

Pork Council Urges "Reasonable Pricing" On Pork By Retailers

DES MOINES, IA. — The National Pork Producers Council (NPPC), the organization that represents a majority of America's pork producers, issued an urgent call today to the nation's food retailers. It urged them to be reasonable about their profit margins on fresh pork products or run the risk of causing irreparable damage to farmers' ability to continue producing pork.

In a letter to major food retailers and the association that represents them, the Food Marketing Institute, Orville K. Sweet, executive vice president of NPPC, said current retail pork prices around the country do not reflect the price producers are getting for their hogs. Last week pork producers were receiving approximately \$37.50 per hundredweight for their best hogs. "That means the average producer was losing about

\$17 on every hog sold," said Sweet. Pork producers are as close to a crisis point as they have been in the last 10 years. Severe liquidation of hog herds will occur if producers don't start getting a fair return on their investment," the NPPC official said.

The pork producer's share of the consumer dollar spent on pork was 36.5 percent in the first two months of 1989, near a record low. "An excellent opportunity currently exists for food retailers to offer consumers outstanding sale prices on fresh pork," Sweet said, "and the Pork Council is prepared to cooperate financially with retailers to take advantage of that opportunity."

"We certainly are not asking retailers to take a loss on the pork they sell. They have helped us tremendously during the last couple of years in increasing consumer

demand for pork. Pork producers appreciate that, but currently, fresh pork is carrying an unfair share of the cost in keeping the average retail meat case profitable," the Council official said.

Sweet said he will recommend

to the NPPC Executive Committee and the National Pork Board that some of the funds now used to promote consumer demand for pork be transferred to the development of tracking studies to better measure the spread between live hog prices and wholesale and

retail pork prices.

The U.S. Department of Agriculture is also being requested to increase the amount of pork it purchases for various government feeding programs in order to assist pork producers through their present difficulties.

Penn State To Hold 4-H Ambassador Conference

UNIVERSITY PARK, (Centre) — The first annual Penn State 4-H Ambassador Conference, an integral part of the newly formed Ambassador Program, will be held at University Park, June 26 through 28.

According to Nancy M. Kadwill, Penn State extension agent in Montgomery County and chair of

the 4-H Ambassador Development Committee, the conference is designed to build speaking and public relations skills and to interest youth in community leadership roles. Workshops on interviewing techniques, communications and public relations will help participants develop the confidence to meet with and speak to the public. The participants will then use these skills to interest and encourage youth and adults to get involved in 4-H.

Additionally, leadership will be encouraged through involvement in the 4-H Ambassador Team. This team will be formed during the conference to represent 4-H at statewide events.

4-H has invited William Asbury, Penn State vice president of student services, to be the featured speaker at Monday's opening dinner. Asbury supported the Ambassador Program with keynote addresses when the program was part of Penn State 4-H Week. Penn State student services and the Lion Ambassadors also have

offered their support to 4-H for the development of conference workshops and activities.

Conference participants will be chosen independently by each county. All 15- to 18-year-old 4-H members interested in leadership are eligible, especially those with public-speaking experience. A minimum of 50 and maximum of 100 delegates will be chosen.

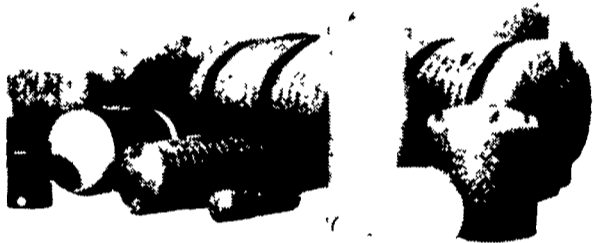
The conference cost of each participant is \$100, some of which may be funded by scholarship support. This fee covers lodging, meals, insurance and other conference costs.



Middle Atlantic Milk Marketing Assoc

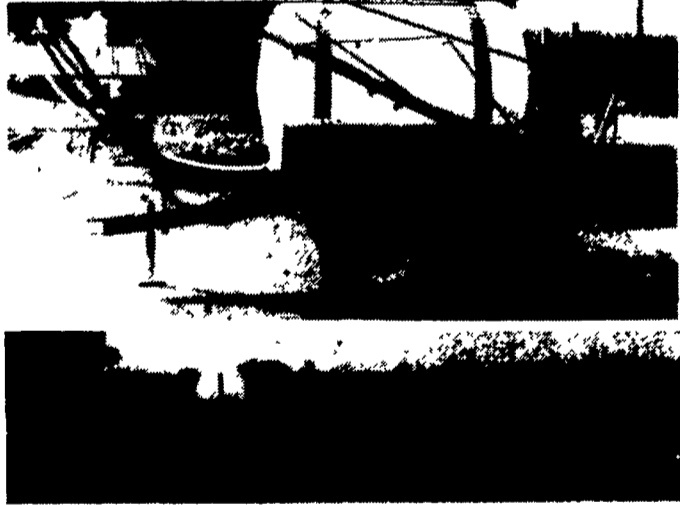
PAUL B. Zimmerman INC.

Raven Tough Polyethylene Tanks



- SPRAYER TANKS - For New Or Replacement
 - STATIONARY TANKS - For Liquid Fertilizer Storage
- ALL SIZES AVAILABLE FROM 25 GAL. to 1600 GAL.

HEAVY DUTY SPRAYERS BUILT STRONG TO PERFORM TOUGH



- 200, 300 & 500 Gal. Trailer Models
- 110, 150, 200 & 300 Gal. 3 Pt. Hitch Models

FEATURES AVAILABLE:

- 30' & 35' Boom Width
- 30' & 45' Hydraulic Folding Boom
- Quick Teejet No Drip Nozzles
- Independent Boom Suspension Eliminates All Boom Bouncing.

PAUL B. ZIMMERMAN, INC.

295 Woodcorner Rd., Lititz, PA 17543
1 Mile West of Ephrata
(717) 738-1121

HOURS
Mon., Thurs., Fri. 7-8:30
Tues., Wed. 7-5:30
Sat.: 7-4:00

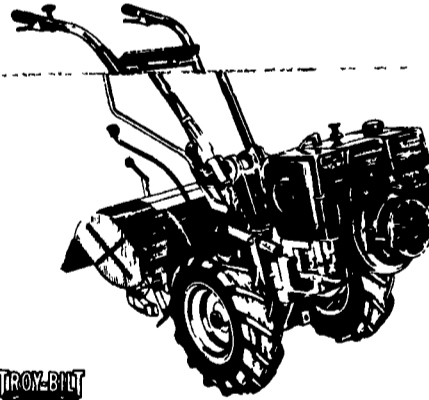
• HARDWARE • FARM SUPPLIES • CUSTOM MANUFACTURING • CRANE SERVICE

TROY-BILT POWER EQUIPMENT

SALE!

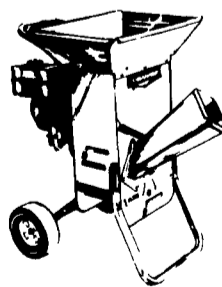
SAVE UP TO \$250

TROY-BILT Roto Tillers



11 Models To Choose From

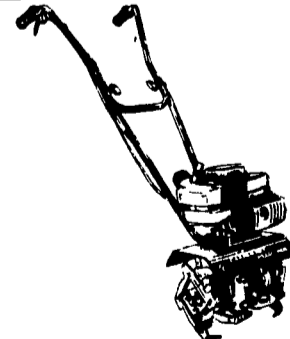
Special Savings On Top-Quality Work Savers!



SUPER TOMAHAWK®
Chipper/Shredder turns unsightly brush into free mulch and compost!



TRAIL BLAZER®
Sickle Bar Mowers slash through brush, small saplings, brambles.



SPEEDY HOE®
Tiller/Cultivator finishes tiring gardening chores faster, easier and better.

Financing Available



HOLLINGER'S Lawn & Garden Equipment

LANCASTER
Rte. 3, 5 Min. East Of Rte 30
626-2710

EPHRATA
Rte. 322, in Westgate Plaza
738-1131

HERSHEY
Choc. Ave., 5 Min. East of Hershey Plant
533-4060