

Scholarship will honor Ryan

By KELLI PROCTOR

The Texas A&M Poultry Science Club will begin awarding the \$1,000 "Cecil B. Ryan Endowed Scholarship," in May, 1982, honoring his 34 years of service to the University.

Ryan, known to many as "Rooster," retired from A&M in August as a professor of poultry science.

The scholarship will be awarded annually to a sophomore poultry science student

A committee of Poultry Science Club officers and faculty will chose the student showing both academic and leadership abilities, Bill Lovette, Poultry Science Club president, said.

Contributions were given by Ryan's friends, colleagues and students, and by industry personnel throughout the nation.

Although retired, Ryan stays very much involved with the poultry science department, Dr. W.F. Krueger, poultry science department head, said.

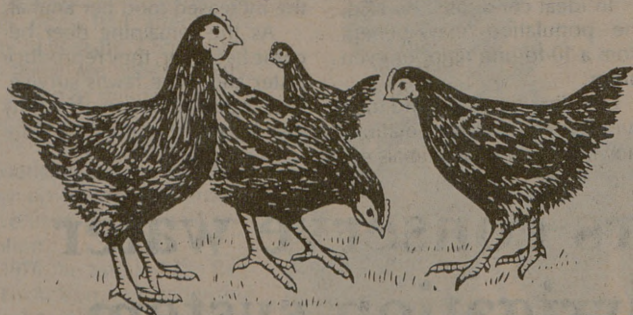
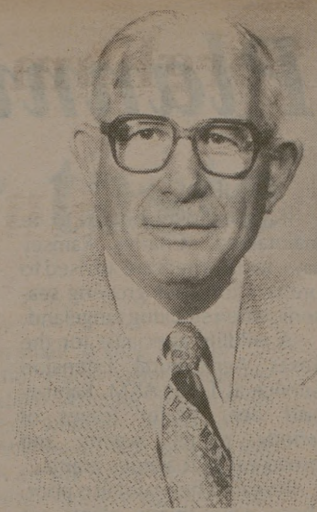
An outstanding teacher, Ryan is one of the most noted poultry scientists in the nation and has been honored with some of the most prestigious awards given, Krueger said.

He has received the Texas A&M Former Students Award, the Minnie Stevens Piper Foundation Award and has received awards from the Poultry Science Association, all for his teaching ability.

Also, Ryan has been selected

four times as the Outstanding Professor in the College of Agriculture by the Texas A&M University Collegiate Future Farmers of America. He was elected to the Agricultural Hall of Fame in 1975 by Southwest Texas State University and was most recently named Honor Professor in the College of Agriculture at Texas A&M.

Ryan has been active in numerous organizations and civic affairs.



American meat-eaters chickening out on beef

By ROBIN SHIRLEY

Whether students eat at the dorm, fix meals in their homes or dine out, the meal will most likely include meat.

Many Americans who prefer the rich flavor of beef are now turning to alternative protein sources such as poultry.

Traditionally a meat-eating nation, the United States now ranks fifth in beef consumption behind Argentina, Australia, New Zealand and Brazil.

Surprisingly, the average American ate 37.1 pounds of beef and 38.9 pounds of chicken in 1980. Even loyal beef-eaters are turning to chicken as a cheaper source of protein.

The consumer is presently being forced to search for the least expensive protein source that is both palatable and satisfying, said Dr. J.H. Denton, a poultry marketing specialist for the Texas Agricultural Extension Service.

Poultry items delivered and processed at 52 cents per pound are much more affordable than beef cuts that may cost \$1.56 "across the board." The cow-calf producer is presently receiving only 62 to 65 cents per pound for his product, he said.

The 94 cent difference between the beef consumer's cost and the gross profit of the ran-

cher is divided between the stocker, feeder and processing segment of production with each aspect trying to make a profit.

This is in contrast to the large poultry companies that usually contract total breeding, hatching, feeding and processing. Thus the affordable grocery prices of poultry are a reflection of a lower requirement in labor and production costs.

The consumer is presently being forced to search for the least expensive protein source that is both palatable and satisfying, said Dr. J.H. Denton, a poultry marketing specialist for the Texas Agricultural Extension Service.

According to Dr. Frank Ortes, a Texas A&M meats specialist for the Texas Agricultural Extension Service, Americans eat all the beef that U.S. farmers and ranchers produce.

Ranchers are losing grassland everyday to "concrete developments" challenging production costs, he said.

Regardless of price controversy beef is high in quality

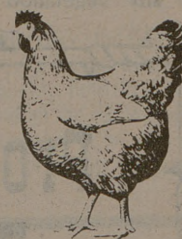
and quantity, containing all the essential amino acids and iron in an available form. Beef is one of the most completely digestible and utilized foods.

When meat is included in the diet, Ortes said, the consumer is less likely to be irritable, tired, hungry or over eat between meals.

On the average, most beef cuts contain less than 265 calories for a three ounce serving so weightwatchers can enjoy beef too.

Chicken consumption is now competing with beef and has increased in popularity for the last 15 years. But the U.S. continues to rank third in chicken consumption behind Uruguay and Israel.

Denton said the future of poultry will center around turkey products. Consumers are now regarding turkey as a red-meat alternative since they are able to purchase cuts of turkey rather than the whole turkey.



THE
COMPETITIVE
EDGE



February 1-3, 1982
San Antonio, Texas

NATIONAL CATTLEMEN'S ASSOCIATION 1982 ANNUAL CONVENTION AND TRADE SHOW

Beef is by far the preferred meat in America. But competition for the protein dollar continues to increase — and cattlemen will have to learn to be sharp rivals against other meat sources if they are to be successful in future years.

How to interpret, when to use, and where to gain THE COMPETITIVE EDGE is what NCA's 1982 Annual Convention and Trade Show is all about.

Convention programs will focus on attaining and maintaining advantages in the cattle industry. The Expanding Horizons Trade Show will be the most diversified ever — assembled together will be companies and products representing every facet of the cattle industry. The opportunities to learn will be infinite.

And the setting for the 1982 Convention and Trade Show is a city in the hill country of Texas: San Antonio. Alluring and invigorating, this city blends the freshness of Americanism with old world Mexican characteristics.

One small trip to the 1982 Convention and Trade Show means a large step toward beating the competition. You'll have the advantage of knowing what it takes to have THE COMPETITIVE EDGE.

For further Convention or Exhibit information, please write:

National Cattlemen's Association
Convention Department
P.O. Box 569
Denver, Colorado 80201

TAMU Dairy Science Club

"The Cream of the Crop"

meets 2nd & 4th Tuesday each month at

5:30 p.m., Rm. 200 Kleberg Center

Club Activities

Visitors Welcome

- Spring Judging Contest
- Jalapeño Cheese Sales
- Career Day
- State Fair Exhibit
- Dairy Cattle Judging Team
- Spring Heifer Show & Sale

