

# Beef Promotion Workshop Discusses Plant & Animal Protein

Discussing the subject of "Plant and Animal Protein—Competitive or Compatible in the Marketplace?" at the 5th National Beef Promotion Workshop in Chicago, April 24, Dr. Max E. Brunk, Professor of Marketing, Cornell University, indicated they're more compatible than competitive. The annual workshop is sponsored by the Beef Industry Council of the National Live Stock and Meat Board.

"Substitutes help us more than hurt us," the always provocative Brunk told beef promotion executives from 24 states at the Workshop, "but we're far more aware of the hurt than the help."

While stating that "any industry needs good stiff competition to grow," the food marketing expert

opined that the greatest negative impact on plant proteins on beef comes from the broilder industry.

Noting the concurrent increases in per capital consumption of broilers and beef, Brunk said broiler consumption rose primarily because of price—due to feed conversion gains and reduced labor costs—while beef consumption rose as a result of demand. He called broilers a "cheap plant protein substitute because a broiler is little more than a plant protein eight weeks removed."

"Chicken meat and synthetic meat produced directly from plant protein have much in common," he continued. "Both are bland and uniform in taste. The distinction of a chicken or

turkey from other types of animal protein is that the fat of the animal is not threaded through the lean. As you know, it is the fat in meat that produces much of its taste appeal."

He said plant protein foods compete much more with chicken meat than with beef. The reason, according to Brunk, is in their similarity in texture, taste, and cost.

"For these same characteristics," he said, "I can't get very worked up over the prospect that a satisfactory beef substitute can be developed from plant protein without first passing it through the digestive tract of a four-legged animal. One of the characteristics of a manufactured product is its high degree of uniformity both in appearance and taste

— which contribute very much to taste fatigue. One of the great appeals of a steak is that each one tastes and looks a little different," he told the Meat Board-gathered audience.

Brunk expressed the opinion that consumers will not switch away from beef if incomes stay anywhere near present levels. Increased incomes and improved quality—not price—are the factors that have contributed to the demand for meat, he said. Moreover, declines in income would result in less of a dramatic change in diet than might be expected, he suggested. He noted further that expenditures on food have expanded more in low income than high income groups.

"While the fear of substitutes is on your mind, I rather suspect that your real concern is one of when the consumer will come back to the beef counter," Brunk told the beef promotion executives. He then cataloged the economic disruptions and changes of the past year, their effect on the consumer and her reactions.

For the first time in history, he noted, the U.S. agricultural economy, the domestic food market, was exposed to the uncertainties, the vagaries of foreign demand. For the first time also, real income dropped as beef prices went up. Violent price changes accentuated the consumer's sensitivity as a buyer.

"She's sensitive to price movement, not level," Brunk said. "She looks at prices in the historic context rather than present day values. The spread between lower and higher priced meat cuts seems more narrow to her than before."

She's shopping more selectively—watching quality more closely. And along with this critical examination on the part of the consumer, there has been a deterioration in beef

quality, he said.

"Much of the loss in quality stems from the backlog of overfed, overaged animals moving to market, combined with the retailer's urge to re-establish past margins and recover trim loss on overfat animals," the Cornell professor stated. "You have a lot of work to do with the retailers to get them to recognize the true value they gain from high yielding beef," he challenged the Meat Board group, "to get them to realize the competitive advantage they gain by focusing more on quality than price."

He stressed the point, regarding plant protein substitutes, that food habits of people change slowly, observing that the increased per capita consumption of animal proteins over the past 20 years is one of the most dramatic dietary changes in so short a period in the history of man.

He concluded that "plant

protein substitutes are little more than economic stepping stones to increased meat consumption. Extenders make it possible for some people to eat more meat than they otherwise could afford."

### Diet Time?

He said he wasn't getting fat—but it's frightening to notice how much more that hammock seems to sag this summer

**ERTH-RITE**  
Soil Conditioner  
**MAXICROP**  
LIQUID PLANT  
FEEDING  
Vitamin & Mineral for  
livestock and poultry  
Need for less protein in  
crease butterfat, cut mastitis  
increase egg production

**Zook & Ranck,**  
Inc.  
RD1, Gap, Pa. 17527  
Phone 717-442-4171

## No-service-charge checking that makes cents!



The Friendly First has become famous for no-service-charge checking. Why?

Because—even if you write just a few checks each month—you can save dollars each year at the Friendly First where—

- you never pay a charge for the checks you write—no matter how few or how many.
- you don't have to keep a minimum balance in your checking account. Instead, you can maintain just what you need . . . and keep the rest in a savings account where it will make money for you.

And without that bothersome service charge on your statement, you'll find it very easy to balance your checking account!

So why not stop today—at any office of the Friendly First—and enjoy a free cup of coffee while opening your no-service-charge checking account—checking that makes cents!

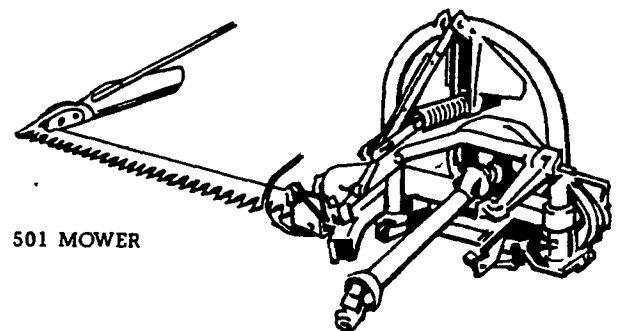


**The First**  
National Bank  
of Strasburg

THE BANK WITH NO-SERVICE-CHARGE CHECKING ACCOUNTS

STRASBURG EAST KING STREET WILLOW STREET BUCK  
687-8611 LANCASTER 464-3421 284-4175  
397-4732

MEMBER FDIC



501 MOWER

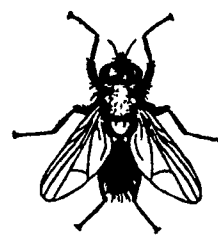
501 MOWER

- Most popular and smoothest pitman mower available.
- Mounts quickly on 3-point hitch.
- Quick, easy adjustment to meet any condition.



**ALLEN H. MATZ, INC.**

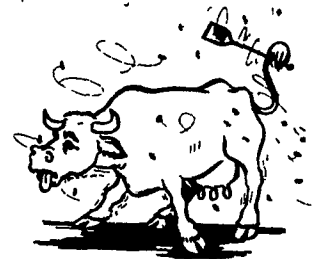
505 E. Main St., New Holland  
Ph: 354-2214



## PUBLIC ENEMY NO. 1

Your Local Red Rose Dealer can help you rid your premises of this creature. We have a fly control program to fit every farmer's need.

- GOLDEN-MALRIN SUGAR BAIT
- FATAL FLY CONTAINING DIPTEREX
- KLEEN-KOW CONTAINING VAPONA DIRECT SPRAY
- CYGON 2-E RESIDUAL SPRAY
- SIMAX-BACK RUBBER CONCENTRATE
- KORLAN
- CATTLE DUST BAGS



WE ALSO STOCK A COMPLETE SELECTION OF HERD HEALTH NEEDS.



For Prompt Courteous Service  
Give Your Local Independent  
Red Rose Dealer A Call!

**RED ROSE FEED & FARM SUPPLY**

Div. of Carnation  
27 N CHURCH ST BUCK, PA  
QUARRYVILLE, PA. 284-4464  
786-7361

**BROWN & REA, INC.**

ATGLEN, PA.  
215-593-5149