

NCA to help get beef industry's act together

AMARILLO, Tx. — Steps are now being taken to bring more industry unity and to generate the kind of funding that is needed to give the beef business a really effective market development program.

This was pointed out recently by W.T. (Dub) Berry, Jr., executive vice president of the National Cattlemen's Assn., as he spoke at the Texas Cattle Feeders Assn. convention.

Berry analyzed the current industry situation and the organizational problems and opportunities involved in raising additional funds for beef research, information and promotion. He pointed out that NCA officers feel a responsibility to help bring more industry unity and to assist in developing programs for adequate funding and for improved performance in promotion and related areas.

Berry said that analysis to date, by NCA and others, suggests that the best approach will be to build and expand on the various current state check-off

systems - recognizing that they are not uniform and the fees are too low. The majority of the funds now being raised by check-offs are being used by the state associations, state beef councils and, to a lesser degree, by the Beef Industry Council of the National Live Stock & Meat Board.

A more detailed plan on how NCA can best work with state cattle associations, state beef councils and the Meat Board, in order to help achieve the industry's goals, will be determined at NCA's board meeting next week. One approach, Berry said, would be for NCA to assist and guide the formation of a federation of states.

He reminded the Texas feeders of the basic needs for industry programs - to help solve the wide spectrum of problems, including profits, beef demand, supply of beef, over-regulation by government, anti-beef propaganda, etc.

He listed four basic steps required to attack and solve problems in the beef production and sales are:

- Determine consumer

opinion, wants and needs for beef products, and analyze the different makes for beef;

- Translate knowledge of consumer attitudes into profitable precision production, with cattlemen being more precise in terms of types and amounts of beef that can be profitably produced;

- Expand the industry's role in promotion and as a catalyst in beef production by retailers and others;

- Communicate more effectively with influence groups, such as government, scientists, nutritionists, doctors, consumer groups and the news media, as well as the general public.

Commenting on organizations which can help solve the problems, Berry noted that the industry currently may be over-organized in terms of the numbers of groups. At the

same time, it may be under-organized in terms of effective, non-duplicative implementation of beef programs.

Berry explained that the key organizations in a unified industry effort to generate more funds and then use these funds effectively will include NCA, the Meat Board, BIC, state cattle and beef organizations, and related groups like the American

Meat Institute, National Meat Assn., Food Marketing Institute and National Restaurant Assn.

Berry said that NCA will continue to increase and improve upon its broad spectrum of services, which its members and the beef industry have come to expect from NCA. These services and programs will continue to be funded by the usual membership dues.

Hunters should see lots of game birds

MIDDLE CREEK — Pennsylvania hunters are expected to find fairly good populations of game birds during the early part of the regular small game season, but the natural supply will be supplemented by additional wildlife released by the Game Commission.

This year 223,200 ringneck pheasants have been scheduled for release on both public and private lands which are open to public hunting. The figure is an all-time record.

The pheasant release is

about 3900 more birds than were stocked last fall. Not only have the game farms been able to increase the quantity of birds which are available for liberation this fall, but the propagation efforts have also resulted in an excellent quality bird for release.

And since hunters in the northern part of Pennsylvania are permitted to harvest birds of either sex, a good number of hens will be stocked. This year 32,500 hen pheasants are scheduled for release in that portion of the

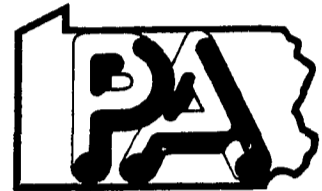
state where shooting of hen birds is permitted.

In 1980 the Game Commission reared 12,000 mallard ducks at its waterfowl farm for release in the wild. This figure is about 7000 fewer than last

year, when the all-time record for duck was established.

Funds for the production and distribution of this wildlife come from the sale of hunting licenses.

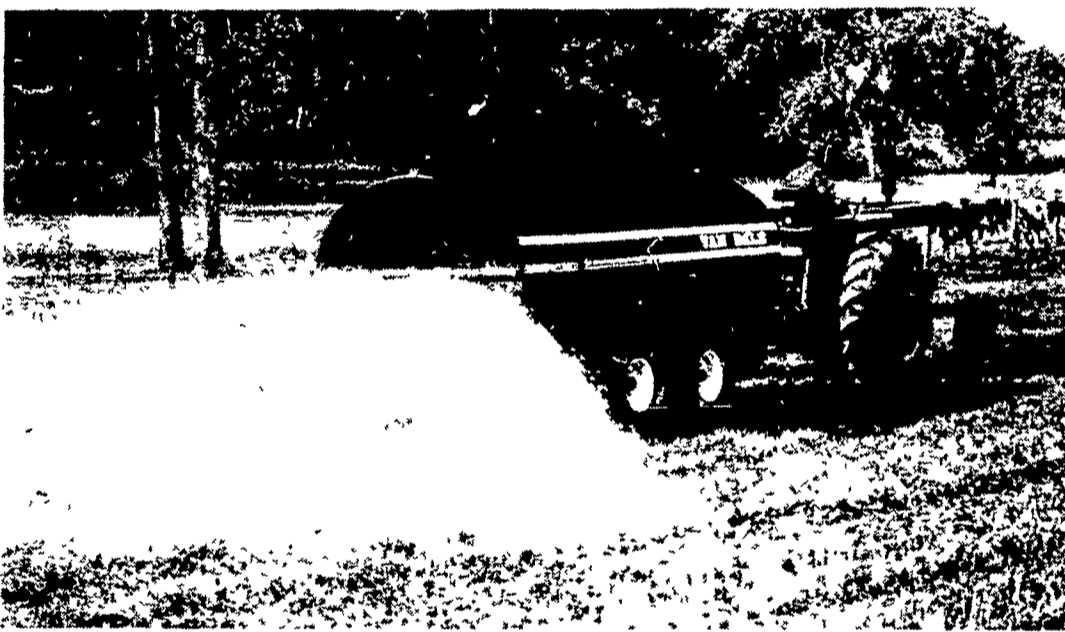
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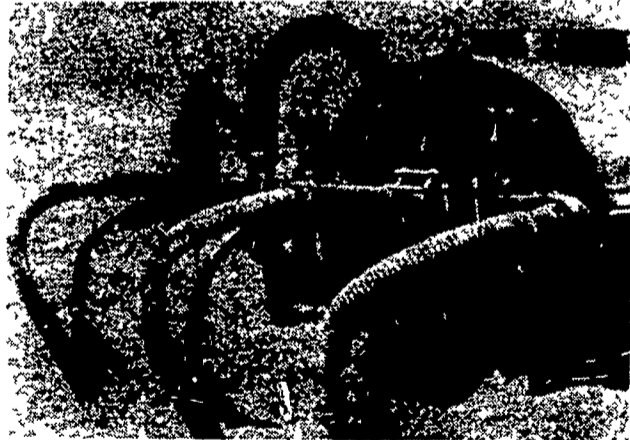
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