

Dairy & Livestock Day

Promotion is key to animal product future

STATE COLLEGE — The marketing future of dairy and livestock products was summed up in one word at Penn State's Dairy and Livestock Day by Manfred Kroger, professor of food science, even though he repeated it numerous times for emphasis.

"It will be up to producers to help shape their future," he said.

"Besides efficient productivity and quality, the key to selling more animal products is promotion, promotion and more promotion."

Admitting to being a cautious optimist, Kroger stated that he is confident that human ingenuity will put us in the right direction for the future as he reviewed current trends in each of the industries.

Americans eat twice as much beef and veal and 2½ times as much poultry than 40 years ago. Yet, recent drops in consumption have sent the beef industry into shock, he said. From a peak of 94 lbs. per capita in 1976 to the current consumption of 77 lbs. in 1981, the beef industry is looking for a solution. The biggest problem is price and "dollar-conscious" consumers who are filling up on alternatives.

To combat this drop in consumption, the beef industry has begun a \$7 million advertising campaign with their slogan "Somehow nothing satisfies like beef!" and production is on the rise. New methods are being developed in shipping and

packaging at less expense to the processor.

In reviewing the poultry industry, Kroger said that production future looks more rosy because it takes far less grain to produce one pound of poultry than pork or beef.

"The surplus of dairy products is embarrassingly unbelievable," Kroger stated when referring to the current situation. Concluding that the future of the dairy industry will probably be a political one, Kroger stressed that aggressive promotional efforts be initiated.

Addressing the repeated problem of the controversial dietary advice given by the government, Kroger said: "It seems that in taking such substantial steps toward a national nutritional policy and well-intentioned advice, the U.S. Government has created confusion, frustration, dissent, and, with all the energy that went into it, has made a mountain out of a molehill."

With each government attempt at dietary advice, one of the agricultural industries has been needlessly condemned, he said. Because of the cholesterol findings low fat diets of vegetables and fruits; vegetarians lobbying and the boycotts of the animal rights activists, the agricultural industry has had to fight for its future.

Broiler placements drop

HARRISBURG — Placements of broiler chicks in the Commonwealth during the week ending Feb. 12 were 1,997,000 three percent below the previous week and 11 percent below the corresponding week a year earlier according to the Pennsylvania Crop Reporting Service.

Average placements during the past nine weeks were three percent below a year ago.

Placements in the 19 states were 79,760,000, three percent below a

year ago.

Placements in the 19 states were 79,760,000, three percent below the previous week but one percent above the same week a year earlier. Average placements during the past nine weeks were three percent above a year ago.

Broiler-fryers slaughtered in Pennsylvania under Federal Inspection week ending Feb. 2 totaled, 1,777,000, with an average liveweight of 4.04 pounds.

Livestock Club names winners



Montgomery County 4-H Livestock Club members agree that raising a 4-H steer project can be a rewarding experience. Winners are the 1982 Montgomery County 4-H Steer Show were from left, Steve McMahon, Green Lane, champion showman and fitter; Bernadette McMahon, Green Lane, showing the reserve champion animal and named reserve champion showman; and Jim Roth, Colledgeville, who showed the grand champion animal and was also name reserved champion fitter.

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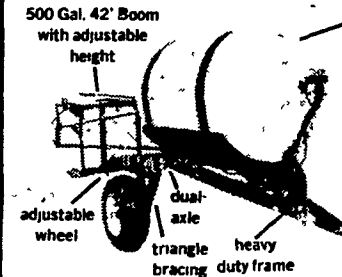
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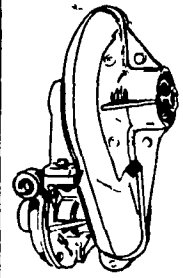
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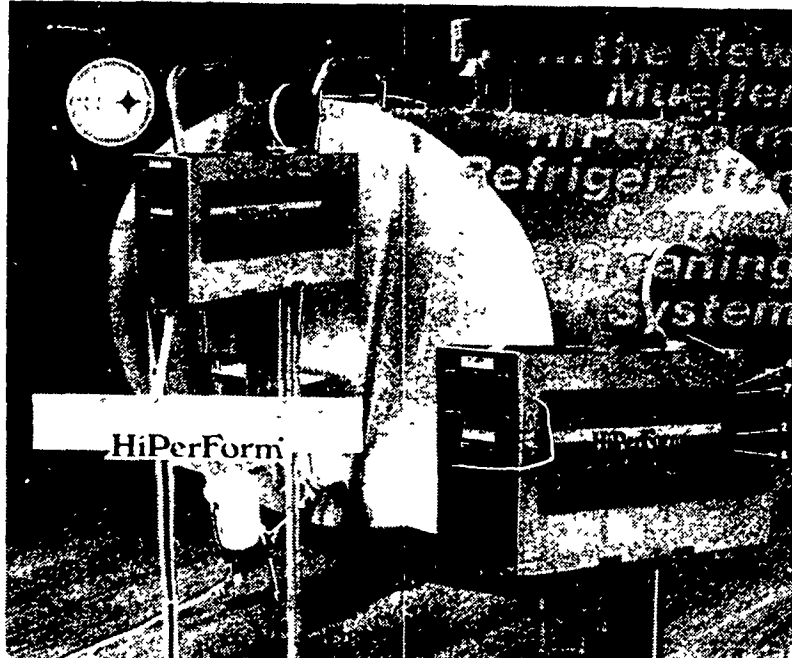
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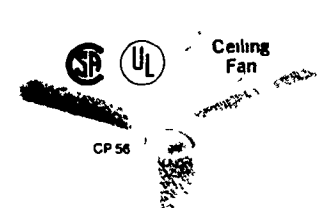
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