

Special Beef Sales, Promotions Offered by Beef Ind. Council

The food industry's move toward accelerated beef merchandising should help alleviate the market crunch which has caused a drastic drop in on-the-hoof cattle prices, according to John L. Huston, vice president-secretary of the Beef Industry

Council of the National Live Stock and Meat Board.

He said aggressive steps have been and are being taken in response to the problems of the beef market.

"Beef men are feeling the pinch of severe economic losses

which threaten the entire industry and the future orderly flow of beef products to the meat counters of America," Huston said.

The consumer education-advertising-promotion programs of the Meat Board-Beef Industry Council are attacking the problem with numerous projects designed to rebuild and maintain strong consumer demand for beef at the retail level for translation back into a healthier market for live cattle.

Huston observed that beef specials again have become an important part of the merchandising format of the U.S. retail food industry. Newspaper ads featuring beef have returned to the pattern of frequency which prevailed prior to the period—beginning early in 1973—of price protests, ceilings and shortages, he said. Since the first week of October 1973, between 41 and 66 beef items have been featured per week in retail food store ads in the selected cities covered by the "Ad Spotlight" summary of Supermarket News. In the same period of 1972, the nation's food chains carried between 38 and 62

beef features per week in newspaper ads in the same cities. In August 1973 beef features in food store ads in the selected cities had dropped as low as six per week, he noted.

Many prices are also back to the level of a year ago, he said. Sirloin steak, which sold for \$1.51 a pound in December 1972, was selling for \$1.55 a pound in the Chicago area in December 1973 and was being featured in week-end specials for \$1.43. The national average in August 1973 was \$1.87. Round steak, priced at \$1.88 in August during the freeze, was selling at \$1.47 in December compared to \$1.46 a year ago. It was available in December 1973 week-end specials for \$1.17.

"This," said Huston, "is an encouraging sign that the law of supply and demand is beginning once again to operate normally after the harrowing market disruptions suffered by all segments of the industry during price ceilings and immediately following their removal. Beef specials are an essential part of accelerated merchandising efforts that move the increased beef output through to the consumer. Otherwise it would back up and clog the supply lines, forcing a further decline in cattle prices and discouraging further expansion of beef production."

The newspaper food page services of the Board have been featuring menu ideas and recipes

for a full range of tasty beef dishes. Releases reviewing the current and future supply-price situation—quoting Meat Board Chairman John A. Copelkand and other industry spokesmen—have been moving out on a regular basis not only to food editors but to general news and financial and business editors...many with extensive wire service pickup. And a full day of television, radio and press interviews was scheduled for Meat Board President David H. Stroud in New York City, Dec. 17.

In addition, news articles, editorials and picture-features on the meat industry's new standardized meat identity program— spearheaded by the Board—have appeared in more than 1,000 newspapers in every state of the U.S., stimulating renewed consumer interest in shopping for a wider variety of more easily identified meat cuts.

Consumers are being reminded that adequate supplies of beef are again available at attractive prices. They are being provided with information on how to become better beef shoppers and how to cook the various cuts to get the most from their beef dollars.

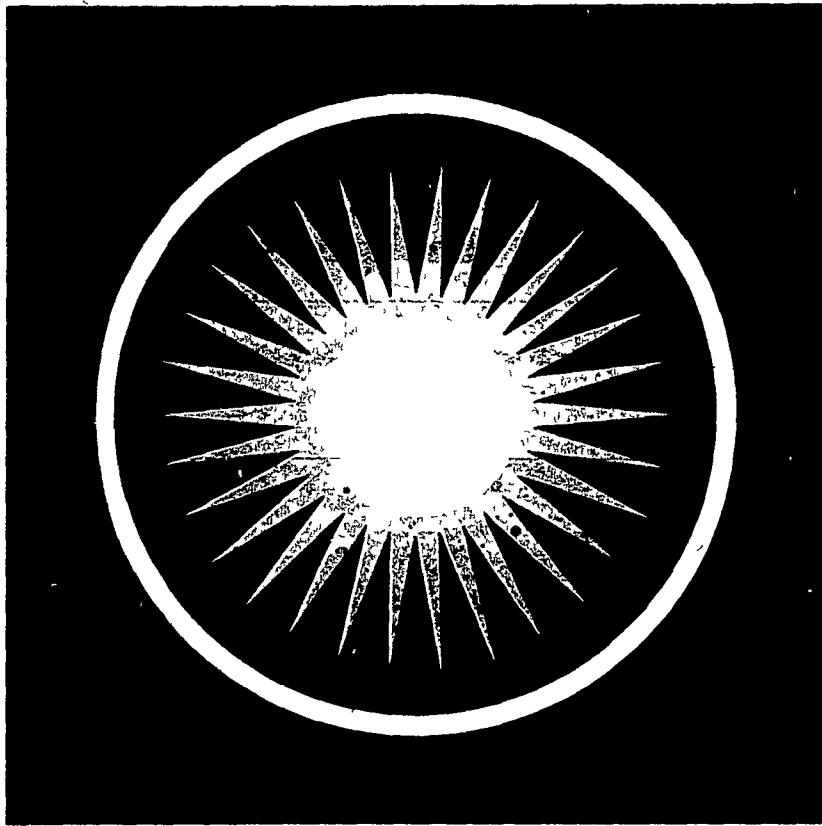
Back in September correspondence to food editors noted the opportunity afforded by increased supplies to feature "beef for all occasions" instead of strictly economy or budget-stretching ideas.

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Milk Production Down

Milk production in Pennsylvania during November was 519 million pounds, four percent less than in October, and four percent less than in November last year according to the crop Reporting Service.

The number of milk cows in the Commonwealth during November was 665,000, the same as last month, but two percent below November of a year ago.

Milk produced per cow averaged 780 pounds in

November compared with 810 pounds in October and 800 pounds in November last year.

United States milk production during November is estimated at 8,662 million pounds, four percent less than a year earlier. U.S. average milk production per cow during November was 765 pounds compared with 771 pounds in November 1972. During November there were 11.3 million milk cows on farms, down three percent from November a year ago.

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