

Setting the PACE

by Susan Waters, director of communications and public relations



Put me in, coach

As I sit down to write this column, the holiday season is winding down, which also means that college football season is finally coming to a close. Oh, don't get me wrong; I'm a big college sports fan and truly enjoy watching my team, the MIZZOU Tigers, battle on the gridiron. But this year the fighting Tigers didn't make the bowl game roster, so this final round of college play hasn't packed much punch for me.

My team wasn't the only one left out in the cold. A lot of fans didn't have the opportunity to root their team to victory in one of those big corporate-sponsored events. And if they have any pride at all, I know they've said, "Wait until next year!" That's the cry of thousands of sports fans whose teams fell short this season.

And the true fact is, no matter how miserably your team may have failed, the fans will always have next year. Next year to hire a smarter coach, recruit faster players or get referees who will make better calls.

The game is on

The beef industry is a little different. Sure, there will always be next year to retain your calves, use better genetics or collect carcass data. But when it comes to increasing demand for our product, the time is now.

Now is the time to start promoting your product in your school and community. Now is the time to start thinking like and communicating with consumers. Now is the time to make management decisions that will improve product quality.

Right now, each and every one of us has to make an effort to increase consumer demand for beef.

Recent figures show we're making progress. In fact, it's been projected that consumer beef spending for 1999 will show an increase of 4%. This growth in total beef spending is a result of increased per capita consumption and higher average retail prices.

Per capita beef consumption is expected to grow by 1.6% to 69.2 pounds (lb.) per person this year. This growth is encouraging, considering the record volume of beef produced in 1999, as well as the stiff competition beef saw from pork and poultry last year. Our team seems to be moving the ball in the right direction.

But even though things seem to be going our way, there's a lot of time left to play in the game. Sports fans know that a good lead in the first quarter doesn't necessarily mean a victory in the end.

Now is the time for you to get fired up about our product. It's time to develop a winning strategy for producing quality beef on the farm and actively promoting our product in your state and community. Are you ready to play the game? A strong team of willing and talented players will lead the beef team to victory in 2000.

Did you know ...

Did you know 40% of Americans are not meeting their needs for iron, and 73% are not meeting their needs for zinc? Lower-than-recommended levels of zinc and iron impair mental performance and can decrease attention span, learning ability, short-term memory and problem-solving skills.

A 3-ounce portion of beef provides 27% and 76% of recommended daily allowances for iron and zinc, respectively.

Everyone needs to be eating more beef!

Got questions ... get answers

The Certified Angus Beef (CAB) Program's toll-free consumer tip line is a great resource. Call 1-877-2-EAT-CAB for recipe ideas, health and nutrition information, locations of CAB Program licensees or to order CAB Program merchandise.

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The Last WORD...

"Your future depends on many things, but mostly on you." — Frank Tyger