

Beef Council Reports Record Promotion Year

The beef industry's promotion-advertising-education program for the past year set new records in reaching consumers, according to reports presented at the business session of the Beef Industry Council of the National Live Stock and Meat Board in connection with the recent Annual Meeting of the Meat Board in Omaha, Neb. John Huston, V.P. - Secretary and Jay Wardell, Promotion Manager reported on BIC's 1972-73 activities.

"In all, we distributed nearly 6.2 million consumer booklets, folders, leaflets and charts last year," Huston stated.

A most impressive part of the program, according to Wardell, was a \$300,000 state-national advertising campaign sponsored on a 50-50 basis by BIC and beef promotion groups from 22 states. Both magazines and network

radio were used, including 11 ad insertions in 10 different popular women's magazines and special beef commercials on NBC and ABC radio Networks two weeks prior to Christmas, and on NBC and CBS Networks during the week before Father's Day. The magazine and radio ads had the potential for making 103 million and 73 million impressions, respectively, on women readers and listeners.

Through its Outdoor Advertising Service, BIC distributed 1,400 full-color posters. At an average rental charge of \$100 a month, the total amount spent for the posters by retailers and restaurants was about \$140,000. The addition of two new designs during the year makes a total of seven posters now available.

Four full-color, full page releases featuring beef went to newspaper food editors throughout the country. They were run in 397 newspapers having a total circulation of 22 million. The equivalent in paid space advertising would have been \$376,000.

Editorial and educational materials included distribution of two TV Newsclips aired by 160 stations with a total of 43 million viewers, and two educational beef films shown in 5,000 classrooms with 325,000 student viewers.

Advertising services provided to retailers included the "Great American Beef" TV commercials distributed by BIC and used in 70 TV markets which reach 40 percent of the TV homes in the United States.

In a cooperative program with Kraft Foods, BIC participated in "Cook-Ins and Cook-Outs" promotion with in-store displays featuring beef and Kraft Barbecue Sauce. Some 50,000 pieces of point-of-purchase materials were installed by the Kraft sales force.

Other accomplishments during the year included distribution of 80,000 pieces of point-of-purchase materials, production of a new set of quantity recipes for the food service industry.

Food Retailers Obligations

The U. S. Department of Agriculture (USDA) issued a publication to help food retailers understand their rights and responsibilities under the federal law governing the marketing of fresh or frozen fruits and vegetables.

law - their obligations under the Act, how it applies to their operations, licensing requirements, and how to contact USDA's Agricultural Marketing Service for help or more information.

Entitled "The Food Retailer and PACA," the pamphlet explains the Perishable Agricultural Commodities Act (PACA) as it applies to food retailers who are subject to this

Free copies of "The Food Retailer and PACA," Program Aid 794, are available upon request to the Office of Communication, U. S. Department of Agriculture, Washington, D. C. 20250. Please include your zip code.

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Gap Firm Granted Temporary Variance

The Department of Environmental Resources announced that it has granted a temporary variance to Compass Quarries Inc., Gap RD1, for the installation of a filter cloth collector to control fugitive emissions from its limestone crushing and screening operations.

According to the order issued by the Department, the firm is required to initiate construction on or before January 15, 1974 and to have the new equipment, designed to control emissions to within the limits of the Rules and Regulations of the Department, in operation on and after March 19, 1974.



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