

## 1 HOUSE RESOLUTION

2 WHEREAS, The State of Illinois is a leader in livestock  
3 production, which is an essential component in maintaining  
4 the overall economic viability and growth of a diversified  
5 agricultural economy; and

6 WHEREAS, An Illinois Consumer Premium Meat Initiative  
7 Program will contribute to the economy of the State and to  
8 maintaining the State's leading role in livestock production;  
9 and

10 WHEREAS, A consumer marketing preference study is needed  
11 to identify consumer preferences and how meat products  
12 meeting those quality characteristics can be consistently  
13 delivered to the processor, retailer, and the consumer  
14 resulting in an increased demand for Illinois meat products;  
15 and

16 WHEREAS, A program is needed to identify quality factors,  
17 animal genetics, processing factors, and the economics of a  
18 consumer premium meat initiative to assure that the producer  
19 may produce and deliver quality products that will add value  
20 to the product at the production level, and to provide  
21 producers with genetic tools to efficiently improve quality;  
22 and

23 WHEREAS, The findings of the interaction of genetics and  
24 nutrition need to be distributed to Illinois livestock  
25 producers; and

26 WHEREAS, The producer and consumer will benefit from a  
27 voluntary producer certification program that identifies meat  
28 products that have specific characteristics; and

29 WHEREAS, In order to communicate to the consumer that a  
30 meat product meets an Illinois quality meat standard,  
31 certification of the meat product and its identification at

1 the retail level is an essential goal of an Illinois consumer  
2 premium meat program; and

3 WHEREAS, The Illinois Department of Agriculture, in  
4 accordance with its authority for market development and  
5 promotion activities, may develop an appropriate consumer  
6 label for identifying an Illinois premium meat; therefore be  
7 it

8 RESOLVED, BY THE HOUSE OF REPRESENTATIVES OF THE  
9 NINETY-SECOND GENERAL ASSEMBLY OF THE STATE OF ILLINOIS, that  
10 we find a need for the development of a program for the  
11 enhancement of meat quality to meet consumer demands and  
12 preferences and to compete in the world market; and be it  
13 further

14 RESOLVED, That the Department of Animal Science, Food,  
15 and Nutrition of Southern Illinois University is encouraged  
16 to begin, within its available resources, the development of  
17 a premium meat initiative pilot program.