

Some highlights . . .

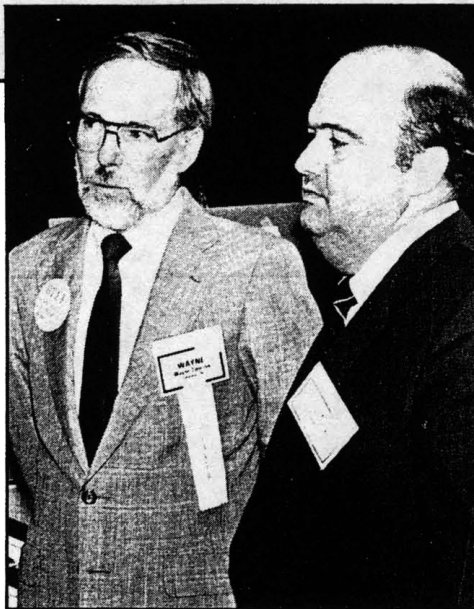
NCA hosts 5,000 at San Antonio convention

By Cheryl Johnson, AJ Production Manager



“The Dictators” told the story

- Moderated by John Huston, National Live Stock and Meat Board, and Wayne Talarzyk, Ohio State University, a panel of 10 randomly selected San Antonio consumers expressed how and why they buy what they do.
- Totally unaware of the audience they were addressing, the panel was skillfully steered through a revealing question-and-answer session zeroing in on meat and beef-buying habits.
- Of note was their lack of knowledge about the beef grading system, as well as the identity of one John Block. Understanding of the real cholesterol issue was quite vague in their minds.
- Several raising children expressed concerns about balanced diet and nutritional value of fruits and vegetables. Meat was important to most as part of at least two meals a day.
- It seemed that the older panel members ate less meat based on their “doctor’s orders.” As the primary grocery buyer in the family, each had ideas about meat, especially pork, having too much fat, thus being related to high blood pressure.
- Careful questioning by Huston and Talarzyk uncovered spending habits. Percentage of grocery panelists’ weekly grocery budgets spent on meat ranged from 33 to 50 percent, with the point being made that a week’s shopping list included cleaning products and toiletry items.
- Price was the primary consideration in meat purchasing. Most female panelists were conscious of supermarket sale ads in the newspaper and nearly all of them shopped for

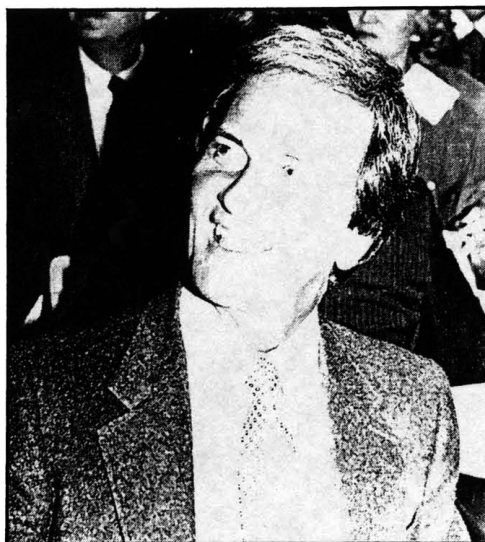


Wayne Talarzyk of Ohio State University and John Huston, the National Live Stock and Meat Board, put “The Dictators” through a pleasant but thorough interrogation which proved revealing to both the panel members and the NCA audience.



Housekeeping has never been dull since Heloise’s mother started her famous column in 1959. Today’s Heloise regaled ladies at the recent NCA Ladies Luncheon with humorous accounts of the many letters she receives from her readers—from microwaved tennis shoes to the hazards of entering through the “out” door at the supermarket.

Applause rewarded her candid observation, “If we had some of the women who run large charitable organizations running the government, I guarantee you we would not be in a deficit today.”



Singer, movie-star and author Pat Boone shared his faith and lifetime of experience at a well-attended Prayer Luncheon amidst NCA convention meetings. Asking the question, “Is a miracle any less a miracle because it happens every day?”, he suggested farmers and cattlemen don’t take their daily miracles for granted and possess more of a sense of need for a Greater Being than those in other businesses. For help with the problems of reconciling producers and consumers, Boone reminds us of prayer as a resource for our answers.

groceries accordingly.

- Eating habits showed “The Dictators” to be fairly set in their ways, as their meal planning and meat buying was carried out much like they had been brought up.
- When questioned, panelists’ consensus was that declining beef prices would be the most significant motivation for them to buy more beef. Very little mention was made of cuts or grades of beef as a motivating factor, and cholesterol emerged as minor in importance.
- Reaction to the panel presentation by NCA attendees was positive, appreciative of the provocative approach to the beef consumer issue.

Some questioned just how representative San Antonio consumers were of the nation over-all. But the seminar had made its point—the average beef consumer is more price-conscious than cholesterol-conscious.

Arizonan tackles beef producer concerns

Succeeding Jo Ann Smith of Micanopy, Fl., is the new NCA president Donald Butler, Tucson, Az. His election took place during the final business session of the NCA convention in San Antonio, January 26-29. He will represent the 230,000 NCA members in the halls of Congress as well as stump the country for beef cattle affairs and concerns.

Butler comes to the post from past experience of committee work on NCA's marketing and farm policy groups. He has also been a member of the NCA board. Butler is past chairman of the U.S. Meat Export Federation and a member of MEF's executive committee.

It's this exposure that has prompted his concern for boosting overseas marketing opportunities. This he sees as a critical issue for 1986. A special task force representing NCA, the American Meat Institute, U.S. Meat Export Federation, National Pork Producers Council, and the American Farm Bureau Federation would help develop a united effort toward raising Japan's import quotas, Butler believes.

He has also served on the National Public Lands Advisory Council of the Department of Interior and is past president of the Arizona Cattle Feeders Assn. His B.A. in animal husbandry is from the University of Arizona. He owns and operates the Coronado Cattle Co., a cattle management and feeding company. Don Butler and his wife, Palmer, have six children.

Jack Dahl of Gackle, N.D., is president-elect of NCA. Dahl is past president of the North Dakota Stockmen's Assn. and also past president of the North Dakota Beef Cattle Improvement Assn.

NCA positions

1. A task force will address consumer concerns about drug residues and safety of beef.

2. Another task force will develop plans for deeper involvement in diet and health issues.

3. The NCA will no longer seek a change in quality grade standards.

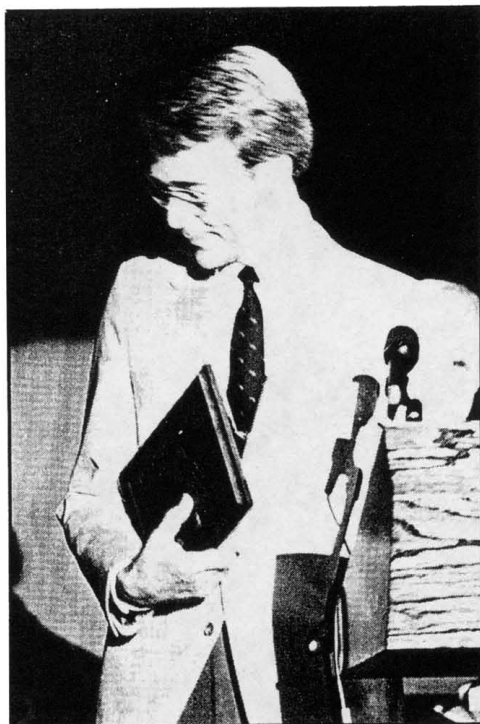
4. Haying and grazing should not be permitted on acres where a conservation payment is received.

5. Animal rightists' attacks will be challenged. Proper animal husbandry will be encouraged.

6. Cattle from Mexico should be quarantined and tuberculosis-tested with non-registered cattle being imported with a jaw-brand "M."

7. Deal with a European ban on growth promotants which prevents U.S. beef shipments to Europe.

8. Study the feasibility of labeling imported meat products.



Iowa State University's Dr. Richard Willham is the NCA 1986 recipient of the Research Award in Cattle Production, sponsored annually by Cutter Laboratories.

Willham, a professor of beef cattle breeding at ISU, has been notably influential in laying groundwork for several of today's performance tools and concepts. Among his credits are national sire evaluation work, developing breeding value standards and guidelines, and conceiving a computer cow game that's employed widely in colleges, extension offices, and livestock organizations.

In 1971, the American Angus Assn. began producing weaning, breeding, and yearling breeding values based on Willham's work. The Association's breeding improvement program helped establish the importance of selling predictable progeny performance and quantitative values to commercial customers.

Says Dr. Willham of his work: "For a long time I got no response. Then, one day at a meeting in Kansas, a man sat down and said the breeding values really worked. That man was Henry Gardiner."

9. The Chicago Mercantile Exchange will be asked to add options to the feeder cattle contract.

10. Study alternative beef marketing plans.

11. Support private land rights and water rights and oppose increased state and national involvement in management or ownership of agricultural lands.

12. Oppose Forest Service and Bureau of Land Management withdrawal of federal land from multiple use. Continue to support uniform and equitable public land grazing fees.

13. Support USDA's contribution to new product research at the University of Nebraska.

14. Oppose user fee to cover costs of meat inspection and other programs for the benefit of the general public.

15. Oppose restriction of cash accounting. Support the deduction of preproduction costs of raising replacement breeding cattle.

Cowbelles change name to reflect deeper involvement

It's now the American National CattleWomen Inc. instead of the familiar American National Cowbelles.

The adoption of a new name was felt necessary to illustrate the group's awareness and concern with changing attitudes in the beef cattle industry.

"It's time we demonstrate our commitment to the educational and promotional programs we have initiated," stated Frances Owens of Lubbock, Tx., former president of the organization.

The ANCW will continue its annual National Beef Cook-Off Contest, the Cattle Drive for Hunger, and the Beef for Father's Day promotion. The new title affects only the national association. Individual states will decide whether to follow the move.

Betty Bergner of Buffalo, Wy., is the 1986 president and will provide leadership for the 10,000 members. Her background includes serving as president of the Wyoming Cowbelles and as chair of several national committees. She and her husband Karl operate the Northern Wyoming Land Company. They have five children and six grandchildren. **AJ**