

rt: The October 22 report indicated 8.2 million feed in USDA's 7-state reporting area. This is reported since 1978, according to NCA. Market- area were up an estimated 2 percent from the ments were down 1 percent.

t recommendation dropped: A minimum at was recommended to the USDA by the NCA rce has been dropped because some specifica- too many carcasses by preventing them from ing to NCA. The taskforce dropped the propos- conducted by Texas Tech. University, Color- and USDA which found that a large number of an 0.2 inch of backfat were still acceptably

rmines consumer satisfaction: Preliminary rategic Alliance Field Study are available. This o test the ability of the beef industry to eliminate ugh closer cooperation between different seg- rty (purebred, commercial, feedlot). Studies of tenderness and sensory characteristics by id by consumer panels. There were four different ish Choice, British Select, Continental Choice, ct. Most interesting part of conclusions thus far and strains of beef cattle deliver steaks that satisfy, even when marbling is constant.

el scored all four groups above the "acceptable" British Select scored highest, followed by Conti- h Choice, and Continental Select for tenderness. lity, British Choice scored highest followed by nental Choice, and Continental Select. However, ctually reversed, even when Choice and Select ed according to current markets.

Gary Smith of Colorado State University, who lity work, This study tells us, plain and simple, ers have been saying for a long time - marbling lways predict palatability. And, even when mar- nstant, not all breeds or strains of cattle produce e expected eating satisfaction."

partment of Dairy and Animal Science (Drs. John Henning) have initiated a Pennsylvania-based lld study with the cattle just getting started on al study, the carcasses will be subjected to a car- ation which is extremely important to everyone production and processing chain. NCA estimated carcass was lost because of trimming, off-color, fat, not the proper amount of marbling, trim los-

art of recommended diets: According to the l Education Program (NCEP), lean meat con- licts recom- mended as a part of therapy to reduce ol level. A summary NCEP Report appearing in utrition News Letter noted that lean meats, poul-

try, and fish were included in Step 1 and Step 2 Diets. The two steps involve two different limits of fat, saturated fatty acids and cholesterol. The continuation of lean meat as a part of these recommendations reflects the fact that participating organizations - such as the American Heart Association and the American Dietetic Association - recognize the nutritional value of meat with its high level of nutrients in relation to fat and calories. For example, the American Heart Association has previously said, "good lean meat is hard to beat as an excellent source of protein, vitamins and minerals, including iron." The American Heart Association says "yes" to meat with a few guidelines to help protect your heart.

Fact about US beef production: In 1992 the United States produced 22 percent of the world's beef supply with just less than 10 percent of the world's cattle inventory. One reason for our efficiency is that we produce cattle for food, not for use as draft animals or religious reasons. Also, we use superior management and technology in breeding and feeding programs. But - most experts within and outside agriculture agree - the beef industry is not as efficient and has not made the giant strides in productive efficiency and resource utilization that some of our competitors have enjoyed. Certainly the beef industry has benefitted from research to improve efficiency - but this is no time to rest on our laurels or to reduce the research effort. And, we as producers, have to do our best to make the most efficient use of land, labor, capital, and other inputs into beef production. We need also to continue research. We need to continue to improve our own operations and help our fellow cattlemen make the progress that will help each of them plus the industry.

Ground beef production to increase: (Again!) Ground beef production increased about 5 percent calculated as the total of all beef consumption in 1993 and is projected to increase by another 4-5 percent in 1994. About 57 percent of all beef supplies, including retail and hotel/restaurant trade, is ground product. The 1993 increase in ground beef consumption was primarily the result of a larger non-fed (cow) slaughter, thanks to the success of the fast-food restaurants, which sell increasing amounts of beef each year.

Green marketing labels: Green marketing has invaded the consumer market place with some firms marketing green labels to companies which are "friendly to the environment." Beef is actually an "environmentally friendly" food product if one looks at the facts such as the large portion of feed that comes from land that cannot usually be row-cropped for grain production, the widespread use of pastures which control erosion if properly managed, the large portion of by-products which make up the diet for most types of beef cattle, and the absence of violative chemical residues in beef products. We would rather not see any controversy about green labeling on beef products, but if it does happen, we hope that science-based facts can be used to determine the environmental friendliness of beef, rather than the misinformation which has been so widely publicized the last few years by animal activists.

New Wetlands-Reform Bill introduced: The Wetlands-Reform Bill was introduced in mid-November by Representatives Studts (D-Mass) and de la Garza (D-Texas). The bill includes some wetlands

reform measures that have been sought by NCA, such as giving the Soil Conservation Service jurisdiction over agricultural wetlands. According to NCA, areas which need further attention include private property-rights protection, state jurisdiction, a wetlands definition, and an approved appeals process. This is one of several pieces of legislation into which NCA and other national and state agricultural organizations have input.

New video available: NCA has a new video which has been added to the industry image package "Cattlemen: Stewards of an American Tradition." There is a four-color brochure and a 10-minute video tape to explain cattlemen's commitment to their business and to the natural resources that support it. The program was funded by the Beef Promotion and Research Board and is intended to improve the marketing climate for beef, and answers activist contentions that the cattle industry does not protect or enhance the environment. For further details, call Rae Price at NCA, (303-694-0305). There are many such informational materials available from NCA, Beef Industry Council, Pennsylvania Beef Council, and the Pennsylvania Cattlemen's Association. Contact these organizations for informational materials.

Topper Thrope, Executive Vice-President of Cattle Fax: For the past 25 years, Thrope has projected some of the changes that he foresees in the way the beef cattle industries are organized. Thrope outlined some forces which drive the changes in the beef industry:

- Competition within the industry to lower unit cost and to improve quality has increased, especially as cattle numbers increase and profit margins might decline over the next few years.

- Competition from other meats (or alternatives to meats) which have increased market share at the expense of beef (other meat industry have increased production efficiency and lowered prices to the consumer).

- More orientation of producers toward improved product marketing and the recognition of the need for better communications among those involved in production and marketing. One important change that should occur is in valuation of cattle. There needs to be further changes, according to Thrope, in marketing and pricing to evaluate carcasses and cattle more precisely. Increased attention to carcass value losses and uniformity of cattle type to meet major market specifications also need to be emphasized. Projects such as the Strategic Alliance, referred to earlier, should help bring about desired changes in the industry.

Annual NCA Convention: The Annual NCA/ANCW Convention and Trade Show will be held in Reno, Nev., on January 26-29. A special event this year will be the 1994 Cattlemen's College on Wednesday, January 26. Topics will range from conducting your own environmental audit, identifying quality defects, Mythbusters lecture and laboratory, managing the calf's immune system, and many other presentations. The Pennsylvania Cattlemen's Association is represented on all 22 of the NCA committees. This is one of the ways that we have input into national industry policy and federal governmental affairs. If anyone would like a complete program of the convention and trade show, please write or call the PCA or NCA offices.

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