



THE Cattle Call

Pennsylvania



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News and Views on the \$1 per head Beef Checkoff Program

The Real Fat Problem

The trend to leaner meat, including closer trimming of external fat, means that intake of fat from meats has been declining. The biggest problems of fat intake lie with increasing consumption of fat-laden snack foods, baked goods and desserts and with increasing use of fats and oils. A USDA report shows that average use of salad and cooking oils increased 66% from 1970 to 1992, and average use of shortening increased by almost a third.

Average Daily Fat Intake of Meat Eaters and Vegetarians

Meat Eaters*	
23.9 grams of saturated fat	67.4 grams of total fat
Vegetarians*	
22.4 grams of saturated fat	61.0 grams of total fat
*Self-Classified	
(Actual consumption recorded from 14-day food diary)	
Source: MRCA Information Services for the National Live Stock and Meat Board	

Focus on Food Safety

Concern and confusion regarding food safety continue to plague the Beef Industry. To address these concerns, the Pennsylvania Beef Council has launched a series of educational programs aimed at consumer thought leaders and public health officials.

In March, the Pennsylvania Beef Council cosponsored a Hazard Analysis Critical Point (HACCP) Foodservice Seminar for local healthcare professionals in Harrisburg. Food safety remains a top concern among dietitians and hospital food service personnel, and the seminar led to an opportunity to present a second food safety program in May during the annual meeting of the Pennsylvania State Dietetic Association.

Realizing the important role public health department officials play in providing food safety information to consumers, the PBC has instituted an aggressive educational campaign entitled the Public Health Initiative. The first element of the Initiative consists of providing information to county health department officials across the Commonwealth. One recent Beef Council mailing resulted in thousands of requests for educational materials. To expand the informational base, brochures are also being sent to WIC program personnel and county extension agents.

Additionally, copies of a recently produced video entitled "Parenting in the 90's" was distributed to Extension Family Living Agents in February. Three out of four segments in the video address food safety issues and discuss preventing food borne illnesses.

While food safety is a critical issue facing the industry, diet/health concerns among many consumers also continue to represent a marketing challenge. Continuing a successful program initiative last year, the PBC works closely with medical schools and physician groups to strengthen the nutritional knowledge of healthcare providers.

Dr. Kris Clark, a respected sports nutrition authority, will address physicians at Hershey Medical Center during a combined Pediatrics/Medical student nutrition symposium cosponsored by the PBC and Hershey Medical Center. Clark, who will discuss the importance of meat in the diets of teenage athletes at the nutrition symposium will also meet with local school district coaches and health teachers following the seminar.

Several additional physician seminars are currently being planned with teaching hospitals in Philadelphia, Pittsburgh and Altoona. Programs will be "partnered" with other health organizations to both add credibility and extend program dollars.

Vegetarians Do Eat Meat!

National Study Reveals What Americans Really Eat

Is vegetarianism a real trend?

A question of utmost concern to many cattle producers, especially with all the reports that suggests the number of vegetarians is on the rise. The Eating in America Today II dietary intake and attitude report conducted by MRCA Information Services and funded in part by Pennsylvania cattle producers, found that most self-proclaimed meat avoiders and vegetarians do eat meat!

Although meat's role in the diet has been changing, we're still a nation of omnivores. More than 99% of the population eats meat. Less than 1% did not consume any meat during the 14-day period recorded for the study. Still, about 5% classify themselves as "meat avoiders" (say they never eat meat) and 2% classify themselves as "vegetarians" (always on a vegetarian diet). Although vegetarianism may appear to be an increasing trend, in actuality, it is not.

The checkoff-funded study also found that most Americans don't follow the government's Food Guide Pyramid, but eat a diet that resembles a pyramid ready to topple—structurally unsound and top-heavy from too few fruits and vegetables and too many fats, oils and sweets. The Meat Group is the only food group consumed within the recommended dietary guidelines. Average daily meat intake by self-reported "meat eaters" is 3.5 oz., self-reported meat avoiders is 2.3 oz., and self-reported vegetarians is 2.3 oz.

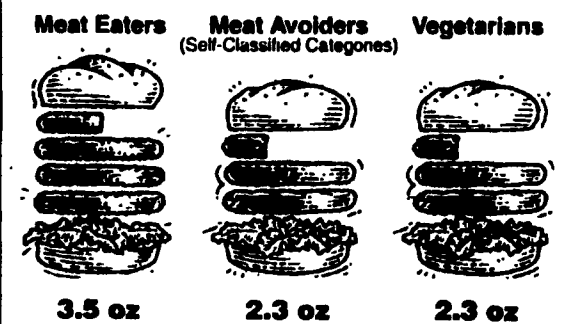
In addition, meat eaters, avoiders and vegetarians have the same pattern of caloric intake by food groups. All segments get the most calories from the Bread Group; followed by the Meat Group; Fats, Oils and Sweets; Milk Group; Vegetable Group and the Fruit Group. The study found that all three segments consume more than the recommended 30% of calories from fat: meat eaters 37%; meat avoiders, 34%; vegetarians, 35%. On average, the meat eaters' saturated fat intake is 23.9 grams per day, meat avoiders is 19 grams; and vegetarians is 22.4 grams.

Perceptions about meat consumption:

The clamor of change in the American diet has lead

Who's Eating Meat?

Average daily intake of meat* based on a 14-day consumer food diary and food attitude survey



* Beef, pork, lamb, veal and other meats, both fresh and processed
Source: MRCA Information Service for the National Live Stock and Meat Board

to confusion about the role of meat. According to the EAT II report, 52% of adults disagree with the statement, "Adults should eliminate meat from their diets," while 25% agreed with the statement and about 23% didn't know. "Eat II clearly shows that some people simple aren't aware of what they're actually eating," said Barbara G. Ford, R.D., M.P.H. coordinator of health and nutrition programs of the Pennsylvania Beef Council. "The study also indicates that consumers are confused about meat's role in the diet."

"Because there is a general misunderstanding about nutrition, there is a significant dietary imbalance. Some people think they should cut back on meat to avoid fat, but this isn't a wise strategy because lean meat provides many essential nutrients," said Ford. "Increasing the consumption of fruits and vegetables makes more sense."

The Eating in America Today II report was funded in part by the Pennsylvania beef producers and conducted by MRCA Information Services. It is the only survey that links food consumption, nutrient intake and attitudes of the same consumers.



IT'S WHAT'S FOR DINNER.®

All cattle sales are subject to checkoff

Here's a reminder. Every time a bovine changes ownership \$1.00 must be checked off (deducted from the sale price) and remitted to the Pennsylvania Beef Council. The seller is responsible for paying while the buyer should collect and remit it to the state beef council.

The law says it makes no difference what breed the animal is, how old it is, or how it is sold. Transactions involving all of the following are included: All private treaty sales, purebred sales, dairy cattle sales, club calf sales and cattle for export.

Cattle resold within 10 days of purchase do not require a checkoff on the resale if the reseller completes a non-producer status form and provides this to the buyer. The buyer must include this non-producers form and information on the Monthly Report Form when reporting this transaction to PBC. If you have questions about whether cattle are subject to the checkoff, contact PBC at 1-717-545-6000. Thank you for your cooperation. Checkoff dollars fund the many consumer demand building programs conducted by the Pennsylvania Beef Council.

Ford receives Fellow designation

Barbara Ford, R.D., MPH, consulting dietitian for the Pennsylvania Beef Council, has been named a charter Fellow of the American Dietetic Association (FADA). In its initial year, the applicants were evaluated by their peers based on education, work experience, professional achievements, professional positions, professional role contacts and approach to practice. The fellow designation certifies registered dietitians who practice at an advanced level and who demonstrate exceptional professional abilities and expertise. Only one hundred and twenty-one dietitians nationwide have received the Fellow designation.

APRIL SPECIAL

Skinny Beef, the industry's newest cookbook, contains more than 100 delicious recipes using beef. During the month of April, you can purchase Skinny Beef for the bargain price of \$7.00 (includes shipping & handling). This popular, lean beef cookbook for 90's consumers is currently available in book stores for \$12.95. If you put convenience at a premium and want quick and easy family recipes that also taste great, you need to treat yourself to a Skinny Beef cookbook. All recipes include nutritional information and most can be made in 30 minutes or less. Dispense with the daily dinnertime dilemma! Send \$7 along with your name and address to: Skinny Beef c/o PA Beef Council, 4714 Orchard St., Harrisburg, PA 17109.

