

# Turkey and pork producers in labeling conflict

By JOANNE SPAHR  
WASHINGTON, D.C. - Turkey producers and pork producers are locked into a disagreement right now. The turkey people have a product in the market called "turkey ham" and the pork producers don't like the labeling at all. Because of this, the National Pork Producers Council, Des Moines, Iowa, and the American Meat Institute, Washington, D.C. have jointly asked the U.S. Department of Agriculture not to allow labels such as turkey ham on non-pork products and to propose a regulation on the prohibition of public comment. The problem, as far as the AMI and the NPPC is concerned is that "turkey ham" doesn't have a single bit of ham in it, and that surveys

which the pork groups have taken show that consumers associate ham with pork. Therefore, they feel that the poultry product banks on the hard-won reputation of real ham for its success, while actually being an imitation. "People like ham" stated Bruce Butterfield, director of public relations, the American Meat Institute, in a telephone interview, with *Lancaster Farming*. The AMI is a national trade association for meat packers and processors, which deals mainly with red meats. "Consumers eat a lot of ham," he continued, "and our pilot consumer attitude survey shows that people think the turkey ham is made of two meats—ham and turkey." The survey referred to was done by Westat, Inc., Rock-

ville, Md., a market research firm, in February 1977. In four major U.S. cities—New York, Chicago, Los Angeles, and Kansas City—400 consumers shopping centers were shown examples of real ham and "turkey ham" products and labels. The results showed the 91.4 per cent associated the term "ham" with pork or swine. And, the major findings were that consumers believe that "turkey ham" products contain more than one type of meat, and, more specifically, that consumers believe that "turkey ham" products contain both turkey and ham. Because of this, J. Marvin Garner, NPPC executive vice president, has said the turkey ham label is shown by the survey to be deceptive to consumers, and that the

USDA should end "this deception and misuse of the name of one of the pork industry's valued products". The National Turkey Federation thinks differently. "We really think that there is no intent to deceive or mislead the consumer," Lew Walts, executive vice president of the National Turkey Federation, said. "The words 'turkey' and 'ham' have equal prominence on the label, and the ingredient statement is evidence that there is no pork in the product," he explained. Walts also pointed out that some labeling actually states "contains no pork" on the label. In rebuttal to the survey taken by the groups, Walts also said that the Turkey

Federation has done a survey of its own in six major cities which has shown contradictory evidence to the pork survey. "Our survey was taken in six cities compared to four, with 2000 consumers compared to 400, and the results are directly opposing," he stated. The Turkey Federation is not releasing the survey, however, because it will be used in response to a petition filed with the USDA by the pork groups asking that regulations be proposed which would allow the term "ham" to be used in labeling only in the connection with the hind legs of swine, and that it not be used in turkey products. Up to this point, USDA has defined "ham" as the hind leg of any animal, and as long as the species of the animal precedes the word "Ham" (except in the case of pork) that term may be legally used.

So, legally, the turkey processors are doing nothing wrong. Because of this, the NPPC and AMI is trying to have new regulations created to stop this. If the petition they filed with the USDA is accepted, the proposal will be published in the *Federal Register* for public comment.



## Big poultry

[Continued from Page 1]

introducing the new president of the Pennsylvania Poultry Federation, will now include some light entertainment. But the biggest change has been with the primary function of the banquet, that of honoring outstanding industry men. This year, for the first time, three distinguished industry men will be selected as Broiler Industryman of the Year, Egg Industryman of the Year, and Turkey Industryman of the Year. For details and registration forms, contact the Pennsylvania Poultry Federation, 500 N. Progress Avenue, Harrisburg PA 17109.

schedule for the 1977 Pennsylvania Poultry Conference and Annual Banquet will look like... "a candy store to a six year old." There's even something for those who have been conferenced-to-death. Visitors will be pleasantly surprised with light breakfast-to get the adrenaline flowing-and a two hour buffet luncheon for some personal rest and relaxation. The conference concludes in the evening with the industry's Annual Banquet, and even it has been changed to correspond to the new image and growing industry. The banquet, in addition to



## "Kick" up corn profits with Unipel® Starter Special 13-34-10.

This is the "corn-popper" special...the most imitated pop-up fertilizer on the market. As part of a Unipel corn fertility program, it suits perfectly the young corn plant's immediate craving for nutrients to develop a good root system, the starting point for top yields.

Yet, it's also a complete fertilizer with these key nutrients available in each Unipel pellet:

- \* quick-acting, non-volatile nitrate Nitrogen that starts working immediately, even in cool, wet, early-season soils;
- \* slow-acting ammoniac Nitrogen that provides continued feeding through the growing season;
- \* both quick and slow acting Phosphorus to resist fixation, team with Nitrogen to become more efficient and feed plants for solid growth, help develop strong root systems;
- \* vital Potash to furnish young plants with building blocks for strong roots, tough and hardy stalks to resist weather and stress of pests and disease.

We can recommend to you the program details for a sound Unipel fertility program—which, on Starter alone, has returned over \$30 an acre above fertilizer investment more than blend "bargain" programs.

 **ORTHO FERTILIZERS**

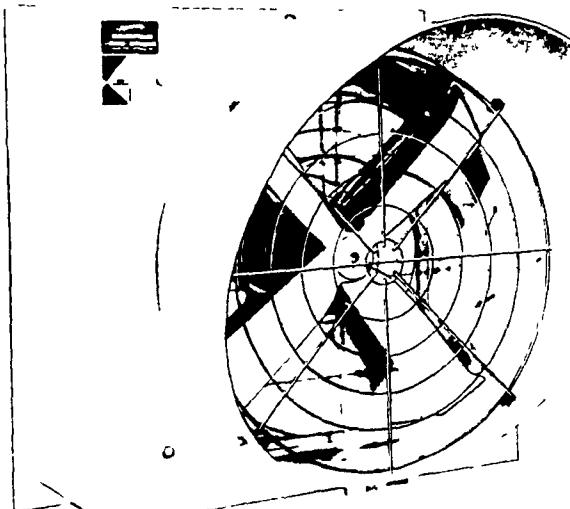
**P. L. ROHRER & BRO., INC.**

SMOKETOWN, PA

PH. 717-299-2571

CHV 976-5-3

## AEROVENT VENTI-PACK VENTILATION UNITS



Designed as the prime air mover in Aerovent controlled environment systems for livestock and poultry housing.

FULL LINE PARTS DEPT.

**E.M. HERR EQUIP. INC.**

RD3 Sprecher Road  
Willow St. Pa. Lancaster Co.  
717-464-3321

