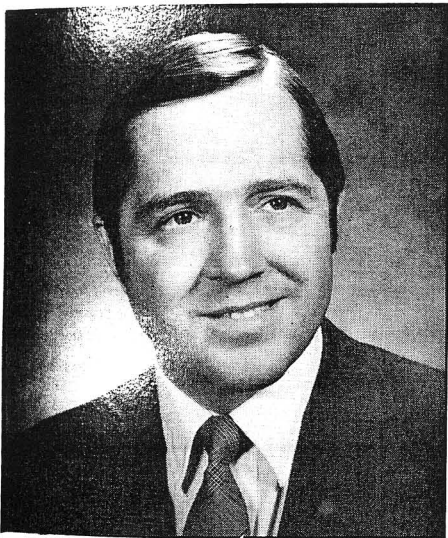


from the office

LEAD IN

By Richard Spader
Executive Vice President
American Angus Association



The national beef advertising campaign has already produced measurable results, and on September 1 members of the American Angus Assn. will begin making direct contributions to this vital effort.

A short-term objective of the ad campaign was to stimulate more retail advertising and featuring of beef in grocery stores and supermarkets. This has happened, according to Jay Wardell of the Beef Industry Council of the National Livestock and Meat Board.

An editorial in the May issue of PROGRESSIVE GROCER was highly complimentary of the beef industry's current consumer marketing program which emphasizes value over cost. This, the editorial concluded, is exactly what is needed.

The American Angus Assn.'s board of directors approved a beef checkoff in March and recently set a starting date of Sept. 1 for the program. So when the minimum cost for a transfer goes up from \$4 to \$5 on that date, you can be assured that this \$1 increase for each animal sold is earmarked for advertising and promotion. It will all be sent directly to the National Livestock and Meat Board.

The transfer schedule, starting Sept. 1, 1982, will be: Applications received within 30 days from sale date—\$5. Applications received 30 to 60 days from sale date—\$7. Applications received after 60 days from sale date—\$12.

As a breed organization, the American Angus Assn. will be in a position to potentially generate some \$150,000 a year for beef promotion. These funds, coupled with national promotion funds from other breed

associations and state cattlemen's checkoff programs, will add to the industry-wide effort to generate revenue for the promotion of beef to the consuming public.

At present, over seven and a half million dollars are being invested in a national media blitz for beef. This is the first major effort by our industry to create a greater desire for beef among consumers. The time has never been better to take the offensive for a product that has attained a prestigious place on the American family table.

I hope that all members of the American Angus Assn. will support the efforts of beef promotion, but arrangements have been made for a refund of the \$1 per transfer, if you wish. Here's the way the program works: The added transfer fee will be collected by the American Angus Assn. and the \$1 per transfer will be earmarked for the Beef Industry Council. If you, as a cattleman, wish to have your \$1 per transfer refunded, you will simply contact the American Angus Assn. within 60 days of the end of our fiscal year, which is September 30. Requests for refund can be made between October 1 and December 1 to cover any transfers processed during our previous fiscal year. Your refund will come directly from the Beef Industry Council of the National Livestock and Meat Board.

Again, I hope all of you, as producers, feel the need for promoting our product on a national basis. These funds show our willingness as seed stock producers to be a part of a national movement to place more beef on consumer tables. 