

Lamb increases predicted

BOISE, Idaho - A turnabout in lamb production and consumption is anticipated by many industry leaders, according to John Miller, Des Moines, Iowa, chairman of the Lamb Committee of the National Live Stock and Meat Board.

"Current lamb consumption is only about two pounds per capita, the lowest for any red meat," said Miller. "But we are seeing renewed consumer interest in our product and we are taking action to boost con-

sumer demand." He made his comments at a Meat Board meeting here this summer.

A plus for the industry, according to Miller, are new, lower recommended temperatures for the degree of doneness for serving rare and medium lamb.

"The lower temperatures enhance both the taste and appearance of our product," said Miller.

"Of course, increased promotion requires increased industry support

and we're very pleased with the lamb industry's response to that need," said Miller.

At the Meat Board's Winter meeting in February, the directorate adopted new per head investment rates for livestock, with lamb investment increasing from one cent to two cents per head. The new rate was a "goal" to be reached as soon as possible.

"Within a few months after the Winter meeting, virtually all lamb marketings in the country were on the two cent rate," the Lamb Committee chairman said.

As part of the industry's total stepped-up promotion work, the Lamb Committee of the Meat Board, in cooperation with the Lamb Promotion Coordinating Committee, sponsored the production and distribution of a full-color lamb photo feature for newspaper food pages. The feature, with recipe and editorial copy,

was used by 80 newspapers with a combined circulation of 2.8 million readers.

The LPCC is a joint program of U.S., Australian and New Zealand sheep producers to conduct consumer promotion for lamb.

"The lamb color feature was in addition to the regular promotion, merchandising and consumer education programs conducted through the Meat Board," said Miller.

To coordinate total lamb industry efforts, including the American Sheep Producers Council's "Blueprint" for expansion, the Lamb Committee works closely with other major sheep and lamb organizations.

"We can't boost consumption without the production to provide the product," said Miller. "The ASPC plan calls for the industry to have 50 per cent more ewes, save 25 per cent carcass size by 15 per cent

ASP, the National Lamb Feeders Assn and the National Wool Growers Assn all are represented on the board of directors of the Meat Board and its Lamb Committee.

Wheat loan announced

WASHINGTON, D.C. - Producers with wheat grading "sample" because of sprout damage are now eligible for recourse loans, the U.S. Department of Agriculture announced today.

USDA explained that the recourse loan is the only type of loan available for sprout-damaged wheat and that the entire amount of the loan plus interest and a handling fee must be repaid.

The loan rate will be 75 per cent of the loan rate for No. 5 grade wheat for the county involved with the moisture content limited to 13.5 per cent. The interest rate is 7.5 per cent and the maturity date is Jan. 31, 1977.

Producers who wish to participate in this program should contact their county Agricultural Stabilization and Conservation Service office or Agricultural Service Center.

FOOD BASKET

Prevent Curdling
Acid - such as tomato or lemon juice - often can be hot to curdle. To prevent the milk from curdling, add the tomato juice just before cooking.

Imported Delight
The European anchovy imported to the United States is either only fillet or a whole potato packed in small tins and sold as bouillottes. Most pieces of the thin silver colored fish are only about five inches long though some grow to nearly twice that length. Only a few species are harvested commercially.

Sherried Rice
Drain 1 small (6 to 8 oz.) can of sliced mushrooms, saving the liquid. Add enough water to make two cups. Add 1 bouillon cube, the drained mushrooms, 2 cups packaged precooked rice and 2 tablespoons of butter. Cook according to the package directions for the rice. Stir in one-quarter cup dry sherry and 2 tablespoons chopped parsley. Serve hot.

Blueberries
Blueberries will not grow in normal garden soils. They need acidity much higher than is found in the average garden and too high for the growth of most flowers and vegetables.

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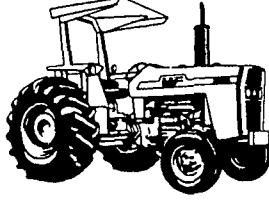
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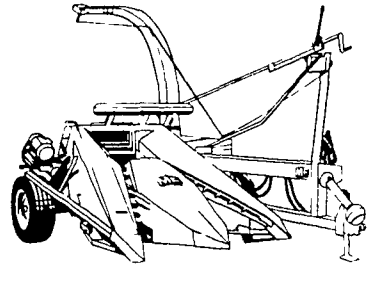
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