

DES MOINES, Iowa — The National Pork Board has contracted with the National Livestock and Meat Board's (NLSMB) Pork Industry Group (PIG) to execute several pork education programs in 1990. PIG will develop a checkoff-funded pork cookery video, distribute an educational guide, and revise a college-level resource guide.

"The main objective of pork education programming is to develop positive attitudes toward pork and the pork industry among college students majoring in nutrition and other health-related

fields," said Hilman Schroeder, National Pork Board president. "Pork education programs like this help develop positive pork attitudes in elementary through high-school-age-students and are likely to influence their adult eating habits."

A pork cookery video is targeted at junior high and high school home economic teachers and their students. The video will feature new pork cooking time and temperature recommendations, and updated pork nutrient information expected to be available later this year.

"Focus on Pork," a 16-page guide for home economics/consumer education teachers and students, has been revised to include new pork cooking guidelines. So far, 67,000 of the guides have been distributed this year. The guide will be updated when the new pork nutrient data is available later this year and be used alone or as a companion piece to the pork cookery video. "The 'Focus On Pork' information is fantastic," said Audrey Richards, a high school home economics teacher in Crivitz, Wi. "It is an excellent resource for teaching the

meats unit of my class."

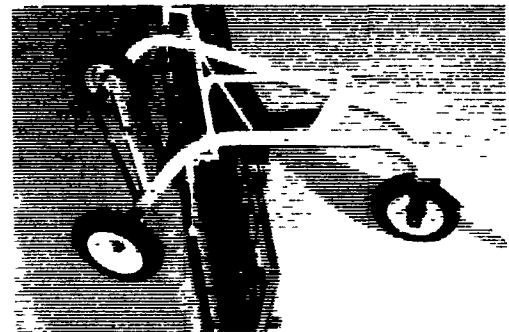
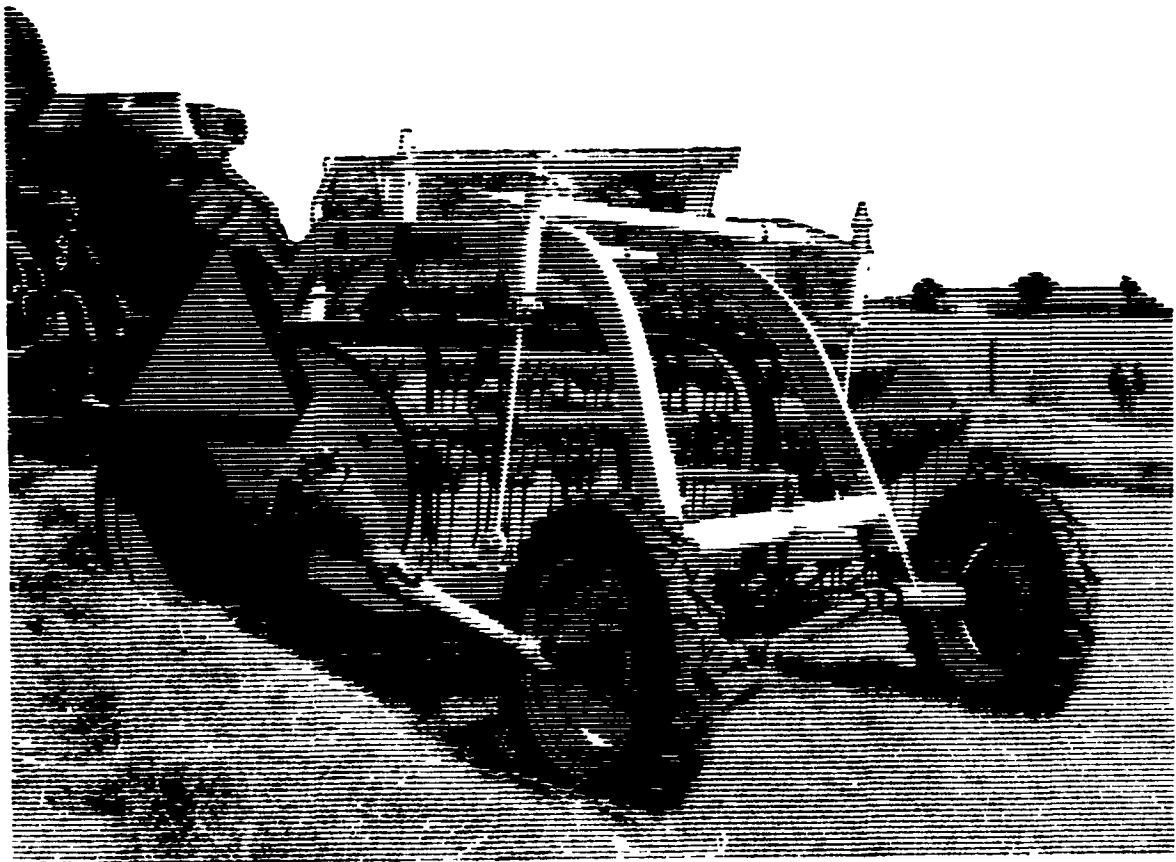
"Lessons on Meat," a primary resource guide to pork and other meats in teaching college-level foods classes, is being updated to include the new pork cooking recommendations. A total of 10,000 of these guides are expected to be printed and distributed to food professionals this fall.

Checkoff funds will continue to finance several ongoing pork education programs administered by PIG. One program that has had a positive impact on elementary school children is the "Coming to

America" educational kit that shows the importance of processed meat items in the development of America.

"The response for 'Coming to America' has been outstanding. In fact, the original printing of 3,000 kits that was expected to fulfill requests through 1990 was depleted within three weeks of the program's announcement," said Barbara Selover, M.S., NLSMB director of education. "To date, more than 8,000 kits have been distributed, reaching hundreds of thousands of students in rural, suburban, and metropolitan areas."

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