

Pork Has Improved -- But Consumers Don't Know It

Have you ever heard of a three-hammed hog?

Robert W. Nelson has. And he is secretary of the Pork Industry Committee of the National Live Stock and Meat Board in Chicago.

So he should know. Nelson explains it this way: "Because of tremendous strides in the fields of feeding and genet-

ics, the average hog today yields 14½ pounds more lean meat—or about the weight of an extra ham—than did the average hog 12 years ago."

Before you jump to the conclusion that today's hog is just that much heavier than yesterday's hog, consider this additional information from Nelson: the total weight difference is ac-

tually less than two pounds more.

Nelson explains, "... that a 10 percent increase in amount of lean has been accompanied by a 26 percent decrease in the amount of fat and lard."

In other words more lean and less fat, more protein and fewer calories... just what the doctor ordered; and what the modern weight-conscious consumer is demanding.

"As a matter of fact," said Nelson, "pork today has 36 percent fewer calories and 57 percent less fat than food composition tables once indicated. Pork products contain as much... or more... protein, as other animal protein foods.

"In spite of this, many homemakers still consider pork to be fat, wasty, hard to digest and a food to be avoided in warm weather or for weight reducing. These attitudes were revealed in a recent national consumer survey conducted by the Meat Board and the U.S. Department of Agriculture."

Research has shown, the industry executive said, that pork is nearly 100 percent digestible; is as acceptable in weight-reducing diets and for warm weather eating as other protein foods. "And certainly it's a nutritious and tasty food," he added.

Nelson said that homemakers who deny themselves and their families the benefits of pork because of "old wives tales that linger on" also are missing a bet where the food budget is concerned.

"On a cost-per-serving basis—which is a more realistic measure of food expenditures than cost-per-pound—pork offers excellent values which have gone unrecognized by many homemakers," he said. "The homemaker can get from 2½ to five servings of ham, pork chops, pork steaks, etc., per pound as compared, for instance, with 1½ servings per pound of chicken."

As further evidence of the development of the meat-type hog in this country, Nelson noted that U.S. Department of Agriculture grade standards were changed on April 1, 1968. U.S.D.A. made the change to provide better measures of the market value of these high-quality, more lean, less fat porkers.

Not a Disease

Color blindness is not a disease but a disorder of the eye in which the person cannot see certain colors. It does not lessen or distort the vision as a disease does.

Sec. Freeman Calls Sediment Number One Water Pollutant

Secretary of Agriculture Orville L. Freeman today called for intensified public and private cooperation to protect the Nation's land and water from the "ravages of erosion and destructive sediment."

In a message to the American Waterworks Association meeting in Cleveland, the Secretary said that soil washing or blowing from rural lands and suburban developments "is costing the American people \$500 million a year."

Describing sediment as "America's number one pollutant," Secretary Freeman pledged all-out Department of Agriculture support of State and local efforts to halt this "resource loss" through erosion control measures.

Secretary Freeman said some 4 billion tons of sediment are washed into our waterways and reservoirs each year, an amount equivalent to about 4 million acres of topsoil. An increasing amount of this sediment comes from suburban construction, where land is often stripped of its natural cover, and allowed to remain bare for prolonged periods, permitting soil to wash or blow away.

"The Department of Agriculture over the years has developed an impressive array of principles and techniques for dealing with soil erosion problems," the Secretary pointed out. "These are applicable anywhere, in suburban housing developments as well as on the farm."

USDA scientists and technicians, who have helped to establish sound conservation systems on millions of acres of agricultural land, now are working with more and more community planners, land developers, builders, and engineers to help assure a stable soil during and following urban development, Secretary Freeman said.

"But greater coordination of planning and action are essential," Mr. Freeman said in a statement expanding on his message. He called for front rank leadership and contributions by State and local governments, and the cooperation of private organizations, developers, and property owners to fight soil erosion resulting from improper use of land in transition from agricultural to urban use.

"We are helping about 300

communities a year to work out comprehensive development plans based on sound soil and water conservation principles," he said. "But many more communities need to apply these principles now."

Mr. Freeman said that the costly effects of soil erosion and sediment damage can be seen in roadways made dangerous or destroyed; in reservoirs filled with silt and made useless; in severely hampered navigation on the major river and in streams contaminated with mine acid.

Secretary Freeman said studies reveal that in some parts of the Potomac River near Washington sediment is more than nine feet thick. Over 50 million tons of soil is lost each year by erosion in the Potomac Basin, and 2½ million tons of this soil is discharged as sediment into the Potomac estuary.

According to Department of Agriculture estimates, the cost of keeping soil on the land runs about 3 to 5 cents a cubic yard, while it costs \$1 a cubic yard to dredge sediment from the Potomac at Washington in order to keep the channel open to navigation.

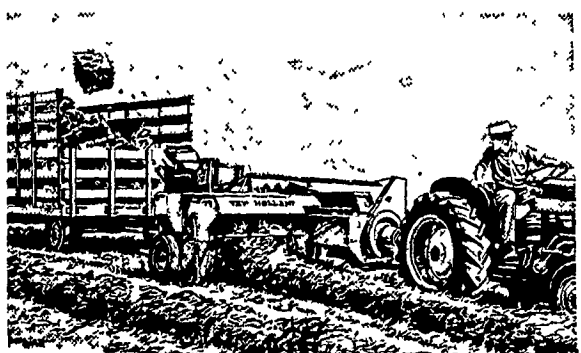
At least half of all sediment comes from soil erosion on farm and ranch lands, Mr. Freeman said. It includes topsoil needed for efficient crop production.

Other serious sources of sediment cited by Secretary Freeman include streambank and roadside erosion. Streambank erosion destroys an estimated \$11 million worth of land along stream channels each year. Roads and highways needing treatment annually contribute millions of tons of soil to streams, harbors and reservoirs.

In addition, more than 2 million acres of abandoned strip mines and their spoil areas are polluting streams and reservoirs with sediment and acid drainage.

Household Hints

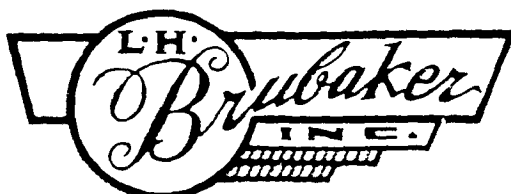
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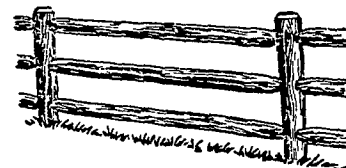
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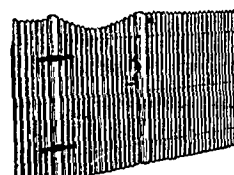
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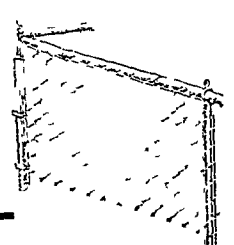


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