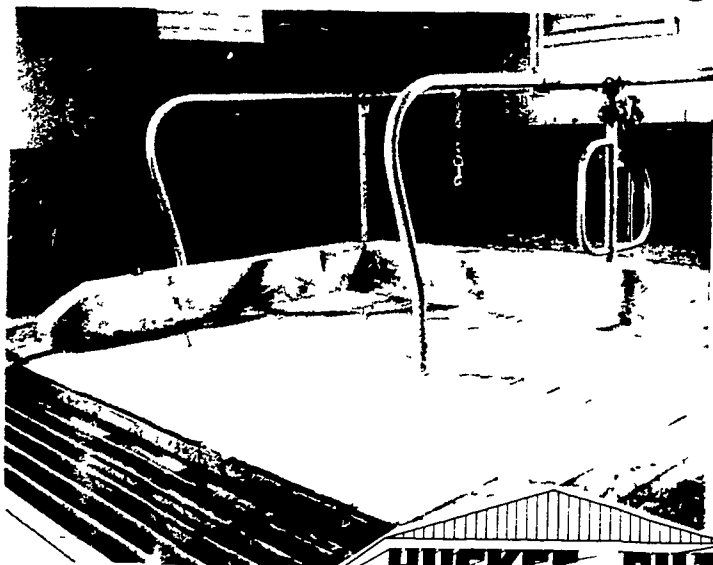
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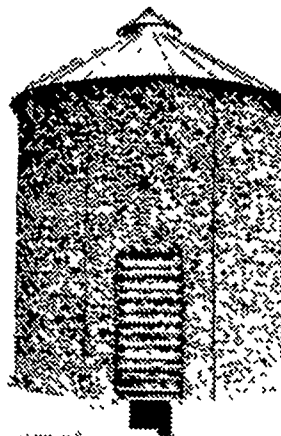
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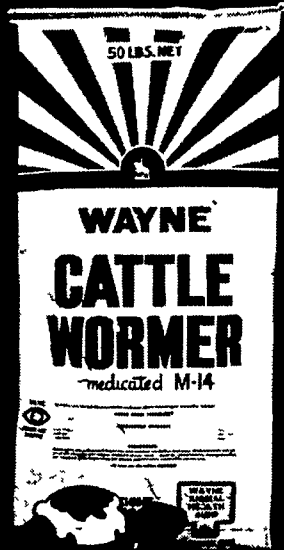
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