BROADENING THE SCOPE OF EFFECTUAL MEAT EDUCATION

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NATIONAL LIVE STOCK AND MEAT BOARD

As Mr. Ring pointed out to you, the meats information schools are an important part of the Meat Board's educational program. I might stress again that these were set up through the state extension service in order to reach the key professional foods people in the different states. We worked through the extension service to reach these professional people because it is these professional food people who reach our American consumers. If they can give them some information through their different programs that they can in turn help themselves, at the same time they will be helping us.

To give them a little information as to an effective program, what it should include, or we should say some suggestions along this line, most of you know that the extension people are professionals in their field, but to help to set the stage for an effective demonstration type program, we did offer them some suggestions or ideas that could be used or developed in presenting a demonstration type program.

I think it might be well to mention them right now. As one of the first things in conducting a demonstration type program, you know how important it is to have proper lighting. If the lighting is not adequate the demonstration type program will not be effective. So we suggested the idea of using added lights. Maybe these could be some portable lights of some sort that could be used to give just a little bit of added light on the table. Many of you have sat in an audience and watched a demonstration and have not been able to see what was going on. That certainly does not add to the effectiveness of a program.

The working surface or table that the person is working on - something similar to this table. You need a nice working surface. You need it to be clean; you need it to be attractive. Something that would add to it would be to drape it like around the front of this table rather than being able to see under the table and it gives just a little neater appearance. Another thing is a nice cover for the top of the table. This can be some type of white parchment paper which is what we use, but something that gives a clean appearance to the table that you are working on with these food products.

One other thing that is very essential for a demonstration type program is to have the table tilted. Many of you have probably done this in meat programs. All you need do is to use two little pieces of two by four and put them under the backside of the table as legs in order to tilt it forward so that the audience can see what is going on.

We have it draped right. We have the table nice and clean. We have it tilted and we have sufficient light for everyone to see what is going
on in the demonstration on top of the table. A nice display board is another important thing. Now many of you have noticed people display cuts of meat. Maybe some of the gals would hold it up like this and show it and maybe some of you fellows would hold it up like this, but it is much more effective to have some type of display board that you can display the cut of meat on. This is an idea that is presented to these professional foods people. It is a piece of masonite that is painted a light green. These are made in a three to four proportion so that they are adaptable for television viewing. They are in the right proportion for transmission on a television camera. So if you are displaying a cut of meat you can use the same tray for that purpose as you do for a live audience. Have some type of tray to hold it up on. It makes it look much more appealing.

One other thing. On the top of the table you should have some type of cutting board. It need not be elaborate; it need not be large. This is a piece of plywood that is 1/2 inch and it is cut approximately 15 by 28. It will give you adequate surface for cutting on. It protects the table top. It gives you just a little added interest on the area that you are working.

One of the extension directors said after one of our demonstrations, "A relatively simple program can be effective if care is taken in presenting it." Just a little bit of finesse, a little bit of polish in presenting it will make it much more effective. I think you will agree that these trays are something that are just a little extra. They didn't take much work but it makes the program much more effective for the audience to be able to see the cut of meat that you are displaying.

We feel that in this era of fast living and competition for the food dollar our meats information schools have been a step in the right direction, giving the professional foods people some ideas that they can use in meetings with the nation's consumers.

In our extension programs, as Mr. Ring pointed out, we reached the different professional groups with this meats information. This year -- we might say in the last six months because the majority of these programs have been in the last six months -- we went to 50 cities in 12 states and reached 3,478 professional foods people with our meats information schools. This program was worked through the National Live Stock and Meat Board, as Augie mentioned to you, working through the extension service. In working through these different groups we have reached first of all the agricultural extension groups and this includes county agents, 4-H agents, home economists and the different groups within the extension service, then the educational groups. The educational groups included teachers, high school and college agricultural professors, etc. in the educational field. Then the home economists in business were another important group. They included food editors, radio and TV food program editors and different groups that are in the professional field. Also home economists who are with the different companies like the power companies, etc. And then the food service people. They included dietitians, nutritionists, meat retailers, etc. in the food service field.

In working with these people we wanted to reach the consumer. The consumer was the goal of this entire program. The Meat Board has had a
connection with these different groups before in working with individual
groups, but with our meats information schools we have tied in the extension
people because they were the ones who could make the contacts and set them
up to do an effective program. Rather than working with the individual groups
this time we have worked through the extension people to reach the American
consumer with this information on meats. We have reached 3,478 professional
foods people in these schools. These people if they met with an average of
50 consumers in the next year would reach almost a quarter of a million con-
sumers with meats information.

The schools were set up on a five-day format. In other words, five
days were allotted to each state. The extension people directed the schools
to the area that covered the largest portion of the state, and believe me in
traveling over some of the states for five days you cover a lot of country.
That is what we tried to do, that is, to blanket the states with these pro-
grams.

Now some of the states have rescheduled them for next year in
order to cover the areas that were not covered during this program.

The program was four hours in length, and it was divided into two
segments, two hours before noon and two hours after noon.

As Mr. Ring mentioned to you, sometimes the extension specialist
would share the program with the Meat Board representative. Michigan is a
good example. In Michigan one of the nutritionists shared the program and
also Mr. Rust and that gave us assistance. In other words, an added feature
to these information schools.

For a sample of the publications that were distributed at these
schools we had a special packet of material that was made up for distribu-
tion at these meats information schools. This packet of material included
the majority of the reference materials that the National Live Stock and Meat
Board has available. It includes graphs of the time of the year when most
of the livestock is being marketed, the areas it comes from, and many of our
other publications that the majority of you are acquainted with. To give you
a little better knowledge as to some of the things that we do have we have
supplied you with the material that was passed out. One of these publications
is from the American Meat Institute. It has in it all of the publications
that are available through the American Meat Institute and the different pro-
motional ideas, our posters, etc. that you can get through them. In there is
information that tells about how to get these. Also in this publication I
think is the National Live Stock and Meat Board's publications, but in order
to keep you acquainted with them we have given you this little booklet that
gives the names of the different promotional materials that we have. I
thought that you might like to have these for your reference.

Meat on film was another discussion that was given at the different
programs to give the people an idea or these professional foods people an
idea where they could get materials for use in this type of program.

In one of the programs it was brought up that in presenting these
different types of demonstrations, etc. sometimes they didn't know where to
get the reference materials or we might say supporting material for their talks. As you can see, with this large supply of material from the American Meat Institute, the National Live Stock and Meat Board, and the U.S.D.A. you do have a large supply to draw on.

To open our programs the first thing that was brought up after the introduction was the story of the National Live Stock and Meat Board, a good discussion on what the Meat Board is, what its activities are, and what it engages in. This served two purposes. It served to reacquaint or you might say to refamiliarize those people with the Meat Board, as to what it is and what it does. It also gave those people who were not familiar with it an introduction to the National Live Stock and Meat Board.

In conducting our programs one of the important things or we might say one of the highlights was the do-it-yourself portion of the program. In order to conduct this we used this sheet that is called "More Meals from Meat" that is available from the National Live Stock and Meat Board. It gives suggestions, as Mr. Ring mentioned to you, on how to get more meals from a larger cut of meat, suggesting to these people ways that they can use a retail meat cut and suggest to consumers how to use it. So this was the sheet of paper that was passed out.

Including other materials that were covered, we had a meats identification quiz and we selected a sample set of 82 colored retail meat cut slides. As a very effective portion of the program, these people would view the meat cuts and try to identify them as to the animal they came from and the names of the meat cuts. Immediately after they tried to identify them we would go back over the different cuts of meat and tell them what they were and note the identifying characteristics of each of the retail meat cuts, giving them a better knowledge as to some of the meat cuts that are available and what to look for in selecting them.

One of the highlights of the day's program -- well, we consider it a highlight -- we sometimes refer to as the coronation of the meal or the coronation of the program. It is the meat carving. A lot of these professional foods people were well aware that proper cookery and proper carving can enhance the palatability of a meat cut. But in order to give them just a little bit of added interest and also to give them some new ideas on meat carving these are some of the things that we carved: a porterhouse steak about 2½ inches thick for breakfast but suggesting that they carve this cut of meat to serve to more than one person, thereby utilizing an extra thick steak. A potroast was another cut of meat that we carved, because it seems that if a sin is ever committed in carving meat more than likely it is committed when the average person carves a potroast. A leg of lamb was another cut that was selected for carving, and a sirloin pork roast. This was a big highlight and it did leave the people in attendance with an enthusiastic attitude as to some of the things that they could do in reaching their consumers with more information or more facts about meat.

As to the value received from these programs, we feel that our efforts will be multiplied many times by meeting with these professional foods people and giving them the up to date information that they can carry to their respective consumer groups.
As to the effectiveness of these programs we have received many letters about them, what they thought of them etc. Here is an example of some of those letters that have come in as to how the programs are accepted in the field. "You have given me such enthusiasm" -- this is a quote, by the way -- "that I plan to practice the carving you demonstrated, and several of our Pittsburgh home economists want the experience also. We have already set up a definite date to try to duplicate what you have shown us."

That is the thing that we are striving for in our meats information schools, to give these people information that they could carry to the American consumers. So with our program with each one of these people reaching an average of 50 consumers during the year, we will have a total of 175,900 consumers reached with meat facts.

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Thank you. (Applause)

MR. PIERCE: Thank you very much, Moreland, for telling us how the programs were conducted in the areas and the localities where they were held.

Now a few comments on how I think this information can be of help to extension workers in their various fields in carrying the meats story down to the groups, and this is in reference to this little sheet right here that Moreland showed on more meals with meat. There are several ideas on that sheet and many of them were demonstrated at these meetings.

The thing that interested me greatly, because it was our privilege in New York state last winter to have a series of these schools, was the interest that was shown by the home demonstration agents and the county agents in asking questions. They said, "These are good ideas that I can go back to my county with and add as a supplement to a general live stock or consumer meeting." Many of the county agents especially thought, "Now these are ideas that we can incorporate, for example, with the beef cattle committee meeting or a swine meeting or a sheep meeting, to tie in the production phase of the program."

Fortunately many of them have already had meetings of this type, with the general purpose of the meeting a production meeting, but they had a little attraction in the form of a demonstration of making more meals from a 6th and 7th rib roast of beef or boning and rolling a lamb shoulder, and a very effective demonstration for the hog producing people was how to utilize the pork loin to the greatest advantage.

It has been my experience in New York to find that these ideas, largely stimulated as a result of these information schools for the food
specialists, the home economists, the agricultural agents etc., are
helping me greatly in extending meats information to the consumers in
the state. As an example of what I think is the effectiveness or an in-
dication of the effectiveness of this program, in past years we have had
general meats meetings in cooperation with the food and nutrition special-
ists and the home economists in perhaps seven or eight counties a year.
The schedule came just about a week ago and for this next fall we have
all-day meats meetings scheduled in 18 counties in the state which is an
increase in the interest of about 300 per cent. I attribute a large
part of the interest to the fact that those persons in attendance at these
schools got a lot of ideas of new methods by which they could bring the
meats story to the public.

Now I know that several other states have had these schools
and have operated in close cooperation with the Meat Board, and to start
the discussion I should like to call on Bob Rust to give his impression
of the ideas that he received or secured from this school in Michigan,
and how they can be used in carrying the meats story to the public in
your areas.

MR. RUST: We had very good results, I would say, with the
school. I think probably as an indicator of the interest generated by
this type of program, shortly after we concluded these schools -- I
believe there were about six of them -- we had a request from our rival
institution, the University of Michigan, to put on a meats school for
their food service personnel. It isn't very often that they come to us
looking for help at football time. But the upshot of that school was a
statement made by one of the people involved in organizing it, the head
dietitian of the University Hospital, that she hoped to make a program
of that type a yearly attraction.

I think that by and large the people in the counties are very
much interested in this type of information and they are interested in
an opportunity to get brought up to date.

I hope that we can in the future work more with some of the
people in the high schools, with the home economics programs in the high
schools particularly, and possibly progress even to some high school pro-
gams. But I think that by and large it has been a very effective method
of bringing some of these people up to date on information which they are
largely lacking. If you go out among a lot of the home demonstration
agents in the counties, and the county agents more so, you will find that
their knowledge of meats, and sometimes even of nutrition, is pretty
sketchy. This is an opportunity to work, as we did, a cooperative pro-
gram among ourselves and the animal husbandrymen, the National Live Stock
and Meat Board and the home economics department which I think gave us a
very effective program judging from the comments we had.

The only problem involved, of course, was the problem of
scheduling, and there are always little difficulties in working with ex-
tension. As Augie said, it takes about a year in advance if you want to
do a really effective job in setting up meeting dates and not run into a
lot of conflicts.
MR. PIERCE: Thanks a lot, Rusty.

Now one of the members of the committee asked what can we do for our livestock producers. Roy, I should like to have you make a few comments on your reaction to the demonstration given here, as to how it might fit in down in the state of Texas with your producer program.

MR. R. W. SNYDER: I want to make a comment first and it probably isn't fair, but how close do you have to be to Chicago to get on the program? (Laughter) It sounded marvelous.

I have one other comment to make. We all agree that the sheep people are not eating their own product and we have wondered how we could get them to eat it. I think I made a little report some few years ago that this thing worked very well but it seems to be gaining a little momentum with us. Even where they are having a wool pull in a county or maybe a cooperative lamb sale or we hear agents say, "Now we are going to have a show of calves and lambs and pigs," which is educational, too frequently we feel down there at home that it is a case of bringing them lambs and placing them 1, 2, 3, 4 and having the next class, and where does the education come in if you don't pay a little.

So we are trying to have meetings with the youngsters and actually having a lamb killed ahead of time, probably staging the show the night before they bring in their stuff when they go to the picture show or raise sand around the barns, etc. We are trying to put on a program for them to keep them busy that night and to keep them out of mischief and such things like that. Those meetings prior to the show have been pretty effective.

I could go on and on but the time is too short. I just want to add I don't know how many of you folks felt that radio was quite the stuff and really very helpful to us and I think it is yet to a certain degree, but frankly I never was sold too much on it until quite recently, but here is what we have going and I would certainly want to encourage anybody to take a try at it. I might say that the college and the extension service on visual aids have spent enough money to buy a TV camera and to pick up sound and they have convinced me that little shorts of three or four minutes, and never to exceed five minutes, are the things that these TV stations want. You can get before thousands and thousands of people that you could never touch in any other way.

Those little shorts -- I made one, Augie, on your idea of the use of ham. Why buy a slice of ham? Buy a whole ham and use it this way because so-and-so --. That thing has gone over in the southern part of the state. Within the reach of Houston it has gone over in a marvelous way. But I want to encourage you, if you are not in the TV spirit at all, to try TV shorts, three or four-minute ones, because the stations are really looking for those little fill-ins, and you can get stations that are not too far apart to ask for those little film shorts and they will repeat them occasionally. Let it go for maybe six weeks or even two months and then come back, and you reach people that you never reach in any other way who see it and do it.
MR. PIERCE: Thanks a lot, Roy.

Now we have other extension men here, too. R. D. Havener is here, Leon Orme and Bob Reddish. I should like to ask those gentlemen if they would like to make some comments. Then we will open it up for general discussion among the group.

MR. R. D. HAVENER (Ohio State University): I should like to reiterate the statement that was made about television. We are fortunate in having, I suppose, three commercial stations and the University station in Columbus. I have done, I suppose 40 or 50 programs for those folks, and they like television work in meats. They are not scared of a commercial. If you want to mention the National Live Stock and Meat Board publications they don't care; if you want to promote ham for Easter they don't care. You can reach an awful lot of people. It is pretty difficult to tie down how many you can reach with a program, but one of the Columbus stations say that at nine o'clock in the morning they have a potential listening audience of 250,000 housewives. Even if you only reach one-tenth of them, how easily can you reach that many people if you just try to get them to look at a label on meat?

Especially for you younger men here who are trying your wings, it is awfully good experience to do television demonstrations because it certainly helps to sharpen up your demonstration if you have to do it in eight minutes or in five minutes. It is very good experience and you can at least give a little bit of information to an awful lot of people very easily. It may mean that you will have to get up at six o'clock in the morning and be down at the station at seven-thirty with a quarter of beef on your shoulder, but you can get over a lot of information in a little bit of time.

As Ellis said, one of the most effective ways we have found in Ohio to reach the consumer is through the beef, cattle and swine organizations. You can go into a county and put on a demonstration of what is a meat type hog and nine times out of ten you will be back putting on a consumer program on the utilization of pork, beef or lamb. Also don't overlook your livestock committees in getting back to the consumers. It is an awfully good way to reach them.

MR. PIERCE: Thanks a lot, Bob.

I might add a little with reference to what Roy said about getting the sheep people to eat lamb and the pork people to eat pork and the beef people to eat beef. Often times in New York State we have had livestock meetings and we had meals in connection with them and I will be doggoned if we didn't have barbecued chicken. That sort of went against the grain for a few of us up there and we had to come up with some sort of idea to stimulate interest in red beef in connection with the general livestock meetings. Over a period of time we have developed a barbecue method. More recently it has been devoted to steak broils or roasting on spits and things like that, and gradually we are seeing that we are making a few inroads into the chicken barbecue business as it pertains to general livestock production meetings.
I understand that Bob Rust has just gotten out a bulletin on outdoor cookery and it should be a source of great help to many of us in planning some of these outdoor meetings.

I should like to throw the floor open now for questions from the entire group to see what comments, if any, or discussion, if any, we have stimulated among you along extending the education in meats in its many ramifications to the general public.

MR. MARTIN: Ellis, I might mention that we are going down into Florida the first part of November with meats information schools.

MR. RING: Texas isn't too far away.

MR. RUST: I should like to make a comment of the type that Roy made about the lamb people not eating lamb. I will guarantee that our meats extension men have not let them get away with that in Michigan. If it is a winter meeting they usually make arrangements with the place that is serving the meal to have roast lamb legs, and in the summer the boys rig up a spit barbecue and barbecue lamb legs outdoors; so I guess it is probably getting where our lamb men would like something else for a change.

MR. PIERCE: Any other comments or discussion?

MR. RAVENBER: We tried to get a school in Ohio last year and because of the conflicting dates we never did get it done. However, there is a problem that I see, Augie. Maybe it is peculiar to Ohio State University but I have heard it from other states today. The home economists in extension work are very much concerned about remaining the experts in the state because they are the ones who have to stay there and work day after day. We cannot go into the counties and say, "I am the expert and he is the county gent," because he, too, has to remain there day in and day out and he has to be looked up to as the agricultural leader.

So I would certainly encourage from the state viewpoint that as often as possible you work in a few of your state leaders into the program. That was one of the problems in Ohio. The home economists didn't want somebody else to come in and say they were the experts. They were willing to go along but it wasn't wholeheartedly because that, after all, is their job, and if you can keep them involved I think you will have a lot more success.

MR. RING: Very definitely a part of the reason for allowing the program to be flexible is to give and take. Each one of us has our own feelings, and very definitely if a person has had training, we will say, Bob, in the field of home economics, we are not going to say that we are the cooking experts. I don't think they will question our ability to cut meat or to carve it, but if we talk too much about meat cookery methods, we are invading their realm or their domain so to speak.

The same thing is true in the field of nutrition. I think Moreland would very definitely say that whenever we get into the field
of nutrition or into the field of meat cookery we should very definitely try to get the state nutritionist or the state home economist to be on the program because that gives them that which you are wanting.

If any states that would like to have the program will let us know ahead of time we will do this give and take business as far as the planning is concerned, and geographical distance does not make too much difference, Roy. I know we have had a couple or three letters relative to the program in Texas. We have not been able to work it into the schedule mainly because Moreland has been the one who has been doing it. We have tried to make it one activity for Moreland and, of course, that limited the number of states we could get into with the program.

May I make one suggestion? When you are offering the material, this "More Meals from Meat" is probably one of the most popular pieces of literature available from the Meat Board, and a minimum charge has been placed on it for quantities. We have done that so that we can increase its distribution across the United States. We could very quickly deplete the budget by making them available at no charge. It is moderate. If you want to take the material and print it yourself that is perfectly all right. If you want the glossies we will be sure that they are supplied to you.

I should like to tell you one thing in connection with this "More Meals from Meats". When it is revised instead of taking the 10-inch cut we will go to the more predominant 7-inch cut found in meat markets, the reason being that the 10-inch cut is a special cut and a lot of people are breaking the 7-inch right away. So we should have it in here. This will be revised.

I should like to tell you a story about this three meals from a lamb leg. A retailer wanted to put on a lamb sale and he wanted to advertise lamb legs at the cheapest price he possibly could. The way that we felt he might do it best and get the best return on his dollar plus customer satisfaction was to use this three-way lamb leg break. He did it all on the saw because he was interested in production, he wanted to get through as fast as he could. He made the chops, the stew meat, and the leg for roasting and wrapped them up into one package and called it a three-way lamb leg and he had a very successful lamb sale. That is just a suggestion that you might want to pass on to the retailers. Some adaptations can be made.

MR. PIERCE: Thank you, Augie.

I see that our time is just about on the button; so we will turn the meeting back to you.

CHAIRMAN CAHILL: Our gratitude to you, Ellis and Augie and Moreland for sharing this excellent information with us.

We turn now to the Research Review Committee. For the benefit of those of you who are new in the last year or two, this little bit of
history: A number of years ago all of the publications that might carry articles relative to meat were assembled and then the titles were divided among our membership. These members perused those publications and abstracted the pertinent articles, and those abstracts were forwarded to this Research Review Committee now chairmained by A. Z. Palmer -- Zane Palmer of Florida.

That committee has been responsible for editing the abstracts and for making the arrangements to have the abstract cards printed, and one issue of cards has been made available for purchase. I think at this point I should say that I know a very interesting report is coming and I should like to turn the floor over to Zane Palmer. (Applause)