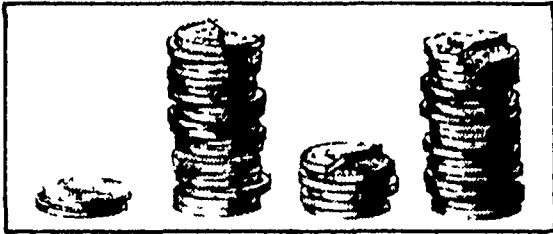
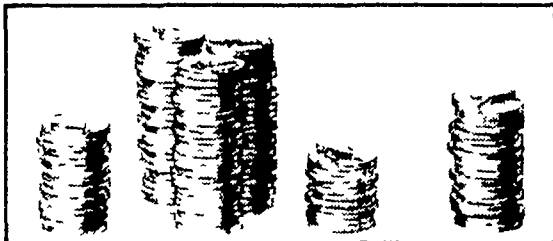


Current Investment Levels



Proposed Investment Goals



Prepared by Beef Industry Council of the Meat Board

Beef industry gears for market development

BOISE, Idaho - The beef industry has had more than its share of trouble this year, but things still look good for the future, according to representatives of the Beef Industry Council of the National Live Stock and Meat Board.

Speaking at the Meat Board's annual meeting held here last month, Beef Industry Council Chairman Melvin O. Kuska described some of the events of 1975-76 as they affected the beef industry.

"In the marketplace, cattle prices jumped from loss to profit to loss; whipsawed prices frustrated efforts at planning, and beef production this year to date is up 10 to 11 per cent over last year - too big a jump to be handled in an orderly fashion by normal distribution and consumption channels," Kuska said.

Also, he added, supplies began shifting back from a high volume of non-fed cattle to more grain-fed beef. Supplies of competing foods have increased, adding to

the downward pressure on beef prices.

But this year there is some good news, Kuska reported. It comes from the Beef Development Taskforce, which has provided the industry with an opportunity to realize its full potential for research, education and market development through the Beef Research and Information Act. As a result, every beef producer will be able to vote in a referendum next Spring to establish a national, uniform investment program to serve

the industry.

"Our industry is one of the giants," Kuska said. "And we serve a giant market. We need a bold funding system. Yesterday's funding methods will not be good enough to meet tomorrow's challenge."

In his report to the industry, Huston noted that "beef industry market development programs are currently funded by about \$2.5 million in the states and \$2 million through the Meat Board-Beef Industry Council. That's a total of \$4.5 million combined. But looking at the job the industry has to do on a 'per head' basis, counting people in the market shows the real challenge ahead for the industry's efforts."

Beef's potential market is all of America, Huston said - all 215 million people. The \$4.5 million investment averages out to slightly more than two cents per capita for the industry's complete promotion, education and nutrition research programming.

"That's why we ask 'Got two cents in your pocket?'" Huston said. "If you have, then you've matched the beef industry's per capita yearly investment in market development."

Other producers of agricultural commodities are aggressively pursuing their markets through ambitious investment programs, Huston said. The dairy industry has begun talking in terms of a \$130-160 million annual budget for promotion, research, market development and education. Based on analysis of market research, dairymen are discussing a programming goal of 77 cents per capita expenditures, Huston noted.

The Beef Research and Information Act for national beef industry funding would provide an estimated \$30 to \$40 million if approved by cattlemen voting in the Spring 1977 referendum. According to Huston, "that's about 14 cents to 18 cents per capita to support market development, research, information and advertising. It represents a substantial step forward, though only about one-fourth as ambitious as the dairy industry goals. It is by no means unrealistic."

"Basically, it means we'll finally be able to put some real muscle into our beef promotions."



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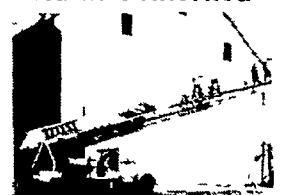
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