

# Beef promotion hearing cites benefits

DENVER, Colo. - American consumers as well as cattlemen will be winners if cattle producers pass a national referendum on a proposed beef research and information program, according to George Spencer, executive vice president of the American National Cattlemen's Association.

Speaking in Denver at a United States Department of Agriculture public hearing on the proposed Beef Research and Information Order, Spencer said both groups will benefit from one of the key elements of the program - the dispersal of factual information.

"Much of the information no doubt will deal with beef

as a product - information on nutrient content, health aspects, different cuts, new products and preparation methods," he said. "In addition the program offers new opportunities to improve public understanding of the economics of a commodity business like beef and of certain production aspects."

Spencer noted that the disruptions caused by the beef boycotts of 1973 are still being felt by the cattle industry. Even though consumer groups later acknowledged that the boycotts had been counter-productive, he said, there was no way for cattlemen to head them off at the time

because of the general public's almost complete misunderstanding of an agricultural commodity business.

The ANCA, through its informational program, has made considerable progress in improving public and news media understanding of supply and price fluctuations and over the longer term this can contribute to more stability of supplies and prices," Spencer pointed out. "However, more needs to be done."

Spencer's positions were echoed by Mrs. Marie Tyler, vice chairman of the National Live Stock & Meat Board and chairman of ANCA's Industry In-

formation Council. In her testimony, Mrs. Tyler stressed the importance of achieving a two-way channel of communication between the beef industry and its customers.

"Our goal is not merely to provide a forum whereby we can air our problems," she said. "It is to act as a clearing house for information and opinions to provide a liaison between the various groups affected by our industry. And to determine how we can best serve our market, which is every consumer of beef in this country."

Mrs. Tyler cited the controversy over beef grading as an example of the

on-going need for communications with consumers. Consumer opposition to the grading changes was, in many cases, based upon lack of adequate information, and it was necessary to carry out a comprehensive information program to alert the public to the benefits to be derived from those changes.

The need for an expanded beef information program was illustrated further by J. Evan Goulding, Colorado Commissioner of Agriculture. Commissioner Goulding said his office frequently gets calls asking the most basic questions about food and nutrition. In many cases, he noted, the callers are seeking answers

to questions concerning nutritional quality and food value, and they are questioning the truth of advertising claims.

"With the vast amounts of information and misinformation available via the news media, educational materials and media information with a sound research basis will be helpful to the discerning consumer," he observed.

The Denver public hearing was the fourth such hearing to be conducted by the USDA.

Testimony was taken during the Denver hearing from more than 30 persons representing organizations and individuals in ten states.

## Loan rates

[Continued from Page 1]

for corn. The soybean loan rate remains at \$2.50 per bushel. Loan rates per bushel for other feed grains are increased proportionately based on the feed value of corn, as follows: Sorghum, \$1.19 to \$1.43; barley, \$1.02 to \$1.22; oats, \$0.60 to \$0.72; rye, \$1.00 to \$1.20.

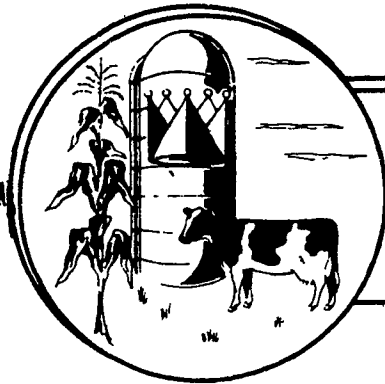
Knebel said that the change in loan rate is being

made now to give farmers timely assistance in the orderly marketing of this year's record crop of wheat, already in the bins, and the projected record corn crop, as well as large crops of other feed grains. He cited the competitive pressure on established U.S. export markets brought about by Canada's huge wheat crop, and to better-than-expected grain crops in the Soviet Union.

In addition, during the peak of the grain harvest season there has been a serious barge transportation problem, caused principally by the unusually low water levels.

Farmers who wish to secure loans or adjust present loans at the new rates for 1976 wheat and feed grains can do so by going to their local Agricultural Stabilization and Conservation Service (ASC) office or Agricultural Service Center. Additional disbursement for loans already written on these crops will be available retroactively for those farmers who want to change now to the new rates.

Marriage Continues  
Contrary to some opinion, marriage is still a going proposition in this country. More than two million marriages took place last year, many of them remarriages. According to government statistics, married women's lifespans are longer than unwed women's. This year is leap year so women can propose to men!



## AGRI-KING KEY TO PROFIT



### Why The Agri King Program?

**Dr. Warren Bonhoff**  
Director of Nutrition -  
Veterinary Consultant

The following quotation was written by a concerned supervisor in the March-April Edition of "The Northeast Improver". "Why will some dairymen have forage samples analyzed, and then not do anything about the results? I just heard from a neighbor about one of my dairymen who had several cases of acetoneuria. I had checked out his minerals, he was high in calcium, low in phosphorus, and very low in magnesium. Believe it or not, now he's looking at his reports and doing something about them". This story could have been written by many, and in all sections of the United States. To help prevent metabolic diseases, obtain increased production, and utilize feeds most efficiently, does require laboratory analyses, then formulating rations based on these facts. When this is done, it doesn't mean it's right for two years, or two months, or even two weeks. Oft times, roughages are changed in short periods of time and to utilize test results correctly requires the formulation of a balanced ration whenever these changes are made.

The following hay samples are indicative to illustrate the significance of test variations and their affect on a balanced ration.

#### Test Results Of Four Hay Samples

	No. 3113	No. 3110	No. 3098	No. 3079
Protein . . . . .	10.73	12.52	15.68	20.75
Calcium . . . . .	45	1.11	1.79	1.77
Phosphorus . . . . .	27	.21	.25	.30
Magnesium . . . . .	11	12	38	.35

Based on these analysis and hay being the only roughage fed, the following rations were recommended, based on Holstein cows averaging 1400 lbs. and producing 50 lbs. of milk.

	No. 3113	No. 3110	No. 3098	No. 3079
Hay . . . . .	26.0 lbs.	26.7 lbs.	26.6 lbs.	29.0 lbs.
Grain Ration . . . . .	20.0 lbs.	19.3 lbs.	19.4 lbs.	17.0 lbs.

#### Grain Ration Formulas With Hay Sample Numbers

	No. 3113	No. 3110	No. 3098	No. 3079
Shell Corn . . . . .	1625.5	1763	1916	1932
44% Soybean Meal . . . . .	265	165	20	
Monosodium (26% Ph) . . . . .		12	43	42
Di Cal (18.5%ph-21% CA) 24 . . . . .		19.5		
Calcium (38%) . . . . .	43			
Salt . . . . .	13	10.5	3	5
Key-Min-R. . . . .	13.5	13.5	1.5	2.5
Dairy Multi-Factors . . . . .	16	16.5	16.5	18.5
	2000	2000	2000	2000

These hay analyses are of common occurrence and actually occur on the same farm within the same year. Is it any wonder that serious problems exist on many dairy farms today, especially considering the increase in production per cow, yet still feeding similar to what was done in previous decades?

If one had the previous hay samples, wouldn't it be difficult to choose a protein, calcium, phosphorus, and magnesium level to possibly "balance a grain ration." The odds would be astronomical, in fact it couldn't be done. Yet it's being attempted every day. So we go on accepting the hypocalcemia (milk fever), ketosis, retained placentas, mastitis, foot problems, breeding problems, grass tetany (magnesium deficiency), etc.; as partners for being in the profession of dairying.

No, providing good balanced nutrition will not prevent all metabolic diseases but they certainly can be reduced. Dairy specialists state that eighty to ninety percent of all diseases are directly related to nutrition. This statement certainly appears valid, yet today what percentage of livestock producers or others related to the subject of nutrition are sufficiently devoted to do the best possible.

Now, and in the future laboratory analyses of roughages and grain are going to increase. Don't stop there; the results are interesting but of very little value unless these analyses are used honestly and diligently in the formulation of a complete balanced feeding program.

Agri King is unique in the fact that we have an excellent computerized program that does put together the roughage analyses and information to accomplish the results a dairyman is seeking -

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