

Livestock Marketing Congress coming June 10-12

KANSAS CITY, Mo. — Who are the livestock industry's customers today? Who are its competitors, and what can the industry learn from them?

These are some of the questions to be answered at Livestock Marketing Congress '81, to be held June 10-12 in Minneapolis, Minn. This year's Congress theme is "Competing - For The Protein Dollar."

Congress General Chairman Joel Bennett said the Congress program will be divided into four sessions. The first session will be an audiovisual production, followed by sessions titled, "Our Customer", "Our Competition", and a final summary session titled, "Our Challenge."

"The competition for the customer's protein dollar is the number one challenge facing the livestock industry today," Bennett said, "and Congress '81 will take a close look at all aspects of that competition. What we're seeking are ways the livestock industry can capitalize on the changing climate in which we do business."

The opening audiovisual show will provide an overview of this year's theme, he said, and will be followed by a close look at "just who our customer is today."

This session, Bennett said, will look at the economic factors affecting a consumer's protein purchases, as well as providing an update on government activities that have an impact on both the

consumer and the industry.

In addition to analyzing pressures on the consumer's pocketbook, this session will probe his current attitudes on food safety and health, Bennett said. "Knowing what our ultimate customer thinks, and what he wants from us, is vital for building the industry's future."

The third session will include speakers from competitors of the red meat industry, Bennett said. "These protein competitors include vegetable protein, dairy products, fish and poultry. We'll ask these people how they got where they are today, and what they see as their future."

"This should be a no-holds-barred, up close look at how our competitors are getting more of a share of the protein market than ever before, and what market strategies they have for the future."

The final "challenge" session, Bennett said, will tie the other sessions together, and try and provide a blueprint for the industry's future.

"We'll have speakers on such topics as the industry's attitude; ways to improve livestock and meat productivity; further product development; how to communicate with our customer; expanding livestock and meat trade, and merchandising livestock."

Bennett, president of the St. Paul, Minn., Union Stockyards,

said that questioning this session's speakers will be representatives of the beef, dairy and lamb production sectors, as well as marketing, packing and retailing spokesmen.

Negotiations are underway with

several top speakers, including a speaker for the opening luncheon, he said.

The annual Congress, conducted since 1970 by Livestock Merchandising Institute, is open to

anyone with an interest in the issues affecting the livestock economy. Further registration information can be obtained from the Institute, 4900 Oak Street, Kansas City, Mo., 64112, telephone (816) 531-2235.

Manufacturers' wheat program to begin

WASHINGTON, D.C. — Manufacturers of wheat-based foods must register with the Wheat Industry Council by June 1 under regulations for the new wheat and wheat foods research and nutrition education program, a U.S. Department of Agriculture official said.

Thomas H. Porter, an official with USDA's Agricultural Marketing Service, said assessments will begin to accrue June 1 for all manufacturers required to participate in the program.

"The program was authorized under the Wheat and Wheat Foods Research and Nutrition Education Act," Porter said. "It will be operated according to an order approved in March, 1980 by end products manufacturers and will be supported by assessments on

the processed wheat end product manufacturers buy. The Wheat Industry Council will administer the program and USDA's Agricultural Marketing Service will monitor it."

"Once the program is established, the manufacturers will report and pay their assessments quarterly," Porter said. "The first reporting period will cover only one month, June 1 to June 30. Registrants may request a reporting period to coincide with dates of their business accounting, but such requests must be approved by the council."

Porter said the first year assessment has been set at 1 cent per hundredweight (45 kilograms).

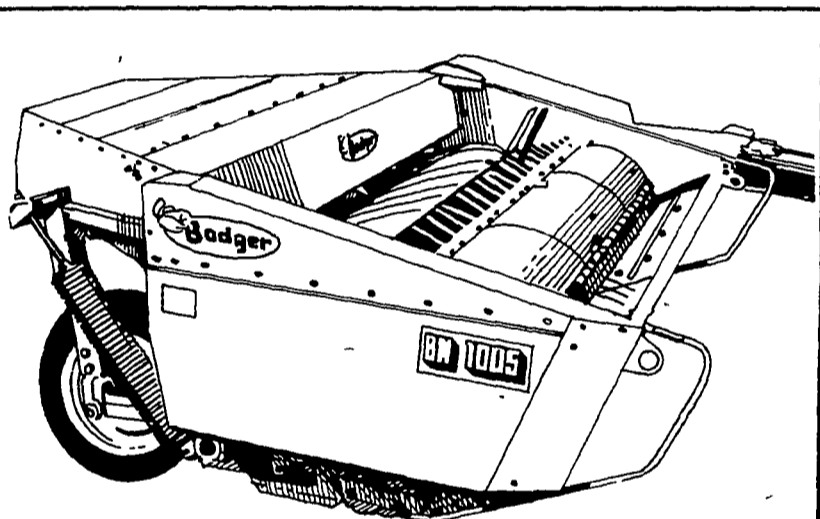
During the first two years of the program, the Wheat Industry

Council can collect assessments of up to 1 cent per hundredweight of processed wheat the manufacturers buy. After that, the assessment rate could change, but it cannot exceed 5 cents per hundredweight.

Manufacturers who do not want to fund the program can receive refunds if they reserve their right to a refund within 60 days of the publication of the Wheat Industry Council's annual budget in the Federal Register.

The Wheat Industry Council will send registration materials to over 2,000 wheat end product manufacturers, Porter said.

Those who do not receive materials by May 10 should contact the Wheat Industry Council at 6000 Executive suite 203, Rockville, Md., Phone: (301) 984-1300.

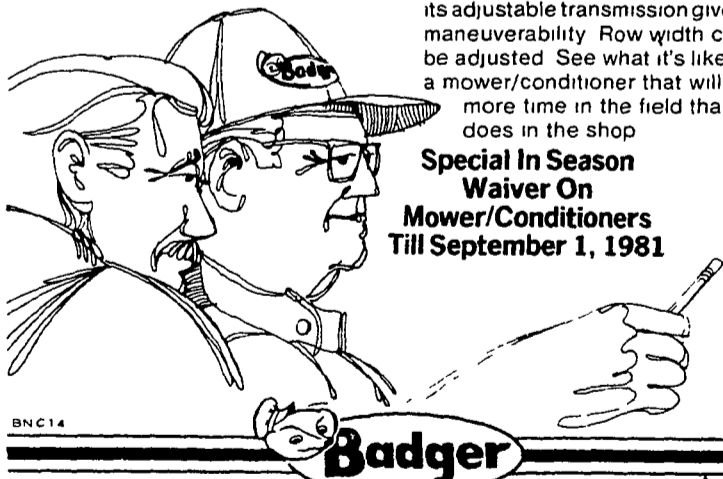


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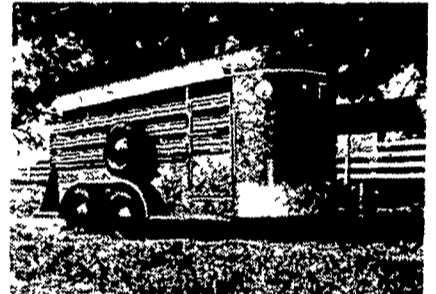
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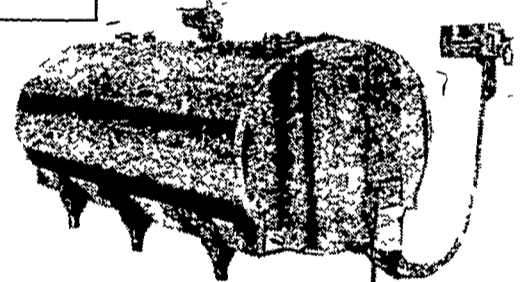
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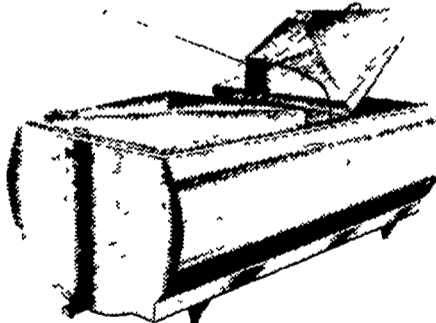
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