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Meat Industry In Midst of Revolution

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The U.S. livestock and meat industry is in the midst of a major revolution because of the changing demands of the market, a U.S. Department of Agriculture (USDA) scientist said here today.

Speaking before members of the American Meat Science Association meeting here, Dale L. Anderson, National Program Staff Specialist for Transportation and Facilities of USDA's Agricultural Research Service, said that consumerism is bringing about meat marketing changes

from historical labeling methods to more descriptive terms with nutritional information, from less visible to more visible packaging, from traditional trimming to a lean trim, and demanding even more attention to assure wholesome residue-free meat.

According to Anderson, "The meat industry needs all the research help it can get in order to fulfill these demands, requirements, regulations or laws and still be able to deliver meats at reasonable costs." In particular, Anderson

said, "I believe we have to pay more attention to the total system of distribution and to understand the impact of the different physical stages of distribution on the product."

A world-wide livestock and meat distribution system requires a detailed analysis of our distribution processes, he said. "Both live animals and fresh meat are perishable products that require special handling in distribution. Thus, the U.S. must necessarily develop an efficient 'special handling' system for the livestock and meat," he said.

Anderson described the kind of system he believes is necessary for the exportation of livestock and beef on a major scale.

"First," he said, "the United States must be able to produce substantially more livestock and meat. We need livestock marketing firms and meat packers who are export minded, willing to dedicate a substantial portion of their output to foreign markets and maintain those markets through price fluctuation periods, not just when prices are favorable for exporting."

Among other things needed, Anderson said, were the proper preconditioning of livestock for transport and meat slaughter and distribution that will provide and deliver microbially cleaner meat that will not discolor or sour.

"We need to take a serious look at high packaging costs for boxed meats," he said. "We need a transport system that can supply adequate quantities of specialized equipment for either livestock or meat to the heartland of the United States and deliver the goods on schedule to ports."

Anderson said the prospects for developing such a delivery system look good because:

- Unit trains for perishables are being established from the West to the East Coast, which should provide for more reliable fast schedules.

- There are now airport and ocean port facilities for livestock.

- Some export minded slaughter operations for fresh meat have been developed.

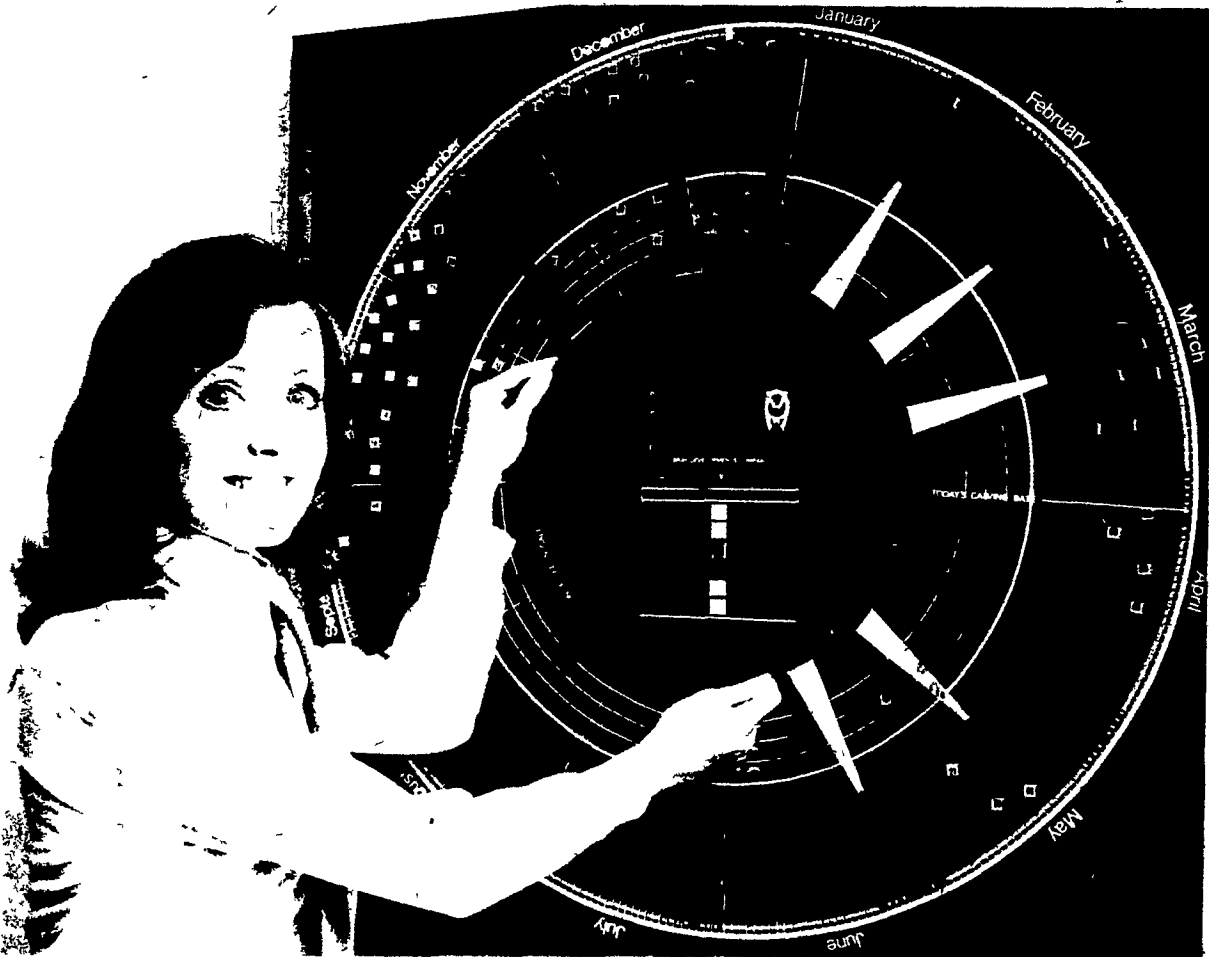
- Air carriers are developing insulated and refrigerated air cargo containers that will protect small-lot perishable shipments on the ground as well as in the air.

- Foreign consumers are developing a taste for meat products that only can be supplied in quantity now by the United States.

Although there are still some problem areas to be worked out, Mr. Anderson said, "the prospects for increased livestock and beef exports look good and the delivery system appears adequate to handle them."

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Lancaster Co. Youth Conservation Board

A newly formed organization called the Lancaster County Youth Conservation Board was started this past January and is making good progress.

The Board has already completed one project and plans to enter a window display in the County Fairs this fall. The Youth are also going to be on T.V. Channel 8 on July 1, at 12:30.

The main goal of the Youth Board is to assist the Senior Board and help the community in any way it can.

The next meeting is going to be a picnic held at the Susquehanna State Park or July 19 at 6:00 P.M.

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