

Demand Strategies Conference Spurs Heated Debate

CHICAGO, Ill. — Anti-meat activists and the government came under attack in a fiery panel discussion that raised some provocative and pertinent questions for the meat industry during the National Live Stock and Meat Board's recent Demand Strategies Conference, Global Issues Impacting the Demand for Meat.

The event recently took place in conjunction with the 41st Annual International Congress of Meat Science and Technology (ICoMST) and 48th Annual Reciprocal Meat Conference in San Antonio, Texas.

The opening of this year's Demand Strategies Conference broached three of the most compelling issues in the industry today: the environment, food safety, and diet and health. Modeled after the televised public affairs program *The McLaughlin Group*, the discussion of each topic consisted of a three-person panel moderated by Eleanor Clift, a contributing editor for *Newsweek* and frequent panelist on the syndicated TV show.

During the environment discussion, Dennis Avery, director of global food issues for the Hudson Institute, a conservative think tank, denounced the Endangered Species Act (ESA) and its effect on ranchers and the industry. "Taking somebody's land, particularly if they (the ranchers) have modified it to attract wildlife — this is deadly," Avery said. He suggested instead that the government offer financial incentives to ranchers to be environmentally responsible.

"If we're willing to spend billions of dollars for environmental protection, why not spend it on something that works?"

Sid Goodloe, the 1995 recipient of a regional National Cattlemen's Association Environmental Stewardship Award and a rancher from New Mexico, offered another incentive. "I do it for my family. Why would I want to leave an overgrazed or damaged ranch as a legacy? That's stupid."

The environment panel's third member, Ann Sorensen, director of the American Farmland Trust's Center for Agriculture in the Environment, argued that the ESA needs streamlining, but is crucial. "In large part, regulation reassures the public, and it's important for any industry that has an impact on the environment to do this," she said.

The second panel debated the issue of food safety, including Hazard Analysis/Critical Control Points (HACCP) programs and the responsibility of consumers concerning meat preparation. More specifically, talk was centered around media-proclaimed Public Enemy No. 1. — *E. coli* O157:H7.

"A child should never receive a medium-rare or rare burger until we get *E. coli* O157:H7 out of the food stream," said David Theno, vice president of Quality and Safety at Foodmaker Inc., the operator and franchiser of the Jack-In-The-Box chain. Theno has been credited with much of the company's improvements in food safety since its highly publicized *E. coli* outbreak in 1993. "HACCP is a man-

agement tool, not a magic act," he said.

Gary Smith, professor of animal science at Colorado State University hailed the Meat Board for its funding of research programs to combat *E. coli* O157:H7. "Now we need to go from the gate to the plate," he said. "We need to back up and be sure the consumers know what to do with the product."

Peggy Gentry-Van Laanen, associate professor and extension nutrition specialist at Texas A&M University, agreed that consumers play an important food safety role, and educating them should be a priority. However, she added, "Consumers also need a guarantee that the industry is doing all that it can."

The diet and health panel discussion was particularly animated, prompted by input from Bob Messenger, publisher of *Food Trends Newsletter*; David Kritchevsky, professor of biochemistry at the Wistar Institute in Philadelphia; and Marion Nestle, chairman of the Department of Nutrition and Food Studies at New York University.

"Blame the diner, not the dinner," suggested Kritchevsky, arguing that portion control is the key to healthy eating rather than elimination of meat or other foods from the diet. "Diet doesn't cause disease unless there's a contaminant, and it doesn't cure disease. It is adjunct to disease — it may help, it may not. Eat a variety of foods, maintain your ideal health and it probably doesn't matter what you

eat." According to Nestle, meat consumption should be strictly limited. "Better it is used almost as a condiment," she said.

Messenger subscribed to the moderation theory, but also voiced his feelings about industry critics. "In a heartbeat of time, we are suddenly portraying meat as an enemy when moderation is what it's all about," he said, targeting vegetarians' attitudes toward meat eaters. "They are trying to change what we've been doing for 5,000 years — eating meat — because it tastes good, because it feels good."

The second portion of the Demand Strategies conference consisted of 10 breakout sessions that focused on the various issues discussed by panelists, primarily food safety and global efforts to ensure a safe meat supply. Meat scientists attending from 50 countries addressed such topics as meeting consumer needs through new product development, risk assessment, pathogen reduction, and HACCP: industry vs. government.

"Once a year we assemble to identify, analyze and study the drivers and barriers of demand and seek ways to do a better job," said John Huston, president of the National Live Stock and Meat Board. "We want to be more effective marketers and through this conference we can gather information to help us do strategic planning and get better insight into consumer's attitudes and what drives their behavior."

The panel discussion and the sessions were cooperatively presented by the National Live Stock and Meat Board and the International Congress of Meat Science and Technology.

The Meat Board has been building demand for meat since 1922. The first organization in agriculture to be funded through check-offs, it is the research and information arm of the meat industry and the promotion arm of the beef industry. This year was only the second time in the ICoMST's history that it has been held in the U.S., setting a record with attendance of more than 900 persons.



We Now Accept Visa & Master Card



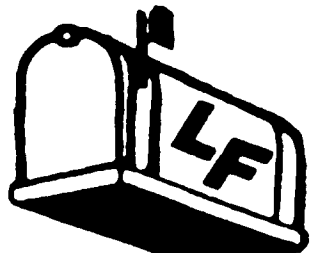
(Word Ads Only)

CLASSIFIED AD ORDER BLANK

PLEASE WRITE CLEARLY

MAIL TO:
LANCASTER FARMING
P.O. Box 609, Ephrata, PA 17522

PLEASE CALL OUR CLASSIFIED AD DEPT. IF YOU WANT TO ADVERTISE A DISPLAY BOX IN OUR PAPER



NOTE: Please do not use this form for Mail Box Market Ads, see instructions with Mailbox Markets.

Name _____
Address _____
City _____ State _____
Zip _____ Phone() _____
Please publish my _____ word ad _____ times
starting with the _____ issue. Classify under
_____ . I enclose _____.

Check Enclosed
 Visa (13 or 16 numbers)
 Mastercard (16 numbers) (Be sure to include all numbers)

Card # _____
Exp. Date: _____ Signature _____

Box Replies: Ads with answers coming to a box number, c/o Lancaster Farming: \$1.50 per ad per week additional.

This newspaper will not be responsible for more than one incorrect insertion of any advertisement.

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40

(PHONE NUMBERS COUNT AS ONE WORD)

CLASSIFIED ADVERTISING RATES

45¢ per word per week - 1 or 2 times
40¢ per word per week - 3 or more times

Words	1 Time	2 Times	3 Times
up to 11	4.95	9.90	13.20
12	5.40	10.80	14.40
13	5.85	11.70	15.60
14	6.30	12.60	16.80
15	6.75	13.50	18.00
16	7.20	14.40	19.20
17	7.65	15.30	20.40
18	8.10	16.20	21.60
19	8.55	17.10	22.80
20	9.00	18.00	24.00

DEADLINES:
SECTION C - WEDNESDAY AT 5:00 P.M.
SECTION D - THURSDAY AT 9:00 A.M.
OF EACH WEEK'S PUBLICATION

- Lancaster Farming
1 E. Main St.
Ephrata, Pa 17522
717-394-3047
or Lititz
717-626-1164
FAX 717-733-6058
PHONE HOURS:
Mon., Tues.,
Wed. & Fri.
8 a.m. to 5 p.m.
Thurs.
7 a.m. to 5 p.m.
OFFICE HOURS:
Mon. thru Fri.
8 a.m. to 5 p.m.
The following categories
are available for your
classified advertising
in Section D Deadline
Thursday morning at 9 of
each week's publication
- 1-Farm Equipment
 - 2-Farm Eq. Wanted
- The following categories
are available for your
classified advertising
in Section C Deadline
Wednesday afternoon at 5
of each week's publication
- 1a-Construction Equipment
 - 3-Silos and Unloaders
 - 4-Building and Supplies
 - 5-Grain Equipment
 - 6-Dairy Equipment
 - 7-Livestock Equipment
 - 8-Cattle
 - 8a-Exotic Animals
 - 9-Horses & Mules
 - 10-Sheep & Goats
 - 11-Swine
 - 12-Artificial Breeding
 - 13-Hog Eq. & Supplies
 - 14-Poultry & Supplies
 - 14a-Flatfies
 - 15-Feed & Seed
 - 16-Fertilizer
 - 17-Plants
 - 18-Fruits & Vegetables
 - 19-Nursery
 - 20-Lawn & Garden
 - 21-Services Offered
 - 22-Custom Work
 - 23-Help Wanted
 - 24-Situations Wanted
 - 25-Business Opportunities
 - 26-Household
 - 27-Pets
 - 28-Lost
 - 29-Found
 - 30-Computers
 - 31-Notice
 - 32-Miscellaneous
 - 32a-Antiques
 - 33-Recreational Vehicles
 - 34-Autos
 - 35-Trucks & Trailers
 - 36-Real Estate