

A six-foot porkburger cooks over charcoal coals at Lancaster's Penn Square to help kick off a special month-long promotion of the pork industry.

Giant Porkburger Highlights Pork Promotion Kick Off

BY LAURA ENGLAND

LANCASTER — Something was cooking in Lancaster's Penn Square last Friday and things were getting hot.

It was noontime, and a large crowd had gathered outside the Commonwealth National Bank. People were bustling back and forth, curiosity written across their faces, as a cloud of smoke drifted through the Square, carrying with it an appealing and appetizing aroma.

Indeed, something was cooking and that something was a six-foot, 100 pound, three-inch thick porkburger.

The porkburger was part of the festivities to kick off a special, month-long promotion of the pork industry. Sponsored by the National Pork Producers Council, the Pa. Pork Producers and the Pa. Department of Agriculture, October has been declared Pa. Pork Month.

The promotion's kick off began at noon, Sept. 23, with Pa. Secretary of Agriculture Penrose

Hallowell reading a proclamation. In reading the proclamation, Hallowell said that the pork industry "gets the support of my boss, Dick Thornburgh."

Following Hallowell's speech, National Pork Industry Queen Julie Unverfehrt, Okawville, Ill., welcomed the visitors to the Square and invited them to sample the porkburger, along with the entries in the 1983 Pa. Pork Cookout King contest.

Julie, a junior business administration major at Eastern Illinois University, promotes the pork industry nationwide by attending agriculture-related events. She also visits schools and talks to consumers.

While the crowd was listening to the welcomes from Pork Council members and other dignitaries, pork producers and Cookout King contestants were busy preparing their dishes and passing out recipe and nutritional information. Also floating around and finding their way to jacket lapels and sweaters were round stickers with the slogan, "Lean on Pork."

As the festivities continued, the aroma from the porkburger drew curious onlookers, ready to sample the giant patti. Others were visiting the displays of the seven Cookout King contestants, hoping to catch a glimpse and sample of prize-winning pork recipes.

In addition to the state and national Pork Producers Council and the state Department of Agriculture, Commonwealth National Bank is lending monetary support for Pork Month. According to W. Ronald Feister, vice president and manager of the Agri-Loan Department at Commonwealth, the bank is the fourth largest agriculture lending bank in the northeastern United States.

Feister pointed out the importance of the pork industry to the state, saying, "The market value of pork products produced by hog farmers in Cumberland, Dauphin, Lancaster, Perry and York counties were worth nearly \$30 million." This was an increase of 15.5 percent over 1981.



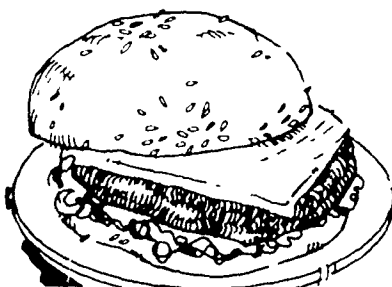
Done at last! What started as 100 pounds of ground pork, three inches thick, is now a giant, flavorful porkburger ready for sampling by the eager, noontime crowd at Lancaster's Penn Square.



Harry Hess, Lancaster, samples the porkburger, and his verdict is, "very good, very good."



Pa. Pork Cookout King contestant Larry Hartman, Germansville, waits to hear how National Pork Industry Queen Julie Unverfehrt likes his "Peachie Pork Chops." Hartman was one of the seven contestants vying for the title.



Pork producers pitch in to help serve samples of the porkburger.