

Meat Retailers Use Beef Council Film To Learn Selling

You'll never see it at your neighborhood theater, nor will it ever be scheduled on the late show. But "Showcase For Beef Sales" is drawing rave reviews and four-star ratings wherever it's shown.

Released early this year and available on a rental or purchase basis from the Beef Industry Council of the National Live Stock and Meat Board, the film has been viewed by hundreds of apprentice as well as experienced meat merchandisers and has drawn nothing but favorable responses. "It's not often we come across a useful training tool such as this in our business," says J. S.

Singleton, Meat Department Manager, Piggly Wiggly Stores, Grundy, Va. "But when a good item such as 'Showcase For Beef Sales' does come along, it makes sense to use it, and use it often. We do just that."

The twenty-minute color film was produced to help retailers in their training programs and it complements the many advertising and merchandising services provided by the Council. Besides illustrating the importance of sanitation, personnel appearance, standardized labeling and attractive packaging, the film tells how to generate more beef sales through use of appealing displays,

colorful sales promotions and customer assistance. Says John L. Huston, BIC Secretary: "Cattle producers and feeders must rely heavily on meat retailers as their 'sales force and consumer representatives.' The more knowledgeable retailers are about merchandising our products, the better profit potential there is for all segments of the industry."

Hamilton Allport, Vice President, Fiber Products Division, Diamond International Corp., explains how this company, which manufactures and sells meat packaging trays, is making use of the film:

"This is truly an impressive film and we are using it to help our salesmen to better understand their customers' business. It has become an important part of our training sessions and will soon be included in our salesmen's kits in a cassette form. It will be shown to our customers as a service to them and to point out how our products are used to help sell more beef."

The movie was produced by the Beef Industry Council in cooperation with the Iowa Beef Industry Council. Since its release, 16 retail chains and independent operations have purchased a print of the film and 67 others have rented it.

For purchase or rental information write: Beef Industry Council, 36 S. Wabash, Chicago, Illinois, 60603.

School Milk Program

The U. S. Department of Agriculture has made several changes in the federal-state Special Milk Program, which helps pay for milk served to children in schools and other institutions. Major changes are:

- The eligibility of needy children for free milk will be determined by the same standards that determine eligibility for free meals.

- In schools and institutions that do not have food service, reimbursement will be provided by the program for up to two half-pints of free milk a day for needy children. In schools and institutions with food service, reimbursement will be paid for one half-pint of free milk a day for needy children, in addition to the milk served with meals.

- Reimbursement for milk served free to needy children will be based on the average cost the school or institution pays for milk.

- Reimbursement for milk sold to children will be increased to 5 cents a half-pint. In the past this rate varied from 2 to 4 cents, depending on the nature of the program. The 5-cent reimbursement rate will be adjusted annually to reflect changes in the Consumer Price Index's series for food purchased away from home.

- If a school or institution serves milk to all children at

no separate charge, reimbursement will be at the rate of 5 cents per half-pint.

- Costs of distribution of the milk will not be federally regulated, and the regulations will not require computation of the difference between the cost of milk and the child's payment. State cooperating agencies will determine the best means to assure that the charges to children are fair and equitable within the overall requirement that the program be run on a non-profit basis and that federal payments be used to reduce the price charged the paying children. This is similar to the structure of the National School Lunch Program.

- The formula for allocating funds to the states has been modified to reflect the impact of the free milk provision on the states' needs for funds.

- The forms for program applications and reimbursement claims have been simplified considerably to require only the minimum data needed to manage the program effectively.

These changes implement the free milk provision of P.L. 93-150, the child nutrition legislation passed last November, and the minimum reimbursement provision of P.L. 93-347, signed into law on July 12. USDA'S Food and Nutrition Service invited public

comment on the free milk changes on April 12 (USDA release 1044-74) and considered the 81 comments received in developing this final version. To ensure its taking effect before the school year begins, the change requiring a minimum reimbursement of 5 cents a half-pint will not go through the public comment procedure and is being issued now in final form.

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Man's Long-time Foe

Locusts have plagued mankind since history began. A swarm of these insects could destroy in just a single day enough wheat to supply 5 million persons.

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Current announcements of State civil service examinations contain complete information about examinations. Applicants are advised to request an announcement for positions they are seeking and include the exact job-titles on the civil service application.

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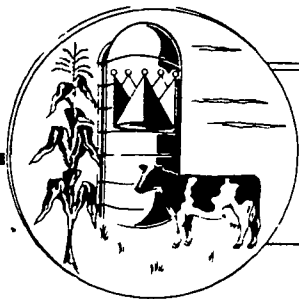
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