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service from a DHI organization in another state. Neighboring states are encouraged to negotiate their own agreements to govern such situations. In the absence of agreement, however, a set of national rules adjudicated by regional arbitration boards will resolve disputes.

These rules allow dairymen to receive service from neighboring state DHI associations after a 45-day "cooling off period" (provided, of course, the out-of-state group is willing to provide service).

Kindig, who was encouraged by the action, said it "gives the dairymen some protection" from the "politics" of state and local associations. However, the new policy stops far short of the open competition between state DHI organizations and among the nine regional dairy record processing centers (DRPCs) that has been advocated by some critics of the current system. Frank Dickinson, National DHIA's new chief executive officer, said the decision was a compromise and was "certainly not designed to encourage dairymen to pick and choose" among associations and DRPCs.

The other major controversial issue at the national level -- what, if anything, to do about the growing number of non-DHI testing services in operation -- was sidestepped by the delegates, who voted to table a resolution that would have allowed so-called private testers to provide the official records that are recognized by the breed associations and the bull studs.

The delegates debated two ver-

sions of the proposal, which would have put either the National DHIA board of directors or the National DHI Policy Board (a related group that includes representatives from cooperating organizations such as the U.S. Department of Agriculture) in charge of licensing all providers of such records. They were prompted in part by concern about the legal status of the DHI system's monopoly on official records. However, Fred Griffith, then vice president of the national association, said the board of directors needed time to determine whether DHI really does have a problem under restraint of trade laws.

Both the state line and private tester issues emerged from recommendations made last summer by the New Generation Committee, an in-house evaluation group headed by Kindig. The committee's report took on added significance following the eruption into public view of internal divisions at last year's national convention in Philadelphia, where two national directors resigned and former executive secretary Richard Secrist was asked to leave.

Kindig said stability has returned to the organization under the interim leadership of Jim Cavanaugh as executive secretary and the recent hiring of Dickinson. He also said members of the Northeast Caucus, who have led the calls for policy changes and at one point considered pulling out of the system, are now basically satisfied with progress at the national level.

The delegates also approved a resolution calling for a new set of methods to validate the accuracy of DHI records, including a com-

Lamb Gaining Popularity In Restaurants

DENVER, CO. — Fresh American lamb is receiving new merchandising emphasis from three leading suppliers in the U.S. food-service industry. Sysco, PYA/Monarch and Provimi have recently announced significant new lamb programs. The American Sheep Producers Council is actively involved in supporting each of these efforts.

The food-service industry continues to grow in the U.S. During the past four years, the number of food-service operations offering lamb on their menu has increased more than 43 percent. National

comparison of milk sale records to those generated on test day by DHI supervisors and the random checking of cow identifications. Dickinson said he expects these and other methods to be implemented gradually throughout the DHI system as the national association's Quality Certification Committee sets up a framework for their use by state groups.

The chief executive said the resolution represents a new approach to the verification issue that has implications for both the legal liability of DHI organizations and the cost of various types of records.

"We just feel that there are a lot of objective ways you can measure DHI records rather than the subjective ways that have been used," he said.

In other action, the delegates selected several new directors and the new board chose officers for the coming year. Griffith is president and Kindig, vice president.

Restaurant Association statistics show that in 1986 lamb was the fastest growing center-of-the-plate item. In 1987, 45 percent of consumer food expenditures was for food eaten away from home. This number will increase to 50 percent by 1990.


Sysco, the nation's largest food-service distributor, promotes the use of fresh American lamb to the foodservice industry. Sysco's Mid-Central division in Olathe, Kansas devoted three full pages to the promotion of lamb in their latest eight page monthly newsletter, "The Source". Included in the newsletter are: Today's Leaner Lamb; The New Look of American Lamb and other information on various cuts. "The Source" is circulated to a variety of restaurants, health care institutions, schools and colleges.

The Southern Division of PYA/Monarch, Inc., the fifth largest foodservice distributor in the U.S., will promote American lamb to their customers beginning March 1. They will be carrying either Monfort or Provimi brands of American lamb. In addition to the traditional sub-primal cuts, Monfort and Provimi produce complete lines of conveniently packaged

"chef-ready" products such as loin chops, Denver ribs, boneless sirloin and stew meat. This will be the first major promotion of these new products.

ASPC is helping to assure the success of the new PYA/Monarch lamb program by conducting seminars with the staff of each PYA/Monarch branch. There will be an introductory sales promotion designed to motivate the PYA/Monarch sales force to aggressively sell these new products. The objective of the ASPC promotion is to generate 450 new restaurant customers for American lamb through PYA/Monarch during the three month promotion period.

As of January 1, Provimi Veal Company, Inc. began national distribution of American lamb with all efforts directed to foodservice. Provimi has teamed with a Chicago-based processor and is offering 10 lamb items, including racks, boneless legs and other higher value lamb cuts. ASPC is conducting a series of educational seminars for Provimi's lamb sales staff as part of an ongoing national merchandising training program. Provimi's endeavors are expected to significantly broaden American lamb usage in restaurants nationally.



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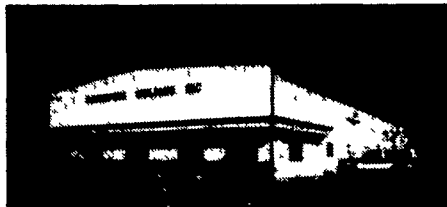
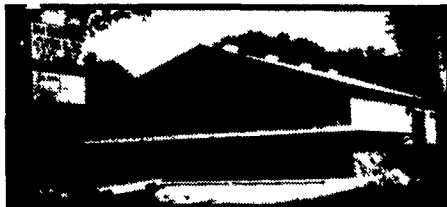
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