

Lamb producers

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analyzing the problems of the lamb industry we often cite the enviable records of the beef and pork industry. Moore says that consumers seemed to prefer beef and pork, modern plants slaughtered beef and pork, retailers have not promoted lamb like beef and pork

because it was less profitable than these meats.
"The sheep industry hasn't solved these problems in the past 20 years but has seen the same problems befall other red meats, particularly beef. Perhaps 20 years of inflation has taken its toll as production technologies have not increased at the rate of in-

flation in production, processing and retailing of red meats.
"The big gamers have been broilers and turkeys," explains Moore. "Broiler consumption moved from 23 pounds per capita in 1960 to 48 pounds in 1980. Turkey is no longer just a holiday meat. Turkey consumption has risen from 6 pounds per year in 1960 to 11 pounds in 1980. So, the sheep industry at all levels has been

greatly affected by external developments."
A 1969 survey of lamb slaughter in Pennsylvania revealed many problems relating to supply, religious slaughter, price and attitudes toward imports. Surprisingly the study was ignored by the establishment because many of the packers contacted were con-

sidered unimportant, comments Moore. At least one didn't even know about the cooperative lamb pools.
Moore made his remarks before the Eastern Lamb and Wool Marketing Conference, held last month at the Sheraton Penn State Inn, State College Pennsylvania.



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