

Promotion Continues To Be Priority For Pork Producer Checkoff Funds

DES MOINES, IA — Pork promotion remains the top priority for pork producers in the use of checkoff funds. On behalf of producers, the National Pork Board has allocated 63 percent of the anticipated \$26 million of pork checkoff funds generated in 1989 for promotions such as the "Other White Meat" campaign.

"Promotional work deserves much of the credit for turning around the decline in consumer demand for pork that we experienced before 1986," said Virgil Rosendale, Augusta, Illinois producer and president of the 15-member National Pork Board. "We want to keep this progress rolling to make pork everyone's

first choice when they eat."

Also this year, The Pork Board has doubled the amount of checkoff dollars for research and education. In 1989, 14 percent of the checkoff budget will provide seed money for research such as "Genetic Markers for Selection of Breeding Stock" and "Lean Value Buying of Hogs."

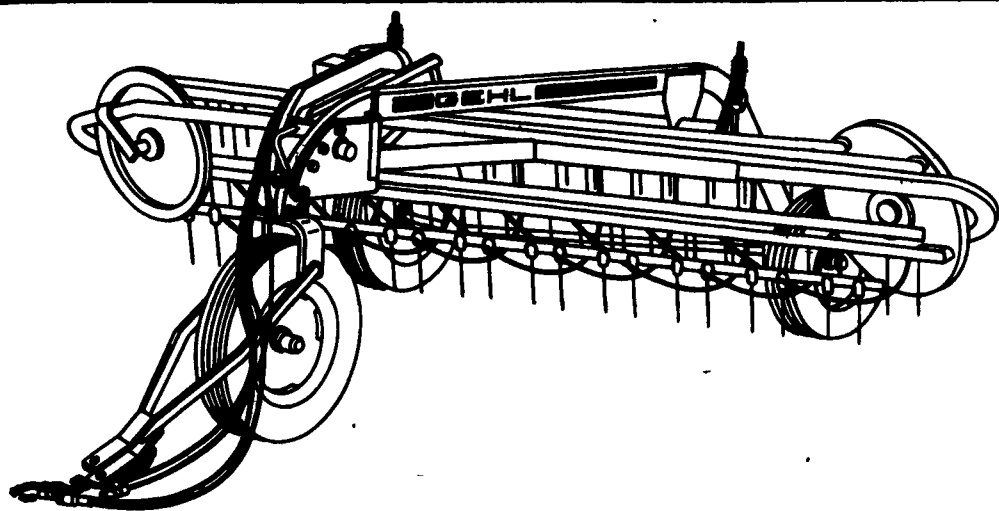
"These dollars can boost pork producers' future profitability and make sure our product is ready for changes in consumer tastes," Rosendale said. "We are looking for new ways to produce a lean, desirable meat and find innovative tools to offer it to the customer."

The Pork Board also has allocated 17 percent of its checkoff generated budget this year for consumer information. These funds support programs such as a new Pork Information Bureau data

base, which will provide accurate information about pork to the public. The data bank is scheduled to be in operation in early Fall of this year and will offer recipes and nutritional information primarily for use by food editors, nutritionists and home economists.

The remaining 6 percent of the Pork Board budget for 1989 is devoted to communicating checkoff information to producers, marketers and others involved with the checkoff.

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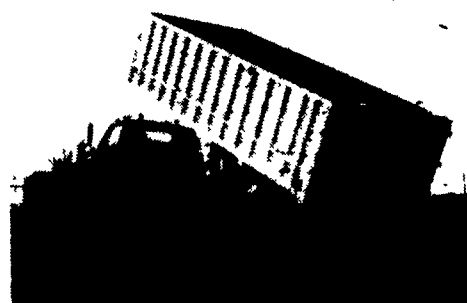
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