

# NPPC adopts farm policy at Special Session

DES MOINES, IA — Delegates from 38 states gathered in Des Moines, Iowa, November 29 and 30, for a Special Session of the National Pork Producers Council's policy-making body. The delegates unanimously approved an official position on food and agriculture policy. It marked the first time the NPPC has adopted recommendations on general farm policy.

The recommendations, the result of months of study by a producer-composed task force on farm policy, covered a wide range of producer concerns. At the heart of the recommendations was an endorsement of efforts to reduce current deficits substantially by reducing federal government spending.

The NPPC urged the government to take appropriate steps to assure survival of independent, owner-operated farms in order to preserve a significant American institution that is the anchor of rural life and values and future rural development. While endorsing development of a long-term program that will permit extension of credit to producers whose productivity and debt-to-equity ratio suggests they can survive, the NPPC cautioned the government to avoid becoming a lender of last resort for producers who have no realistic chance of survival.

Expressing skepticism about the beneficial impact of the existing commodity program mix of government loans, target prices and acreage diversion programs, NPPC said it supports changes that will move present programs in the direction closest to the competitive marketplace.

Other NPPC farm policy recommendations included support for strengthening government export initiatives, approval of so-called "sod-buster" legislation that would deny all federal program benefits for commodities produced on certified highly erodible or marginal land, and a call for the Congress to review the present process of developing public policy that leads to nutritional messages being issued to the general public.

Specifically, NPPC feels the Congress should establish a better mechanism for coordination of nutritional messages that government agencies send to the consuming public, in order to insure that any such advice is based on sound, scientific research.

NPPC's farm policy recommendations will be presented to Administration and Congressional farm leaders during the coming months for consideration during formulation of the 1985 Farm Bill. The general thread that weaves throughout NPPC's first attempt to have some impact on general farm policy is the thought that the nation's pork producers don't want government to favor producers of any one commodity to the detriment of producers of other commodities.

Delegates to the Special Session in Des Moines also accepted the results of a study on the Changing Structure of the U.S. Pork Sector. The study, a cooperative effort by a distinguished group of agricultural economists, says that the changes currently taking place in the industry are more evolutionary than revolutionary. The study indicates that the

critical issue affecting the future viability of the pork sector is the cost and acceptability of pork producers vs. its competitors. Most other structural issues pale in importance in comparison, the report concludes.

Other factors affecting the pork sector, according to the study, are fewer but larger producers, fewer packing plants and packers, corporate or outside investor involvement in breeding or commercial hog production, government policies, and the significant impact on hog cycles by small producers whose flexibility allows them to enter and exit the production cycle at will.

Delegates at the Des Moines meeting unanimously approved a plan that is designed to improve coordination of programs between the National Pork Producers Council and the National Livestock and Meat Board. Under the revised arrangement, the Pork Industry Group of the Meat Board will receive 20 percent of the national producer checkoff funds after states have received their formula share. That will now include a share of the feeder pig checkoff funds forwarded to the national level. The new funding arrangement recognizes the NPPC and its member-state organizations have greatly expanded responsibilities since the original NPPC/Meat Board agreement in 1967, when consumer promotion was NPPC's primary activity.

A Steering Committee has been appointed to determine future organizational responsibilities for the important food service area. With 40 percent of consumer food

dollars now spent away from home, the food service market for pork is viewed as having perhaps more potential for growth than any other consumer marketing direction. The Steering Committee will explore ways to achieve a greater share of the market for

pork in food service and will recommend the responsibilities of each organization to accomplish the goals. The Steering Committee will report its recommendations to the NPPC delegates meeting next March.

## NY searches for '85

### Beef Ambassador

LINDLEY, N.Y. — The search for a 1985 Beef Ambassador has been announced by Martha Rawcliffe of Lindley who heads the Ambassador Search Committee for the New York CowBelles.

The Beef Ambassador program is sponsored by the New York CowBelles and the New York Beef Cattlemen's Association to promote the state's beef industry as well as the two sponsoring organizations. The Beef Ambassador and his/her Court also develop consumer interest and media attention as they conduct promotional activities.

The 1985 Beef Ambassador program is open to all young people between the ages of 16 and 21 with an interest in beef cattle. Applicants must also be either members of one of the sponsoring organizations or children or grandchildren of members of one of the sponsoring organizations. (New York Beef Cattlemen's Association, New York CowBelles).

The Beef Ambassador and Court members will be named at the

annual meeting of the CowBelles and Cattlemen Feb. 9 at Cortland. Selection will be made on the basis of achievements with beef cattle, leadership, communication skills, and personality.

The Beef Ambassador and Court members will be expected to participate at the New York Bull Test Sale, Empire Farm Days, the State Fair, and other specifically designated events. The sponsoring organizations will provide assistance with muleage while the Beef Ambassador and Court members are on official duties, Mrs. Rawcliffe explained.

She said the Beef Ambassador and Court members will receive appropriate gifts at the "crowning ceremony" and the Ambassador will receive a \$100 savings bond at the end of his/her reign in appreciation of a successful year in fulfillment of assigned appearances.

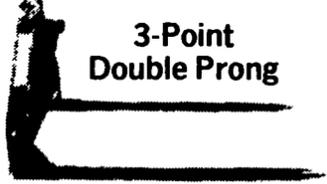
Beef Ambassador application blanks are available by writing Martha Rawcliffe, Box 56, Church Rd., RD 1, Lindley, N.Y. 14858 and all applications must be returned by Jan. 4.



### ROUND BALE MOVERS

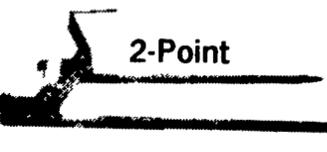


3-Point  
Single Prong

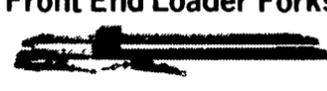


3-Point  
Double Prong

The Same Unit Can Be Used With One Prong For Center Of Bale Or Two Prongs For Under Bale.



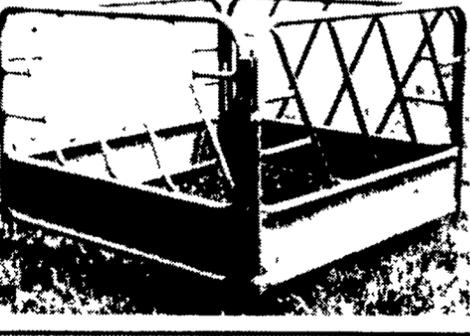
2-Point



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