

Pork Checkoff Funds Target Health-Care Professionals, Research/Development Leaders

DES MOINES, IA — Better-than-anticipated collections in the 1987 100 percent Pork Legislative Checkoff will allow the Pork Industry Group of the National Livestock and Meat Board (Meat Board), to do more this year in reaching health-care professionals and research and development leaders concerning the benefits of pork. The National Pork Board, administrator of the checkoff, provides funding for coordinated programs through the National Pork Producers Council and the National Livestock and Meat Board (Meat Board).

At a recent meeting, the National Pork Board appropriated an additional \$455,000 to the Meat Board, for new and ongoing projects. The funds were generated when first-year checkoff revenues exceeded original projections.

Meat Board programs benefit the nation's pork producers by building a positive image for pork through research and information targeting key audiences including health-care professionals, educators, researchers, food/media professionals, retailers, as well as research, development and marketing personnel with meat packers and processors.

Information/Education
The Meat Board will utilize \$325,000 of the grant for a comprehensive program designed to communicate pork's positive attributes to health-care professionals and consumer thought leaders.

Continuing key projects in the area of consumer information include the distribution of pork nutrition kits to dietitians, as well as trade-publication advertising aimed at the health-care industry that emphasizes pork's nutritional value. In 1987, more than 800 dietitians across the country learned about pork during the highly successful informational seminars funded with checkoff dollars. This year, nearly twice the number of dietitians are expected to attend the seminars, increasing the understanding of pork's nutrient com-

position and benefits in balanced, modified or general diets among this important audience.

Product Development/Meat Science

Product Development and Meat Science, another major program area of the Meat Board's Pork Industry Group, received \$130,000 for the development of a new product technical reference manual that will contain up-to-date information about pork technology and marketing. Specifically designed for research and development personnel at major food companies, meat scientists and others involved in developing specifications for new pork-based products, the handbook will be a comprehensive resource for the new pork product area.

Meat Board retailer program

activities on behalf of pork producers include "Meat Features" videos that provide consumers with pertinent pork information at the meat case, as well as point-of-purchase nutrient information. The Meat

Board also is involved in development of standard identification and product codes for pork cuts.

Pork producers checkoff dollars are utilized in developing and executing all of these programs.



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