

Meat Board Gears Up For Questions On Grass Fed Beef

"The changing mix of beef supplies - with an increase expected in 'baby beef' and grass-fed beef, in addition to grain-fed product - looks like a merchandising challenge to our industry," said Earl E. Harriss, Chairman of the National Live Stock and Meat Board, in Chicago recently. He indicated that the organization is stepping up some programs to meet that challenge.

"Consumers are sure to notice a difference between

grass-fed beef and the grain-fed product they've become accustomed to - in looks, marbling, flavor and perhaps price," he noted. "So the Meat Board is embarking on a series of projects to answer questions about why more than usual grass-fed beef is being marketed and what changes in buying, cooking and merchandising may be needed where the product is found," Harriss said.

Included in the projects are expected to be press briefings and interviews,

dissemination of "background" information to home economists in business and communicators and other food preparers, assistance to retailers in merchandising grass-fed beef, cooperative programs with the U. S. Dept. of Agriculture and possibly, he noted, special advertising messages from the Beef Industry Council, the Meat Board's beef

operations division. According to USDA, Meat Board officials say they anticipate an additional 10 percent of cattle slaughter will be coming directly off grass in the next year, up sharply from 1973. In recent years, relatively small numbers of U. S. cattle (17-20 percent) have been marketed from grass. These principally were cull cows used for manufactured beef

foods. However, the combination of a record number of cattle on farms and ranches plus higher feed prices due to the drought-caused grain shortage, is expected to increase the number of grass-fed while limiting grain-fed cattle marketings.

Harriss said there will still be plenty of high quality grain-fed beef available. In fact, by far the majority of

animals to be marketed the rest of 1974 and next year will be grain-fed.

"But our industry experts know that consumers will begin asking questions about product differences and need to know the facts about grass and grain-fed beef," says Harriss. "And that's where some of the education-promotion activities of the Meat Board - Beef Industry Council will be directed."

'Know Stroke Signs' Warns Heart Assoc.

Early detection is the most important weapon against stroke according to the American Heart Association.

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eye. An episode of double vision.

Unexplained headaches, or a change in the pattern of your headaches.

Temporary dizziness or unsteadiness.

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