

# UPDATE: NEW FACILITIES AND PROGRAM AT THE NATIONAL LIVE STOCK AND MEAT BOARD

by

H. K. Johnson\*

America's livestock and meat industry has a new home for its consumer marketing, research, education and promotion programs.



Just over a year ago, the National Live Stock and Meat Board moved into a brand new office building at 444 North Michigan Avenue, north of Chicago's loop area. We occupy one and one-half floors, about 24,000 square feet, in the new building. More than 60 full-time staff members work for the Meat Board.



Many of you are familiar with the Meat Board through your membership in AMSA. The Meat Board serves as administrative arm of AMSA; Dick Smith, our Director of News Service, does the publicity work for the association; Jacque Filiatreau runs the inter-collegiate meat judging contests; Ken Franklin, Director of Creative Services, is responsible for the ex-

cellent meat photography in such publications as the *Meat Evaluation Handbook*; and our Director of Home Economics, everyone's favorite, Reba Staggs, was honored last year at Brigham Young University with AMSA's highest recognition, the Signal Service Award.

The Meat Board does more than its work with AMSA. We develop and execute a number of programs, all with a common goal—to continually strengthen consumer demand for our industry's products. By educating consumers, by helping retailers and food service operators to better serve their customers, by supplying schools with nutrition and home economics educational material, by working with newspaper and magazine food editors and through a host of other activities, we strive to make sure that consumers know, understand and recognize the value of including meat in the diet.



Today, I would like to take you on a brief tour of our new offices and describe the work we do there. Much of our space, understandably, is devoted to offices. You all know what an office looks like so let's start our tour with the new Conference Center.

The Conference Center was planned to accommodate any size group up to about 30 people, but we have had as many as 50 in the room for special meetings. The Center serves as the meat industry's meeting place in Chicago. If any of you need a meeting site in Chicago, in connection with any meat industry project, please contact the Meat Board. If it is at all possible, we will be glad to offer you the use of our Conference Center.

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Adjoining the Conference Center is our library. A full service library for the livestock and meat industry has been a long time goal. We are now making rapid progress toward attaining that goal.

Our library will be more than a reference center of books and periodicals. It will also be the storehouse for the AMSA archives. Through the use of a data terminal link, we are able to utilize the resources of the major computer data banks across the country. In minutes, we now can do reference searches that would have taken days or weeks. This is obviously a tremendous advantage in developing and implementing our education and research programs.

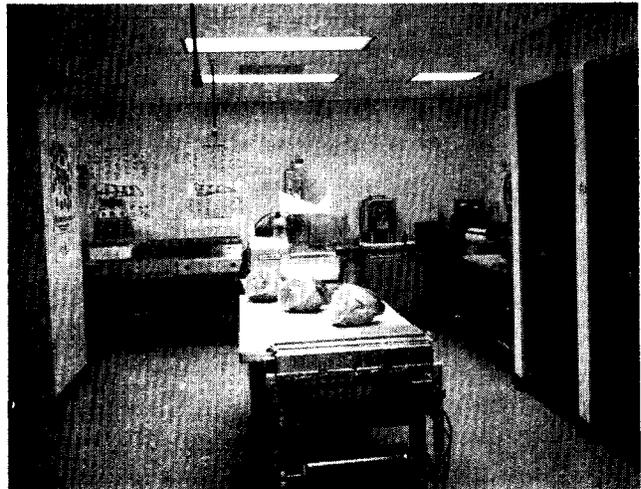


Down the hall from the library is the Merchandising Lab. This room is fully equipped to match the facilities of a supermarket cutting room.

Whenever a retailer sells a package of meat, that package must fulfill a pledge of quality and satisfaction. The work done in the Merchandising Lab will help retailers fulfill that pledge through the development and testing of new cutting techniques, labeling formats, case displays, packaging methods and improved sanitation control.

Associated with the Merchandising Department is Consumer Services. Our consumer services profes-

sional, a trained home economist, is responsible for a combined program of consumer education and mar-

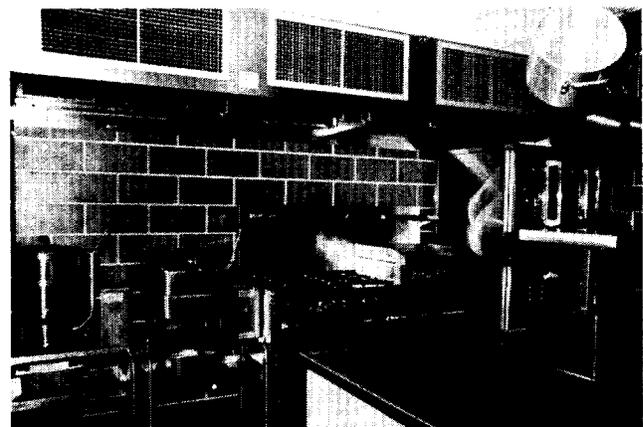


keting to serve the meat industry. Through live demonstrations, speeches, radio and television programs, newspaper and magazine interviews and direct work with retailers, consumers benefit by learning how to



get the best value and eating satisfaction from their meat purchases.

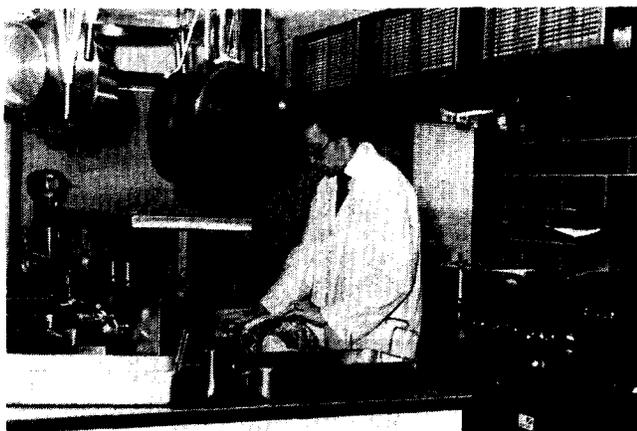
When we moved to our new office, we gained a vital new facility, a well-equipped foodservice test



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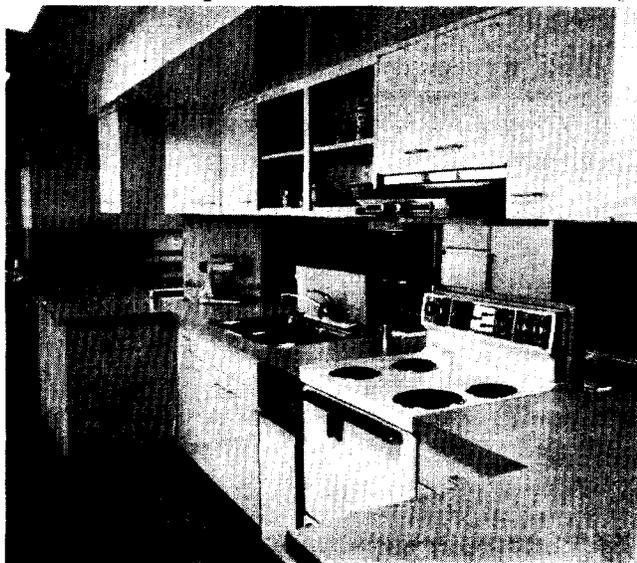
kitchen. Each year, more and more of our product is being eaten away from home in restaurants, fast-food operations, and other foodservice outlets.

Foodservice presents special challenges to the meat industry. The foodservice test kitchen permits us to develop and test the best methods of buying, storing, preparing and serving meat in quantity portions.



A special part of our foodservice operation department is the School Foodservice Program. Primarily through live demonstrations, school foodservice workers learn of new recipes and cooking techniques that provide economical, nutritious and appealing meals for the pupils. An obvious added benefit of the program is the establishment of future markets for our products by showing today's children—tomorrow's consumers—that meat enhances any meal.

Around the corner from foodservice you will find the Home Economics consumer test kitchens. Four complete work stations, with both gas and electric ranges, permit the staff home economists to work effectively on a number of projects simultaneously. In addition, the department tests the latest home ap-



pliances which can be used for meat cookery, such as slow electric cookers and microwave ovens. We also do carefully controlled testing of new food products—including vegetable and synthetic protein foods offered as substitutes for red meat.



Next to the test kitchens is a special room for taste testing all of the recipes developed by Home Economics. Every recipe is tested by a tough panel of judges—Meat Board staff members who know how a good meat meal is supposed to taste.



The same thoroughness applies also to all consumer material created and produced by the Meat Board. Every piece is carefully edited and checked—several times—to insure that all information is factually correct and presented in an easily understood manner.

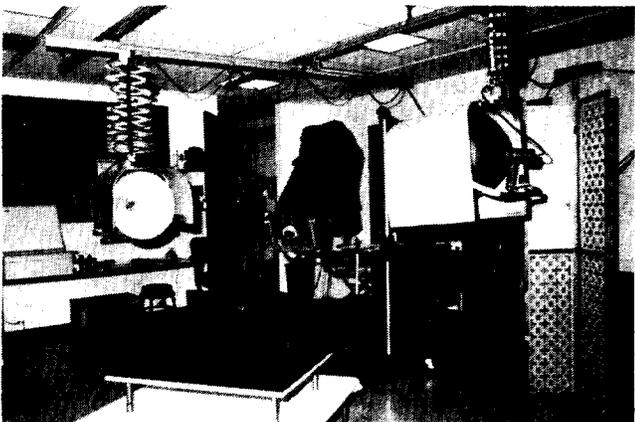
I am certain that each of you has seen delicious looking full-color meat photographs on the food pages of your local newspapers. Those photographs probably came from the Meat Board . . . and they were taken in our new Creative Services photo studio. Color photos are offered to newspaper food editors across the country for their individual use. Although the Meat Board receives no direct credit for the photography or editorial copy in this service, consumer education benefits through the wide readership of these newspaper pages. Well over 100 newspapers

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with a combined circulation in the millions use each of these color editorial full-page features.



All of the color photography appearing in the Meat Board's many publications . . . the wall-size retail posters, recipe books and folders, educational texts,

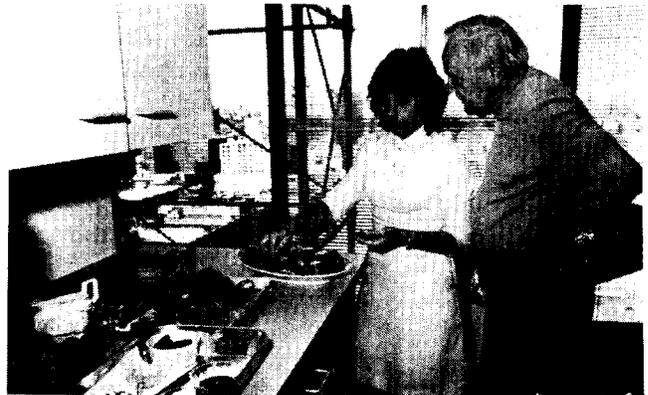


etc. . . . is produced internally by Creative Services. This is generally a team effort with Home Economics and Merchandising, starting with the preparation of the food dishes in the Home Economics photo kitchen adjacent to the studio.

Creative Services does more than photography. Talk about anything associated with the design, artwork, production or press run of any Meat Board publication, and you are talking about the work of Creative Services. From the first lines made on a drawing board to the finished product, Creative Services is doing its job.

I am pleased to announce to you that we have found a successor to Dr. William C. Sherman, former AMSA Secretary-Treasurer, who retired as head of the Meat Board's Nutrition Department last year. Dr. Peyton N. Davis from California has now joined the Meat Board staff as Director of the Nutrition Department.

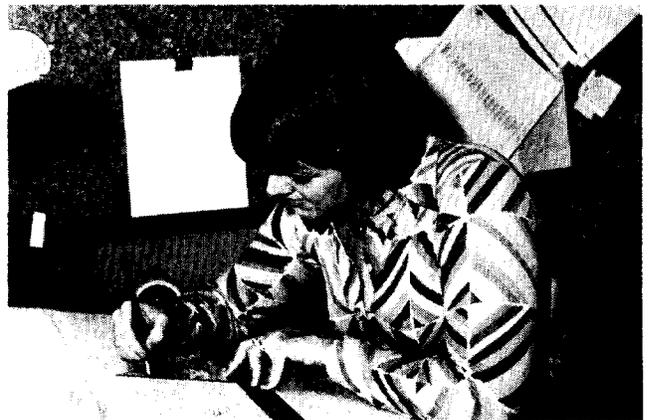
As the pressure grows to feed an ever increasing population, we anticipate greater challenges to justifying meat's role in the diet. We plan to substantially increase our nutrition research grant program to meet those challenges.



We will continue to disseminate news and information about meat's role in the diet through various means, especially through *Food and Nutrition News*, our newsletter for those in the health care profession.

The Education Department is relatively new at the Meat Board; it was officially started last fall. The primary responsibility for the department will be to improve and expand the Meat Board educational materials offered for use in schools.

A number of other departments at the Meat Board include: The Beef Industry Council, Pork Industry Group, Revenue Development, and the others neces-



sary to conduct the business of serving the livestock and meat industry. Unfortunately, I do not have time today to tell you about all of them. I will leave you with a standing invitation. Any time you plan to visit Chicago, please let us know. We would love to have you stop by 444 North Michigan Avenue for the full tour. I hope you can make it soon.

Thank you.