

USDA proposes guidelines for pork, beef promotion boards

WASHINGTON — The U.S. Department of Agriculture has issued a proposed rule establishing procedures for the nomination and election of board members to administer the beef and pork promotion and research orders.

Paul Fuller, a marketing official with USDA's Agricultural Marketing Service, said the Beef and Pork Promotion, Research, and Consumer Information Acts of 1985 authorized the establishment of research, promotion and consumer information programs to strengthen the position of these two commodities in the marketplace. The pork program will be funded by a mandatory assessment of up to 1/4 of 1 percent of the market

value at the time of sale on all hogs sold in the United States, including an equivalent amount on imported hogs and pork.

"The National Pork Producers Delegate Body, consisting of approximately 165 pork producers including some importers, will be responsible for administering all aspects of the order," said Fuller. "The secretary of agriculture will appoint delegate members from pork producers selected in statewide elections, while importers will be nominated by eligible importer organizations for appointment by the secretary."

Under procedures outlined in the proposed rule, state pork producer associations and individual pork

producers may nominate candidates for statewide election. The names of candidates in each state receiving the highest number of votes will be submitted for consideration as appointees to the National Pork Producers Delegate Body.

The beef program will be funded by a mandatory \$1-per-head assessment on all cattle marketed in the United States, including an equivalent amount on imported cattle and beef.

"The Cattlemen's Beef Promotion and Research Board will consist of approximately 112 cattle producers and importers nominated by industry for appointment by the secretary of

agriculture," said Fuller. "The board will be responsible for administering all aspects of the order."

Under procedures outlined in the proposed rule, state cattle producer associations, state farm organizations, and importer organizations would apply to USDA for certification to nominate members for appointment to the board.

Cattle producers, beef industry officials and other interested persons have until March 10 to submit comments.

Notice of the proposed rule was published recently in the Federal Register. Comments may be submitted in duplicate to the Marketing Programs and Procurement Branch, Livestock and Seed Division, AMS, USDA, Room 2610-S, Washington, D.C. 20250.

Leaky to speak to UDIA

COLUMBUS, OH — Delegates and guests at United Dairy Industry Association's (UDIA) 16th annual meeting, to be held here

March 25-26, will hear addresses by leaders in government, nutrition, and advertising. Guest speakers will be Sen. Patrick J. Leahy (D-VT.), Anita L. Owen, R.D., and John S. Bowen.

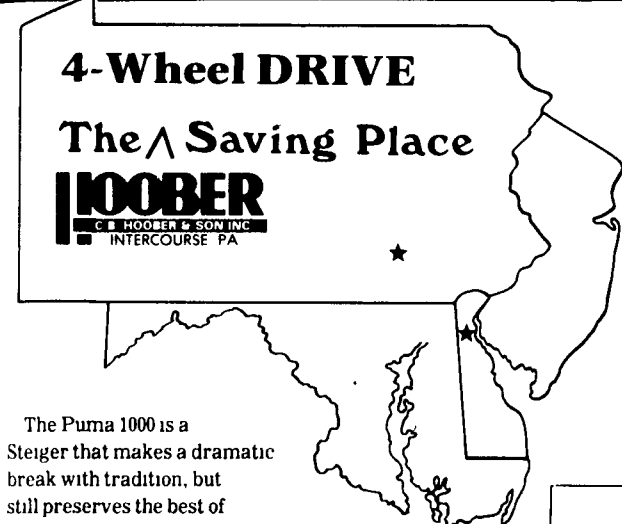
Sen. Leahy will speak the morning of March 26. He serves on the Senate Committee on Agriculture, Nutrition and Forestry; the Senate Appropriations Committee; Judiciary Committee; and Select Committee on Intelligence of which he is vice chairman. The senator is a friend of agriculture and was one of the dairy industry's champions in the debate on the 1985 Farm Bill.

Owen is the featured speaker at the delegates' luncheon, March 25. She is president of the American Dietetic Association and president of the health care and nutrition education consulting firm, Owen Associates, Inc. Renowned in the field of public policy, Owen will speak on "Launching New Markets with Nutrition Education."

Bowen will address the UDIA delegates at the concluding luncheon on March 26. He is chairman of the board of directors and chief executive officer of D'Arcy Masius Benton & Bowles, Inc., UDIA's advertising agency for milk, cheese, ice cream, the "REAL" Seal, and sales promotions. Bowen will draw on his 40 years in advertising for his topic: "Advertising: Delivering on the Promise."

The UDIA meeting, with the theme, "Better than the Best," will also include UDIA speakers, a new resolutions process, and program seminars from American Dairy Association, Dairy Research Inc., and National Dairy Council.

UDIA is the world's largest commodity promotion organization. It conducts a total promotion program to increase sales of U.S.-produced milk and other real dairy foods. Its membership represents 95 percent of the nation's dairy farmers and 85 percent of the milk marketed in the United States.



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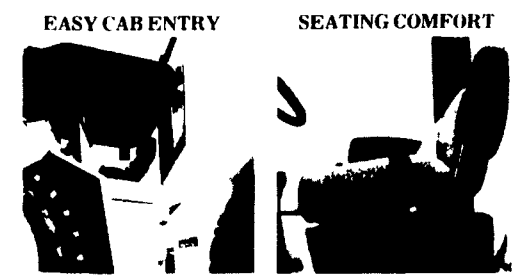
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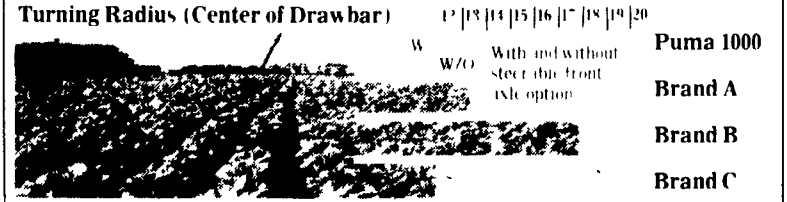
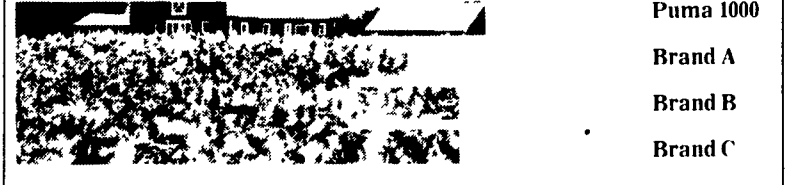
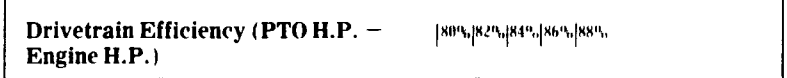
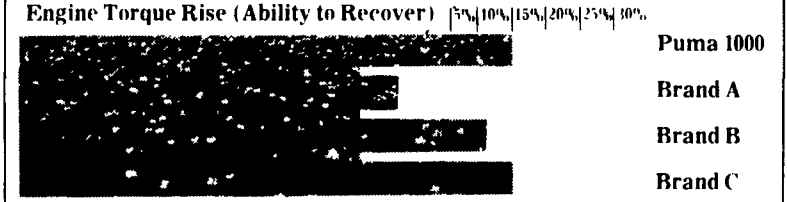
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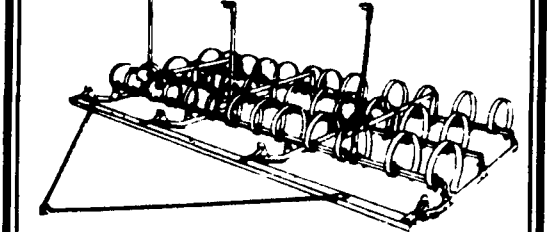
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