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steady to .50 higher and slaughter bulls finished fully steady. Supply included 50 percent slaughter steers, 8 percent slaughter heifers, 35 percent slaughter cows, 4 percent slaughter bulls, with the balance feeders.

SLAUGHTER STEERS: High Choice and Prime 2-4 1075-1465 lbs 72.50-75.85, few singles up to 77.00. Choice 2-3 1070-1490 lbs 70.85-73.75, few high dressing 1-2 up to 77.25; 1505-1555 lbs 66.75-71.25. Select and low Choice 2-3 1140-1545 lbs 66.50-72.00. Select 1-3 1185-1455 lbs 63.00-67.50.

HOLSTEIN STEERS: High Choice and Prime 2-3 1290-1635 lbs 62.35-65.50, few up to 68.00. Choice 2-3 1235-1650 lbs 60.00-64.25. Select and low Choice 2-3 1220-1675 lbs 57.50-60.75, calf-feds 940-1100 lbs 58.00-60.25; few returning to feed 970-1090 lbs 57.00-57.50. Few Select 1-2 1135-1430 lbs 54.50-56.00.

SLAUGHTER HEIFERS: High Choice and Prime 2-4 1075-1315 lbs 71.75-73.00. Choice 2-4 985-1395 lbs 68.50-71.00; couple packages 955-985 lbs 60.75-64.25. Select and low Choice 2-3 1040-1315 lbs 65.00-69.25. Heiferettes: Commercial to Choice 2-4 935-1470 lbs 55.00-65.00.

SLAUGHTER COWS: PERCENT LEAN WEIGHT BULK LOW DRESSING Breakers 75-80 pct lean over-1400

lbs 42.50-47.50 38.00-42.75 Boners 80-85 pct lean over-1200 lbs 39.50-44.00 37.50-40.25 Lean (Hi-Yield) 85-88 pct lean over-1200 lbs 39.50-43.75 36.50-40.25 Lean 88-90 pct lean over-1000 lbs 36.75-41.00 33.50-37.75 Lean (Light-Wt) 85-90 pct lean 750-1000 lbs 34.50-38.00 32.00-36.00.

SLAUGHTER BULLS: Yield Grade 1 1185-1860 lbs 54.00-60.00, few up to 66.00; ideal black white-face 1395 lbs 72.00. Yield Grade 2 1065-2430 lbs 47.00-54.75. Bullocks: Select, few Choice 1-3 795-1550 lbs 53.00-65.25, consignment Simmental X 1190-1300 lbs 70.50-73.50.

CALVES: Compared to last week, demand was good for the small number of vealers sold for immediate slaughter and prices were steady. There was no comparison late last week for slaughter calves, but prices closed slightly lower this week on a good supply. The market for fresh Holstein bulls returning to feed plunged on Thursday, again this week, as the supply of new born bulls has returned to normal. The numbers have been down sharply over the last couple months, due to the extremely hot weather late last summer. Bulls ended the week 5.00-15.00 lower and heifers closed 10.00-35.00 lower.

VEALERS: Standard and Good 70-100 lbs 40.00-65.00. Utility 60-80 lbs

ROSEMONT, II. — A striking example of the gap between American consumer knowledge and the realities of dairy farming, a recent dairy industry survey indicates a majority of U.S. consumers believes most dairy farms are not owned by farmers and their families, according to Linda Eatherton, vice president of industry relations for Dairy Management Inc.™

17.00-58.00.

SLAUGHTER CALVES: Good and Choice 175-350 lbs 80.00-105.00. Standard 200-300 lbs 69.00-85.00; 300-450 lbs 55.00-65.00.

RETURNED TO FARM: Holstein bulls 90-125 lbs 135.00-200.00, late in the week 135.00-156.00. Plainer type bulls 80-125 lbs 92.00-185.00, weaker calves 70-105 lbs 50.00-91.00. Holstein heifers 80-120 lbs 265.00-360.00. Plainer heifers 70-125 lbs 150.00-320.00. Beef type bulls and heifers 75-120 lbs 110.00-165.00.

Survey: Consumers Don't Know Most Dairy Farms Are Family-Owned

(DMI).

In a random nationwide survey by Roper Starch Worldwide, consumers were asked to identify who they think owns more than 90 percent of dairy farms in the United States. Thirty percent said agricultural-related corporations own dairy farms, while another 21 percent said other business corporations or food manufacturers. About ten percent said the government owns them.

In reality, according to Eatherton, U.S. Department of Agriculture data indicates families own and operate more than 99 percent of all U.S. dairy farms.

"This misperception about who produces our nation's milk is just one example showing the vast gap between consumer beliefs and the realities of dairy farming," she said. "As more consumers become further removed from production agriculture, the gap continues to widen."

DMI and the regional dairy organizations, American Dairy Association/Dairy Council

Middle Atlantic and Pennsylvania Dairy Promotion Program, have partnered with other dairy industry groups to develop a long-term education program to address and correct such consumer misperceptions.

"The dairy industry is united to reach misinformed consumers with factual information on a wide range of dairy farming issues," said Eatherton.

Farmer-funded education efforts allow the dairy industry to explain its story, she. "Consumers can now begin learning the facts about herd health measures dairy farmers practice daily, our high safety standards that ensure quality dairy products, and environmental stewardship programs being developed across the country."

These consumer awareness programs also benefit dairy farmers, Eatherton said. "The more confident the public is about how milk is produced, the more confident they'll be in selecting dairy products off the shelves at their local supermarket."

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