

Sheep Industry Convention To Address Marketing Issues

DENVER, CO — "Meeting the Marketing Challenge" for lamb and wool will be the subject of information sessions at the American Sheep Industry Convention, January 18-21, at Bally's in Las Vegas. The convention is cosponsored by the National Wool Growers Association, National Lamb Feeders Association and American Sheep Producers Council.

Dr. John Allen and Dr. Tom Pierson will be featured at the lamb marketing session Thursday, January 19. Allen and Pierson are two of the nation's foremost authorities in retail meat market-

ing. Their presentation will be the result of personal visits to U.S. retail food stores with innovative lamb marketing programs. Allen and Pierson will make a similar presentation to leading U.S. retailers at AMI/FMI conference in March.

Such colorful groups of consumers as the "Chase and Grabbits", "Functional Feeders" and "Happy Cookers" will be described in a presentation by a representative of the Pillsbury Company during the lamb marketing program. Pillsbury recently completed a 15-year study of U.S.

eating habits. One of the trends which may impact the lamb industry is that many families are dining "restaurant-style," with everyone eating different meals at different times. The study also shows that by the year 2000, cooking may be a hobby, just like sewing is today.

The wool marketing session on Saturday, January 21 will feature a panel of wool marketers. Fred White, Mid-State Wool Growers Cooperative; Jim Sheeder, Pennsylvania Wool Pools; and Rick Honaker, Sanderson (Texas) Wool Commission Co., have accepted invitations to serve on

the panel. This experienced group will explain their operations and share their thoughts on improving U.S. wool marketing.

Thomas Drummond from the Australian Wool Corporation will also speak at the January 21 session. Drummond, currently in AWC's London office, will describe marketing of wool in Australia. Australian producers use objective measurement or instrument grading of wool to determine fiber diameter, clean yield and fiber strength. This technology was developed in the U.S. but only a small percentage of

American wool is graded in this fashion.

The convention will include the annual meetings of the sponsoring organizations and the "Make it Yourself With Wool" competition sponsored by the National Wool Growers Auxiliary. Other major information sessions will include the latest management, feeding and marketing information. The industry's largest trade show is also an important part of the convention.

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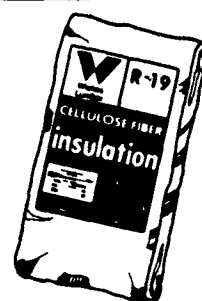
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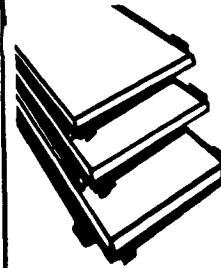
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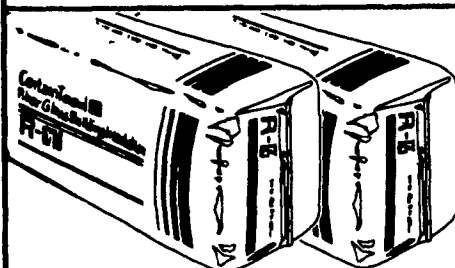
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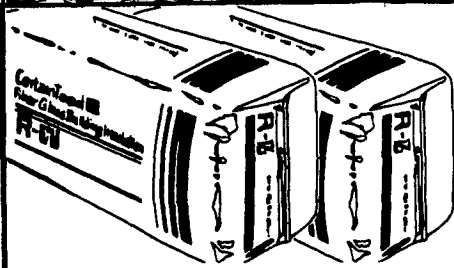
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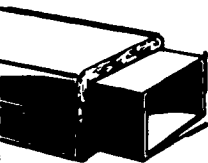
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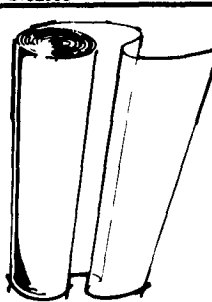
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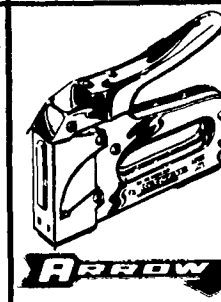
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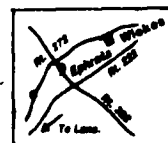
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