

Expert Predicts Increased Per Capita Meat Consumption

Although meat production may reach an all-time high in 1973, it still will not be enough to meet the expanding appetite of Americans for meat, Clifton B. Cox, Chairman of the Board of Directors of the American Meat Institute, said in a year-end statement.

Cox, who is President of Armour Food Company, Phoenix, Ariz., estimated that Americans will consume 192 pounds of red meats per capita in 1973. This will be slightly above the previous high established in 1971.

He called for a specific national policy to assure Americans a continuing abundant supply of meat. He said the government should: (1) release its large stocks of feed grains; (2) encourage adequate feed production; (3) permit the use of set-aside agricultural acres for

livestock feeding, and (4) take no action to hinder the international movement of meat and livestock products.

Cox predicted that demand for meat, stimulated by expanding employment and rising total consumer income, would continue to be high in 1973. "Our major problem is not finding a customer for meat but rather, finding enough meat to fill the demand," he said.

Cox estimated that more than 38 billion pounds of red meats will be produced in 1973. Beef consumption should increase two and one-half pounds to a record 118 pounds per person in 1973. Projected increases in pork supplies during the last half of 1973 should bring per capita pork consumption to 69 pounds, up one and one-half pounds over 1972.

While beef production rose in 1972, the increase was not as

much as expected because cattle growers held back cows and heifers to expand breeding herds and thus increase future beef supplies, he said.

In 1972, total meat production was 36.9 billion pounds, down 857 million pounds from 1971. By categories, this was: beef, 22.3 billion pounds, up 430 million pounds; pork, 13.6 billion pounds, down nearly 1.2 billion pounds; veal, 460 million pounds, down 86

million pounds; lamb and mutton, 540 million pounds, down 14 million pounds.

Last year, Americans consumed, on the average, 115.5 pounds of beef, up two and one-half pounds; 67.5 pounds of pork, down five and one-half pounds; about two pounds of veal and slightly more than three pounds of lamb and mutton, Cox reported.

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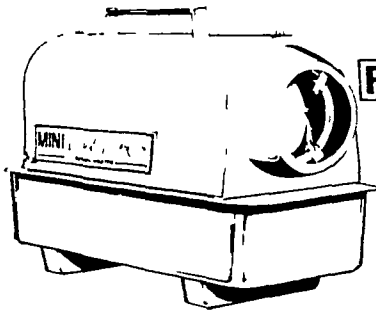
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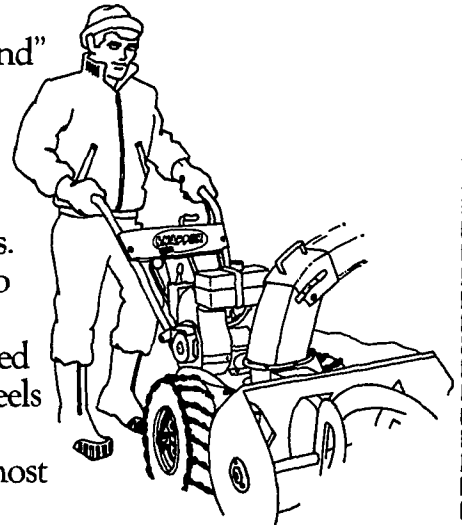
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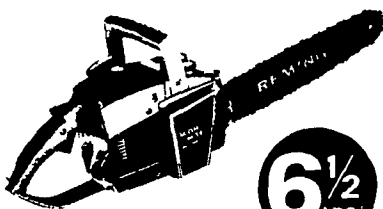
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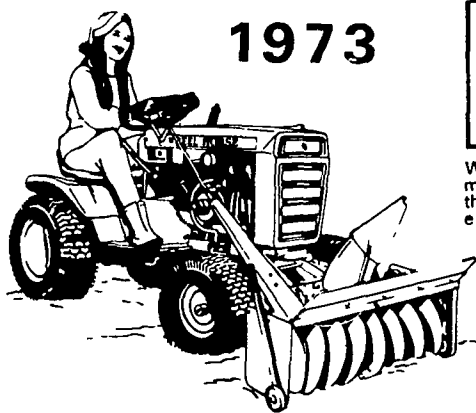
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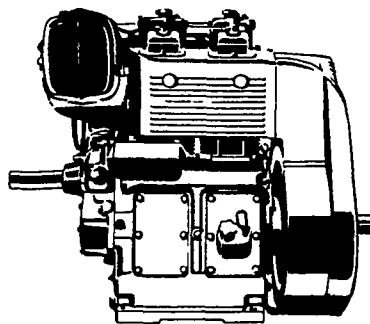
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