

Imports stabilize total U.S. supply of manufacturing meat and thereby stabilize prices to consumers. Average retail prices for hamburger have risen to 55.1 cents per pound in March of 1968, while frankfurter prices have risen only .6¢ to 70.6¢ per pound.

In the case of grain-fed beef, prices show a short-term pattern which must give the consuming public cause to tremble. Average retail prices last year for round steak were estimated to be slightly over \$1.10 per pound. In March of this year that price was up to \$1.135, while rib roast average prices last year of approximately 94¢ per pound rose in March to about 97.3¢ per pound. Although these prices (all set forth in Table 10) are based on monthly reports rather than annual averages, they demonstrate the "peaks and valleys" confronting housewives. The stabilizing influence of imports after 1957 helped manufactured meat food products experience more stable price patterns. The consumer benefits from regular supplemental supplies of lean manufacturing meat.

"Hamburger is the college student's lifeline" very accurately reflects why this wholesome and low-priced American meat product has grown in importance. At no time has consumption of hamburger in the United States been higher. With the advent of drive-ins, short-order restaurants, outdoor cooking and similar modern living conveniences, per capita consumption of hamburger rose from 29.3 pounds in 1963 to 35.6 pounds in 1967. Estimates of hamburger consumption indicate a rise in total