

'Congress '78 Papers' now available

KANSAS CITY, Mo. - Challenges to the livestock industry from four areas - health and nutrition, politics, consumer product preferences and the economic system - were the subject of Livestock Marketing Congress '78, and the written Congress record is now available.

Free copies of "The Congress '78 Papers," containing the remarks made by 22 speakers and panelists, are available from Livestock Merchandising Institute, 4900 Oak St., Kansas City, Mo. 64112.

The Institute conducts the Congress as the industry's annual forum for the presentation and discussion of information and ideas

related to the merchandising of livestock.

Congress '78, held here in June, had as its theme, "Meeting Society's Changing Expectations." The three-day event, which attracted an international audience of Americans and Canadians, produced quotes like these:

"...Despite great advances in the science of nutrition, many scientists are joining with layman in a religious belief in the power of foods. In fact, there are many features of the present craze about nutrition that merge with the health food 'gospel' by an industry that sells food for health. The truth is that one can define a 'health food' as a food that is not required

for health." —Dr. Robert E. Olson, M.D., Ph.D., nationally known nutritionist.

"...The day when a 'farm bloc' can dictate its will to Congress and to the government in general is long gone. That may be an unpleasant fact, but it is a fact the agribusiness community must accept." —Sen. Thomas F. Eagleton (D-Mo.)

"...In the long-term, the expectation (for the livestock industry) is for growth." —Leon Martel, executive vice president of the internationally known

"think tank," the Hudson Institute.

"...There is nothing wrong with playing defense. By playing good defense, you can protect a lead or recover a fumble...a good defensive strategy, it seems to me, is the right posture for the livestock industry." —Don Paarlberg, former top USDA economist under four secretaries.

Some of the other speakers remarks are included in the 69-page "Papers" are Gerald Cassidy, former general counsel to U.S. Senate Select Committee on Nutrition & Human Needs;

Charles E. Ball, executive vice president, Texas Cattle Feeders Association; Max E. Brunk, professor of marketing, Cornell University; George S. Atkins, senior farm commentator, Canadian Broadcasting Corporation, and Mrs. JoAnn Smith, chairman, Committee on Product Research, Promotion and Consumer Relations, National Cattlemen's Association.

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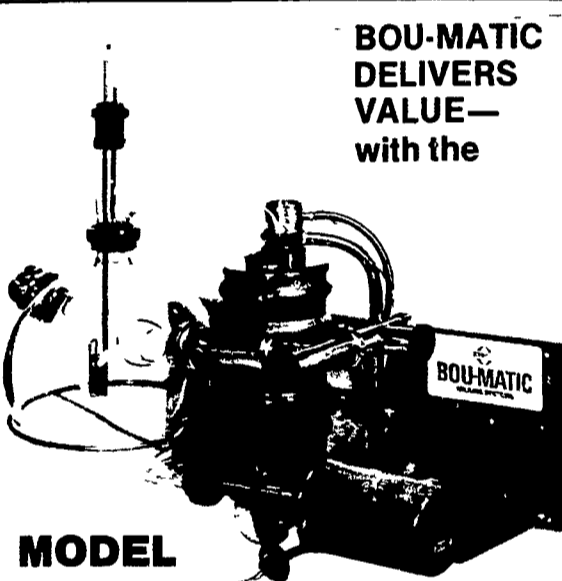
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 "What did she say?"
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