

## Promotion-Enhanced Consumer Pork Demand

DES MOINES, Iowa — A University of Missouri ag economist announced this week that consumer demand for pork has increased two to three percent for the first four months of 1988. Glenn Grimes also said that average retail prices are about the same as a year ago.

Hog prices for the past three weeks support the idea that consumer demand is increasing. Despite a 12 percent increase in production for the first four months of 1988, cash receipts are up 2.5 percent.

The strength in prices for the January to April period continues the trend seen in 1987. Grimes estimates that stronger consumer pork demand during 1987 put an extra \$500 million in producers' pockets. He stated that the stronger demand meant an additional \$6 or more per head marketed for pork producers. The investment by producers of about 31 cents per head in promotion and development through the 100 percent checkoff programs has played a major role to achieve this increased demand.

What makes the phenomenon of

stable or rising prices in the face of increased production intriguing is that it defies the normal economic laws of supply and demand. Usually, when hog production increases, price decreases. This wasn't the case during January to April, 1988 or during all of 1987. Hog prices remained strong despite an increase in number of hogs marketed during both those periods.

The Food and Drug Administration announced Aug. 1 in *Food Chemical News* that it is planning a joint program with USDA "to attack salmonella enteritidis in eggs."

A program of bacteriological and serological monitoring for salmonella enteritidis in flocks of hens used for egg production is in the planning stage, according to a draft of a joint Food and Drug Administration/Department of Agriculture Task Force report on programs to cut down salmonella contamination, the announcement said.

"Over the last three decades, producers have made great strides in improving the fat/lean ratio of their hogs. And, state and national promotional efforts have helped inform consumers of the new, leaner product," said Grimes.

One of the promotional programs funded by the checkoff is the Pork — The Other White Meat

campaign. The campaign was launched in March of 1987 by the National Pork Producers Council, (NPPC), to help reposition fresh pork in the minds of America's consumer. Seven months later, an independent research company found that consumers' unaided association of pork as a white meat increased more than 160 percent. In addition to the White Meat

campaign last year, NPPC became the first national commodity group to develop and trademark a standardized premium, boneless meat cut and market it nationally. By the end of 1987, 25,000 supermarkets were featuring "America's Cut." It is estimated that "America's Cut" could add \$10.6 million in additional sales in 1988 to the retail pork business.

## FDA To Attack Salmonella In Eggs

Food and Drugs Commissioner Dr. Frank E. Young reportedly has listed a campaign against salmonella contamination of eggs as a priority project, and may announce the recommendations of the task force at a public meeting to "pressure the industry into accepting the proposals," the announcement said.

The announcement came as a surprise to United Egg Producers which has been designing its own salmonella monitoring plan, and, for several months, has been pleading with USDA for assistance.

The problem is suspected to be in only 10 percent of the multiplier breeder flocks which consists of about 3 million birds. Monies to eliminate such flocks would be

minimal.

Reprinted from *Poultry Times*, Aug. 8 issue. Article by Alma Bowen.

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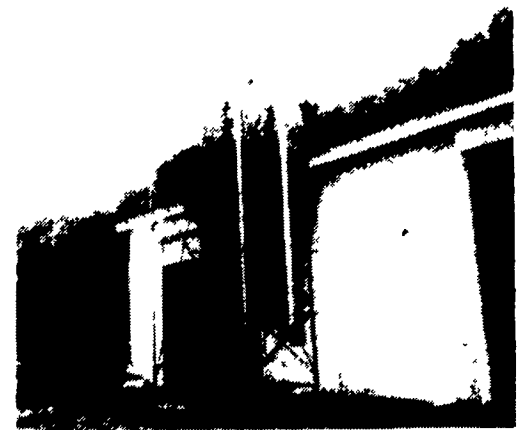
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