

Generic ag promotion does pay off

HARRISBURG — What good will my 25 cents do? ... why should I promote my product? ... These are two of the questions most often asked by producers of agricultural commodities. The dollar values of ag commodity promotional and educational efforts were recently summarized by the Pennsylvania Beef Council and the Beef Industry Council of the National Live Stock and Meat Board (NLSMB).

These promotions have pointed out the FACTS — nutritional benefits, good qualities, unique ways of using the product, etc. Individual companies advertise their own brands — but studies prove non-brand or generic advertising benefits everyone associated with that particular

industry: producers, processors, and marketing agencies.

With the flood of synthetic fabrics, the cotton industry shows one of the best success stories. Sales of cotton goods declined for 15 consecutive years. With an aggressive promotional and educational program, sales increased within two years and soared to an additional \$2.5 billion in sales within five years.

The United Dairy Industries Association estimates that for each dollar spent on dairy promotion, \$2.20 was returned in increased profits for the dairy industry. The Florida Citrus Commission boasts

\$10.44 for each dollar spent on non-brand advertising.

Education is an important aspect of promotion. Before expansion of promotion and educational programs within the potato industry, 56% of surveyed consumers viewed potatoes as nutritious. This increased to 81% after the industry's two year campaign.

Beef Promotions

BEEF promotions, conducted in test markets by the Beef Industry Council have shown marked increase in sales, with less consumer resistance to higher beef prices when supplies decrease.

Because most producers and processors are primarily concerned in advertising their own products, non-brand promotion and educational programs must be conducted by the producer in cooperation with marketing or processing companies or agencies.

Tackling Misconceptions

According to Dr. L.L. Wilson, Secretary of the Pa. Beef Council, "There are too many misconceptions about the wholesomeness, quality and nutritional values of meat, particularly in the human diet. Too often human health problems are linked to meat through inadequate or questionable scientific research."

"Advertising alone will not overcome the false information publicized about the beef industry," he said. "This must be done through a collaborative effort of producers, packers, markets — everyone involved in the industry — and it must be based on FACT."

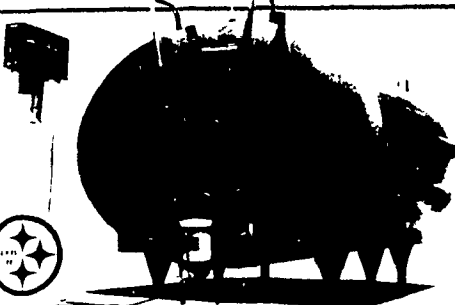
"The responsibility rests in our hands", according to J. Paul Espy, President of the Pa. Beef Council. "Supermarkets spend millions of dollars on advertising with their main goal to increase all sales. Individual companies advertise their own product — while agriculture commodity groups struggle to compete on limited

budgets with their billion dollar competitors," Espy said. "We in the beef industry must take charge now, to keep up with the increasingly competitive market of beef substitutes."

The Pennsylvania Beef Council in cooperation with the Pennsylvania Meat Marketing Program (co-sponsored by the Pa. Department of Agriculture, Pa. livestock and agricultural organizations) and the Beef Industry Council, NLSMB have adopted procedures to increase funding of promotional, educational and research activities on behalf of the beef industry. Coordinated by the Pa. Beef Council Development Task-Force, the program includes the FACTS — publicizing the taste, economics, versatility, wholesomeness and excellent nutritional values of beef. This is being accomplished through a wide variety of consumer oriented activities. The Task-Force includes members from all industry segments including producers, processors, packers, auction and marketing agencies.

For more information regarding the Pennsylvania Beef Council efforts, write to: PA Beef Council, 862 Webster Drive, State College, PA 16801.

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Menu for the future

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significantly to nutritional needs of the low-milk consuming regions of lower Africa where the plant thrives.

More familiar plants can be used in new ways, in particular for overcoming malnutrition overseas. A tasteless and odorless protein can be removed from leafy plants including alfalfa, grasses, clover and leaf tobacco.

From leaf tobacco, a food that resembles soybean curd can be

made. A USDA scientist developed the extracting process, called homogenized leaf curing, and now is applying molecular genetics to grow a new high protein tobacco plant.

Protein extracted from leaf tobacco has a nutritional value comparable to milk and is easy to store. About 40 pounds of protein per acre could be obtained as a byproduct of tobacco production at current yield levels.

Pick the weeds in your corn you'd like to get rid of...

morningglory	cocklebur	sunflower
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Then pick Banvel® herbicide... the Big Plus...to do the job.

Pre-emergence: Banvel tank-mixed with *Lasso* to get broadleaf weeds along with grasses... ready and waiting when later weeds germinate.

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