

# Home Ec Colleges Receive Pork Kits

Prompted by the results of a recent educational study among Allentown area high schools, Pennsylvania Pork Producers are out to increase awareness of the nutritive value and eating

quality of the new lean pork. Aimed at reaching consumers through home economics educational channels, the Pennsylvania Pork Producers Council has distributed the latest nutrition information on pork to 13 colleges in the state that offer home economics degrees.

This program was started as the result of the Allentown project which indicated "high school home economics teachers have a crying need for up-to-date nutritional information on pork," according to Herb Schick, secretary-treasurer of the Pennsylvania Pork Producers Council.

Materials in the kit, produced by the Pork Industry Group of the Meat Board (PIG-MB), include brochures, slides, handbooks and charts containing the latest information on selection, handling, storing and cooking of pork. Two full-color films tell the story of the new pork and show many ways it can be prepared. Valuable dietary and nutritional information is also provided in authoritative manuals such as "Lessons on Meat" and "The Nutritive Value of Cooked Meat."

The entire cost of the kit for each college, about \$400, is being defrayed by the Pennsylvania Pork Producers Council, through voluntary investments made by producers on the hogs they market, in their continuing efforts to improve pork's image in the mind of the consumer.

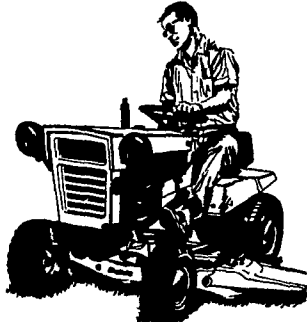


The Pennsylvania Pork Producers recently presented nutrition education kits to 13 Pennsylvania colleges offering degrees in home economics. Shown here at the Cheyney State College presentation are, left to right: John Henkel, Strasburg swine producer and a director of the

National Pork Producers Council; Mark Nestleroth, Manheim, president of the Pennsylvania Pork Producers Council; Catherine Walker, home economics professor at Cheyney State; and Ed Thum, representing the National Pork Producers Council.

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## Businessmen, Consumers Said to Have Same Aims

Consumer advocates and businessmen share the same goals, according to Judd H.

Alexander, vice president, American Can Co. "They are both striving to create a better life for themselves, their children, their countrymen, and their world," he said in NAM Reports, published by the National Association of Manufacturers.

He pointed out that "a schism of distrust" has developed between the producer and the consumer and said they must be brought back together, "if the sublime objective they share is to be attained."

Mr. Alexander wrote that the flame of distrust is fanned by the "self-appointed" consumerist which might result in the wiping out of a product, business or industry.

Citing the volunteer com-

munity efforts of collecting cans and bottles for recycling, he said that the action is noble and is highly motivated. "We do have a solid waste problem and something must be done," the article stated. "However, look at some other facets of the situation. Glass bottles are made from sand, limestone and potash in almost exactly the same proportion that these materials exist in the earth's crust. The supply of these raw materials is sufficient to make glass bottles at the current world rate for about three billion years.

"The annual per capita consumption of metal cans for everything including beer, corn, peas and hairspray is 316 cans, or about 30 pounds in weight. The scrap value of a year's supply is about 32 cents, not enough to offset the cost of the gallon of gasoline used to drive the cans to the collection station. All the cans used in the nation represent less than two per cent of all collectible waste. Since our waste is growing at four per cent a year, the complete elimination of all cans would delay our solid waste crisis by about five months!"

Mr. Alexander summed up the problem with two choices: "We can modernize our 1920 waste system from its creaking, antiquated under-financed waste collection and disposal system to 1972 standards, or we can reduce our 1972 consumption patterns to 1920 levels. I believe the former choice will prove to be less costly, less disruptive, and far more effective."

He noted that the key to a modern waste handling facility is recovery of the metal cans by magnetic separation at the disposal site. This is being done now in Atlanta, Chicago, Tampa, Wilmington and a dozen other cities.



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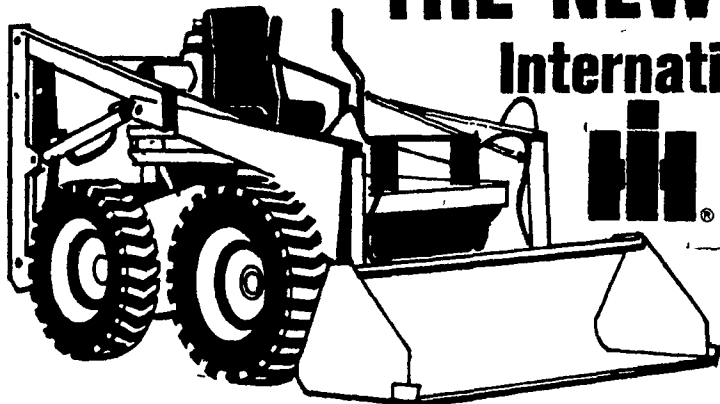
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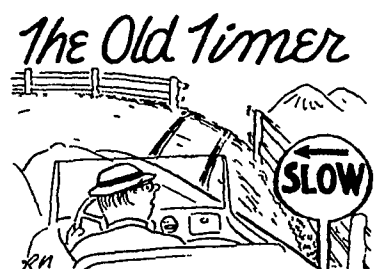
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