

## Beef industry begins work on coordination

KANSAS CITY, Mo. — The beef industry steering committee has begun an effort to achieve greater coordination and effectiveness in addressing all major problems and opportunities which affect industry profitability.

The committee, which held its first meeting last week in Kansas City, was established by representatives of 68 state and national organizations who attended the National Beef Forum last spring.

The steering committee was appointed by and is headed by J. W. (Bill) Swan, president of the National Cattlemen's Assn., and Jim Mullins, chairman of the Beef Industry Council of the National Live Stock & Meat Board. The committee includes two cattle producers from each of seven geographical regions, plus representatives of eight related national organizations.

Swan and Mullins explained that basic objectives of the committee are to:

- identify top priority problems which affect industry profitability;
- identify the activities in which a united industry can most profitably invest its available funds.
- explore all funding methods and sources — including check-offs, membership dues and assessments — and establish long range funding goals;
- outline the strengths and services of involved organizations

— with a goal of attaining maximum effectiveness and eliminating any unnecessary duplication; and

— develop formal recommendations for presentation to industry organizations.

At the first meeting, the co-chairman pointed out, the committee began consideration of and action on the listed objectives. The over-all goal, they said, is "increased unity and coordination, in order to help overcome problems resulting from the segmentation of the beef industry, as compared with competing industries."

The steering committee members committed themselves to support greater coordination of all efforts of common interest. They also discussed the allocation of responsibilities, at the national level, in line with the strengths and expertise of the respective organizations. Major action areas discussed included: advertising and sales promotion; export market development; communications, within the industry and externally; beef research and new product development; government affairs; cattle production; and funding and organizational structure.

The committee members there must be greater accountability for results in the various action areas. They endorsed, as an immediate priority, the BIC's planned \$7.8 million beef advertising and promotion program

in 1982 in the 10 top metropolitan markets. It was pointed out that this will be the industry's first coordinated and ongoing national beef advertising effort, with measurable objectives, of this type.

It was noted that current industry investments nationally — including NCA, check-off funds for the BIC, the U.S. Meat Export Federation and meat packer activities in the beef area — total an estimated \$8 million annually. The planned BIC advertising program will bring the 1982 total to about \$16 million, or twice the current total.

The committee indicated that, in order to help meet industry problems outside as well as within the promotion area, there must be a strong industry informational program to show the need for increased funding or cooperating organizations. At the next meeting, the co-chairman said, further consideration will be given to the need for additional support.

Cattle industry members of the steering committee are: Region I, Milton Brown, Mt. Pleasant,

Mich., and Marvin Berschet, So. Charleston, Ohio; Region II, Jo Ann Smith, Micanopy, Fla., and Jerry Lyon, Ellisville, Miss.; Region III, Lauren Carlson, Chokio, Minn., and Robert Dubbert, Laurens, Iowa; Region IV, John Cargile, San Angelo, Tex., and Robert M. Carter, Plainview, Tex.; Region V, Pat Florence, Twin Falls, Ida., and Curtis E. Meier, LaGrange, Wyo.; Region VI, George Strathearn, Mariposa, Cal., and Donald D. Jackson, Oakdale, Cal.; Region VII, Jack

Maddux, Wauneta, Neb., and Dick Pringle, Yates Center, Kansas.

Others attending the meeting were Jean Manchester, National Association of Meat Purveyors; Lemmy Wilson, Livestock Marketing Assn.; Ray Davis, River Markets Group; Al Keating, American Farm Bureau Federation; John Mohay, National Meat Assn.; Dewey Bond, American Meat Institute; Alan R. Middaugh, U.S. Meat Export Federation; Ann Woolley, American National CowBelles.

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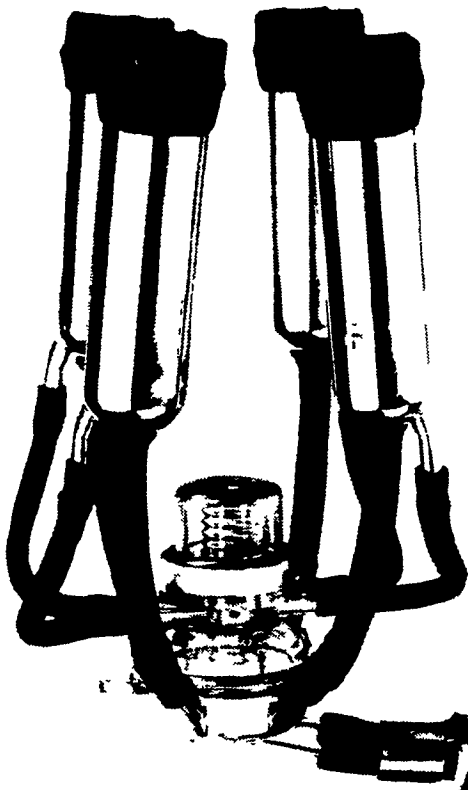
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# FINANCE RATES COME DOWN

Sperry New Holland has announced a new program that will allow area farmers to buy hay harvesting equipment at lower annual percentage rates, according to Bill Wiley, of C.E. Wiley & Son, Inc., Quarryville, Pa.

Bill said the company is participating in the program, and believes it is a major opportunity for purchasers to get the top quality equipment they need, at a reduced finance rate. The program ends September 30, 1981.

Essentially, new or used hay harvesting equipment can be purchased over two or three-year periods at below standard rates. Hay harvesting equipment purchased on a two-year contract will have an annual rate of 13.9 percent. Three-year contracts will carry an annual rate of 14.9 percent. Normal down payments apply.

Bill said that there are some restrictions on purchases, but he believes these lower rates offer an opportunity that farmers won't want to miss. He urges that you visit our dealership to talk about details of the program, its options and the machinery you need.

"In a time when everything seems to be increasing in cost," Bill said, "it's a pleasure to be able to provide our customers with a program that can help them meet their needs at a lower cost."

We also have Free Financing in lieu of the above till January 1, 1982 for Hay and Forage Equipment. It's Your choice...Choose the plan that best suits you. We are ready to deal!



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