

NPPC schedules pork quality conference

DES MOINES, Ia — Is pork quality reflected in the price producers receive for hogs?

Representatives from all segments of the pork industry will be gathered to discuss this topic during the Pork Value Conference sponsored by the National Pork Producers Council. The two-day meeting will be held August 4-5 at the Marriott Hotel in Des Moines.

Discussions will revolve around how to improve the flow of information from consumer back to the producer.

For some time, consumers have been saying they want leaner meat. The pork industry has responded, increasing the amount of lean meat per hog by 31 percent in the last 25 years.

Through genetic selection and a

good marketing communications system which keeps producers informed of their progress, that record of 31 percent more lean meat can be improved. According to David Meisinger, Director of Research for NPPC, producers feel there is a need for improvement in the current system.

"The producers responding to the 1981 producer poll felt that the

present system lacked a good incentive for producers to raise hogs of better carcass merit," said Meisinger.

"Although the producers agree carcass quality has improved and that the technology is available to further increase carcass quality, 71 percent of the producers rate the incentive to produce meat type hogs as fair or poor," added

Meisinger.

To evaluate the opportunities for the industry and chart the course for improvement, NPPC will be bringing together marketing specialists from around the world.

Registration materials and complete program details will be available June 15. Please send your request for these materials to, NPPC, Research Department, P.O. Box 10383, Des Moines, Iowa, 50306.

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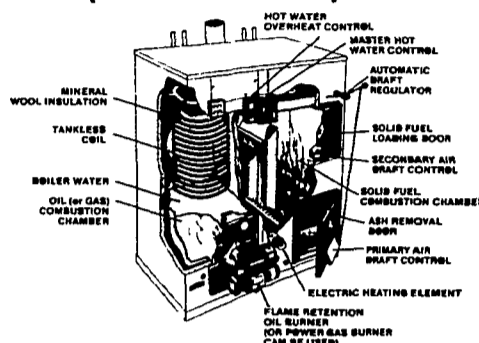
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