

Pork Board Sets Budget For 1989

DES MOINES, IA — The National Pork Board has evaluated and approved a budget for 1989. The checkoff, which was

approved by producers last year, is expected to generate \$26 million. Virgil Rosendale, a producer from Augusta, Ill., and president

of the Board, explained that the Board invests checkoff dollars in programs that will help producers get the best return on investment.

"We base our decisions on where to put the producer's dollars on input and recommendations from producers. By improving our product through research, educating consumers about today's pork, then promoting pork, the entire pork industry will benefit," Rosendale said.

Under the Pork Act, the law that provides for the checkoff program, the National Pork Producers Council (NPPC) is guaranteed 25% of the checkoff dollars until October 1, 1989. These funds are used in coordination with other checkoff funds for promotions like Pork - The Other White Meat[®], research and consumer education.

The Pork Industry Group of the National Live Stock and Meat Board (PIG) will receive 20 percent of the NPPC guaranteed funding through an existing arrangement between the two organizations. PIG funds are utilized primarily in the areas of information and education of health professionals and meat science research.

Approximately 21 percent of the producer funds, \$5.46 million, will be returned to the states for their use in promotion, research and education programs. The Board also budgeted \$1.2 million for its own operating costs.

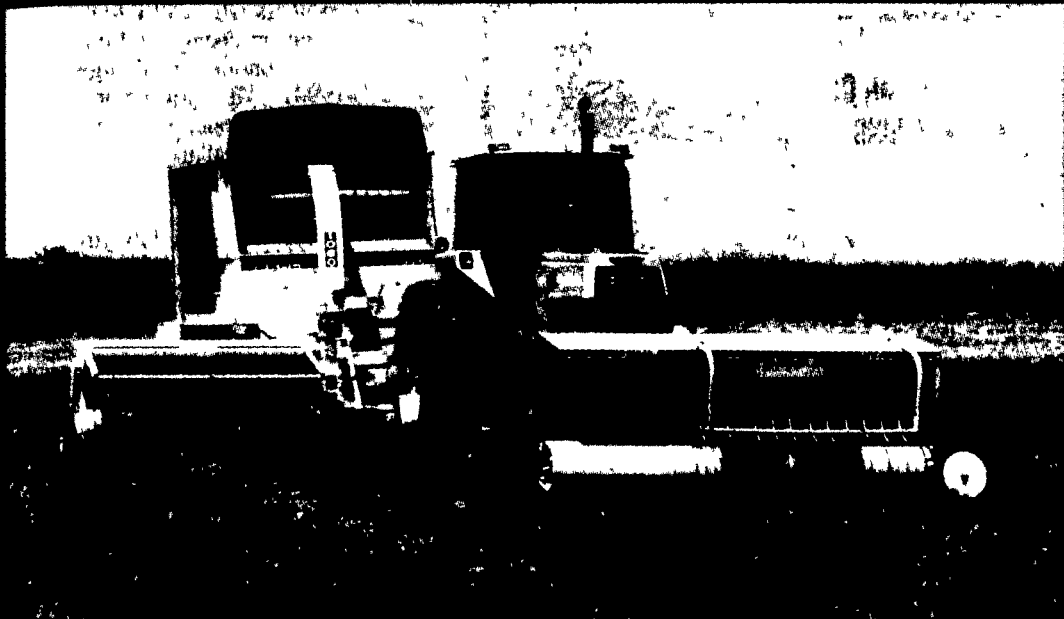
The Board approved \$14.8 million in discretionary funds for

programs to be carried out by NPPC and PIG for various promotion, research and education programs. Nearly \$13.6 million of the discretionary funds will be utilized by NPPC in the areas of promotion, research, education, foreign market development, and producer communications, including \$7.5 million for pork advertising. Pork - The Other White Meat[®] advertising will appear on television in approximately 20 major metropolitan areas and in nearly 30 national magazines. In addition, more than \$2 million has been earmarked for retail merchandising programs designed to increase pork's space in the meatcase.

The PIG will use nearly \$1.2 in discretionary checkoff dollars for consumer information, education, nutrition research and new product development programs to enhance pork's position as a healthful, nutritious and tasteful source of protein.

Glenn Grimes, University of Missouri agriculture economist, estimates that demand for pork increased approximately 3 percent in 1987 and has increased an additional 3-4 percent in 1988. Programs funded by the checkoff, according to Grimes, may be partly responsible for that apparent increase in demand.

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