

Pork Producers

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ber 7 or 8, or even request an absentee ballot," Hardin said. "The beef people did an outstanding job of turning out a supportive vote," Johnson said. "It's going to take a great deal of work to match their record of 79 percent approval, but we know pork producers can do it." A simple majority of those cast-

ing a vote in the referendum is required for passage. There is no age limit, and anyone who has raised hogs or pigs for sale in their name since the start of the 100 percent checkoff on November 1, 1986, is eligible to vote in the September 7-8 referendum. As the referendum campaign gets underway there is strong evidence that for the first time in near-

ly a decade the demand for pork is increasing. Veteran agriculture economic analyst Glenn Grimes of the University of Missouri reports demand increased 2-3 percent in the first four months of 1988. It was up 5 percent last year, and that, Grimes told an Expo news conference, "put \$6 or more per head in producers' pockets last year." NPPC President Hanks says "\$6 is a pretty fantastic return on a 31 cent per animal investment"

Hanks says, "The real winner in the 100% checkoff is the individual producer, because, with a relatively small investment, the producer can reap big benefits." Hanks is convinced that the documented return on producer

investment that is now being shown to America's pork producers, will translate into a positive vote for continuation of the checkoff at the pork referendum September 7 and 8.

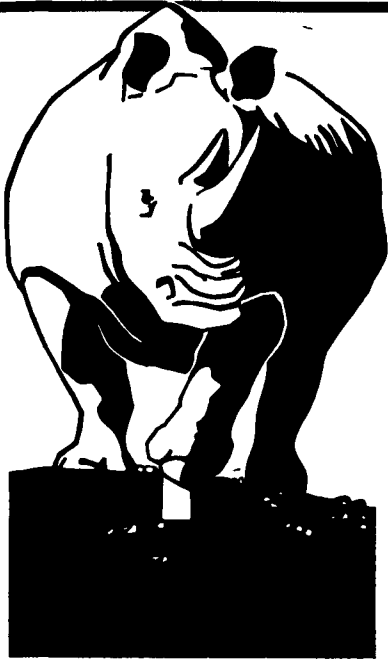
FIRST COW

In 1611, nine years before the Pilgrims arrived at Plymouth Rock, the first dairy cattle were

brought to Jamestown. A census made in the Virginia colony in 1625 recorded 364 cows.

AGING CHEESE

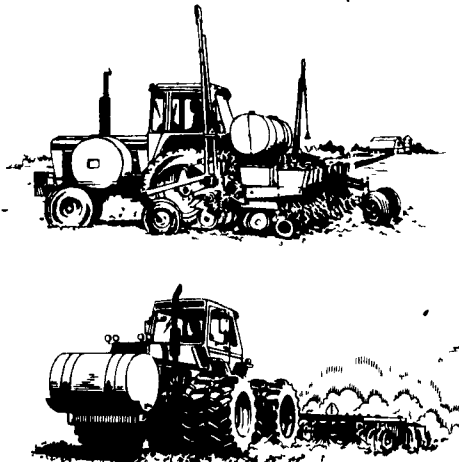
The flavor of Cheddar cheese is determined by the aging process which involves storage under controlled temperature and moisture. Cheese that has a mild flavor is 30 to 90 days old, medium flavor is four to nine months old, and sharp flavor is more than nine months old.



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