### 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 boycottprice 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 enonomic 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 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

market then there were 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.

## Yugoslavia, Hungary Sign ASA Pact

The American Soybean Johnson reported. 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 tivities supported by ASA meal in poultry and swine rations." Tilson said.

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

soybean market development agreements with Czechoslovakia and Poland,

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The market development on the meat industry. agreement with Yugoslavia 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 acwouldn't be possible.'

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

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 soya product. He observed that use of the dried, textured soya saves on meat trimmings and that this has a negative economic impact

He discussed some of the could more than double the technical aspects - of country's imports of soybean marketing ground beef-soya meal from the U.S. by 1980. combinations through the In 1973, Yugoslavia imported restaurant trade in the U.S. about 200,000 metric tons of 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. "Somehwere, 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.

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

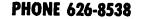
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