

Pork producers announce pork campaign

DES MOINES, Ia. — Pork producers have announced a major new campaign and pork is moving up — for good. "We are taking the offensive and pork producers will be pushing hard to make pork America's favorite meat," said John Saunders, president of the National Pork Producers Council as he an-

nounced a new, major campaign being undertaken by the Council.

THE PORK CHALLENGE, as the campaign is called, was announced by Saunders following the recent Chicago meeting of the Executive Committee of the NPPC Board.

"We are launching a program that will span several years and

involve every facet and program of the Council. It will be a program to show consumers that pork fits their lifestyle. Americans want to be lean. Pork is lean and healthful. And pork should be an integral part of the consumer's desire to be healthy and trim. In short, pork is good for America," Saunders said.

The program as outlined by

Saunders also completely involves the pork producers in the pride of his product and motivates him to take advantage of his position to strike hard and position pork as America's favorite meat.

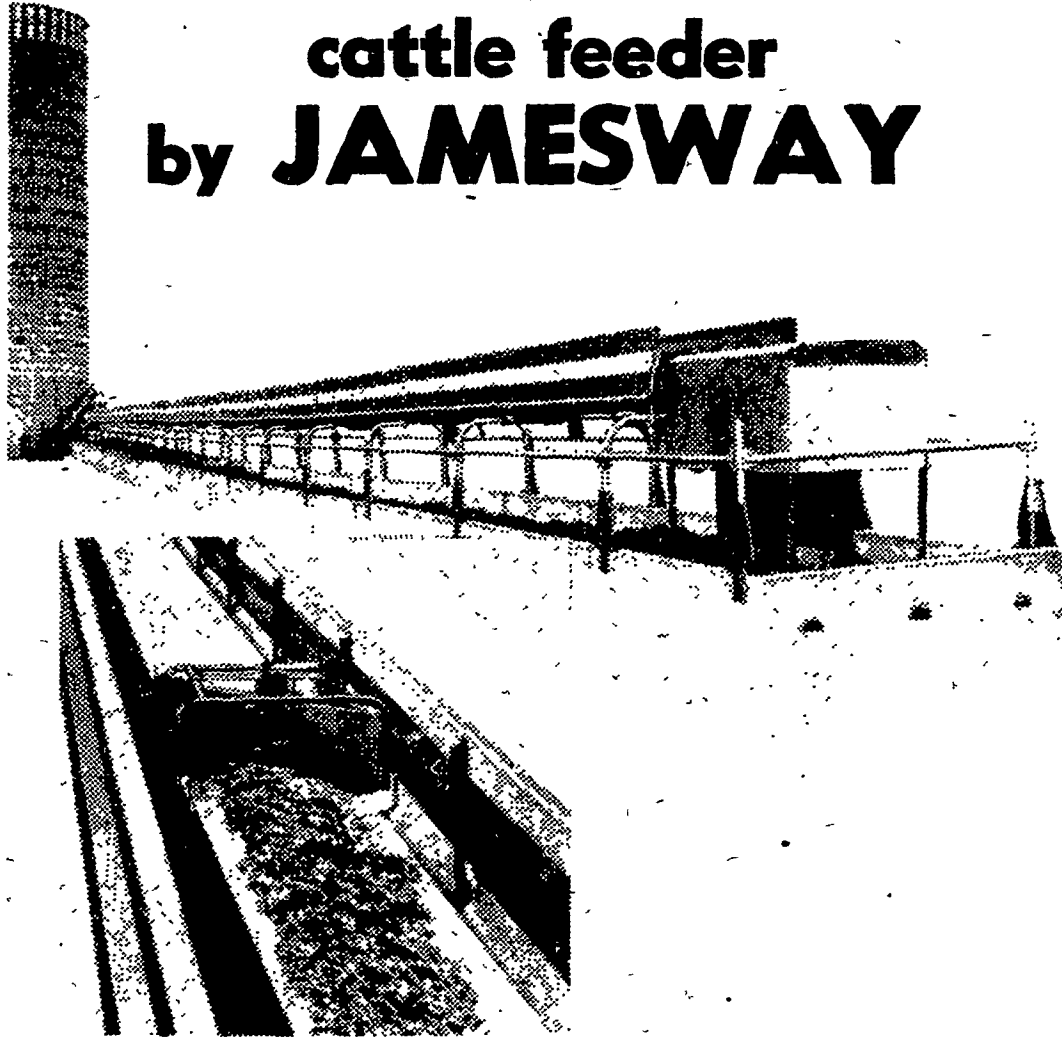
The entire campaign revolves around a central theme — America, You're Leaning on Pork — a theme that lets the producer show pride in his product; and a theme that tells the consumer in a catchy way that pork is the "in meat."

Saunders reported to the

Committee that the Pork Challenge campaign is so large in scope that everything done by pork producers through NPPC for the next two or three years — research, political action, promotion, consumer affairs, checkoff, state work, everything — becomes unified into a single, far reaching program unlike any undertaken in the pork industry's history.

"We will no longer be 'giants under fire' but 'giants on a rampage'," Saunders concluded.

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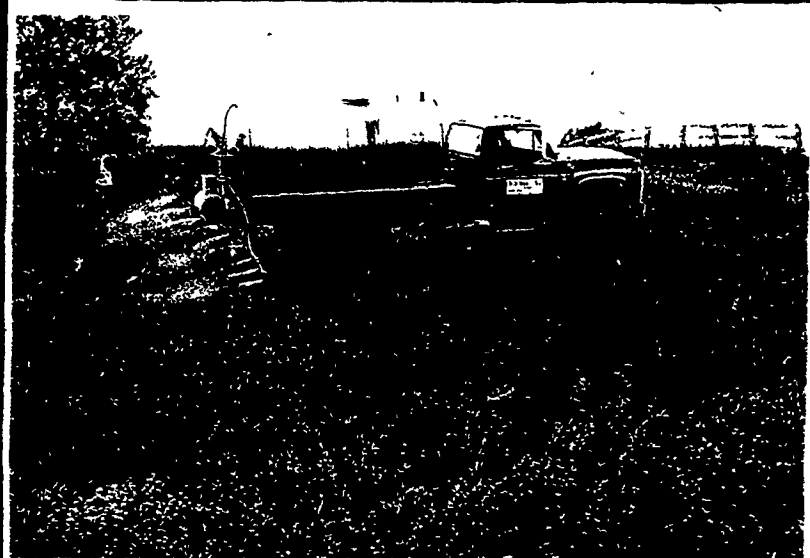
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