

## 'Marketing in the 80's' livestock meeting theme

TUCSON, Ariz. — "Positioning Marketing For The '80s" has been announced as the theme for Livestock Marketing Association's annual meetings, to be held here Jan. 10-12.

New officers and directors of the Kansas City-based trade group will be installed during the meeting, to be held at the Doubletree Inn.

LMA President Richard L. Nock announced the theme following the recent Kansas City meeting of the Executive Committee, made up of the trade group's elected officers. The Committee met to complete plans for the Tucson meeting.

Commenting on the theme, Nock said, "Based on current social, political and economic trends, the 1980s might well bring more change to America's livestock and meat producers and marketers than any previous decade."

Nock said marketing businessmen from across North America will be gathering here to discuss how to position themselves

to direct, deal with, or adapt to pressures of the '80s.

Two program sessions will deal with many key issues facing the livestock industry, Nock noted. These issues include:

The federal government's move into meat price reporting.

The impact of inflation on livestock marketing.

The federally-backed development of electronic livestock marketing.

The livestock industry's attempts to pass the "Beefendum."

The U.S. Department of Agriculture's concern with the "structure of agriculture."

Nock said the meeting will also explore LMA's activities in several areas, including:

The continuing battle to balance livestock health policies with the realities of marketing and livestock movement.

An update on the Congressional progress of the "Freedom in Livestock Marketing" campaign, and specifically, the "Crime

Prevention in Livestock Marketing" act.

The work of LMA's Livestock Transportation Panel to assure adequate energy and transportation for the marketing sector.

Ways to better manage the risk inherent in livestock marketing.

There will also be region-by-region outlooks on livestock marketing conditions throughout North America in the year ahead, as well as projections of marketing trends over the coming decade. This popular meeting feature will involve LMA directors from across

the country, Nock said.

Well-known industry observer and LMA economic consultant Glen Allen, Topeka, Kan., will also review general economic conditions in the long and short-term, and their likely impact on the livestock industry.

In addition to the general meeting program, many of LMA's allied and affiliated organizations — such as the Livestock Laws Reform Commission, Livestock Merchandising Institute and the Transactions Risk Board — will also meet on Thursday, Jan. 10.

## Financial editors see weaker economy in 1980

NEW YORK, N.Y. — Business and financial editors in the Mid-Atlantic states generally believe the economic outlook for their region is better than the national outlook, according to a national opinion survey released today.

Of 30 editors interviewed those in Pennsylvania, Delaware and West Virginia are least optimistic. Editors in the nation's capital view their local economy as "recession-proof," while those in Ohio, Maryland, and Kentucky and Virginia see positive signs.

Across the nation business and financial editors foresee an economic slowdown in the coming year and rank inflation as the most important issue of 1980 well ahead of the country's energy problems.

In keeping with the national response, the editors also feel the energy problems in the Mid-Atlantic states are problems of price, rather than availability.

But Americans are rising to the challenge of the 1980's in the opinion of many editors. One editor said, "Americans are finally

realizing that we have serious problems with our economy. You have to be aware that a problem exists before you can start solving it."

Another said, "The Arabs did us a favor. They made us stand back and look where we are. The vast majority of people are acting sensibly."

These findings are part of the seventh annual survey of the financial media released today by Hill and Knowlton, Inc.

This year's survey includes the views of 143 editors from 41 states and the District of Columbia. The editors represent major daily newspapers, electronic media and key business periodicals.

The survey documents a clear trend of growing pessimism among financial media editors.

In 1977 only 33 percent of the editors forecast a slower economy for the following year. In 1978 the number of pessimistic editors grew to 53 percent.

In the latest survey more than 75 percent of the editors interviewed believe that, at least during the first half of

1980, there will be a slowdown of the economy, compared to 1979.

The editors cite tighter credit, rising unemployment, the decreasing value of the dollar and Federal Reserve and OPEC policies as the key reasons for the slowdown.

"A real recession is coming and it's going to be broader, deeper and longer than most people have predicted," says one editor.

Inflation ranks as the most important topic of 1980 according to the editors. Energy is a distant second, "unless there are more international upheavals." Editors said they believe the energy problems of 1980 will focus on price, rather than availability.

According to the editors, however, the news isn't all bad. More than 90 percent can find at least one bright spot for the 1980 economy, including the national election, efforts to control the rate of inflation and to solve our energy crisis and continued technological innovations.

One editor cites the "end of the Carter presidency" as a bright spot. "His lack of effectiveness has hurt," he continues. "He is totally

ineffective in dealing with the economy."

The editors said they are concerned about two important media issues in the coming year: first, protection of their own rights under the First Amendment and second, whether they can develop as one editor puts it, "...the breadth of expertise to deal with very complicated and subtle matters and communicate them effectively."

Here are some of the survey's other findings:

High interest rates will have serious negative effects on the entire economy;

There will be a sharp decline in the housing market in 1980. Only in the Southern and Rocky Mountain regions do editors foresee a good housing market in 1980;


The purchase of gold is a "foolish, speculative, temporary fad;"

Investments for foreigners in the United States are good for the economy;

The tax revolt issue has been "decently buried," except in California.

Editors also conclude that inflation and energy, the top stories of the 70's, will continue to be the leading stories in the 80's.

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## Twin Valley FFA hosts volleyball contest

ELVERSON — Teams representing five Berks County FFA Chapters participated in a volleyball tournament hosted recently by the Twin Valley Chapter at Twin Valley High School.

Senior division teams from Conrad Weiser, Kutztown, Oley Valley, Tulpehocken and Twin Valley participated in the round-robin tournament where every team played each other team.

After the five rounds of the tournament, Tulpehocken and Conrad Weiser tied for first with Conrad Weiser winning the play off game.

Junior teams from Conrad Weiser, Tulpehocken and Twin Valley also participated in their own round robin tournament, with

Conrad Weiser again capturing first place.

The tournament is part of the recreational activities provided by the Berks County FFA Association.

The county FFA wishes to thank Twin Valley for making the facilities available, and Twin Valley alumni William Harris, Rich Kurtz, Frank Stoltzfus, and Robert Stoltzfus for serving as referees.

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