

Pork Board Allocates \$2.33 Million For New Projects

DES MOINES, Ia. — The National Pork Board, at its recent meeting, appropriated \$2.33 million in producer checkoff funds to be used by the National Pork Producers Council, the National Pork Council Women and the National Live Stock and Meat Board for various projects during the current year. The money is primarily from surplus funds the Pork Board has accumulated since the producer checkoff started on November 1, 1986. The fund surplus occurred when the checkoff collections exceeded expectations during 1987. The Board had budgeted for \$22 million, but the check off actually brought in \$25.5 million in its first full year of operation.

The money funded for National Pork Producers Council projects include:

- ° \$1.36 million for a comprehensive media and promotion campaign for the "White Meat" program with major television sponsorship in the All-Star Game and promotional advertising in the nationally distributed newspaper,

USA Today. It will also include in-store promotion involving producers and will extend to co-op promotion in restaurants.

- ° \$115,000 for two major national sales events promoting various ham products.

- ° \$75,000 for development of a new cut of fresh pork. This is an extension of the highly successful America's Cut™ development and introduction in 1987. It will include development of a marketing plan for national introduction of the new cut and test marketing.

- ° \$95,000 for development and introduction of new pork-based products in the school foodservice area. This will include exploration of getting new pork-based products introduced into school lunch programs.

- ° \$50,000 for a co-op effort to get America's Cut or other pork menu items introduced in three national restaurant chains. This will involve custom menu development and assistance in test marketing.

- ° \$42,000 to put together a pork

quality profile that will document the quality of U.S. hogs. This will be used as a benchmark study to measure continued progress in the Pork Value program.

- ° \$30,000 for production issue management. This will be used as seed money to provide informational material to producers about quality assurance in their hog herds.

The Pork Board provided \$325,000 to the National Live Stock and Meat Board for a comprehensive program designed to communicate pork's positive attributes to health care professionals and consumer thought leaders.

The program will include continuation of the Meat Board's successful advertising campaign in magazines aimed specifically at health professionals, and the equally successful seminars designed for dietitians. The program is designed to increase understanding of pork's nutrient composition and benefits in a balanced, modified or general diet.

The Meat Board was also allo-

cated \$130,000 to develop and distribute a new product technical reference manual. The manual will be made available to corporate research and development directors, university meat scientists and others involved in developing specifications for new pork-based products.

The National Pork Council Women were provided \$108,000 by the Pork Board to develop a

pork-specific set of educational materials targeted for high school home economics and independent living students. The materials are to educate the students on the value of pork nutritionally, breaking down old myths concerning cooking, convenience and taste. The National Pork Producers Council and National Live Stock and Meat Board will be utilized as advisors in preparation of the educational materials.

PFA Urges New Cholesterol Standard

Because of the "Pennsylvania experience" in testing eggs for cholesterol, the Pennsylvania Poultry Federation has contacted USDA and the Egg Nutrition Center in Washington, D.C., to urge that the USDA standard of 274 mg. for large eggs be challenged. There is no doubt in anyone's mind that has been involved in the testing of Full Spectrum Farms eggs that all eggs are *much* lower in cholesterol

than the USDA standard of 274 mg. This 274 mg. standard is being used by the American Heart Association and some other medical groups to make dietary recommendations about eggs which is damaging to the egg industry.

The Agricultural Research Service, which establishes cholesterol standards for eggs, has agreed to meet with industry representatives on Feb. 18, 1988 to discuss the 274 mg. standard for cholesterol.

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