

## McHale Chides Grocers For High Meat Prices

Pennsylvania Agriculture Secretary Jim McHale last week urged the Pennsylvania Grocers Association to go along with an appeal from the National Association of Food Chains to make meat a bargain for consumers.

McHale, addressing a convention of the Pennsylvania Grocers Association at the Taminent Resort and Country Club in Taminent, said stumping consumer demand for high priced meat has caused a backlog in the live beef markets, threatening to put

many cattlemen out of business.

"The national spotlight is on you," McHale told the retailers. "Cattle producers have been receiving lower prices for their live beef for the past several months and they are now at the point where they are losing \$100 to \$200 a head for each steer slaughtered. But retail beef prices have remained high, discouraging consumer purchases. You can help both producer and consumer by promoting the sale of meat with lower prices."

McHale said he "was not

here to pull any punches with the Grocers Association. I have been on record many times as saying there is too much fat in the middle between farmers and consumers. It is up to you to prove me wrong by letting your retail prices reflect the drop in sliding live beef prices."

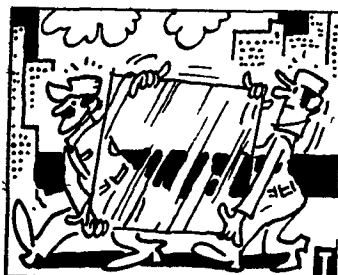
McHale noted that nationally cattlemen have reported losses totaling \$1 billion since prices began to slide early this year.

According to a United States Department of Agriculture study, McHale pointed out, the price spread between farm retail prices widened 16 percent between April, 1973, and April, 1974. "Either you people are receiving excessive profits or you should take lessons in efficiency from family farmers," McHale told the gathering of retailers.

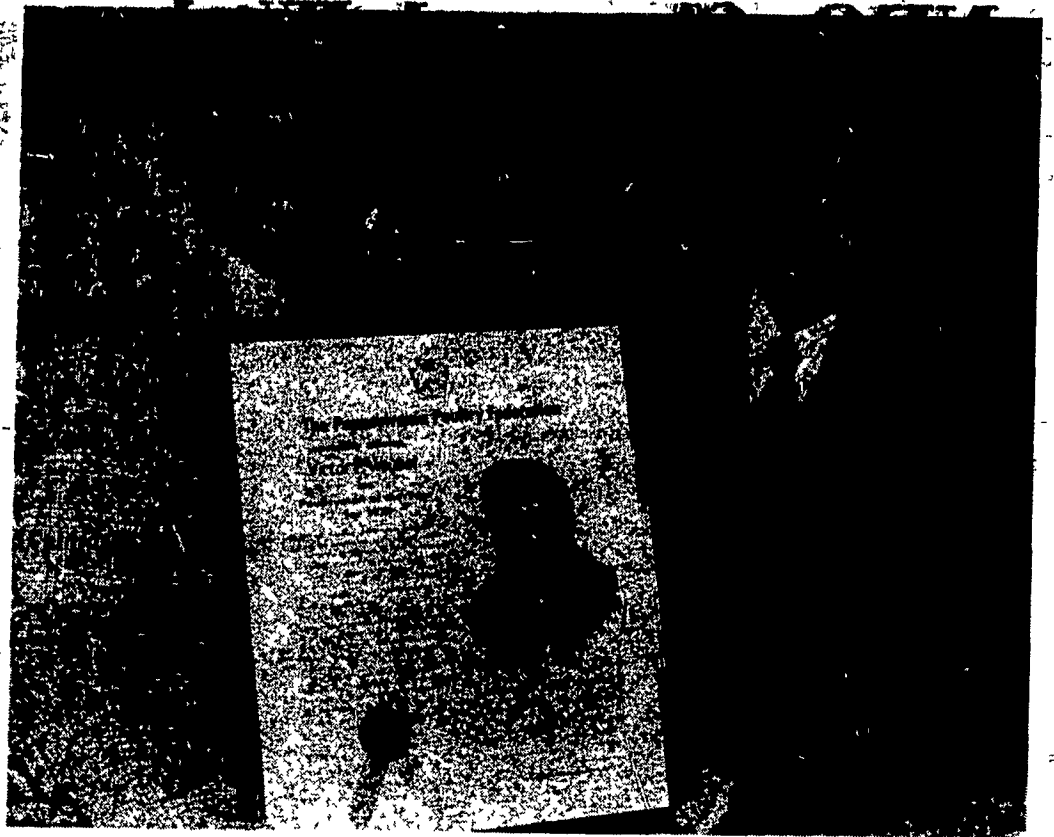
McHale further noted that a survey of prices in selected stores across the country, conducted by the American National Cattlemen's Association, showed that in the month ended June 10 retail prices of five cuts of beef had averaged about the same as those of the preceding month. During that period, cattle prices were dropping about \$5 a hundredweight.

Recently Clarence G. Adamy, president of the National Association of Food Chains, after a meeting with White House officials, announced he was sending telegrams to members of the association in an effort to move "excessive supplies of beef and pork into consumption."

McHale said he hoped this meant lower prices to consumers. "That is the most effective way I can see of promoting sales," he said.



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Victor F. Weaver, right, receiving the Pennsylvania Poultry Federation's award for Poultryman of the year. Presenting the award is Bill Carl of Agway and a member of the Board of Directors.

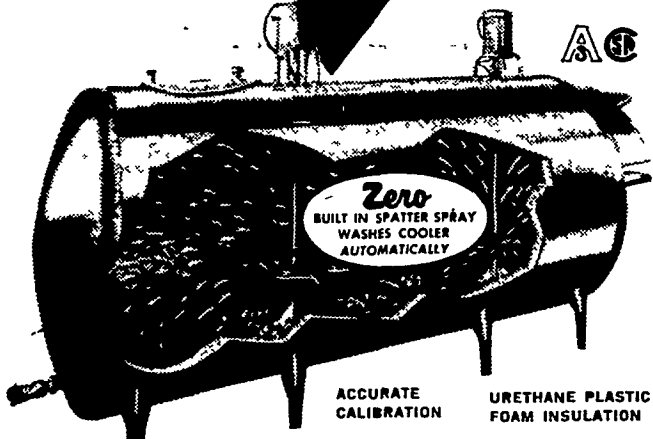
Weaver is President of Victor F. Weaver, Inc., a poultry and egg processing plant located in New Holland, Pennsylvania. Weaver was honored for his outstanding ability as an innovator in the poultry production, processing and

marketing business and for envisioning three decades ago the future popularity for prepared food products. He was also cited for creating a corporate atmosphere where new ideas could be explored and developed.

The Award was presented at the Annual Banquet of the Pennsylvania Poultry Federation recently at the Sheraton Inn, Harrisburg, Pennsylvania.

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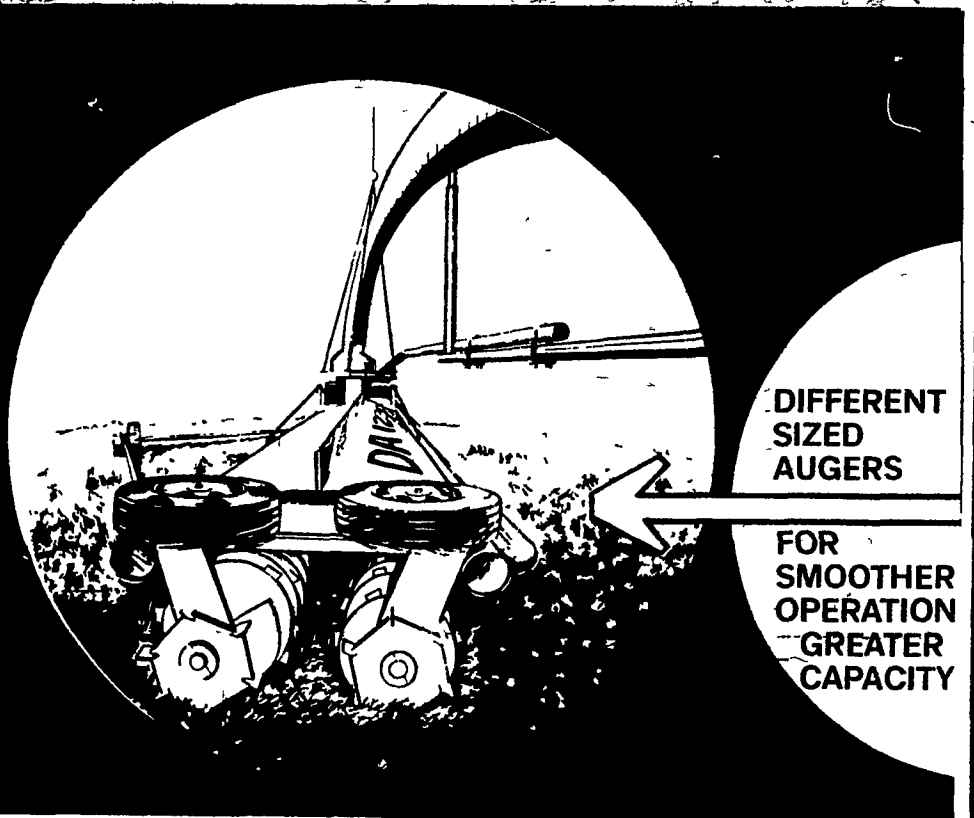
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