

Not The Full Truth

By Gene Cervi in Cervi's Journal

One of the most insidious editorial influences in our community is the kind of reporting that Jack Guinn did in the Empire section of the Denver Post on April 16 on the economic disaster in cattle.

The article is insidious because its facts are only half true; it evades the issues, feeds misconceptions, omits material evidence and covers up for the chain stores.

The article gives the impression that the Denver Post is being "objective" and allows it to say "See we are covering the news of the coming rise in food prices." But it doesn't tell its readers about the demonstrable profiteering by the chain stores at retail. It doesn't tell the readers that the three largest supermarket chains in Denver currently are making more than \$150 NET profit on every 600-lb. carcass—the same carcass on which the feeder is losing up to \$40 to \$50 a head.

The Post is far from being objectively interpretive about the approaching American food famine.