

## Pork group pushes product to fast food industry

LANCASTER — Pork at the Home of the Whopper?

That's one of the goals of Pork Industry Group representatives who have been calling on major foodservice outlets in recent weeks to encourage the addition of pork items to the menu.

A meeting with Burger King officials at the company's corporate headquarters was very encouraging, according to Mark Thomas, Meat Board vice president in charge of pork

programs.

"Burger King is very interested in the possibility of adding a pork sandwich sometime in the future," he said. "We're going to offer them all the encouragement and expertise we can."

Other companies contacted by the Pork Industry Group recently were Friendly's, an eastern restaurant chain, and Big Boy Restaurants.

Pork group representatives have

also been working with processors of food-service pork products.

"The ultimate goal, of course, is to move pork through foodservice outlets," Thomas said. "And to accomplish this, we hope to stage some cooperative promotions between the Pork Industry Group and major fast-food chains that will help them develop new pork items. Our objective is to make 1981 the year the foodservice industry wakes up to pork."

## 4-H Woolies meet

LANCASTER — The Lancaster County 4-H Woolies Club met at the Farm and Home Center recently for their May meeting.

Gerald Rohrer gave a demonstration on some of the most common tools needed in trimming sheep.

Tom Fleener joined him by talking on the various breeds of sheep.

Elected officers are as follows:

President, Jim Stauffer, Lancaster; vice president, Deb Martin, Conestoga; secretary, Monica Esh, Kinzers; treasurer, Gerald Rohrer, Quarryville; song leaders, Missy Esh, Kinzers; John Longenecker, Lititz; news reporters, Nanette Musser of Lancaster and Deb Martin.

## INNO-Vator

(Continued from Page C14)  
agricultural picture?

"Electronics are finding their way into more farm machines all the time," says Berkheimer.

"Combines use electronic sensors to help locate trouble spots before they create machine problems. Our forage harvesters are equipped with electronic metal detectors to help prevent damage to components and to help stop tiny bits of metal from getting into cattle feed."

Automatic bale wagons, designed to pick up, haul and stack bales of hay, use electronics to

carefully build a variety of different hay stacks depending on whether the farmer wants to store them inside a barn, out in a field or load them on trucks for shipment, Berkheimer says.

"We knew INNO's futuristic appeal would fit into our high technology promotional activities," Berkheimer says. "But, we didn't realize when we started using INNO that we'd be helping bring smiles to the faces of kids in a hospital. Somehow, this side effect means more to our people than his ability to demonstrate our equipment."

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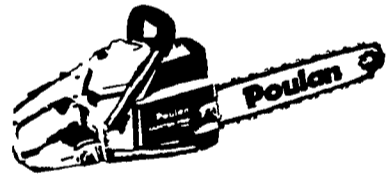
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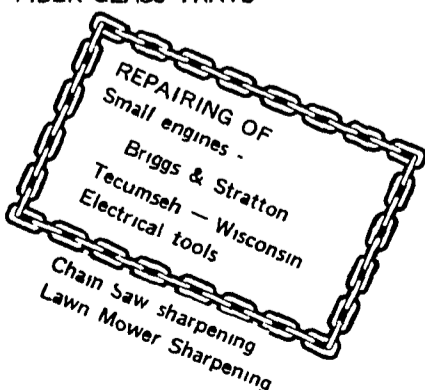
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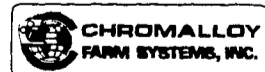


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