

Pennsylvania Department of Agriculture, and Penn State Meats Department have agreed to cooperate. Other organiza-

tions might be added to the committee at a later time. Responsibilities chairman and central office will be decided in the near future. Pork promotion month in Pennsylvania was tentatively set for one of the spring

months, probably April. Future news releases will reveal the progress and programs in this project.

Other finished projects by the NPPC are now or soon will be put to use in Pennsylvania. One

of these is the result of a year-long, four-sectioned "research the research" project of pork production, based on the 1968 NPPC poll of producers and co-

sponsors by the Pork Council and Federal Extension Service.

The four areas selected by producers in the Council's 1968 poll as most vital to their production needs are swine diseases, reproductive efficiency, carcass and pork quality, and housing and waste management.

The huge effort designed to safe guard against duplication of research funds and efforts, resulted in a set of these four books. Each book contains a catalogue of completed or in progress research in its specific area, a summary of "what is now known" from the combination of all previous research; and a listing of the research voids needing further research, study and testing.

Additionally, the project leaders have developed sets of "fact sheets" designed for producer use, these sets also offering the best and latest findings affecting the four major areas facing hogmen.

In another project, a new pork film, "New Facts About Pork", has been completed and released for broad use by consumer groups, featuring top medical experts and nutritionists who attack the "old wives tales" about pork. Planned and produced by the American Meat Institute the film was jointly financed by the American Meat Institute, the National Pork Producers Council, and the National Livestock and Meat Board. The film is based on a series of interviews by Floyd Kalber, widely recognized television newsmen. This film can be used by any group in Pennsylvania free of charge, simply by contacting Herbert Schick, R D #2, Kutztown, Pa 19530.

The PPPC will be exhibiting its first pork exhibit at the Pennsylvania Farm Show in January 1970. It will be exemplifying that the pork industry of Pennsylvania is big business over one half billion dollars worth.

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# PERFORMANCE

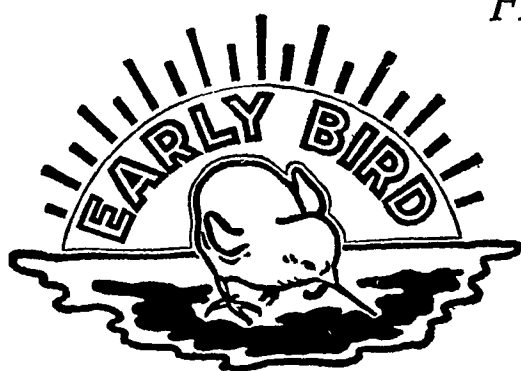
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