

Setting the PACE

by Susan Rhode, director of communications and public relations



Plan now for spring PACE projects

Remember how you always tell yourself that this year you're going to do it? You're going to invite that elementary school class to the farm for a field trip when the weather gets nice, or you're going to spend a Saturday morning in the local grocery store distributing samples during Beef Month. Well, this is the year. This year you're going to do it. All it takes is a little planning and persistence.

The first step in organizing any type of beef promotion project is calling your state beef industry council. To locate its phone number, visit www.beef.org or call your state cattlemen's association. The

Angus Journal 2000 Resource Edition,



published with the June/July issue, also has listings for many of the state beef councils.

Your beef council should be able to provide you with a wealth of information and materials

you can use to organize

your project. The council also may be able to get you in touch with a local producer who has hosted class field trips or to direct you to a grocery store that will supply product for sampling. Your checkoff dollars make your state beef council and all the resources they have possible, so use it to the fullest.

In addition to what your beef council provides, you may want to put together some handouts or to make some posters or table tents for your project. Don't forget that the most effective graphics are big, colorful and easy to read. Here are some interesting tidbits about our industry that will catch consumers' attention and help you be more informed on the facts and figures of today's beef industry.

Fast & fabulous facts for setting the PACE

- Approximately 40% of all boxed beef has less than ¼ inch (in.) external fat.
- 90% of fed cattle in the United States come from feedlots with capacities greater than 1,000 head.
- A 16-ounce (oz.) steak from a treated animal contains fewer hormones than those naturally present in a pat of butter.
- Maximum levels of pesticide residue allowed in or on food are 100-1,000 times lower than could pose a threat over a lifetime.
- U.S. cattlemen produce 24.9% of the world's beef supply with less than 10% of the world's cattle population.

- The human body naturally produces hormones in quantities substantially greater than ever would be consumed by eating beef or any other food.
- 86% of fed cattle marketed are produced in feedlots required to obtain National Pollution Discharge Elimination System (NPDES) permits by the federal Clean Water Act.
- One 3-oz. cooked serving of 80% lean ground beef will supply 11% of the riboflavin, 25% of the niacin and 36% of the vitamin B-12 most people need each day.
- On average, a 1,000-pound (lb.) steer yields about 432 lb. of retail beef cuts sold in the store.
- Typically, a 3-oz. cooked serving of 80% lean ground beef has 235 calories.
- Approximately 700,000 children and 7.8 million women in the United States have iron deficiencies. They need to eat more beef!
- Byproducts constitute almost 600 lb. of a 1,000-lb. steer.
- Beef production is a major employer; some 186,000 full-time jobs on farms and ranches create more than 1 million more jobs throughout the economy.
- Nearly 98% of cattlemen are in small and midsize, single-family businesses with fewer than 500 head.
- Cattlemen own or manage more land than any other nongovernmental group or organization in the country.
- 75% of the nation's wildlife live on farms and ranches.
- Cattle consume less than 16% of all feed grains grown in the United States.
- Only 19% of total cropland is used to produce feed grains for domestic livestock and poultry.
- Four of five beef servings (or 80%) will occur at dinner, compared to 17% at lunch. This is consistent with the industry's work in developing and promoting heat-and-serve beef products that are ready in minutes for a fast lunch on the go.

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The Last WORD...

"You have not lived a perfect day, even though you have earned your money, unless you have done something for someone who will never be able to repay you."

— Ruth Smeltzer, *Selling Power*