

Livestock Men Meet Early In Year To Plan Program Of Promotion

Meat promotion for 1959 in this area started with a public meeting held the last week in January at the Klamath County Fairgrounds exhibit building. Reports on meat promotion at local, state and national levels were heard and discussed.

Earl Kerns, livestock chairman for the Klamath County Farm Bureau, presided at the meeting and introduced Howard Fujii of Salem, commodity director for Oregon Farm Bureau.

Fujii explained he was there to assist in exploring ways in which

county farm bureaus can develop red meat promotion in local areas, help strengthen the National Live Stock and Meat Board program and assist other organizations working in the same field. He announced that a state farm bureau award will be made to the county farm bureau doing the best job of meat promotion during 1959.

The local program of Klamath County Cowbelles was explained by Mrs. Homer DeLameter, president of the group.

"The Cowbelles will get their beef promotion underway in February," Mrs. DeLameter said. "A planning meeting will be held so that the program for the year can be outlined in some detail during the Lenten season."

Beef for Fathers Day is the first major beef promotion in the year for the Cowbelles. The group sponsors a plaque for the Cowbelle Father of the Year, gives 4-H awards in beef cookery and beef breeding and plans participation in the annual Fourth of July parade. Placemats will be made available for restaurants and efforts are underway to work more closely with parent-teacher groups. Mrs. Everett Schults and Mrs. Bert Stanley, wife of the president of Klamath County Cattle-men's Association, are co-chairmen of the Cowbelles' beef promotion program and are working to stress the importance of meat in the diet of school children. Mrs. DeLameter stated.

CHAIN REACTION

BAKER, Calif. (UPI) — An automobile accident one morning near here was followed by these events: A patrol sergeant, en route to investigate, was delayed when his car lost the tread off a tire; the driver of an ambulance speeding to the scene lost control and his vehicle turned over; the tow car en route to the accident broke down and had to be towed in.

URGES HELP FOR ALCOHOLICS
NEW YORK (UPI) — Yvelin Gardner, deputy executive director of the National Council on Alcoholism, says bosses should help—not fire or scold—workers who go on binges.

A promotion program at the state level is the one shaping up now under Beef, Inc., a non-profit agency representing all segments of the beef industry in Oregon. Ted Hyde, a director of the agency, told the group.

Beef, Inc., has been created for the purpose of telling the story of Oregon beef to the vast number of visitors expected to come to the state during the centennial observance this year, he said. Beef Inc., plans an exhibit to portray the romantic and historical background of the industry and its progress during the last 100 years. In the exhibit will be an old fashioned butcher shop with sawdust on the floor. At least 200 voluntary contributors to the project are sought in Klamath County, Hyde said.

It has been tentatively suggested that each producer contribute 10 cents a head for all cattle sold last year.

The meat promotion program of National Live Stock and Meat Board was described by its Western representative, Richard J. Nolan of San Francisco. Actively engaged in the extensive national program for the last 35 years, the meat board began with research as the basis in order to make facts available to refute many erroneous ideas about the effects of meat on health.

"It is not enough to suggest to people that they eat meat," Nolan stated, "but they need to know why it is good for them and how to cook it to retain flavor and food value. Therefore, research is still the basis of our work."

Over the years, 250 research studies have been conducted and 15 are in progress this year, Nolan indicated. About one-fifth of the meat board budget goes for research, he added.

The meat board's program is supported financially by the five segments of the industry. Producers, market men, processors, retailers and restaurant operators are all represented on its 30-member board.

Although no group action was taken at the local meeting, it was the consensus that the present ap-

proach of all the groups represented is one of voluntary support to meat promotion. Also expressed was the conviction that an educational program is necessary to acquaint producers and others co-operating in meat promotion with the ways in which the funds are used. As Nolan pointed out, contributors are often unaware of the effectiveness of funds which must be spent in cities many miles away in order to promote meat to the larger consumer groups.

(See Picture on Page 7)

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