

Yeutter Outlines Farm Bill To Farm Women

WASHINGTON, DC — As Members of Congress continue to debate the 1990 Farm Bill, they should "learn from history" and avoid the temptation to increase loan rates, emphasized Secretary of Agriculture Clayton Yeutter. Speaking at the annual Farm Women's Leadership Forum, Yeutter said we're hearing the same arguments now that we heard in the early 1980s. "Congress approved higher loan rates to provide an additional safety net and make us feel better," explained Yeutter. "As a result, we priced ourselves out of the world market."

Yeutter urged the 140 farm women attending this Forum from June 7-9 to help "sustain the momentum" from the 1985 Farm bill and build new market opportunities. "Too many people believe farm subsidies are synonymous with farm income. But I think many farmers prefer to get most of their income from the marketplace."

The Forum is held each year in Washington D.C. to help farm women become better informed on key agricultural issues ranging from the 1990 Farm Bill to animal welfare issues to food safety concerns. It's the only national meet-

ing that encourages farm women from different states and farm organizations to learn and work together on common concerns.

Other speakers at this year's Forum included Rep. Vin Weber (R-MN), Rep. Jim Jontz (D-IN), Deputy Under Secretary for International Affairs and Commodity Programs Ann Veneman, and Australian Wheat Board Vice President Dennis Wise. In addition, several workshops focused on how to deal with upcoming agricultural challenges such as "How to deal with food safety scares" and a panel discussion on "Emerging Issues in the 1990s." A special computerized seminar allowed teams of farm women to be a Congressmen for a two-year term and make all of the necessary decisions—from voting on controversial issues to generating campaign funds for re-election.

The 1990 Forum attracted an impressive group of farm women from 28 states during the three-day session. Participants represented a diverse set of interest groups such as American Agri-Women, American Farm Bureau Federation, Associated Milk Producers, Inc., American National Cattle Women, National Pork Council Women, National Wool

Growers Auxiliary, useable information on legislative and regulatory issues which affect agriculture, to educate farm women about the political process with an emphasis on effective lobbying skills, to develop and "fine-tune" communication and media skills, and to encourage cooperation between all sectors of agriculture.

Bacon Still American Favorite

CHICAGO, Ill. — Bacon usage is locked into a perpetual tug-of-war. Its good taste pulls consumers toward it, while health concerns push them away. But, according to a study partially funded by the pork checkoff, bacon remains a favorite in the American diet.

The study was co-sponsored by the National Livestock and Meat Board's Pork Industry Group, through a National Pork Board grant, and by the American Meat Institute. Directions Research, Inc., Cincinnati, Ohio, interviewed 800 primary grocery shoppers and 500 randomly selected bacon users. In addition, purchasers were asked to identify the bacon consumption habits of all household members.

"The primary message I find in the study is that consumers still

The Forum is sponsored by several companies who contribute time, money, and other valuable resources to make this unique training program possible. Sponsors include: American Cyanamid, Monsanto, Chicago Board of Trade, DuPont, Deere & Co., Case IH, ICI Americas, Miller Brewing Co., FMC, Cargill, National Agri-

cultural Chemicals Association, Ford New Holland, Geo. A. Hormel & Co., Dow Chemical, Northrup King, The Upjohn Company, Rhone Poulenc Ag Company, Elanco, Pioneer, Sandoz Crop Protection Corporation, American Feed Industry Association, Kent Feeds, and Agri-Pulse Communications.

have problems understanding the concept of variety and moderate for a healthy diet," said Bruce Paterson, Ph.D., director of programs for the Pork and Deli/Prepared Meats Division of the Meat Board. "There is still work to be done to educate consumers."

The findings suggest that most consumers would be surprised at the difference between their nutritional perceptions and reality. For example, a three-slice cooked serving of bacon contains no more fat or cholesterol than an ounce of cheese.

Consumers pointed out that bacon's packaging could be improved. More than 80 percent of the interviewed consumers said they repackage bacon. Furthermore, twice as many people are likely to eat bacon away from home than to prepare it them-

selves. "Clearly, bacon is a more appealing product away from home than it is at home," according to Directions Research.

"It appears that packaging and convenience of bacon affects purchasing habits as much as health concerns. It would definitely be worth the industry's time and effort to develop more user-friendly packaging," said Patricia L. Pines, American Meat Institute vice president.

Among the other conclusions generated from the consumer interviews are:

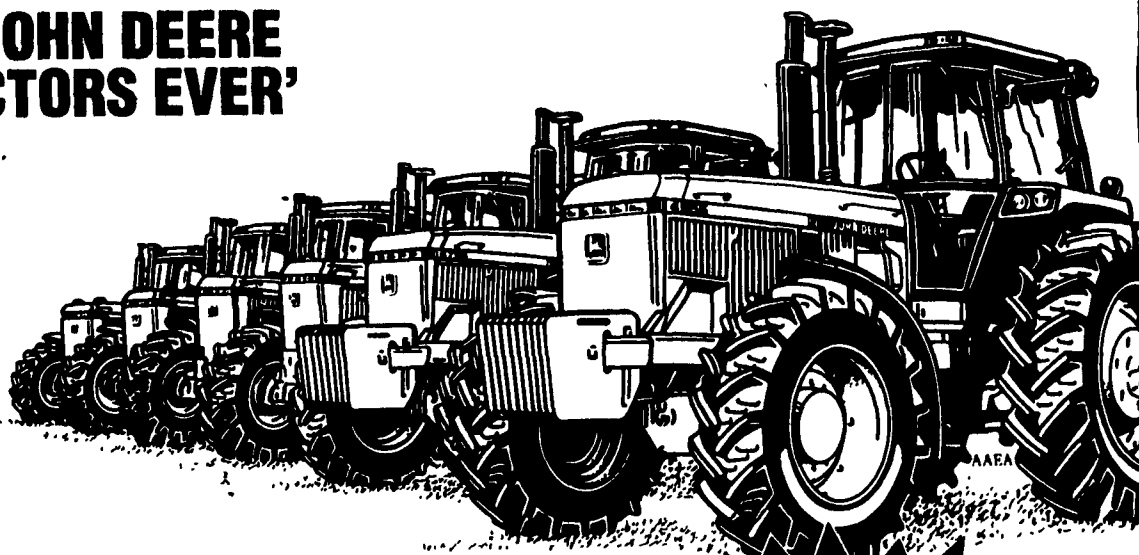
- Consumer usage of bacon is extremely broad. Nearly 90 percent of households purchase bacon for home use at least annually, 60 percent make monthly purchases, and 30 percent of all meals away from home include some bacon.

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