

Pork producers to discuss united promotion plan

LANCASTER — The National Pork Producers Council and the National Live Stock and Meat Board announced a coordinated plan to further increase the efficiency of both groups to effectively solve problems facing the pork industry.

In a joint meeting between the two executive committees, a shared plan of work was devised which avoids duplication of efforts and places critical emphasis on programs needed by the industry.

"All of us are encouraged by this coordinated plan of work which presents a well defined delegation of jobs and responsibilities for each of our organizations," said Dick Welding, Chairman of the National Live Stock and Meat Board.

Under the program coordination plan, NPPC will be responsible for advertising and promotion, production research, foreign trade, and communication with producers. National Live Stock and Meat Board is responsible for food-service promotion, human nutrition research and information programs, and communication with health care professionals. Both groups will coordinate programs and efforts in the areas of communication with food editors, consumer affairs professionals and

consumer and classroom education.

The Executive Committee of both groups agreed that beginning January 1, all checkoff funds will be remitted to NPPC. This process will help simplify and bring uniformity to the collections system, with the bottom line or goal of the whole plan being increased producer participation.

Under this agreement, NPPC will be responsible for development of producer checkoff participation, providing cooperating markets and collection points with remittance forms and related checkoff material, receiving the producer checkoff funds, and handling any refund requests.

NPPC will then remit 20 percent of all market hog

funds received to the National Live Stock and Meat Board for funding of their pork programs. The balance of the checkoff funds from market hogs is then shared by NPPC and the state of origin.

The goal of both organizations is to achieve 100 percent participation on the part of pork producers and the industry in funding the total pork program. Therefore, beginning January 1, there will be only one checkoff for market hogs, and it will be 20 cents.

"Our aim," said Bill Buller, President of NPPC, "is a united pork industry with well defined goals and delegated responsibilities, and this coordinated program brings us closer to that goal than ever before."

Broiler placements up

HARRISBURG — Placements of broiler chicks in the commonwealth during the week ending November 15 were 2,032,000, according to the Pennsylvania Crop Reporting Service.

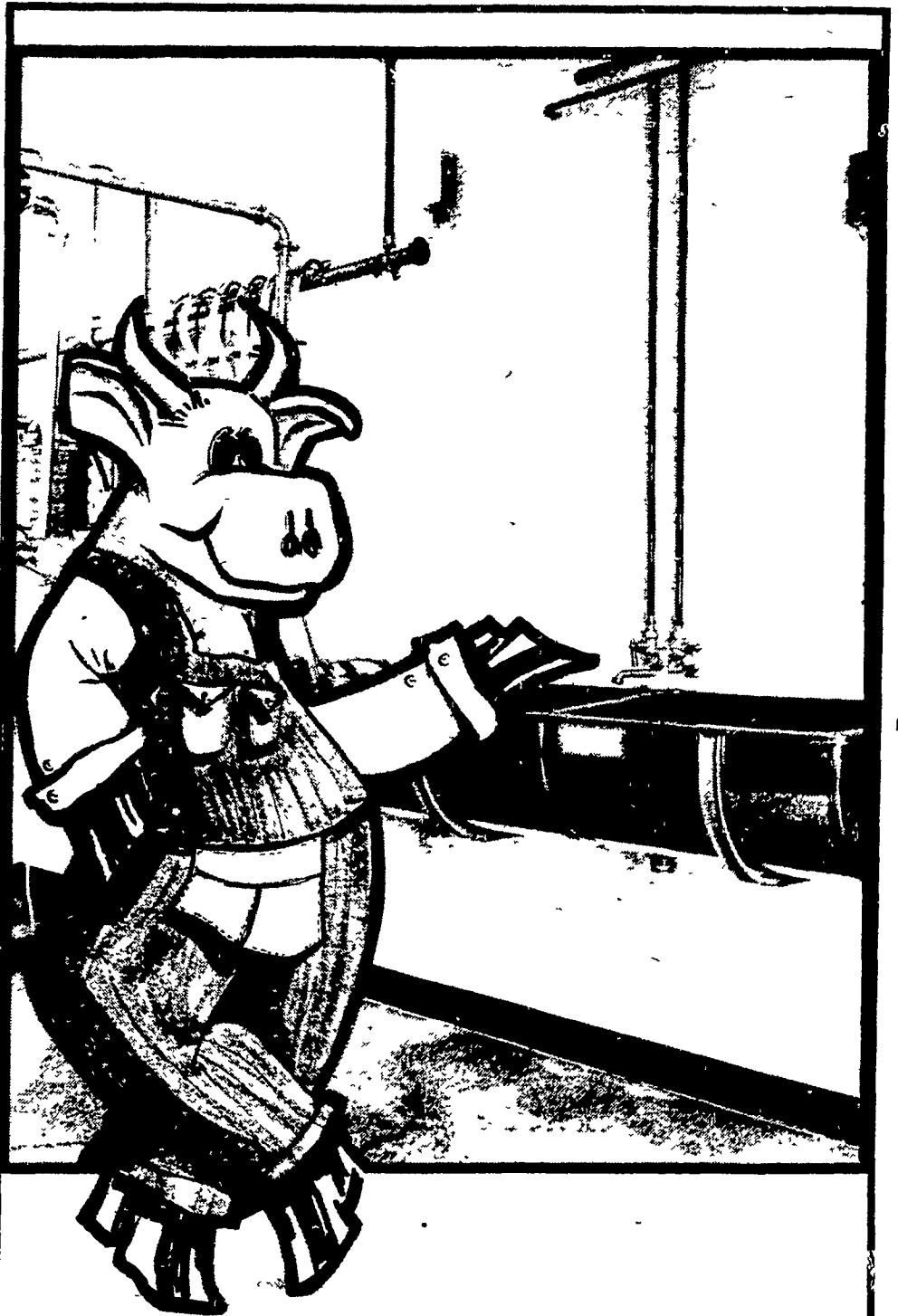
The placements were four percent above the corresponding week a year earlier and one percent above the previous week. Average placements during the past nine weeks were 15 percent above a year ago.

Placements in the 21 key

poultry producing states were 72,423,000, 13 percent above the previous week and four percent above the same week a year earlier.

Average placements in the 21 key states during the past nine weeks were seven percent above a year ago.

Broiler-fryers slaughtered in Pennsylvania under federal inspection during the week ending November 5 totaled 1,963,000, with an average liveweight of 3.99 pounds.



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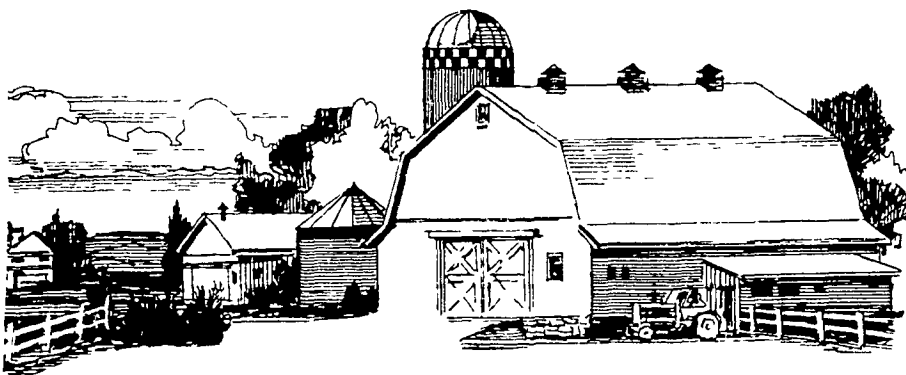
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