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Do people in the cattle business really want to be rich and successful? Do we have the motivation and aggression to go out and market our product for a price that will do more than pay the bills? Do we really care that an increased demand for beef would also increase the price paid to the producer?

Or have we been battered by a market that is out of our hands for so long that we are resigned to a price-takers position?

If we are, then we need a marketing miracle. Something that shifts consumer attitudes increases the demand for beef, and results in cattlemen making a profit for the first time in months. Sometimes that miracle doesn't even have to come from within the industry itself...it can come from the introduction of a new product or some innovative advertising done by someone outside the industry.

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As an example, take the case of the Chicken McNugget. McDonalds recently introduced the McNugget in Canada and the people's acceptance of the new product was overwhelming. All the chicken eaten in Canada has to be produced in the country. As the population responded favorably, McDonalds turned to the Canadian poultry producers for more chicken. The producers weren't ready for the demand, so their supply was limited. As a result, the price of Canadian poultry has skyrocketed.

We've all heard Wendy's "Where's the Beef?" advertisements. The campaign was successful as far as media coverage and public acceptance, but was that success translated into money for Wendys? It most certainly was, according to Wendy's Manager of Public Relations, Brad Quicksall. They introduced the popular ad the first of the year and broke all sale records for the first quarter. Sales were up 32 percent over the year before, and the price value perception of Wendy's single hamburger went up 48 percent.

"It paid off for us," reports Quicksall. "It was a tremendously effective campaign. It is hard to say that the ads alone propelled the sales to those heights, because we know that there were over 15,000 newspaper articles written about the ad, as well as 600-700 television interviews and close to 1,000 radio interviews. We have estimated that the free publicity we received from the commercial would total \$106,000, 000 if we had to buy it."

The beauty of the Wendy's campaign is that the "Where's the Beef?" slogan being bandied about the nation brought over a million dollars of free publicity not only to the hamburger chain but to the cattle industry as well. And we didn't have to pay one cent for it.

Branding the generic product is another possibility that seems to have great promise for the red meat industry. Branding the product is a

way of establishing real or imagined product superiority in the consumers' minds.

The American Angus Association has been using the concept since 1978 with their Certified Angus Beef program. They are currently selling over a million pounds of Certified Angus Beef per month through retail and restaurant outlets.

"Certified Angus Beef is only five years old and we are growing in leaps and bounds," Tim Hussman, assistant director says. "We only entered the food service industry in 1982 and already have 75 accounts that can advertise that they sell CAB and 250 restaurants that use the product."

Cattlemen have joined in a unified effort of beef promotion and marketing through the Beef Industry Council. But we still have a marketing problem. A look at other industries shows more marketing concepts that could be applied effectively in the cattle industry:

Sell the product in a more compelling fashion. Toothpaste used to be for dental hygiene but now it is being advertised for fresh breath and sex appeal.

Be aware of social trends and be ready to capitalize on fads. Dannon was just another yogurt company until it took advantage of the health food kick, and was propelled to a leading sales position. Sales of Long Star Longnecks went up 57 percent after the motion picture Urban Cowboy was released. Science had the technology for the microwave 20 years ago, but women wouldn't buy them because they didn't want to be thought of as lazy or poor cooks. The trend towards more and more working women with less time to spend in the kitchen played a big part in the success of the microwave.

Know how to position the product. Producers of Jello brand gelatin was an instant hit when it was first introduced. But in time, they noticed that less and less people were buying Jello. Their ads por-

trayed Jello as a fancy, elaborate dessert. The homemakers didn't know if they could fix the elaborate desserts and wanted something simple and easy. Jello stopped the elaborate commercials and shifted to a simpler theme, their sales picked up again.

Take a disadvantage and turn it into an advantage. Smuckers isn't a name you are likely to forget. They were stuck with the albatross of a name and proclaimed "If it is Smuckers, it has got to be good."

Expand product uses. Orange growers have done just that by telling us orange juice isn't just for breakfast any more.

Expand the distribution channel. L'Eggs broke tradition when they decided to distribute their hose through the grocery stores instead of clothing stores.

Find a broader target for your product. Johnson and Johnson shampoo used to be for babies. Now it is advertised as a shampoo gentle enough to be used by people who wash their hair daily.

Explore all possible export markets. Oil isn't as valuable in Saudi Arabia as it is in the U.S. simply because Saudi Arabia doesn't have the demand for the product that we do.

This year the Beef Industry Council will invest approximately \$16 million of industry check-off funds on beef research, education, promotion and public relations. There may be some question if the money being collected is being spent properly, but there can be no question as to whether or not product advertising can work.

What's your opinion?



Question: "Do you think that inflation seems to be leveling off, and what effect is the economy having on people's summer vacations?"

"With the money supply having gone down (I think about \$1.7 billion less)," observed Larry Cerullo of Heppner, "inflation can't help but to have leveled off some. Having just returned from Europe, there are more Americans over there than Europeans because of the very strong dollar."

OSU studies "wobblers"

Breeding a top thoroughbred racehorse is difficult at best. It's a time consuming, risky and expensive proposition.

But new findings by an Oregon State University researcher may one day help make the process a little easier. Having already pioneered a new type of corrective surgery to relieve "wobbling" in horses, Pamela Wagner is now trying to find out if the same disease is inherited. Breeders could then make more informed decisions about whether or not a horse would make a good brood mare or stallion.

"Wobbling" is a disease that attacks young, rapidly growing horses; up to two percent of the thousands of thoroughbred horses in the United States are affected, and in many the disease progresses to the point the animals must be destroyed. "Wobbling" refers to uncoordinated muscle control caused by a malformed vertebrae in the horse's neck. At its worst, the animal is extremely unstable, prone to fall at any time, and a danger to itself and its handlers. Too often, Wagner says, the disease strikes some of the best horses in a stable.

Wagner, an associate professor of veterinary medicine at Oregon State University, has studied this condition for over six years, and helped originate the first surgical techniques successful in treating the condition. In cooperation with Barrie Grant, a professor of equine surgery at Washington State University, and Dr. George Bagby, an orthopedic surgeon at Sacred Heart Hospital in Spokane, Washington, the new operation was perfected and is now an accepted veterinary practice.

Wagner believes study of some of these other factors will also be necessary before a final determination is made about what causes wobbling and what may be done to prevent it.

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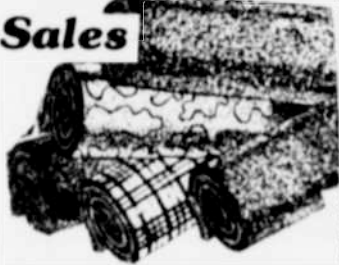
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