

Hog producers

[Continued from Page 1] pork. Now, by expanding proven and successful programs, the NPPC's investment in promotion and research will make a positive impact on the entire pork industry.

On the national level, producers indicate in the yearly NPPC poll how they want their funds to be invested by NPPC's board of directors.

Henkel, with a ten-year history as a member of the NPPC national executive board, explains further:

"We (pork producers) are putting money in, and we've got a say on how it's spent. Each year our producers are polled. Producers indicated

this year that 80 percent of our funds should go for promotion, 10 percent for research and 10 percent administrative." "He pointed out that the NPPC trims expenses and its staff so much that the national organization has a staff of only 10, including secretaries.

The national policy committee, with which Henkel was involved for two years as chairman, has decided to use the 10 cent check-off on marketed hogs in the following way:

Two cents are to go to the National Livestock and Meat Board for their promotional and research work. The remaining eight cents will be

appropriated to programs according to a sliding scale which is based on state hog production. Under this plan, for example, Iowa - the nation's largest hog producing state - will receive two cents (out of the eight) for its state-wide programs, while the remainder (six cents) goes to the national level. Pennsylvania, on the other hand, being a comparatively small hog producing state, will receive the bulk of its contributions for its own programs while only about a quarter of the eight cents move on to national channels.

The five cent deduction per feeder pig is to go specifically for production research work - with three cents to stay at the state level, and two cents for national programs.

Under the old five cent

check-off program, the NPPC generated funds of about 1.6 million dollars. "That's not very much to carry on any kind of national program," commented Henkel. "It's a drop in the bucket compared to programs conducted by other organizations such as the beef and citrus people."

"There are a lot of misconceptions about pork," the hog producer continued. Cooking temperatures have been changed somewhat because of the better quality meat which is being produced and the flavor and juiciness of the product have thus been improved, Henkel explained. He keeps 125 purebred Yorkshire sows on his 30-acre farm between Strasburg and Quarryville and sells a number of his animals for breeding purposes.

Going into detail about the check-off program on the local and state level, Henkel noted that everyone involved is working for the good of the group on his own time. There are no salaried personnel. "This is what has opened people's eyes," the veteran swine man said proudly, adding that the NPPC and its state organizations have been recognized as the leaders and spokespeople in their field. It's all done by pork producers themselves, with no one else involved, except marketing points. In Pennsylvania about 18,000 hogs went through the check-off program last year.

The check-off program pays off primarily through research and advertising. Among the major such programs are:

1. The "Image City" programs which are

presently centered in major populations center in the U.S., including Philadelphia, Boston, and Baltimore. Along with other metropolitan areas, these "image cities" cover approximately half of the U.S. population. Newspaper ads, radio commercials and TV spots provide the thrust of the promotional program.

2. The October Pork Festival and 3. "Pork for Pop" programs are advertising campaigns keyed to specific times of the year (October and June).

In addition to the above mentioned avenues for promoting pork, the NPPC sometimes co-sponsors its product with other food companies. "Joint efforts gives us greater mileage with the money we have

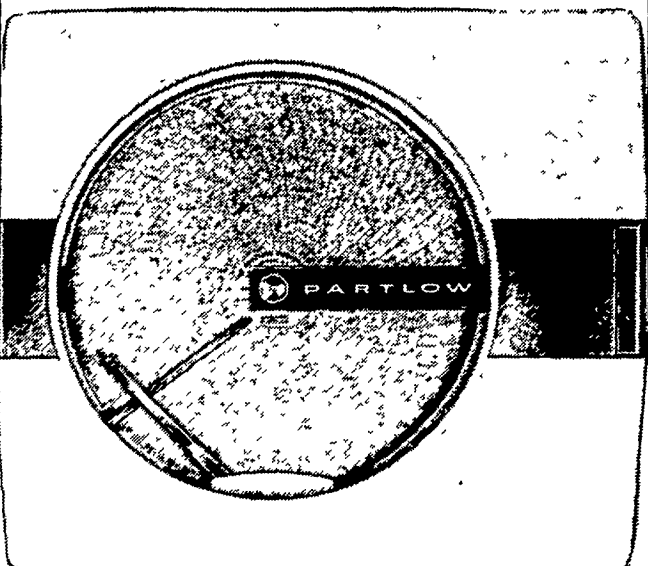
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John Henkel

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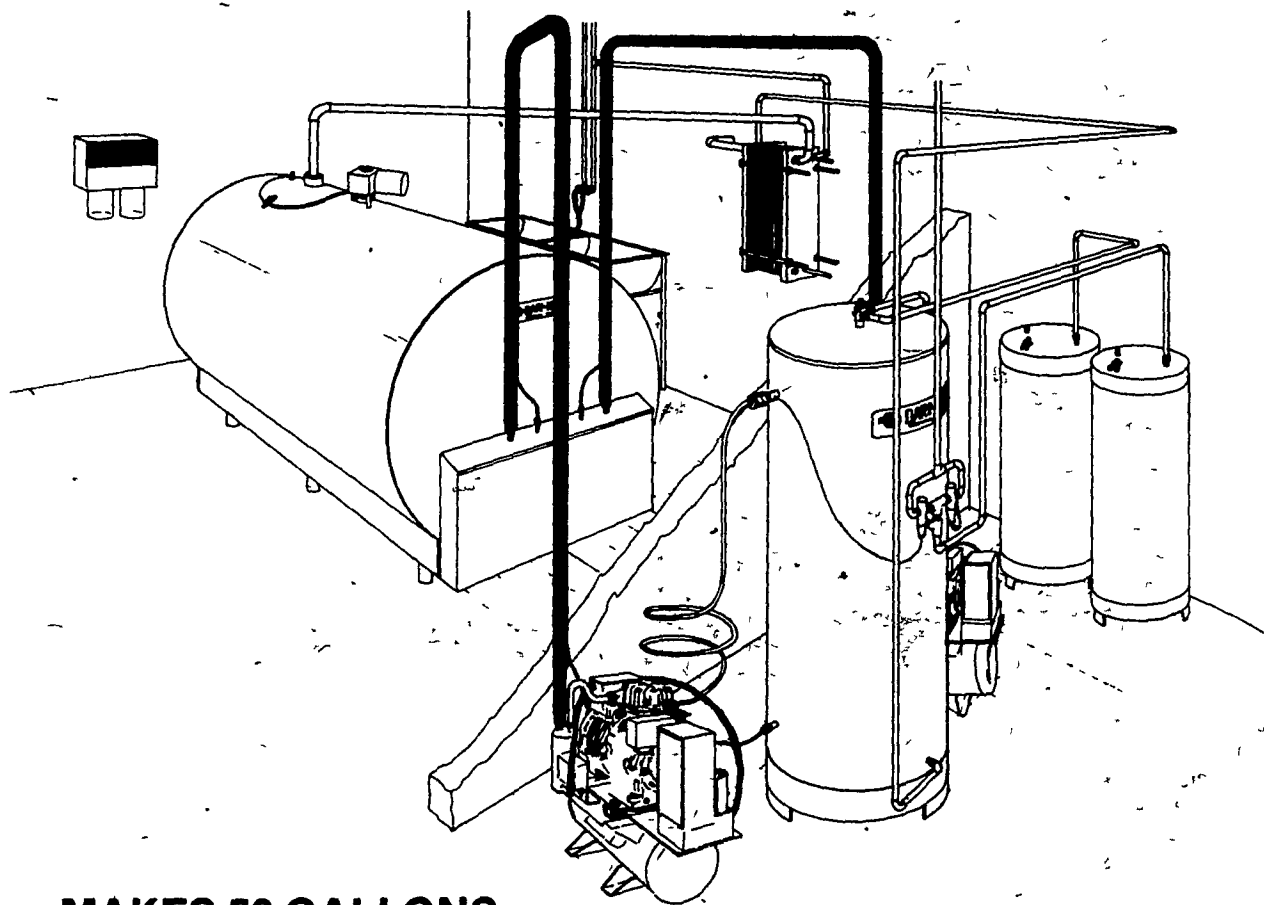
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