

Words "Cancer," "Mortality" Influence Buyers' Decisions

"Cancer" and "mortality" aren't two words that usually come to mind when discussing the demand for beef. But Dr. Cortez Enloe believes they ought to, because they are more important in consumer buying decisions today than most cattlemen realize.

Enloe, a physician and editor of NUTRITION TODAY magazine, told more than 900 Texas cattle feeders in Amarillo that demand for beef will continue slipping away until cattlemen effectively counter the anti-beef forces in this country. Those forces have linked beef with a host of health problems, including high blood pressure, heart disease and cancer of the lower intestine. And they would have consumers believe that feeding beef cattle in the U.S. is immoral, because it diverts food grains from third world countries.

"Everybody wants to find a cause for cancer," Enloe said. "It's the second biggest killer in the world. And when you pin the cancer label on any product, like beef, it's going to hurt.

Sound Plan Needed


"You must develop a sound plan to counter this enormous rip-off," Enloe told the cattlemen. "Analyze the literature. Know the facts. If beef causes cancer, you'd better find something else to do. I don't believe it does. I think the facts are all on your side."

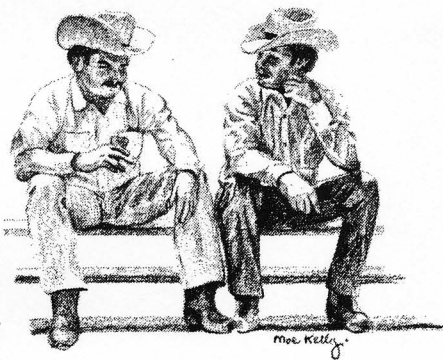
U.S. is not worth a hoot for anything else!" he exclaimed. "I don't believe that most people know the facts of cattle production, and until they do, you're going to pay for their ignorance."

The Danger

The danger in all this, Enloe said, is that

young people are listening to and accepting the anti-beef propoganda. "Today, there are over 7½ million vegetarians in the U.S. And 78% of Americans appear to believe that, while they don't follow a vegetarian diet themselves, they regard this dietary practice as being more healthful.

"The beef industry is in trouble," Enloe concluded, "and the longer you sit by doing nothing, the better target you're going to be for these people. You are the victims of ignorance, not of fact. You have a magnificent structure within the the beef industry which, when organized, can counter this ignorance. You must restore the faith of the American people in beef, and I think you can do it."—FEEDLOT MANAGEMENT 



The second great issue, according to Enloe, is the use of tillable land for cattle production. He read aloud several quotations from high government officials, such as this one from Assistant Secretary of Agriculture Carol Tucker Foreman: "By feeding cattle, we're taking food from the mouths of the people just as surely as if we were burning the crops growing in the field."

Enloe became livid. "Forget the fact that 85% of the land used to raise cattle in the