

Soy Protein Manufacturers Benefit From Price Controls

"Our group was the only group that benefitted from the meat boycott. It didn't help the consumer or the meat industry."

The speaker was Richard E. Burket, President, Special Products Division, Archer Daniels Midland Co. And he was referring to the manufacturers of soy protein products—including A.D.M.'s own textured vegetable protein (TVP)—as the beneficiaries of the boycott-priced control debacle of 1973.

Addressing cattle industry beef promotion managers from 24 states at the 5th National Beef Promotion Workshop, April 26, Burket said the situation put consumers in the mood to try alternate products. He said the new products hit the market as a ground beef extender selling at 20-25 percent less than ground beef alone.

Burket stressed economic factors which he said made expansion of both types of protein necessary in order to stretch protein supplies for world needs. He said there are more countries in the

market then there were before—that world demand has increased. He mentioned land utilization values and the high cost of feed. He stated that the use of the soy products with meat in "TV dinners," sloppy joes, etc. lowers the prices of such convenience foods and thus encourages customers to keep buying meat.

Burket indicated the primary market still is in the area of products to be mixed with meat and other foods because the cost of processing these types of soy products is more competitive. The actual "meat replacement" engineered products (the non-meat products made to look, taste, feel like meat) are made by the much more expensive spinning process. At the moment they cost more than meat and are designed to appeal to two markets: the cholesterol conscious consumer and vegetarians, according to Burket.

He explained that the Food Protein Council, which promotes manufactured plant protein products, is

part of the Soy Processors Assn., rather than the American Soybean Assn. He observed that membership of the latter group is

primarily made up of soybean farmers—many of whom also raise meat animals.

Another speaker on the subject of textured plant proteins was Sidney Jaffe, Chairman of the Board of Frigid Meats, Inc. He said that 60,000 of the 150,000 pounds of ground beef produced by Frigid Meats each week are in the form of 70 percent beef-30 percent soy product. He observed that use of the dried, textured soy saves on meat trimmings and that this has a negative economic impact on the meat industry.

He discussed some of the technical aspects of marketing ground beef-soya combinations through the restaurant trade in the U.S. He said the sense of taste and texture is absolutely critical, that getting good at the "art" of putting the combination together takes a long time. He also said there is still more profit in selling the soya-added product than all-beef patties.

"The introduction of soya into beef is one of the important developments of this epoch," Jaffe declared. "Somewhere, somehow beef and soya protein will become a natural, compatible marriage."

Both Jaffe and Burket contended that soy protein helps retain moisture and fat in beef patties. It was also noted that seasoning are usually added to the combination patties before they are marketed. Both men sought to assure the beef industry audience that the soy products are not a threat to the beef market—that the limits of the amount of beef Americans will consume is far from having been reached.

The Beef Promotion Workshop, held in Chicago, April 25-26, was sponsored by the Beef Industry Council of the National Live Stock and Meat Board.

Yugoslavia, Hungary Sign ASA Pact

The American Soybean Association (ASA) has signed market development agreements with the Hungarian and Yugoslavian governments that could double soybean exports to those countries by 1980.

The agreements mean both governments have agreed to play active roles in developing soybean markets. ASA will work with governments of the two countries to develop markets utilizing more soybeans and soybean products, according to W. B. Tilson and Seymour Johnson, ASA representatives signing the agreements.

"Since both countries are in the initial stages of soybean market development, attention will be focused on the use of soybean meal in poultry and swine rations," Tilson said.

"The signing of agreements with these two countries is most encouraging considering the possibility for increased exports to other eastern European countries," he added.

ASA is also negotiating soybean market development agreements with Czechoslovakia and Poland,

Johnson reported.

The market development agreement with Yugoslavia could more than double the country's imports of soybean meal from the U. S. by 1980. In 1973, Yugoslavia imported about 200,000 metric tons of U. S. soybean meal, but projections for 1980 are 450,000 metric tons.

Hungary imported nearly 200,000 metric tons of U. S. soybean meal in 1973 and conservative estimates call for a 50 percent increase in imports of U. S. soybean meal by 1975.

"The half-cent checkoff program is paying another dividend for soybean producers," Tilson said. "Without the support of checkoffs, many of the market development activities supported by ASA wouldn't be possible."

Soybean producers support market development activities through half-cent per bushel checkoffs. State boards composed only of soybean producers, appropriate funds for ASA market development activities.

NELSON WEAVER & SON

RD2
Lititz, Pa.

49% SOYBEAN MEAL

BULK or BAGGED

For the Lowest Prices in the Area
Call Today

PHONE 626-8538



New Idea's NEW "Hay Thing"

Makes hay that cattle like better

Introducing New Idea's advanced 7-foot Cut/ditioner—a field-proven machine that makes quality hay in rank, heavy first cutting, or thinner later cuttings. It cuts cleanly and conditions gently. Makes soft, palatable hay with rich, protein-filled leaves and tender tops that cattle prefer. Won't plug—even in long, rank and down hay.

This new "Hay Thing" can also be used as a tedder or to turn windrows. And it does a lot of other jobs, such as clipping, cutting and shredding.

All this, plus low first cost and trouble-free operation. New Idea's advanced Cut/ditioner—the new "Hay Thing."



We make your job a little easier.

- | | |
|---|---|
| N. G. HERSHEY & SON
Manheim | ROY H. BUCH, INC.
Ephrata, R D 2 |
| LANDIS BROS., INC.
Lancaster | A. L. HERR & BRO.
Quarryville |
| LANC. EQUIP. CENTER, INC.
Kinzer Pa.
(formerly Kinzer Equip. Co.) | CHAS. J. MCCOMSEY & SONS
Hickory Hill, Pa. |
| LONGENECKER FARM SUPPLY
Rheims | STOLTZFUS FARM SERVICE
Cochranville Pa. |
| | A.B.C. GROFF, INC.
New Holland |

LANCASTER
SILO CO., INC.
2008 HORSESHOE RD.
AND
2436 CREEK HILL RD.
LANCASTER, PA. 17601

OUR SILOS HAVE
"VIBRATED" CONCRETE
STAVES FOR QUALITY.

YOUR BEST DOLLAR BUY —
A CONCRETE STAVE SILO

For A Complete Feed
Lot System, We
Feature

STARLINE LABOR
SAVERS

SILO UNLOADERS:

Model #70 & #101

CONVEYORS:

6", 8" or 11" Width

BUNK FEEDERS:

#85 - Shuttle Feeder

#217 - Auger Feeder

Also Custom Built Units

ALSO:

"AUTOMATIC" ROLLER MILLS

For Any Type Grain

RITCHIE and FAIRFIELD

LIVESTOCK WATERERS

(Gas or Electric)

WATER BOWLS - STALLS - BARN

EQUIPMENT - FANS

ROUND HAY RACKS

"WESTERN" GATES

(6 ft x 14 ft)

Sales - Service

Installation

FOR COMPLETE PLANS

Call — 392-9062

In the Lebanon Area Dial

717-273-7394

LARRY HIESTAND

SALES REPRESENTATIVE

NOTICE

PLAN NOW TO ATTEND OUR Grain Drying Clinic

THURSDAY, MAY 30, 7:30 P.M.

FREE REFRESHMENTS



TOX-O-WIK® CONTINUOUS RECIRCULATING GRAIN DRYERS

WORLD'S LARGEST SELLING RECIRCULATING
BATCH GRAIN DRYERS BECAUSE

- Price is Lower
- Costs Less to operate
- Easier to operate
- Dries more efficiently
- Will dry 50 per cent moisture down to 12-15 per cent moisture

MODELS AVAILABLE
270 - 250 BUS.
370 - 350 BUS.
570 - 500 BUS.

ON DISPLAY AT



SHENK FARM SERVICE

R.D.4, LITITZ, PA.

PHONE 626-4355