



Frank Possessky

Robert McLean

Penn-Jersey promotes two

NEW HOLLAND -- Howard Anderson, president of Penn-Jersey Harvestore Systems Inc., here, has announced the promotion of two executives.

Robert McLean, 1050 W. Main St., Ephrata, becomes general manager, and Frank Possessky, Narvon, was named sales manager.

McLean joined the firm in 1964 and has served as sales consultant, sales supervisor and sales manager.

Possessky started with Penn-Jersey in 1969 as a feedlot consultant. He is a graduate of the Penn State School of Agriculture.

Beef cattle prices

(Continued from Page 17) profits at the expense of the consumer.

"So far, it's a lot different than the boycott era back in 1973. For one thing — partly because of the interest generated in '73-74 — urban-oriented communicators have become more aware that weather, grain/soybean crop yields, pasture/range conditions, world food needs, production costs all contribute to the eventual price the shopper will pay for meat in the food store. For another thing — also in part due to the interest generated in '73-74 — the editors and

reporters know they can come to this industry and get intelligent explanations. Also this industry has become more sophisticated in reaching them with current, accurate price-supply information.

"In fact, many of the calls received by the Meat Board recently have been the result of Beef Industry Council and Meat Board background information on meat prices provided to food page and business editors. Readers of MBR likely could put such background material to good use also," the organization concludes.

Secretary says meat grading proposal costly

ANNAPOLIS, Md. — Maryland Secretary of Agriculture Young D. Hance says a proposal now being considered by USDA could add at least \$4 million to the nation's annual meat bill without yielding one extra pound of meat.

Commenting on a proposal which would require all meat not officially graded by USDA be marked as "ungraded", Hance said recent hearings brought an admission by USDA that it would cost \$4 million to implement.

"At the present time," Hance said, "only about 50 per cent of all beef consumed in the country is USDA graded. Marking a substantial portion of our meat supply as U.S. Ungraded, as is proposed, would cast a stigma on that meat."

"One obvious effect would be to stampede many consumers to purchase, at higher prices, meat which is stamped with a USDA grade."

"What USDA wants to do with its proposed new

regulations is to attack mislabeling and false advertising techniques used by a few in the meat business."

"The USDA already has the authority and machinery to attack the problem of mislabeling. We don't need another program, that would be costly to all meat producers, and the consumer who ultimately will pay to total cost."

"Meat grading is voluntary service, paid for by the meat industry. All meat is

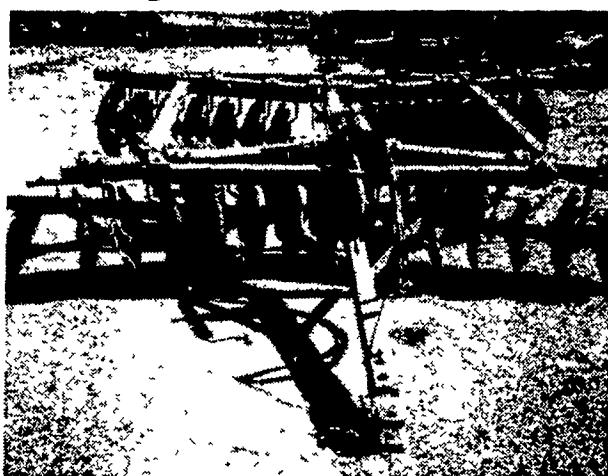
not graded but all meat is inspected."

"The consumer, however, might confuse the two services and believe that meat labeled ungraded is not inspected. This in my opinion, could cause a major disruption in the meat industry which supplies American consumers with the best product at reasonable prices," Hance concluded.

Regulations that increase the cost of food for the consumer is not the answer.

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