

Future Programs for Youth Will Emphasize Positive Role of Meat in Healthful Diet

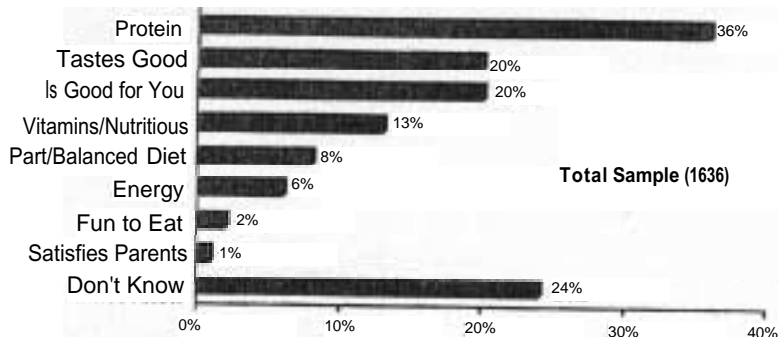
After four months of rigorous review and research, a select panel of meat and livestock industry representatives has recommended a new direction for industry-funded youth programs — an area of heightening concern for U.S. livestock producers.

The "Youth Initiative Task Force"— comprised of 22 men and women representing beef, pork, veal and lamb industry segments — was appointed by industry leaders to set priorities based on message, audience segment and program type, and to establish long-term objectives for checkoff-funded youth programs.

The Task Force based its recommendations on available consumer research and its own benchmark survey of attitudes among youth. This nationwide survey, conducted by Bruskin Research, found that interest and misinformation about nutrition were very high while concern over issues of animal welfare and environment was minimal and declined with age. The study also found that interest in or awareness of activist groups was minimal and that acceptance of animal use was high.

"The study results represented both a threat and an opportunity," says Lowell Gemar, a Fullerton, N.D., hog producer

1993 Meat Board Youth Attitude Survey Good/Positive About Eating Meat



NATIONAL LIVE STOCK AND MEAT BOARD, 1993



1993 Meat Board Youth Attitude Survey Environmental/Animal Rights Awareness

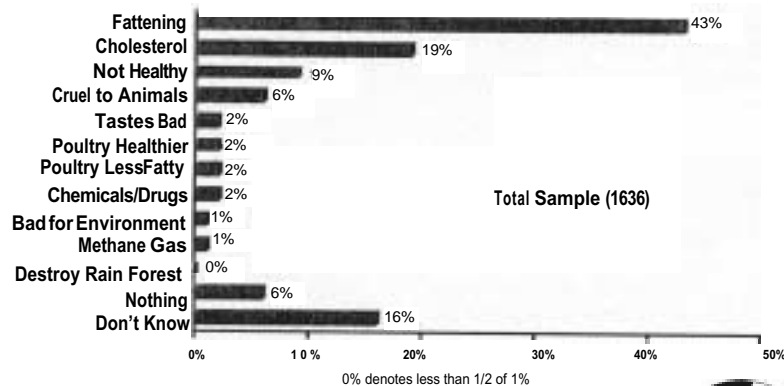
Total Sample (1636)

Don't Know	70%
GreenPeace	14%
The Humane Society	3%
ASPCA	1%
PETA	1%
EarthSave	1%
Physicians Committee	0%
Friends of the Earth	0%
YES/Ocean Robbins	0%
Farm Sanctuary	0%

NATIONAL LIVE STOCK AND MEAT BOARD, 1993



1993 Meat Board Youth Attitude Survey Bad/Negative About Eating Meat



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and co-chairman of the Task Force. "The threat comes in the misunderstanding that meat is 'fattening,' an opinion that grows stronger as youth grow older. The opportunity comes in the fact that we have a positive message to counter that misperception. Our industry has worked very hard during the past 10 years to reduce the amount of fat in our products. In fact, beef, pork, veal and lamb compare favorably to competitive products in both fat and cholesterol content. We can help young people understand how meat can fit into a healthful diet. And the sooner we start telling our story, the better."

The Task Force recommended that the target audiences be defined as follows: 1. kindergarten through 4th grade; 2. preschool, with a parent component; 3. 5th and 6th grades; 4. 7th through 12th grades.

The Task Force concluded that, for all grades, nutrition should be the priority message. In the older grades, the second message priority should be food preparation and safe handling. Third priority messages should be directed at kindergarten through 4th grades and should deal with other issues, such as animal welfare and environment.

While checkoff-funded programs for youth traditionally have been focused in the schools, the Task Force has recommended that the scope of these programs be expanded to include other avenues. According to Velma Tucker, a Globe, Ariz., beef producer and Task Force co-chair, this change will broaden program reach and reinforce positive messages.

"Nothing equals the time spent and the details provided by a teacher," Tucker says. "However, we saw that we could reach children in a variety of other ways. Of the things we looked at, including producing a children's television show and partnering with a national sporting goods company, the most cost-effective approach is to work with publications and in organization support. This should allow us to extend and reinforce our positive messages."

The Task Force also set vigorous objectives for its youth programs to accomplish. By the year 2000, the Task Force believes checkoff-funded programs should reach at least 61 percent of day care preschoolers, 15 percent of youth in grades K-4, and 35 percent of the 5th-6th grade segment.

In addition, the Task Force recommends a statistically significant improve-

ment in key attributes measured in the Youth Attitude Benchmark Study. For example, it recommended that the percent of youth who say "meat is good for you" should increase from 20 percent to 28 percent, while the percent of youth who believe "meat is fattening" should decline from 48 percent to 35 percent.

Youth education is a checkoff-funded program managed on behalf of the meat and livestock industry by the National Live Stock and Meat Board, a coalition of the meat and livestock industry that has been working through industry checkoffs to build demand for beef, veal, pork, lamb and deli/prepared meats since 1922.