

# Porkettes discuss promotion

BY DEBBIE KOONTZ

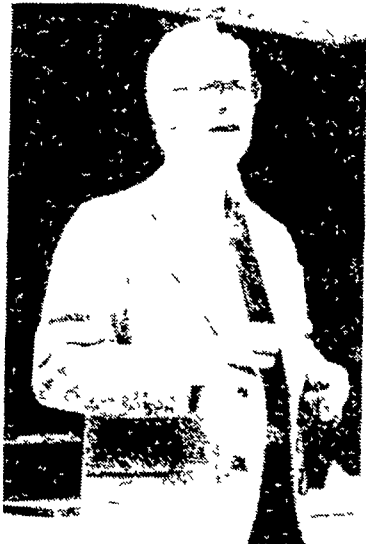
LANCASTER — The third annual program of the Porkettes, the women's auxiliary of the Pennsylvania Pork Producers Council, met at the Keystone Pork Congress, Thursday at the Host Farm Resort

Highlighting the day-long program was discussion and filmstrips dealing with pork promotion in schools

"That's one of our most important roles - promotion of the pork industry. We also promote in stores and food stands besides schools," says Anna Marie Schick, secretary of the Porkettes

The day began with a welcome to approximately 60 members, what Mabel Strook, president, describes as "a good turnout"

Dr John Ziegler, Penn State food specialist, presented a filmstrip entitled "Mr Pigg Meets the Press" The film describes the campaign of a pig running on the nutrition ticket for Congress Ziegler explained that this filmstrip is used most effectively in schools to teach about pork as well



Dr John Ziegler, Penn State food specialist, speaks to the Porkettes at the third annual pork congress

was re-elected as president, Cheryl Leiser will again hold the position of vice president and Anna Marie Schick was named secretary/treasurer for the second year

Following elections were slides



Abe Landis from the Hatfield Packing Company discussed promotion with the ladies. The program "Pork Goes to School", sponsored by the Hatfield Company and the Porkettes, was shown to members attending the congress.

by Abe Landis, Hatfield Packing Company representative. These slides included a tour through the Hatfield plant and the techniques of processing meat. The slides are also used in schools to promote pork, according to Landis. "The kids seem to enjoy watching pork being processed," he added.

"It's important in pork production to get the meat items along with the slides to the school so kids can actually see what they're learning about," Landis

advised the ladies. "Preparing Pork Hors D'oeuvres" was the program presented by Joanne Ketterer, home economics instructor at Shippensburg High School. Her presentation included pork snacks for the whole family.

"It's especially important to give teenagers snack food they'll enjoy because they're going to snack regardless. So give them fun foods like bacon-wrapped

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The Porkettes were given a chance to taste the delectable pork dishes which Joanne Ketterer made.

as general nutrition. The afternoon session included elections of officers. Mabel Strook



Joanne Ketterer (left), home economics teacher at Shippensburg High School presented "Preparing Pork Hors D'oeuvres" at the congress. Assisting her is Karen Zullinger

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