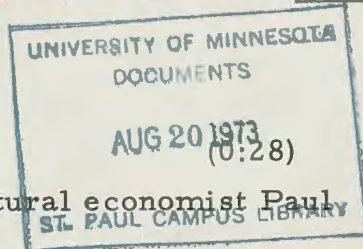


AGRICULTURAL EXTENSION SERVICE - UNIVERSITY OF MINNESOTA •

2.



(612) 373-0710

consumer radio briefs

August 17, 1973

Beef Shortages

University of Minnesota agricultural economist Paul Hasbargen says beef shortages should last only a few weeks.

Supplies of both beef and pork will be greater than last year's levels during the last three months of this year.

Hasbargen discourages hoarding large quantities of beef for fear of shortage. He says this only defeats your purpose by reducing available supplies of all meats and driving up prices of poultry and pork.

* * * *

Holding Back Beef

(0:25)

A University of Minnesota agricultural economist says beef producers who are holding cattle from the market are gambling.

Paul Hasbargen says there's only a fifty-fifty chance that live cattle prices will go up when the freeze is lifted. The economist advises producers not to expect beef prices to go up five dollars a hundredweight just because hog prices did when the freeze came off pork.

* * * *

Advertising Term

(0:24)

"Trade Puffing" is the term used when an advertiser praises his product. He may say the product is milder, stronger, richer, faster or better, for example.

However, if questioned by the Federal Trade Commission, the advertiser must be able to substantiate his claims. As long as the advertiser makes no misstatement of fact, or does not give specific misleading impressions, his advertising is legal.

* * * *