

# Beef leader calls for unity to meet challenges

ATLANTA, Ga. - A more unified approach to public issues and more involvement of individual cattlemen will be necessary if the beef cattle industry is to meet the challenges which it now faces, members of the American National Cattlemen's Assn. were told here on Wednesday.

Addressing the association's 80th annual convention, ANCA President Wray Finney reminded cattlemen that they have two choices as they deal with problems affecting their industry and their individual operations.

"We can sit back and blame everybody else for all of our problems," he said. "Or, we can join together, as an industry-wide organization, in fighting for the best possible political and economic climate for a free enterprise business like ours. At the same time, we as individual cattlemen can improve the performance of our own operations. Only by doing these basic things can we expect to earn a proper return on our investment, and a proper return for our management and hard work."

Finney's comments on the industry and ANCA were part of an over-all convention program which

focused on the outlook - providing guidelines for individual cattlemen, their trade association, and the industry as a whole, as they move through an era of continuing change. He noted that the industry as a whole, as they move through an era of continuing change. He noted that the industry should begin this year to emerge from the prolonged economic squeeze brought on by cyclical overproduction of beef and sharp increases in production costs.

After outlining several challenges to cattlemen in both the public affairs and economic areas, Finney emphasized several things which he felt "we as individuals and as an organization must do if we are to prosper - indeed just survive - in a changing world:"

1. The industry must seek to maintain the incentive, free enterprise system in the cattle industry. "I am confident that, in spite of our cost-price squeeze in recent times, you did not elect me a year ago to preside over the abandonment of the free enterprise approach to the cattle business," he said.

2. The industry jointly must continue to work for improved marketing

systems, and individuals must do a better job of marketing, in addition to improving their own production efficiency. As a whole, the beef industry still operates at no more than 75-85 per cent of possible efficiency, according to a recent college analysis.

3. More cattlemen and women, at the grass roots, must become actively involved in public affairs and the work of ANCA. Less than two per cent of the nation's population now depends on agriculture for most of its income, and less than half of all farmers and ranchers now produce livestock. The only way to offset this minority position is to have more involvement. Citing the accomplishments of ANCA and its affiliated organizations in 1976, Finney said, "We have proven that, when all of us work hard, and together, we can deal very effectively with public issues that affect our industry and our own operations."

4. The industry must have still more unity of purpose, and a stronger, more unified voice at the national level - provided by a larger, more broadly representative organization. Finney urged members to support the proposed consolidation of ANCA and the National

Livestock Feeders Association.

He also noted the importance of approval of the Beef Research and Information Program - which can provide the research, information and promotion needed to keep beef as the favorite meat in the nation of changing population characteristics and changing lifestyles.

In this connection, he cautioned that the latest available figures show consumer expenditures on beef have declined recently as a percentage of disposable income.

Finney outlined several public issues that the industry will face in the year ahead, and he said that the educational job in Congress will become still more difficult, in view of the trend to fewer lawmakers familiar with agriculture and the cattle business. More than half of the House of Representatives is new since 1970.

Citing the structure of the cattle industry - with more than 87 per cent of all herds having less than 100 head, and with most producers getting most of their income from non-farm sources - Finney commented: (1) Professional cattlemen will have to become even more efficient if they are to survive. (2) Professional cattlemen will have to become involved in national industry programs if those programs are to be successful. (3)

ANCA must seek to make the national association and its work in Washington seem less remote from the concerns of most cattlemen.

The ANCA president also reminded cattlemen of the work still to be done in offsetting unfavorable comments about beef and the industry. "Like all farmers and ranchers, cattlemen enjoy a favorable general image among the public - although no one is going to rush out and offer to pay more per pound for larger supplies of beef just because we have been losing money," he said. "Our real public opinion problems usually revolve around specific issues."

He mentioned such issues as grain-for-livestock-vs.-humans, energy use in intensive agriculture, environmental concerns, and fat-and-health. He also cautioned that the boycott syndrome had developed again because of the coffee shortage - although there now is much broader understanding of the fact that boycotts and price controls are really counterproductive.

Finney went on to voice his concern about the growth of anti-business attitudes - including attitudes among at least some environmental and consumer activists. "Some of the people who claim this nation's greatest problem is unemployment are the same people who actually are doing the most

to slow employment through their advocacy of excessive environmentalism, a no-growth economy and still bigger government," he commented.

He said the cattle industry should work with private and government groups really concerned about the environment and the consuming public. But, he added, the industry must challenge the activists when their positions are not really in the long term interest of the public as well as cattlemen.

"We must challenge those consumer activists whose positions are more anti-business than truly pro-consumer; who seem more interested in social change than in the economic performance of our private enterprise system; who talk frequently about business profits but never about union featherbedding and its far greater effects on food prices; who call for more government controls but seldom weigh the costs against the benefits, if any; who advocate a vague new "food policy" but say nothing about the controls and subsidies which their policies would require," Finney said.

"We alone cannot stem the anti-business, anti-free enterprise tide, but should do better on particular issues with which we are involved.

## Livestock market

### Carlisle

Carlisle, Pa.

February 1, 1977

**CATTLE 226.** Compared with last Tuesday's market, slaughter steers uneven. Slaughter cows mostly steady to \$1.50 lower. Few Choice No. 2-4 1230-1490 lbs. slaughter steers 36.85-39.10, Good 34.25-36.85, Standard 32.25-34.60, few Utility & Low Standard 28.00-31.10. One Choice slaughter heifer at 31.60, few Good 29.75-34.25, Standard 25.00-29.25, two Utility 24.35 and 24.85. Utility & High Dressing Cutter slaughter cows 24.75-26.25, Cutters 23.60-24.60, Canners 21.25-24.10, few shells down to 15.75. Two Standard slaughter bullocks 25.25 and 26.85, one Utility at 25.25. Few Yield Grade No. 1 1575-1905 lbs slaughter bulls 34.35-36.25; one yield grade No. 2 1600 lbs. at 32.50.

**CALVES 159.** Vealers unevenly steady Choice vealers 59.00-67.00, Good to Low Choice 50.00-54.50, Standard & Good 110-130 lbs 36.50-44.50, 90-110 lbs 34.00-36.50, Utility 70-90 lbs 28.00-33.50, few Utility 60-85 lbs 18.00-26.00. Farm calves active, holstein bulls 90-120 lbs 35.00-51.50.

**HOGS 263** Barrows & Gilts \$2.50 to \$3 higher. Few US No 1-2 200-225 lbs barrows & gilts 41.75-42.50, No 1-3 190-235 lbs 40.75-42.35, No 2-3 200-260 lbs 38.00-40.35, lot 37.35, few No 1-3 150-160 lbs 35.50-39.25. Few US No 1-3 325-500 lbs sows 25.00-33.00, few No 2-3 400-535 lbs 23.00-28.00. Boars 20.00-26.00.

**FEEDER PIGS 162** US No 1-3 20-35 lbs feeder pigs 9.50-19.50 per head, No 1-3 35-50 lbs 23.50-26.00, lot No 1-3 100 lbs 32.00 per head.

**SHEEP 5.** Two Good 60 and 110 lbs wooled slaughter lambs 46.00 and 49.00.

### Baltimore USDA

**CATTLE 550:** Slaughter steers and heifers firm to 25 cents higher, cows weak to 25 cents lower, bulls \$1.00 lower, few feeders steady. Supply 30 per cent slaughter steers and heifers, 45 per cent cows, 20 per cent feeders, balance bulls.

**SLAUGHTER STEERS:** Choice 2-4 1000-1160 lbs. 39.00-41.00; Good & Choice 1000-1350 lbs. 38.00-39.00; Good 2-4 32.75-38.00; Standard & Good Holsteins 2-3 1000-1560 lbs. 28.00-33.85.

**SLAUGHTER HEIFERS:** Few Good 2-3 800-1100 lbs. 30.00-33.75.

**COWS:** Utility 2-3 23.00-27.10; Cutter 21.50-25.50; Canner & low Cutter 17.75-21.50.

**BULLS:** Yield Grade 1 1000-1700 lbs. 30.10-34.10.

**FEEDER CATTLE:** Lot Good & Choice steers 700 lbs 34.00; few Good 770-935 lbs. 29.75-32.25; several Standard 600-885 lbs 24.60-26.50; few

Good heifers 525-670 lbs. 24.00-25.35; few Good & Choice 420-475 lbs. 24.00-26.60; package Good 450 lbs 22.00.

**HOGS 800:** Compared with last Monday Barrows & Gilts \$1.50-\$1.75 higher.

**US 1-3** 200-230 lbs. 43.00-43.50; **US 2-3** 230-260 lbs. 41.75-43.00; **US 2-4** 260-280 lbs. 41.00-41.75. **SOWS:** Compared with last Monday steady to \$1.50 lower **US 1-3** 300-600 lbs. 30.00-31.00.

**VEAL & CALF AUCTION 100:** Choice 150-260 lb. Vealers 57.00-66.50; Good 110-260 lbs. 44.00-56.00; Standard & low Good 100-200 lbs. 32.00-40.00; Standard 75-100 lbs. 27.00-32.50; Good calves 250-350 lbs. 28.00-37.00; couple Choice 300-325 lbs. 49.00-52.00; several Standard 185-330 lbs. 25.00-27.00.

**SHEEP AUCTION 10:** few Choice wooled slaughter lambs 107-112 lbs. 49.00-49.50.

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