March 25, 1974

TO: MEMBERS OF THE MARKETING COMMITTEE

FROM: BILL WEBSTER

SUBJECT: COMMITTEE MEETINGS

I would like to have each Committee Chairman call a meeting of his committee as soon as is practical in order that the Committees get to know each other and to study just what might be your problems or projects for the coming year.

As in the past, we believe it is good to give about 10 days notice in order that committee members might have time to make arrangements to attend.

Wm. R. Farr
Dean G. Anderson
Julius A. Pluss
R. B. Coffman
Albert Stroh
Kent Stegner
Bill Broyles
James E. Fry, Jr.
Ron Ehrlich
Herman Kindsfater
Directors and Past Presidents
COLORADO CATTLE FEEDERS ASSOCIATION

DIRECTORS

Robert K. Alkire  
Pierce

Martin Allard  
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Dean G. Agderson  
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Edwin A. Anderson  
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Glen Anderson  
Johnstown

Raymond Berg  
Greeley

Henry A. Bledsoe  
Wray

Henry H. Brunner  
Weld

Walter Dittmer  
Brighton

Dick Dixon  
Denver

William R. Farr  
Greeley

*Duane Flack  
Greeley

Robert E. Fritzler  
Sterling

Charles S. Genova  
Pueblo

Jack B. Groves  
Las Animas

Carl Heepke  
Fort Morgan

Frank A. Kemp, Jr.  
Denver

Leonard Litzenberger  
Platteville

*Duncan McKee, Jr.  
Greeley

James Reisman  
Baton Rouge

Michael F. Spencer  
Buff.

James Svedman  
Fort Collins

Marvin Swanson  
Longmont

Roy E. Swanson  
Fort Collins

Terry Turner  
Laramie

*At Large

PAST PRESIDENTS

Malcolm S. Anderson (1972)  
Greeley

Maynard A. Sonnenberg (1971)  
Sterling

Julius A. Pluss (1970)  
Denver

C. W. "Bill" Kirby (1968-69)  
Windsor

James L. Henry (1966-67)  
Longmont

Donald W. Hamill (1964-65)  
Sterling

C. Marion Harmon (1962-63)  
Greeley

George Reynolds (1960-61)  
Longmont

LeRoy Dalton (1959)  
Ekron

Louis F. Bein (1957-59)  
Saratoga

Martin R. Domke (1955-57)  
Greeley
WHEREAS, livestock producers depend upon a supply-demand relationship to determine the prices for their production, and

WHEREAS, this system depends upon demand and consumption to fluctuate, rising when production increases and producer prices decline, and

WHEREAS, the demand is at the retail level and when prices here do not reflect the decline in cattle and carcass levels and encourage increased consumption, this supply-demand relationship is not kept in proper comparison, and

WHEREAS, the tremendous widening of the spread between carcass price and retail price indicates that consumers are not getting the encouragement for increased consumption needed for proper market and price stability and

WHEREAS, when cattle prices decline to the extent they did last fall because of a possible increased supply which was quite uncertain and retail prices do not send out a message for increasing consumption and using up this increased supply, producer prices suffer a much greater loss and for a much longer time than would be necessary under a proper working system of marketing,

THEREFORE, BE IT RESOLVED, that the Holy Cross Cattlemen's Association requests the Colorado Cattlemen's Association to begin holding meetings as soon as possible to develop a method of increasing the bargaining position of cattle producers, and

BE IT FURTHER RESOLVED, that these meetings include encouragement and request for the Colorado Cattle Feeders Assn. to cooperate in this program and,

BE IT FURTHER RESOLVED, that these associations also request the American National Cattlemen's Association to cooperate in and extend this program on a national level, and

BE IT FURTHER RESOLVED, that this step is necessary if Cattle Producers are going to really become "Price Makers Instead of Price Takers" as one national association has proclaimed and many programs adopted so far at both the state and national level have been designed.
May 15, 1974

MEMORANDUM TO:

CCA MARKETING COMMITTEE
CCA BEEF PROMOTION COMMITTEE
CCA PUBLIC RELATIONS COMMITTEE
CCA BOARD OF CONTROL

Dear Committee:

There will be a joint CCA Marketing Committee and Board of Control Meeting at 3:30 p.m. at the Holiday North, on Thursday, May 30th.

This meeting will be held immediately following the CCA Resolutions Committee meeting, which will be held at the CCA Office from 9:30 a.m. to 3:30 p.m. If your schedule permits, President Bradley suggested that you come early and take in all or part of the Resolutions Committee Meeting.

At the close of the Joint Marketing, Beef Promotion and Public Relations Committee Meeting held yesterday at the Holiday Inn North, it was voted to hold this joint meeting for the purpose of developing a recommendation to be presented to our Annual Convention, relative to the Holy Cross Marketing Proposal.

The Holy Cross Cattlemen's Association's proposal is to obtain CCA's support and leadership in raising funds sufficiently large to purchase sufficient beef to be used in offsetting a serious break in the beef market, or develop alternative methods by which the bargaining position of the cattle producers can be realized.

See you on the 30th!

Sincerely yours,

David G. Rice, Jr.
Executive Vice President

P.S. We are enclosing a copy of the Holy Cross Cattlemen's Association's Resolution

Enc.
May 21, 1974

TO: MEMBERS OF CCFA MARKETING COMMITTEE
AND
MEMBERS OF CCFA PUBLIC RELATIONS COMMITTEE

FROM: NEIL SKAU, JR.

SUBJECT: CCA MEETINGS.

President Bill Webster has asked that I urge any of you who can to attend the meeting of the CCA Marketing Committee and Board of Control meeting at 3:30 p.m. at the Holiday Inn North (149th and the Valley Hyway) on Thursday, May 30, 1974. It is imperative that CCFA be represented, especially in view of the fact that recommendations of the May 30 meeting will be taken to the CCA Annual Convention in Greeley in June.

Also, please read the Holy Cross Cattlemen's proposal carefully so that you understand the implications.

This notice was sent to:

CCFA MARKETING COMMITTEE
W. H. Farr
Dean G. Anderson
Julius A. Pluss
Dr. R. B. Coffman
Albert Stroh
Kent Stogner
Bill Bryson
James E. Fry
Ron Ehrlich
Herman Kindsfater

CCFA PUBLIC REL. COMMITTEE
James Svedman
Don Thompson
Glen Anderson
Robert Dorey
Robert Kula
Gene Inloes
Henry R. Brunner
H. Richard Farr
James Henry
June 28, 1974

OFFICERS

GERALD "JERRY" ROBBE
President
Pueblo

W. H. "BILL" WEBSTER
First Vice-President
Greeley

H. A. "HANK" SCHNEIDER
Vice-President
Greeley

FRANK P. SEWALD
Vice-President
Longmont

JACK ANDERSON
Vice-President
Denver

LLOYD KINDSFATER
Vice-President
Greeley

NEIL SKAU, JR.
Executive Vice-President
Denver

MELVIN DINNER
Treasurer
Denver

MEMBER
AMERICAN NATIONAL CATTLEMEN'S ASSN.

TO: ALL MEMBERS OF THE CCFA MARKETING COMMITTEE

FROM: NEIL SKAU, JR.

SUBJECT: URGENT MEETING

Immediate Past-President Jerry Robbe has asked for an URGENT meeting of the CCFA Marketing Committee to be held at the Board Room of the Cattle-Fax Office at 1001 Lincoln Street in Denver at 1:00 p.m. on Wednesday, July 10, 1974.

Please phone the CCFA office (534-8229) and let us know if you will be present or not.

SENT TO:

Bill Webster
Wm Farr
Dean Anderson
Julie Pluss
Dr. Coffman
Albert Stroh
Kent Stegner
Bill Broyles
James Fry, Jr.
Ron Ehrlich
Herman Kindsfater
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