

# Folder Describes Beef Price Facts to Consumers

"A steer's not all Steak" is the latest beef industry information piece aimed specifically at helping consumers understand beef production-marketing and the many important factors that affect the price of beef.

Published by the Beef Industry Council of the National Live Stock and Meat Board, the new folder describes the time, effort and miles involved in getting a T-bone steak or a pound of ground beef from range to feedlot to packing plant to retail meat counter.

It nips any possible myth in urban consumers' minds that beef is as easy to come by as the meat department in the nearest food store. It graphically illustrates that actually less than half of a steer is "take home" beef.

According to Meat Board president, David H. Stroud, "A steer's not all Steak" was produced and released at this particular time of stronger beef prices to help consumers and consumer groups understand

that fair market prices are a "must" if the industry is to provide the mountains of beef our people are demanding. "It's required reading," he says, "for anyone who's inclined to question the price of beef."

"A steer's not all Steak" wastes no time in telling consumers that supply and demand are still the big factors in the price they pay for beef. Unlike most manufactured products, the price of beef fluctuates both up and down because supply and demand are constantly changing.

The booklet explains that when consumers buy less, there's no way to stop the beef production line . . . that cattle must be marketed when they're ready regardless of price. So they supply builds up and beef prices drop.

But when consumers demand more beef, like they've been doing since early last year, supplies are used up and beef prices tend to rise. The booklet tells how rising beef prices are automatic "signals" for farmers

and ranchers to increase beef cattle numbers, as they're doing now, to boost the supply of beef at the retail meat counter.

It emphasizes that people eat better in America today than anywhere else in the world partly because farmers and ranchers upped beef production a whopping 2½ times in the last 20 years despite often discouraging cattle prices. As a result, U.S. annual per capita beef consumption more than doubled - up from 56 to 115 lbs. per person last year. And it's expected to reach 130 lbs. by 1980.

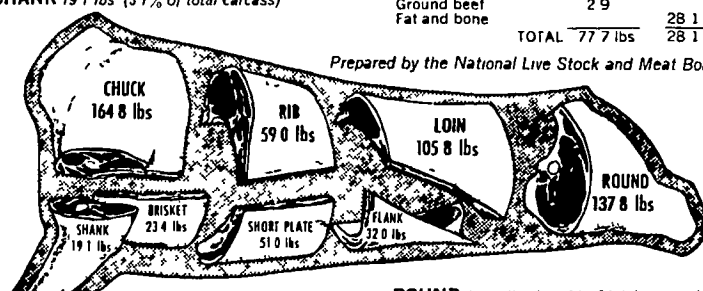
Add this mushrooming demand to the expected increase in population and we'll need to double our beef production again by the end of the century.

"But" asks the booklet "will our farmers and ranchers find the desire and the resources to double it again? Business-minded beef men say they can with decent cattle prices. And they'll do it if they can just make cost of production and a little profit, too."

Every cattleman should be familiar with "A steer's not all Steak" says J.C. Holbert, Iowa beefman and chairman of the Beef Industry Council. "Its easy-to-understand philosophy of beef production and marketing is ready ammunition for telling the beef price story to consumers. When combined with the Council's other consumer education and beef promotion projects - such as newspaper food page

## A STEER'S NOT ALL STEAK... an important factor in the price you pay for beef

Saleable Beef—lbs		Other lbs	Saleable Beef—lbs		Other lbs
<b>• CHUCK 164 8 lbs (26 8% of total carcass)</b>					
Blade pot roasts	59 3				
Stew or ground beef	32 1				
Arm pot roast	22 3				
Cross rib pot roast	10 7				
Boston cut	9 9				
Fat and bone		30 5			
<b>TOTAL</b>	<b>134 3 lbs</b>	<b>30 5 lbs</b>			
<b>• BRISKET 23 4 lbs (3 8% of total carcass)</b>					
Boneless	9 4				
Fat and bone		14 0			
<b>TOTAL</b>	<b>9 4 lbs</b>	<b>14 0 lbs</b>			
<b>• SHANK 19 1 lbs (3 1% of total carcass)</b>					
<b>• RIB 59 0 lbs (9 6% of total carcass)</b>					
Standing rib roasts	24 2				
Rib steaks	12 4				
Short ribs	4 7				
Braising beef	2 7				
Ground beef	3 5				
Fat and bone		11 5			
<b>TOTAL</b>	<b>47 5 lbs</b>	<b>11 5 lbs</b>			
<b>• LOIN 105 8 lbs (17 2% of total carcass)</b>					
Porterhouse steak	18 7				
T bone steak	9 5				
Club steak	5 2				
Sirloin steak	41 4				
Ground beef	2 9				
Fat and bone		28 1			
<b>TOTAL</b>	<b>77 7 lbs</b>	<b>28 1 lbs</b>			
<b>• ROUND 137 8 lbs (22 4% of total carcass)</b>					
Top round (inside)	21 0				
Bottom round (outside)	20 3				
Tip	13 1				
Stew	8 3				
Rump	4 8				
Kabobs or cubes	2 1				
Ground beef	14 2				
Fat and bone		54 0			
<b>TOTAL</b>	<b>83 8 lbs</b>	<b>54 0 lbs</b>			
<b>SUMMARY (1000 lb choice steer)</b>					
Dresses out	41 5%	415 lbs			
Less fat, bone and loss		183 lbs			
<b>Saleable beef</b>		<b>432 lbs</b>			



Prepared by the National Live Stock and Meat Board

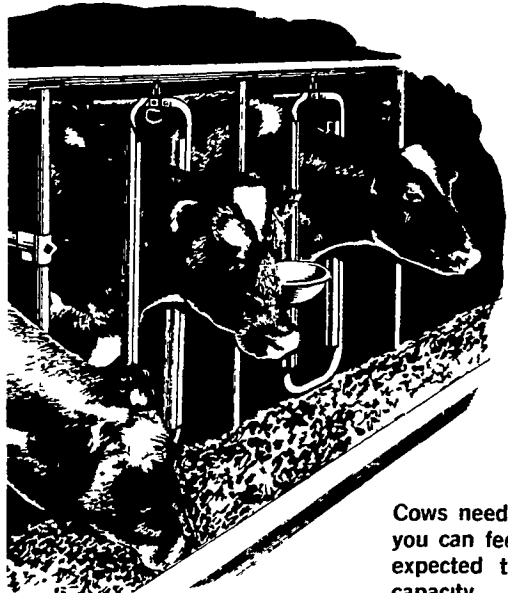
Supply and Demand are not the only factors in the price you pay for beef. For instance, today's modern type 1,000 lb choice steer produces an approximate 615 lb carcass which the packer sells to a retailer who trims away 183 lbs of fat, bone and waste - ending up with only 432 lbs of beef that he cuts, wraps and sells to customers.

Of that a surprisingly small amount is steak and a much larger quantity is roasts as shown in the chart above. Retail stores put a higher price on steak and a lower price on pot roasts and ground beef so that they sell it all - not end up with only less in demand cuts like pot roasts and short ribs left in the cooler.

services, movies, radio spots, TV newscasts, commercials, in-store

promotions, beef ads in women's magazines, etc - it becomes a most worthwhile industry investment."

Copies of the pamphlet are available in quantity from the Beef Industry Council, National Live Stock and Meat Board, 36 S. Wabash Ave., Chicago, Ill. 60603. Prices are: 1-9, 5c each; 10-99, 3c each; 100's, \$2.50 per hundred; 1,000's \$20.00 per thousand; 10,000's \$15.00 per thousand.



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