

Meat board executive urges positive action

CHICAGO, Ill. - The President of the National Live Stock and Meat Board has urged the nation's meat scientists to be ready to answer "tough questions being asked about the necessity of meat and the meat industry."

David H. Stroud, said the questions were being asked in terms of the world food situation, domestic food prices and the nutritional health of people. Speaking at Brigham Young University in the 29th Annual Reciprocal Meats Conference of the American Meat Science Assn. on June 21, he recommended three affirmative objectives for scientists in responding to the challenges:

(1) A concentration of

efforts of scientists in the animal industry toward greater - than - ever development of funding for research in human nutrition related to meat - to establish a strong offensive and adequate defensive program.

(2) An alert posture on the part of meat scientists - increasing awareness of and sensitivity to the growth of competition. He said this competition includes "the absurd and irrational, or at least uninformed, utterances from detractors of our industry."

(3) Both academic and civic activity by scientists to help develop a public awareness of the economic and social importance of our

industry and its contribution to the public welfare.

He said, "Sympathetic understanding of the needs of consumers is essential in presenting an intelligent, truthful case for the concerns of the industry."

He expressed concern that the confidence and pride of the industry in its own products could result in failure to heed the danger signals. Stroud said negative factors, if left unattended, will lead to "serious erosion" in the market position.

"In the past several years the meat industry has been the focus of sustained criticism on moral, economic and health grounds - criticism that has emanated from colonies of flower children to empty-

headed actors to the Rome Food Conference," the meat executive said. "This criticism has begun to have an adverse impact on the image of the industry in the halls of Congress, in medical-health circles and in the public sector in general."

He said all food producers

are being obliged to demonstrate how their products fit into a well-balanced nutritious economic diet "but meat foods are being hit the hardest and most frequently of the traditional foods."

He said research work and the funds to support it must

be increased to demonstrate convincingly that meat is a convenient economical source of obtaining necessary nutrients; that meat consumption is an asset to good nutrition and is not a danger to human health nor a cause of world starvation.

Rise in egg prices seen

WASHINGTON - If total egg production in the first half of 1977 is at the same level as this year, wholesale egg prices would probably average about four cents per dozen higher than this year's 60 cents, according to a U.S. Department of Agriculture

publication released in late June. Prices are based on those paid for large eggs at New York City, as reported by USDA.

The report, "Egg Marketing Facts - First Half 1977," points to a possible stronger demand for all eggs in the first half of 1977 because of a strengthening general economy and an increase in the number of eggs used for breaking and hatching. Partially offsetting this could be a continuation of the long-run decline in consumer demand for shell eggs, and a large supply of competing meats.

Costs of producing eggs in the first half of 1977 depend largely on the 1976 feed grain and soybean crops both here and abroad. If an expected record U.S. corn crop materializes, and if domestic and foreign demand continues relatively strong, feed costs in the first half of 1977 would probably average no higher than this year. But should unfavorable growing

conditions reduce world feed grain crops, feed costs would reflect considerable upward pressure from tighter supplies. Other costs, including processing and marketing, will be higher as labor costs and prices paid for most items continue to rise.

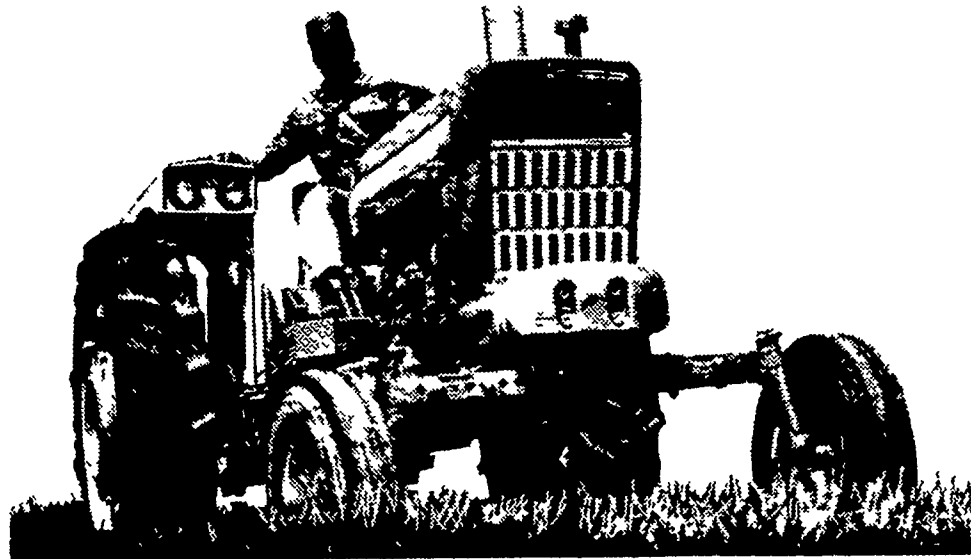
Copies of "Egg Marketing Facts - First Half 1977," developed by the Poultry Division of USDA's Agricultural Marketing Service and approved by the Outlook and Situation Board of USDA's Economic Research Service, are available from the Information Division, AMS, USDA, Washington, D.C. 20250.

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