

# Livestock, meat industry shifts attention to marketing

CAPE TOWN, South Africa — The world-wide livestock and meat industry has shifted its focus of attention from production technology to marketing, U.S. marketing industry leader C.T. 'Tad' Sanders said here last week.

Sanders, the general manager of Livestock Marketing Association, Kansas City, Mo., told the 4th World Meat Congress that "livestock marketing is no longer the afterthought" in the industry, but is now a central factor in determining the industry's profitability.

The "lasting basis for optimism" in the industry's future, he said, "rests first and foremost in an unwavering confidence in the ability of a progressive livestock and meat industry to merchandise its products, goods and services profitably."

Livestock marketing throughout the world "varies greatly by species, weather, seasons and an untold number of other factors. Available forage is one of the keys to production, but the ability to market the product determines the ultimate results," Sanders said.

The five-day Meat Congress was sponsored by the International Permanent Meat Office, or OPIC as it is more commonly known, from the initials of its Spanish translation. OPIC, headquartered in Madrid, Spain, was founded in 1974.

It includes members from over 18 countries in Europe, Africa, Egypt, Mexico, Japan, and South and Central America. Members are involved in various phases of meat production, marketing and distribution.

LMA President Lemmy Wilson,

Newport, Tenn., chaired an opening day session on livestock production. Glen Allen, chairman of an LMA-affiliated organization, Livestock Merchandising Institute, spoke on financing expanded world livestock and meat trade.

Sanders also told the gathering that five freedoms in livestock marketing underly LMA's efforts on behalf of the marketing sector. These are the freedoms of enterprise, competition, choice, product and risk.

He also spoke of the "awareness

of a common marketing destiny" between Canada, the U.S., Mexico and Central America. That awareness led to the establishment of LMA's Continental Livestock Commission, which includes members from across North America.

The Commission's first project, a unique survey of North American livestock and meat commerce, showed the value of that commerce in 1978 was an estimated \$88 billion, Sanders said.

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## Computers help tomato growers

UNIVERSITY PARK — Lackawanna County tomato growers are using computers at Penn State to determine immediate profit or loss information when crops of tomatoes are harvested and marketed.

The program is called the Extension Tomato Marketing Analysis Program. Producers report production, harvesting, and marketing information, which, in turn, is phoned to the University's Extension farm management section.

The computer program was developed to analyze the information and send a report to the producer. The printout shows exactly how much money the grower will make or lose on his tomato acreage.

"The information not only provides data to the grower, it accumulates all the inputs so analyses can be made on varieties, quality, price, yield, and size as they affect net profits of all producers in the area," says Thomas Jurchak, Lackawanna County Extension director.

Such information, never before available anywhere, will be invaluable in developing Extension recommendations to producers for fresh market tomato production in the future, Jurchak adds.

"Considerable progress has been made this past year in other areas of tomato growing. Budgets on fresh market tomatoes for growing, harvesting, packing, and marketing have been developed," the Extension agent emphasizes.

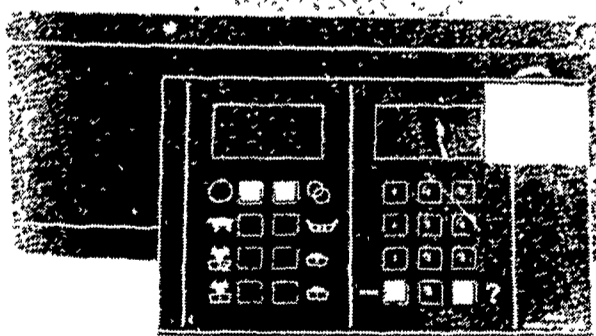
These are now sufficiently complete and reliable so producers in other areas are using them as a guide. Even in areas where processing tomato production has declined, farmers are using this information for decision making on alternative crops.

Jurchak points out that special tomato growers' meetings are being held each year to share the information being developed locally to assist growers in other counties.

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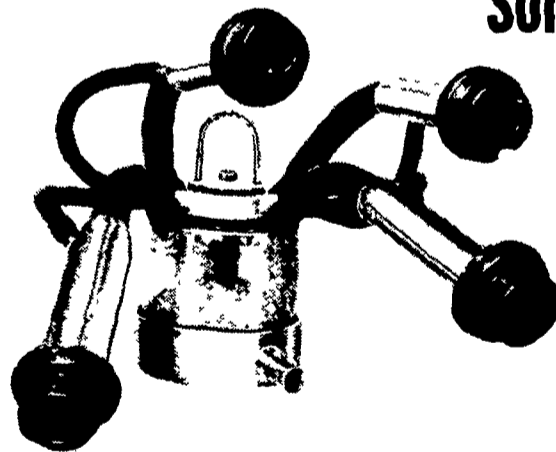
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