

T H E
MARKETING DIVISION
OF THE
IOWA DEPARTMENT OF AGRICULTURE

ITS
ESTABLISHMENT
POLICIES
OBJECTIVES
ORGANIZATION
FUNDS
FUNCTIONS
and
ACCOMPLISHMENTS

January 1, 1970

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MARKETING DIVISION, IOWA DEPARTMENT OF AGRICULTURE
ESTABLISHMENT BY LAW

1. BRIEF OF ACT of the General Assembly creating Division.

- A. PURPOSE: "It shall be the duty of the Division to do or cause to be done those things designed to lead to more advantageous marketing of Iowa agricultural products.

To implement this service, among other things, the Division is authorized to:

1. Investigate subject or marketing farm products.
2. Promote sales, distribution and merchandising.
3. Inform public and give assistance concerning same.
4. Study and recommend efficient and economical methods.
5. COOPERATE with Iowa State University in education and research.
6. Gather and Diffuse useful marketing information.

- B. DUTIES OF DIRECTOR: Director is appointed by the Secretary of Agriculture and is empowered and directed to:

1. Appoint staff and delegate powers and duties.
2. Investigate into methods and practices (Processing, handling, standardization, grading, classifying, sorting, weighing, packing, transportation, storage, inspection and merchandising).
3. Cooperate with Iowa State University Extension.
4. Ascertain sources of supply of Iowa farm and food products and prepare and publish lists of producers and consignors.
5. Inspect and Grade on request if concern pays for service.
(Including power to establish standards for such)
6. Make necessary rules and regulations to carry out provisions of this section.

C. THE MARKETING BOARD:

1. Secretary of Agriculture and Dean of Iowa State University serve without vote.
2. Seven voting members:
 - a. Iowa Swine Producers' Association
 - b. Iowa Beef Cattle Producers Association
 - c. Iowa Poultry Association
 - d. Iowa State Dairy Association
 - e. Iowa Crop Improvement Association
 - f. Iowa State Horticultural Society
 - g. Iowa Corn Growers Association
 - h. Iowa Soybean Association
3. Selection of Members:

Three names submitted by Associations to Secretary of Agriculture,

Swine, Beef, Poultry and Horticulture, by June 1 of each odd numbered year. Others in even years. Secretary of Agriculture shall appoint one by July 1, for two year terms.

4. Duties of Board:

- a. To elect officers of Chairman and Secretary.
- b. To administer the chapter.
- c. To employ advertising counsel, clerks, employees and to prescribe their duties and powers.
- d. To establish offices, etc.
- e. To keep accurate books, records and accounts.

POLICIES AND OBJECTIVES

The primary objective of the Marketing Division is stated in the legislation that created it "...to do, or cause to be done, those things designed to lead to more advantageous marketings of Iowa agricultural products." This is a broad charge; its breadth presents great opportunity but also places great responsibility upon the Marketing Board and the Department of Agriculture.

It is the firm policy of the Marketing Board to complement and supplement other agricultural related promotional programs, not to duplicate them. Most simply stated, the purpose of the Board IS TO IMPROVE THE DOMESTIC AND FOREIGN markets for Iowa agricultural products. This involves developing new markets and improving present markets by (1) measuring market potentials, (2) testing new products and new uses, (3) improving product design, (4) initiating programs to improve market operations with more accurate price and supply information, (5) improved procedures for weighing, grading and paying for farm products, (6) accumulating information essential for Iowa and U.S. government officials and agencies to insure the freight rate schedules, and (7) providing aid, information and counseling for persons who seek to purchase agricultural products.

These are functions of priority need in the marketing of agricultural products which if not performed by other organizations or institutions must be assumed by a publicly supported body such as the Marketing Division. Large scale promotion activities are being carried on by commodity organizations, farm organizations and other groups. The Marketing Division, therefore, will not develop duplicating promotional programs and will give low priority to the use of division funds for conventional promotional programs.

OPERATIONAL POLICY OF THE MARKETING DIVISION WILL:

(1) Concentrate on market development activities as delineated above. Such functions which are not and/or cannot be carried on by the several commodity groups or associations and farm organizations in Iowa and by U.S. Department of Agriculture, and research and extension colleges and universities.

(2) Perform the role of catalyst, innovator and coordinator. Where possible and practical, work to have programs carried out by qualified public and private organizations.

(3) Recognize that Iowa agricultural products, in the main, cannot be distinguished from similar products of other midwestern states. Therefore, the Marketing Division shall encourage and initiate cooperative market development programs jointly with other states in lieu of programs devoted solely to promotion of Iowa products.

(4) Recognize that the great market potential for Iowa agricultural products is in the urban centers of the United States and in foreign markets and strive to market Iowa agricultural products where this potential appears to be of greatest magnitude.

In implementing the above policy, the Marketing Division shall maintain a relatively small, but highly competent professional staff and employ part-time staff or contract with other organizations for professional services on special projects.

The Marketing Division will place priority on long-term projects in foreign and domestic market development with preference to those projects which have a two to five year execution period.

Projects will be conducted in concert with non-profit private agencies, including but not limited to, such organizations as the U.S. Feed Grains Council, the American Soybean Association, the American Meat Institute, the National Poultry and Egg Board, the National Livestock and Meat Board, the American Lamb Council, the U.S. Department of Agriculture, the Iowa Pork Producers Association, the Iowa Beef Producers Association, the Iowa State Sheep Association, the Iowa Soybean Association, the Iowa Corn Growers Association, the Iowa Dairy Association, the Iowa State Horticultural Society, the Iowa Crop Improvement Association, the Iowa Poultry Association, the Iowa Farm Bureau, and the Iowa State Fair. Cooperation will be solicited from private agencies:

1. Where primary objectives and concerns are market development and/or expansion.
2. Which have competent personnel.
3. Which have proven capacity and experience in marketing activities for the commodity in question and the market area of concern.

Such joint ventures provide for maximum flexibility in the use of funds for minimum overhead and administrative expenditures and for the commitment and support of the activity by the industry involved.

FUNDS AVAILABLE

Initially, \$53,000 was appropriated the Marketing Division for the biennium. In 1961, the 59th General Assembly appropriated the Division \$52,360. The 60th General Assembly again appropriated \$53,000. This amount was increased to \$125,000 in 1965 by the 61st General Assembly. The 62nd General Assembly decreased the Marketing Division appropriation to \$101,150, and the 63rd General Assembly increased the appropriation to \$123,700 per year.

Much of the activity of the Division fits logically with parallel efforts by the U.S. Department of Agriculture. The Division has benefited from "cost-sharing" funds, which presently amounts to \$21,500 annually.

NEED FOR MARKETING

Iowa's food production greatly outruns its in-state demand for food. This state is vitally concerned with markets beyond its borders.

Estimates are that as much as 90 percent of Iowa's food moves across state lines to market. Iowa produces currently about 24 percent of the nation's pork, 8 percent of its beef, 6 percent of its sheep and lambs, 5 percent of its poultry and eggs, 5 percent of its dairy products, 26 percent of its popcorn, 22 percent of its corn, 68 percent of its soybeans, and 13 percent of its oats.

With just over one percent of the nation's population, we are one of the leading "export" states. Logic as well as economics dictates that most of the emphasis by the Marketing Division will be placed on out-of-state selling. The Division will, of course, be concerned with in-state consumption of home-produced foods, but the real market potential is elsewhere.

ORGANIZATION

The Marketing Division is organized so as to provide a stimulus, maintain flexibility, and promote by cooperation among the numerous public and private agencies concerned with marketing Iowa's food and agricultural products. Efforts are initiated in whatever feasible ways deemed necessary to assist farmers and agricultural entities and commodity organizations to market their products to a greater realized economical advantage.

ACCOMPLISHMENTS
OF THE
MARKETING DIVISION, IOWA DEPARTMENT OF AGRICULTURE

1967 - 1969

January 1, 1970

* ACCOMPLISHMENTS OF THE MARKETING DIVISION, IOWA DEPARTMENT OF
AGRICULTURE (PAST 2-3 YEARS) January 1, 1970

PROMOTION

- 1) Production of an Iowa Beef promotional movie entitled, "The Royal Domain" for national television distribution. Distribution of the film has been into all fifty (50) states with hundreds of showings on all major T.V. stations in the United States; being seen by approximately 20,000,000 viewers.
- 2) Conducted and evaluated an in-store lamb promotional program in the Des Moines, Iowa market area in cooperation with the American Lamb Council of Denver, Colorado. Results indicated that the consumer demand for lamb increased markedly during the promotion but fell back again when the promotion was terminated.
- 3) Conducted market development efforts in cooperation with the Iowa Poultry Association for a new product utilizing both dairy and poultry products. The product, "Crobar", an eggnog ice cream bar has been introduced into eight (8) major markets in the Midwest.
- 4) Initiated a contest among all the restaurants and dining facilities in Iowa honoring those that best promoted Iowa Quality Foods on their menus. Cooperating with the Iowa Restaurant Association the Division's job of promoting Iowa's foods is made easier by enlisting the assistance of Iowa's restaurants through a bit of spirited competition.
- 5) Sponsored a Fashion Show at the Iowa State Fair exhibiting the popular current styles in Iowa's fine garment products namely, leather and wool. With the assistance of the Iowa Beef Producers Association, the Iowa Sheep Producers Association and some of Iowa most beautiful models the Division was able to promote our leather and wool products throughout the duration of the 1968 Iowa State Fair.
- 6) The Marketing Division has been instrumental in recent years in helping Iowas High School Home Economics teachers in their lesson plans for teaching of foods and food preparation. Special efforts are made each year during May Beef Month and October Prok Month to provide all of Iowa nearly 300 Home Economics Instructors with all of the current information for planning lessons on the respective food products. Copies of all information are also made available to each student upon requests by the instructors. Thousands of "soon-to-be-housewives" are reached by the Division in this promotional and education endeavor.
- 7) At times, the Division hosts visiting groups of varied agricultural related interests and promotes our Iowa hospitality and food products. Recently, the Division was honored to host some 325 members of the International Farm Youth Exchange (IFYE) program to an Iowa style dinner during their 1969 convention at Iowa State University in Ames.
- 8) Promoted Iowa quality foods and food products in cooperation with the Iowa Development Commission, Tourism Division in a week-long motorized caravan of

* The following is only a partial listing of the total accomplishments of the Marketing Division during this period.

- 66 Iowans from Des Moines to Bangor, Maine. The highlight of the food-tourism promotion was the two "Prime Iowa Steers" that were a part of the caravan symbolizing Iowa's high quality beef and other meat and food products.
- 9) Cooperated again in 1968 with the IDC to promote Iowa's quality food and food products in another motor home caravan of 80 Iowans from Des Moines to San Antonio, Texas. Highlighting the menu in each of the host cities enroute was the smoked, cured loin pork chop characteristic of Iowa's food products.
 - 10) Again promoted Iowa's food products in the Caravan III with the IDC Tourism Division in a week-long promotion from Des Moines to San Francisco, California telling the story of Iowa's foods and tourist attractions. Nearly 75 Iowans impressed our Western friends and dignitaries with both beef and pork cuts from Iowa.
 - 11) Represented the State of Iowa and several Iowa agricultural firms at the American Food Festival and Exhibition in Tokyo, Japan. Was directly responsible for introducing specific Iowa food and agricultural products into the Japanese market. Made numerous trade contacts and performed liaison duties between Japanese buyers and Iowa sellers. Specific emphasis was placed on the Orient - Soybean developed in Iowa especially for the Japanese market. Working with the Japanese Miso Association several hundred thousand bushels of Iowa produced soybeans have found their way into the Japanese marketplace.
 - 12) The Marketing Division is credited with direct responsibility for initiating a program in conjunction with the American Soybean Association for developing and expanding foreign markets for U.S. soybeans. Iowa's leadership in developing a program for expanding foreign (especially Japanese) markets for soybeans was also responsible for influencing several other soybean producing states into the program which eventually has developed into a marketing endeavor of national and international scope.
 - 13) Production of an Iowa Pork promotional movie entitled, "Two For Bacon" for national television and classroom distribution. To date the film has experienced wide distribution and favorable audience acceptance across the nation.
 - 14) Through cooperative efforts with the Iowa and National Corn Grower's Associations the Marketing Division has been able to work through the U.S. Feed Grains Council to expand foreign markets for Iowa produced feed grains. In order to avoid duplication of efforts, membership in the U.S. Feed Grains Council allows the Marketing Division to further develop foreign markets without having to develop the entire framework and working structure necessary to operate in the numerous foreign countries -- a structure which the U.S. Feed Grains Council already enjoys. Hundreds of thousands of dollars of Iowa grown feed grains have moved into foreign markets due to the efforts of the Council. The Marketing Division is proud to be able to work with the other governmental agencies and numerous private grain companies to accomplish the task of initiating demand for our feed grains in foreign countries -- usually through expanded livestock production in the respective countries.
 - 15) Billboards have long played an important role in the promotional activities of the Marketing Division. Billboards have been maintained by the Division for several years along many of Iowa's major highways, and even in Iowa's professional baseball park, telling the story of Iowa's quality food and food products -- especially that "Iowa Food is the Best Buy Ever."

- 16) Recipes have always been a major method of telling the story of Iowa foods to many people at a relatively low cost. The Division has produced and distributed hundreds of thousands of recipes all over the United States and the World. Some of the popular recipe productions in recent times has been:
- Pork For All Seasons Recipes - different pork recipe cards for each month
 - Turkey recipes for general distribution
 - Beef Bar-B-Q Pamphlets telling how to properly Bar-B-Q quantities of Iowa quality beef.
 - Apple recipes explaining among others, America's favorite - apple pie with Iowa grown apples
 - Lamb recipes and how to prepare lamb.
 - How To For Barbeque - explaining precisely how to barbeque all the popular meat cuts
 - General recipes for preparing poultry and poultry products, and many other recipes for many other Iowa products too numerous to mention.
- 17) No marketing endeavor in agriculture would be complete without participation in the "Fair Circuit" -- and the Division is no exception. The Marketing Division has long participated in the major Fairs throughout Iowa and the Midwest. Major Fairs in which the Division has exhibited in recent years includes the Iowa State Fair, The Waterloo Dairy Cattle Congress, The All-Iowa Fair and the Clay County Fair.
- 18) To round out any promotional program requires the Division to initiate and employ the mass media vehicle. Many people throughout Iowa and the Nation have heard or seen the Marketing Division working to initiate promotional programs for domestic markets through direct media. Ads, releases and broadcasts over radio, television as well as press releases and specific market bulletins have reached into thousands of homes to portray the image of Iowa and its fine food producing accomplishments.

19) Recently completed 15 min. film entitled "Give us This Day" designed to tell story of Iowa Agr. & its tie with industry.

20) Pamphlet entitled "Iowa -- a Place to Grow"

RESEARCH

Since the Land Grant Institution of Iowa was established to, among other things, conduct research relative to agriculture; the Marketing Divisions efforts and programs of research have either been limited or conducted in cooperation with the Land Grant Institution in most cases.

- 1) One of the major, most influential and most widely used studies conducted by the Division has been the investigation into transportation of agricultural products. Cooperating with the Iowa State University Industrial Administration Department the Division sponsored the investigation into the mode of transportation and first destination of feed, grains, livestock, meat and poultry and poultry products from Iowa. The findings have not only initiated additional transportation data but have been largely responsible for proceedings to lower transportation rates for some Iowa commodities moving from the producer into the marketplace.
- 2) The Division sponsored an extensive review of all literature, both foreign and domestic in nature, relating to pork quality. The pork literature review was conducted in cooperation with the Animal Science Department of Iowa State University. The end result of the literature review, which involved over a years' investigation in two volumes. This information has been made available to all individuals and organizations with an interest in pork quality data and information. The summarization has served as an excellent source of information especially in the continuation of research in the field of pork and pork quality.
- 3) A study group and a corresponding research program was initiated by the Division to investigate and analyze the grade, yield and grade and yield methods of livestock marketing in Iowa. Changing structure in livestock marketing necessitated an analysis into the current system. However, the Packers and Stockyards Administration of the USDA issued a new set of regulations governing the grade and yield methods of livestock marketing soon after the investigation by the Division commenced. Proper administration of these new regulations eliminated most of the need for the research investigation by the Division as originally intended.
- 4) Utilizing the graduate student program of the Department of Agricultural Economics, Iowa State University a study was conducted of the Japanese demand for U.S. pork and prok products. Both the internal and external market factors were investigated and analyzed relative to the Japanese pork demand. Basic results indicated that price was the primary factory determining pork demand in the Japanese market.
- 5) The Division is constantly trying to evaluate and improve its marketing projects and programs. In attempting to best serve the agricultural producers of the State of Iowa, a study was conducted to analyze and evaluate the Auction Market News Reporting Program then in progress. Approximately 10,000 Iowa cattle and hog producers were surveyed to determine the sources and types of livestock market news information used so that the Division could adopt and change its market news programs accordingly. Results of the survey resulted in direct changes and improvements for the Division.

- 6) Through cooperative efforts with the Iowa Corn Grower's Association and the Iowa Development Commission the Division sponsored a study of corn quality in Iowa in the Fall of 1969. It is anticipated that the results of the investigation will supply data necessary to encourage the up-dating and improvement of the present corn grading system in the United States.
- 7) Bills have been presented to each session of the Iowa Legislature during the past twelve (12) years that would enable the basic agricultural commodity groups of Iowa to use the taxing powers of the State government to generate funds from their respective producers for research and promotion; education, and other production and market service work. To date there has been no success in the Iowa legislature to pass this measure, but the agricultural commodity groups are still attempting to achieve the goal. As a direct service to both the agricultural commodity representatives and the individual legislators, the Division has conducted a study of similar "enabling legislation" in each of the other 49 states. The Division feels that Iowa's agricultural interests can best be served by providing both the pros and cons to an important agricultural legislative issue. The information derived from the other states relative to their respective "check-off" or "enabling" programs can become invaluable to the agricultural industry of Iowa's agricultural research, promotion, education, production and market service programs.
- 8) The Division is currently utilizing funds from the U.S. Department of Agriculture, matched on a 50-50% basis with State funds, to conduct a study of livestock contractual buying and selling agreements and arrangements in Iowa. As the livestock business becomes more and more competitive the producers and processors of livestock are constantly seeking methods of reducing risk and guaranteeing profits. Various forms of "hedging" are employed by both the producers and processors -- not the least of which is the contractual agreements. The present investigation will attempt to analyze the entire system of contracts in the livestock industry and develop an informational publication for general distribution. The publication will be of a general nature and will not encourage nor discourage the use of contracts, but rather explain the advantages and/or disadvantages of such.
- 9) The Division has made use of consumer test panels upon several occasions in its research program in attempts to test consumer reaction and demand for specific food and agricultural products. A case in point would be the differentiated pork product, High IQ (Iowa Quality) Pork, that was extensively tested by consumer test panels. It was found that housewives maintained a loyalty to store brands rather than quality brands.

SERVICE

The Marketing Division has the responsibility of providing numerous general and market services to the agricultural industry of Iowa. The Division assumes the responsibility when the needs arise and no other governmental agency nor private enterprise is equipped to provide the necessary services to the agricultural industry of Iowa.

- 1) The Marketing Division lead the way in the control and eradication of cattle grubs in Iowa. Working with nearly every beef packing company in Iowa, the Division was successful in bringing the grub problem and its control to the attention of both the packers and the cattle producers of Iowa. Packers were encouraged to "dock" cattle which were marketed with extensive grub damage while premium prices were likewise encouraged for grub-free cattle. The efforts of the Division in this service were directly responsible for the extended control of cattle grub damage in Iowa.
- 2) As a direct result of the Division sponsored pork literature review grew a "Future for Pork Conference." Working with the Iowa Pork Producers' Association, Iowa Farm Bureau Federation and Iowa State University a conference was executed involving the leading research, production and marketing personnel both from the U.S. and foreign countries in the swine industry. The basis magnitude of the conference centered around the anticipated directions of further research and development in the swine and pork industry.
- 3) In cooperation with the Iowa State Dairy Association and the Iowa State Fair Board a building was constructed at the Iowa State Fairgrounds in which to introduce and market new and existing Iowa Dairy Products. The dairy marketing facility has enjoyed tremendous success in its first two seasons of operation and has been an invaluable asset to the dairy industry of Iowa and an added attraction to the Iowa State Fair.
- 4) A Ram Progeny Testing Station and program was established at Boone, Iowa in cooperation with the Iowa State Sheep Association and Iowa State University. Numerous individual and pens of rams were maintained at the Testing Station where accurate records were kept resulting in the determination of the most efficient and proficient rams for future breeding purposes. This program was a successful boost to the sheep and lamb industry of Iowa.
- 5) One of the most popular services of the Marketing Division is always the duty of providing our children and adults of Iowa, the U.S. and foreign countries with the "facts about Iowa agriculture." Since Iowa is constantly referred to as the "Breadbasket of the World," people from far and wide maintain a keen interest in the facts and statistics about Iowa's massive production of food and food products. The Division accumulates, publishes and distributes numerous statistical figures about Iowa's agricultural industry to virtually thousands of people throughout the world each year. Brochures and pamphlets are constantly being written and up-dated by the Division in this never-ending endeavor.
- 6) The Iowa Crop Improvement Association has utilized the assistance of the Division to help promote the continued and increased use of certified seeds for crop production in Iowa. Brochures and pamphlets have been printed and widely distributed through direct media and mass advertisements. This service effort has met with great success and has helped to maintain the high quality of seed and grain production, that Iowa has had and shall continue to enjoy.

- 7) The Marketing Division has recently established a service in Iowa to provide for the care and attention of our many visitors from foreign countries. The Division is servicing as a "Clearing House" to set up tours and visits for foreigners coming to Iowa to see and experience its many agricultural wonders. Working with Chambers of Commerce, County Agents and other interested local people the Division has been able to establish a network for handling visitors from foreign countries. The results of such a program are often increased sales and trade with the foreigners who easily end up as buyers of many of our food and agricultural products.
- 8) In conjunction with the research investigation into grade, yield and grade and yield methods of marketing livestock a series of educational seminars were conducted by the Division throughout the State of Iowa. The basic purpose of the seminars was to inform the livestock producers of Iowa about some of the problems, advantages, disadvantages, new regulations and etc, regarding grade and yield marketing of livestock.
- 9) Meat evaluation clinics for members of 4-H Clubs in Iowa were conducted in cooperation with Iowa State University. A total of six (6) clinics were conducted in all sections of the state during the summer of 1969. The purpose of the clinics was to educate and familiarize youth with livestock grading characteristics and the corresponding carcass data. The clinics met with great success and were attended by hundreds of Iowa 4-H Club members from throughout Iowa.
- 10) Iowa is becoming a larger source of supply for Christmas trees each year, and many people prefer the Iowa grown, native trees. In recent years the Division has worked with the Iowa Horticultural Society to help tell the story of Iowa grown Christmas trees. The most significant element of the native trees is the "Iowa-Grown" tag identification system that has been developed to distinguish Iowa grown trees from all others.
- 11) The Marketing Division has been actively involved in supporting a rail-road rate reduction proposal on Iowa soybeans transported from Iowa gulf ports and Chicago and destined for export use only. The Marketing Division has been the only voice for the Iowa farmer against all opposition to establishing and maintaining substantially reduced rail rates on soybeans. The reduced rates as proposed by the Rock Island Line have been supported in both written and oral testimonies by the Division. Since the adoption of the new reduced rates millions of dollars worth of Iowa soybeans have been sold and have moved directly into these new and expanded foreign markets. This effort has resulted in a substantial offset in the chronic problem of soybean surpluses which have plagued Iowa farmers for several years.
- 12) The major services that have been provided by the Division throughout recent years must certainly include the various livestock market news programs that have been initiated and maintained. The market news services provided have been a tremendous asset to the livestock industry of Iowa and to every other livestock producing state in the U.S. The market news reporting services provided by the Division include the following programs:
- A. An Iowa Livestock Auction Market News Reporting service. This report was maintained for a three year period in cooperation with the United States Department of Agriculture Matched Funds office and the USDA Livestock Market

News Branch. This report employed three full-time market news reporters each of whom covered and reported the livestock transactions at five (5) individual auction sales each week for a total of 15 market reports each week. The daily reports as well as the weekly reports were combined and distributed throughout the nation as a representative Iowa livestock auction market report. The report was basically designed to cover feeder cattle and feeder pigs sold in Iowa. After three years of providing the report, Federal and State funds were reallocated to initiate new market services and the program was not continued by private or governmental organizations.

- B. A market report of the Daily Carlot Meat Trade at Iowa packing plants was initiated by the Division, again in cooperation with the USDA Livestock Market News Branch. Each day a Federal-State market news reporter contacts some 42 major meat packing plants in Iowa and adjacent areas in order to gather market information on meat and meat cuts. This information is compiled into a daily market news report. The information is then distributed throughout the United States via the government leased wire service to all producers, packers, processors and markets of meat and meat products. Since Iowa processes and packs nearly 40% of the nations meat, the program has been highly successful and met with wide acceptance throughout the nation.
 - C. A statistical report was initiated by the Division and the USDA Statistically Reporting Service to provide data on the estimated number of cattle on feed each month in Iowa. Since Iowa is the leading cattle feeding state in the nation, the monthly cattle on feed report has become an excellent indication of the monthly changes in the total cattle production industry and the resulting market influence. This report is distributed each month strictly as an Iowa report, as well as, being combined with similar data from other major beef producing states for a more complete production picture. Wide acceptance and use of this report has contributed to its success over the past few years
 - D. The Marketing Division again cooperated with the USDA Statistical Reporting Service to develop a program to help improve the pig crop estimates in Iowa. More accurate data was needed by the swine industry relative to information on the total numbers of pigs raised in Iowa. Through the procedure of complete enumeration of a smaller but random sample of pork producers a technique was developed to help procure the more accurate data. The resulting information has helped to substantiate more more reliable production and marketing information to the Iowa and national pork industry.
- 13) Distribution of marketing information in the agricultural industry is a basic objective and purpose of the Marketing Division. As a service to the Iowa livestock industry the Division developed a Weekly Livestock Market Summary. The Summary is published each week with information on weekly market prices, volumes and trends of the Iowa livestock and meat industry. Through written requests only the number of people receiving the Iowa information has reached to nearly 5,000 from nearly every state in the United States. Since Iowa is the nation's leading livestock producing state, the marketing information relative to Iowas' livestock industry is of great significance and magnitude throughout the country. The Division has accomplished a major service in supplying Iowa and the nation with the weekly livestock market information.

14) One of the most important services in which the Marketing Division has played a key role has been in the establishment of the Mid-American International Agri-Trade Council (MIATCO). MIATCO represents an effort by the twelve (12) midwestern states to combine its marketing resources in order to enhance the foreign agriculture market development efforts of the entire Midwest. These 12 Midwestern states alone accounted for approximately 45 percent of the total U.S. agricultural exports in 1967. The international market is very important to the agricultural trade of the U.S. and the Midwest in particular. Presently, the food and agricultural production from 25 percent of the land in these 12 Midwestern states moves into the foreign market channels. MIATCO has been organized by the 12 states in order to expand existing markets and develop new export markets for the U.S. agricultural production, especially for the perishable products. Plans are currently underway and steps are being taken to establish an export office, staffed by personnel trained in export marketing, which will be in a location central to the 12 states. The MIATCO office will, at its outset, serve basically as a sort of "Clearing House" for buyers from foreign countries seeking food and agricultural products produced in the Midwest, as well as for the private industries and agencies located in these Midwestern states who are seeking outlets for the U.S. produced foods. The potential of MIATCO is virtually unlimited and the Marketing Division of Iowa is fortunate to have been able to participate in its formation.