

## Pork promotion counters marketing dilemma


**WIC BEDDING-CHOPPER**

★ **CUT YOUR BEDDING TIME IN HALF!**

**SAVE 25% ON BEDDING**

★ **Will Chop up To 60 Bales Per Hour**

★ **Available With Battery or Gasoline Engine**



**CREUTZBURG, INC.**  
**Livestock Supplies**  
Phone 717-768-7181  
Open Daily - 8 to 5; Saturday 8 to 12  
★ **PRODUCTS ARE AVAILABLE BY MAIL**

---

Send For **CREUTZBURG, INC.**  
**FREE CATALOG:** Lincoln Highway East, Box 7  
Paradise, PA 17562

NAME .....

STREET .....

CITY .....

STATE..... ZIP .....

DES MOINES, Ia. — "Because more than 87 million of 'little pigs' went to market during 1979, a happy little nursery rhyme was predicted to be something of a nightmare to pork-producing farmers, according to the economic soothsayers," noted Orville Sweet, executive vice president of the National Pork Producers Council.

The potential problem was easy enough to understand: per capita consumption of pork had been about 60 pounds per person in the U.S. But, due to the increased production capacity, pork producers were going to bring more pork than ever before to the supermarkets.

In short, in order to maintain a normal rate of return on their "little pigs," each American consumer would have to increase pork consumption by 12 pounds. After all, those 87 million pigs represent some 15 billion pounds of ham, bacon and pork chops.

Instead of seeking a solution to their problem in

Washington, the producers' through NPPC, rolled up their sleeves and set out to solve their marketing dilemma themselves. Their story typifies the spirit of free enterprise, and renews one's confidence in our American system, Sweet said.

Headquartered in Des Moines, the NPPC is a voluntary membership trade-association representing over 95,000 pork producers, the largest farm commodity association in the U.S.

Members fund advertising and promotional programs through a "check-off" program wherein a producer contributes a nickel for every feeder pig he sells and a dime for every slaughterweight hog sold.

By spring of 1979, the producers were well aware of the potential oversupply problem and chose to use the combined marketing power of NPPC to overcome the dilemma.

The age-old law of supply and demand — a far better control than anything that's

ever come out of Washington — had reached a delicate balance for pork producers due to the increased pork supply, Sweet noted.

Faced with this problem, producers had to choose one of two alternatives: they could reduce their hog numbers and ultimately the amount of pork available to consumers, or they could whet the consumers' appetites for pork and increase the demand side of the scale to equal the supply.

In years gone by, producers would have chosen the former route and immediately begun to reduce sow numbers, ultimately decreasing the supply of pork, said Sweet. But, things have changed "down on the farm."

Through technology and research, pork production is no longer a mud-hole operation. It's a profession with a high capital investment and producers are sophisticated businessmen. Many have college degrees, some have master's degrees, and some have Ph.D. degrees in genetics and nutrition.

Given this situation, the producers responded in a rather dramatic and unprecedented act of mutual self-help. For some years now, NPPC members had been accumulating their nickels and dimes for just such a happening as the pork stampede of 1979. Although they had done a good job of advertising in past years, it was decided that power promotional acts were ever needed in the history of the industry, 1979 should be the year.

Two million dollars were earmarked to convince the consumer that pork is "Good Eating Anytime, And A Good Buy Today." A million of those dollars were spent in television and popular "shelter" magazine in the spring and summer months. The objective was to put pork on the charcoal grills of America during a summer designated as "Pork Cookout Time."

The giant effort, however, came in the fall of '79 under the campaign headings of "October Porkfest" and "Pork Showcase," with heavy emphasis on supermarket point-of-purchase promotion.

The Pork Showcase program involved the appearance of a pork information-packed newspaper supplement in 85 selected target cities.

Three-hundred thousand dollars were invested in this unique, stepped-up promotion program which also encouraged supermarkets and other food-related merchandisers to promote pork with tie-in, point-of-purchase materials. The result was more than \$1.3 million worth of newspaper space being

(Turn to Page E6)



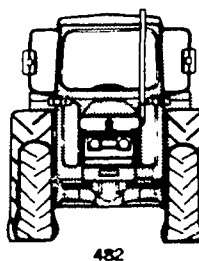
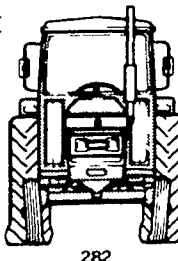
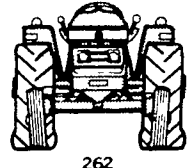
## SEE THE WHOLE PRIDE.

**This year, turn a new, Lion-Hearted Leyland loose on your farm.**

Count 'em. Eight, new, Lion-Hearted Leylands to pick from: 35, 45, 62, 72 and 82 hp, 2-wheel drive, plus 62, 72 and 82 hp, 4-wheel drive models. It's tractor power for small farms and large. And there's one right for your place.

**Bred in fuel efficiency.**

Test the animal power of Leyland. A farm-proved diesel delivers maxi-torque at low rpm's for massive lugging power. The new, Synchro Shuttle gearbox chases chores with big-cat-quick reflexes; lets you shift on-the-go forward—and reverse! And there's the grabbing, clawing power of the new, 4-wheel drive models. Separately



or combined, they deliver the fuel efficiency you need. Now take a look at the muscle in those massive castings. And at the new, Q-Cab. Meets OSHA standards. Makes farm chores sound like a purr—as in performance!

**Be Pride Proud.**

Why buy mere horsepower when you can have a Lion-Hearted Leyland? Discover all the advantages. Then put a little bit of pride in your place.

For the name of your nearest dealer, write or phone us today: Leyland Tractors NorthEast, 6700 Allentown Blvd., Harrisburg, PA 17112, 717/545-6400

 **Leyland Tractors.**  
The Lion-Hearted.

**PIONEER**...  
the name to remember  
for alfalfa seed!



**531...**

the number to remember for high yields.

- 531 is a rapid recovery alfalfa
- Offers excellent tolerance to

Anthracnose plus very good tolerance to bacterial wilt.

- Well suited to 2, 3 or more years of production. Alfalfa supply limited.

See or call your Pioneer Salesman soon.



PIONEER HI BRED INTERNATIONAL, INC  
EASTERN DIVISION TIPTON INDIANA

Pioneer is a brand name. Numbers identify varieties. ©Registered trademark of Pioneer Hi Bred International, Inc. Des Moines Iowa 50308