

Beef Induistrymen Tackle Cost Issue

County 4-H Council To Meet

The Lancaster County 4-H Council will meet on Tuesday, March 19th at 7:30 p.m. at the WGAL-TV Studios, Columbia Pike, Lancaster.

County Council members and all teenage 4-H'ers are invited to attend a special showing of the WGAL-TV documentary, "The Ballad of Agnes."

At last month's County Council meeting, plans were made for an Interstate Exchange Program with Oxford County, Maine from July 15 to 22nd.

Order sheets and details for a Hoagie Sale on May 4th will be available at the meeting.

in a hospital in Arlington, Va. Word was received that Mrs. Alta Peck, who has served as National Director of Women's Activities for 21 years, died Feb. 17.

The Grange received an invitation to attend a Maryland State Grange Youth meeting at Dublin Grange March 16, 8 p.m.

A committee will attend the postponed pre-hearing of the Atomic Energy Commission in York, April 1.

The centennial committee reported the centennial book is now being printed and will be distributed May 4 at the centennial program. Donations to the fund are coming in.

Mrs. Anna Armstrong reported plans made for the refreshment stand at the Ambrose Gifting sale March 30. Mrs. Thomas Galbreath reported plans made for the Grange turkey supper April 6. Gyles Brown and David Wissler were distributing tickets for the supper.


The Lecturer announced a county Grange visitation meeting at the Quarryville Fire Hall March 19, 8 p.m. Colerain Grange will be host and Fulton Grange will present the program.

Thomas Aaron, Star Farmer of the North Atlantic Region, showed the film "Stars Over America." It showed his farm in Drumore Township as well as the farms of three other regional Star Farmers and the businesses of four agri-business boys in the United States. It also showed the eight boys receiving their awards at Kansas City last October.

Mrs. Charles Reath exhibited the following articles over 100 years old: china and glass dishes, souvenir china from the Walter McSparran store and from Gettysburg dated 1863. The next regular meeting will be held March 25.

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The current unprofitability of the cattle market is a problem requiring action by the entire livestock and meat industry. That was the consensus of industry leaders participating in the Beef Industry Council sessions at the recent Midwinter meeting of the National Live Stock and Meat Board in Albuquerque, N.M. If not corrected the situation will have a severely detrimental effect on beef supplies in the future, they agreed.

Due to the unique make-up of the National Live Stock and Meat Board — representing all segments of the industry — producers, feeders, packers, retailers and marketers were able to cut through the divergent interests of each link in the supply chain and study industry problems from all angles.

At the crux of the problem

is the inflation of feeder costs, especially that of grain, while live cattle prices continue to slip. Some feeders reported having to take a \$100 loss on every head sold.

Solutions to the problem, it was felt, lay in the efforts to increase consumer demand for beef at the retailer level. However, retailers, who have taken the brunt of consumer complaints, are seeking assurances that supplies are available to feature special meat promotions. Truck strikes and fuel shortages have added to the retailers' uncertainty about ordering the products.

Peter E. Marble, BIC Chairman, emphasized that the Council directors and staff would "continue to alert retailers of the situation in the feeding segment of the industry. Additionally," he said, "we

will do everything possible to work with retailers in stepping up beef promotion efforts."

"As I see it," said John A. Copeland, Meat Board Chairman, "about the only thing we can do at this time is to convince people who buy and feature meat that we do have a good supply and that it will be here for a long enough period to make it worth their while to get back into featuring beef."

Results of such industry action are already showing up across the country. John Huston, BIC Secretary, noted that "many leading retailers are taking advantage of the unusual market conditions and more 'beef featuring' is appearing in their advertising. I am confident this trend will continue."

The effects of these retailer promotions are reflected in the most recent

report on food prices from the Department of Consumer Affairs, New York, N. Y. It notes the price of meat dropped 3.7 percent last week. And, despite the fact that "the cost of every other food category in our market basket went up last week," the drop in meat prices brought the overall food cost down 1.1 percent.

From Chicago comes a similar story of falling

grocery prices sparked by lower meat prices. The city's Consumer Sales Department reports that "beef prices, on the average, are as much as 5 percent lower than a week ago."

Huston stressed that this positive action can be attributed to the maintenance of a constant flow of information between the various segments of the beef industry.

Fulton Grange Meets

Fulton Grange 66 met in regular session March 11, at the Grange hall in Oakryn. The Master, Charles McSparran, conducted the business session when plans were made to put a Grange hall identification sign on the Grange hall grounds and a road directive sign at Wakefield.

A new equipment closet

has been installed in the Grange hall.

The Women's Activities committee has a new supply of Pennsylvania State Grange cookbooks and are accepting applications for entries in the sewing contest.

A get-well card for the National Grange Master, John W. Scott, was signed by the members and sent to him

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