

## Velsicol's V.O.T.E. program aids pork producers

CHICAGO, Ill. — The National Pork Producers Council (NPPC) announced that Velsicol Chemical Corporation's 1985 Operation Trade Expansion (V.O.T.E.) program has generated an additional \$11,500 for investment in NPPC's food editor liaison program. Over the past two years, the V.O.T.E. program has generated more than \$32,000 for investment in NPPC's product promotion efforts. Velsicol's 1985 V.O.T.E. funds were presented at the American Pork Congress in St. Louis.

NPPC's strategic editor liaison program is aimed at getting the

word out to consumers that fresh pork cuts are nutritional, low in calories and easy to prepare, according to Robin Kline, director of consumer affairs for NPPC.

"With this project, we will reach food editors who have a great deal of credibility and high visibility with consumers," says Kline. "Working with food editors, NPPC gets the message to consumers that lean, boneless pork is healthful and versatile in a cost effective and efficient manner," she stresses.

NPPC's message focuses on the fact that lean pork is low in cholesterol, high in protein and

high in nutrients, Kline says.

The liaison effort with editors, in conjunction with pork advertising, will help increase the consumption of pork, according to NPPC.

"Farmers and ranchers have realized they can make a difference by working through their commodity organizations to promote their product," says Howard Davis, district sales manager for Velsicol Chemical Corporation who presented the 1985 V.O.T.E. funds to NPPC. "The V.O.T.E. program gave producers the opportunity to become directly involved in market development and, in turn, the ability to help

generate demand for the commodities that they produce," he notes.

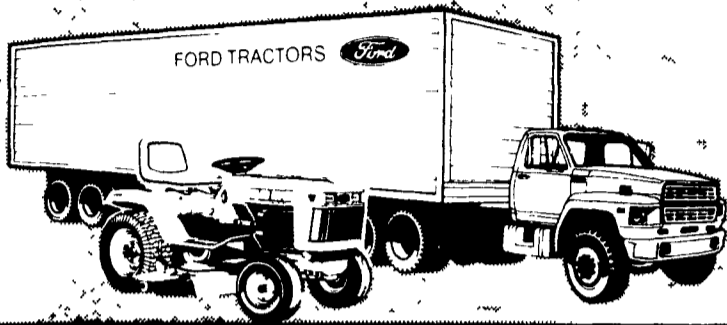
Under the terms of the V.O.T.E. program, for every gallon of Banvel and other Velsicol herbicides purchased and reported on a V.O.T.E. ballot, the ag chemical company donated 50 cents in the farmer's or rancher's name to a commodity group of their choice for market development projects.

Last year, NPPC used their 1984 V.O.T.E. funds to reach students, teachers and editors with the message that lean pork is healthful

and versatile.

Velsicol's Operation Trade Expansion was launched two years ago to help develop and expand markets for U.S. ag products at home and abroad. As a result of the 1985 program, more than \$100,000 was generated for six commodity groups representing pork, beef, corn, wheat, soybeans and cotton. This brings the total V.O.T.E. dollars generated over the last two years for investment in critically needed market development and expansion efforts to more than \$350,000.

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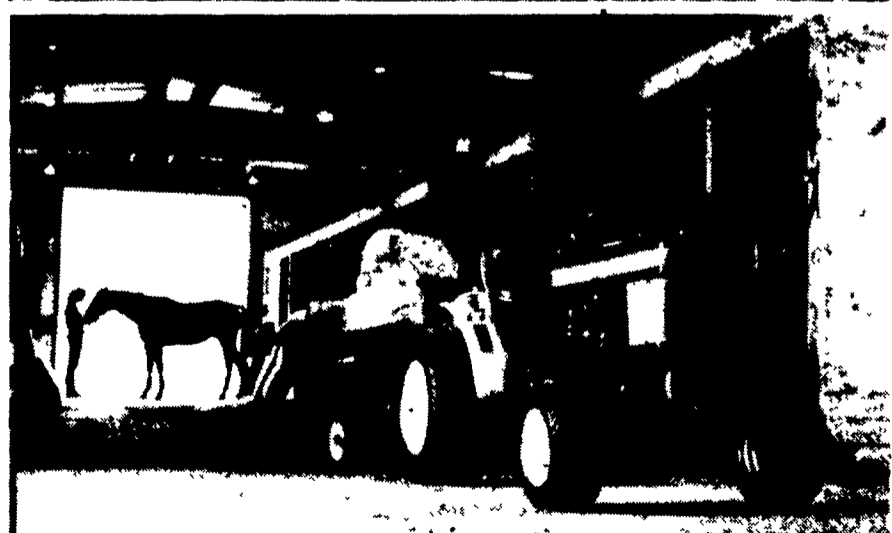


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