

## Industry acts to improve beef program effectiveness

KANSAS CITY, Mo — Beef and livestock industry leaders attending the National Beef Forum decided on two steps aimed at increasing industry unity and effectiveness in carrying out short and long range programs to improve profitability.

The group at the event last Saturday in Kansas City voted to establish a steering committee which will develop a long range coordinated beef industry program — addressing all industry problems and opportunities.

A second motion, which focused on promotion, called on all states to implement by June, 1982, previously announced goals for increased funding of national programs for beef promotion, research and education.

The forum, sponsored by the National Cattlemen's Assn and the Beef Industry Council of the Meat Board, attracted 175 representatives of 65 cattle, beef promotion, packer, livestock market and other organizations. Program participants, in addition to NCA and BIC spokesmen, included officials of 35 state and national organizations.

A primary purpose of the meeting was to achieve greater unity and funding for beef market

development programs, but other important industry problems also were considered.

There was discussion of special promotions being conducted to help in the current financial squeeze; but most forum attention went, as planned, to longer range programs aimed at improving profit opportunities.

The steering committee, to be named soon by NCA President J W Swan and BIC Chairman James Mullins, will have about 25 members. It will include representatives of state cattle associations and state beef councils, selected on a regional basis. It also will have a representative of each of the CowBelles, Meat Export Federation, purebred industry, livestock marketers, farm groups, meat packers, meat processors and food distributors.

Swan said the committee will look at the total beef business, set program priorities based on needs, and recommend ways in which funds provided by cattlemen and others — through dues as well as state check-offs — can be used most effectively.

The group will recommend a

unified total program, with responsibilities assigned to those organizations with the best expertise to perform certain functions in the most cost-effective way.

The committee's proposals for action programs and funding will be presented to cattlemen and allied industries for their approval and support.

The steering committee will function as long as it is needed, Swan said, but it is not considered permanent.

"We are not creating a new organization," he said, "We are just uniting what we already have."

"If beef promotion were the only problem facing the industry, an over-all steering committee would not be needed. We already have the BIC. But industry problems are much broader, and we must look at all aspects of the beef business and organizational performance. Cattlemen and others who are asked to fund all these efforts deserve more effective and more efficient use of their dollars."

Examples of issues, in addition to promotion and public relations, brought out by forum speakers included diet-health, grading,

meat processing technology, and production and distribution efficiency.

Areas which the steering committee will look at are expected to include (1) industry structure and competitive position; (2) product promotion, advertising and education, (3) industry public relations — including counteracting anti-beef propaganda, influencing the "influencers" and working with food editors and others in the media, (4) new beef processing and packaging technology; (5) government affairs and reduction of regulatory burdens; (6) consumer, nutrition and product research; (7) production, processing, economic and other efficiency-improving research; (8) other existing or new services.

The forum discussions reflected, more than ever before, a determination to increase funding for national as well as state beef promotion programs.

The approved BIC goals for state check-off programs, endorsed at the forum, include:

—All states should move immediately to a minimum check-off of 25 cents per head each time

cattle or calves are sold, and work toward a goal of \$1 per head or more.

—Each state should invest at least 40% of its collections in national programs coordinated by the BIC. Beef surplus states are encouraged to invest 60% in national programs.

—States are encouraged to coordinate all promotion programs through the BIC, in order to eliminate duplication and assure maximum effectiveness.

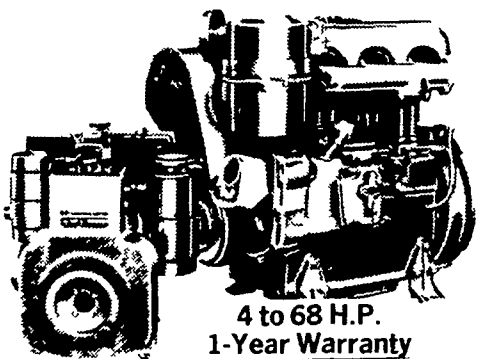
"There was unanimous agreement at the forum that the industry should increase its support of national market development programs," Mullins said.

"To help the state councils and the BIC plan a long-range marketing strategy for beef, we have hired a marketing consulting firm to help identify consumer needs, guide development of products meeting those needs and then communicate the fact that we have desirable, valuable products."

"Our marketing objectives must be precise, attainable and measurable. Our ultimate goal, of course, is greater profit opportunities for all segments of the beef industry."



**THINK DIESEL**  
**THINK**  
**LOMBARDINI**  
26 different models  
designed to fit most  
gasoline engine  
applications



**LOMBARDINI**  
*The Powerhouse*

The fastest growing line of small, air-cooled diesels in America

Authorized sales, service and parts. Call today for a quotation.  
Distributor

**HOOVER DIESEL SERVICE**  
PH: 717-656-6133  
2998 West Newport Rd.  
Ronks, Pa. 17572  
2½ miles East of Leola - Along 772  
DEALER INQUIRIES INVITED

## MOVE UP In Silage Performance

It takes special hybrids for high-performance corn silage. Not just stalk and leaf tonnage that might look impressive. You need lots of ears, lots of energy-rich grain. That extra feeding value can be measured in terms of better milk and beef production.

You can crowd these Funk's G-Hybrids at higher populations and heavy



fertilization. The crop will stand up and come through with a good balance between succulent leaves and stalks, and rich grain. A big-tonnage harvest high in Total Digestible Nutrients.

Move up to high performance, high energy Funk's G-Hybrids bred to fit your climate and growing conditions.

With Funk's G you get a combination of extra ear corn production plus leafy succulence for maximum palatability and high protein.



You can depend on Funk's G-Silage Hybrids to resist stress and produce consistently high yields. More important — the extra feeding value helps you make more profit.

**FINE-TUNED BREEDING  
AND TESTING FOR  
NORTHEAST  
CONDITIONS**



New hybrids fresh from Funk breeders are tested and compared every year. Test locations are picked considering soil, climate and elevation to cover the major corn growing areas of the Northeast. Only the best performers are offered to Hoffman customers.

For help in moving up to high performance Funk's G-Hybrids for your farm, see your Hoffman Seed Man, or write for the new Hoffman Seed Book.

**HOFFMAN SEEDS, INC.**  
LANDISVILLE PENNSYLVANIA 17538