

Checkoff-Funded Nutrition Research Helps Answer

DES MOINES, IA— In the marketing environment, today's food products are more than ever scrutinized for their healthfulness and safety. To assure pork's place on the dinner plate, the National Pork Board has allocated producer checkoff funding to human nutrition and product research.

"The whole objective to the human nutrition research area is to develop information regarding the role of meat in the diet and its rela-

tionship to human health and well-being," said Hilman Schroeder, National Pork Board president and pork producer from Sauk City, WI. "The pork industry is genuinely interested in finding out how our products fit into a healthy diet and also how we can evolve pork into an even more healthy food."

Pork producers have taken a hard look at how checkoff dollars

can best be used in this area and pinpointed these priorities: diet and degenerative disease; pork's role in the normal diet; nutrient composition of pork; and nutrient interaction. In November, producers, with the assistance of a scientific advisory committee, recommended six projects to fund for the upcoming year.

"Perhaps the best example of a single human nutrition project that helped pork's marketability is the

recent Pork Market Basket Study, which showed that cooked and trimmed pork is 31 percent lower in fat than current official USDA figures," said Schroeder. "However, down the road the wealth of knowledge we have built up from less glamorous projects may be just as significant to prove that pork fits into today's healthy diet."

"Satisfying the consumer mark-

etplace is our ultimate goal and often times this means making adjustments in our products. Research helps establish the criteria for change and provides a foundation for implementing those changes. It is the basis for shaping the future rather than responding to it," sums up Kansas pork producer Sharon Schwartz, chairperson of the Pork Research Committee of the National Live Stock and Meat Board, which manages the human nutrition research area for the Pork Board.

Schwartz and Schroeder agree that the industry will be focusing more of its dollars on specific targeted research to address well-defined industry priorities and matching the project to the best possible researcher. In the past, the industry has opted for solicited research, asking for the nation's top researchers to submit their best proposals in the areas they see as most important and then having pork producers evaluate the proposals.

"Like every other area we are funding, human nutrition research is evolving into an even more progressive program to help build demand for pork by showing how pork belongs in America's diet," adds Schroeder.

Martin Re-elected To ASCS Committee

Robert E. Martin, a New Holland area dairy farmer and auctioneer, was recently re-elected to serve on the County Agricultural Stabilization and Conservation Committee for another 3-year term. He was elected by community committee delegates at the annual convention held December 17, 1990 at the Farm and Home Center.

Martin will represent the farmers of northeastern Lancaster County in the administration of Agricultural Stabilization and Conservation Service (ASCS) programs for his second term beginning January 1, 1991. His duties as part of the 3-member county committee will include determining eligibility for payments, making recommendations on farm programs, approving or denying funds, and assessing the proper administration of the ASCS programs. The Acreage Reduction Program, Conservation Reserve Program, and Conservation cost-sharing are some of the major county programs.

Also elected at the county convention were Fred G. Seldom-

ridge, Jr. Gap, as first alternate and Earl G. Martin, Ephrata, as second alternate. Each alternate will serve a 3-year term also representing the northeast segment of Lancaster County.

The community committee delegates chose Paul B. Kline, Lititz, representing the northwestern segment of the county to be chairman. Robert Martin was selected to be vice chairman, and Lloyd Welk of Quarryville is the third member.

Elected by the local farmers to be delegates to the county convention and representing the communities in northeastern Lancaster County for a three-year term were:

Community No. 5 East & West Cocalico, Brecknock & Clay

Townships: Chairman- David D. Zimmerman, Reinholds; Vice Chairman- Robert D. Fox, Lititz; Regular Member- Glenn W. Flickinger, Reinholds; First Alternate- Ronald L. Meck, Denver; Second Alternate- Morton S. Fry, Ephrata.

Community No. 6 Caernarvon, East Earl, & Earl Townships: Chairman- Harold B. Wissler, New Holland; Vice Chairman- Walter Clair Martin, New Holland; Regular Member- M. Timothy Hooper, New Holland; First Alternate- Dale Weiler, East Earl; Second Alternate- David W. Lucas, Morgantown.

Community No. 7 Ephrata, West Earl, & Upper Leacock

Townships: Chairman- John J. Landis, Leola; Vice Chairman- Luke Ray Zimmerman, Ephrata; Regular Member- Earl G. Martin, Ephrata; First Alternate- John R. Groff, Leola.

Community No. 8 Salisbury & Leacock Townships: Chairman- Fred G. Seldomridge Jr., Gap; Vice Chairman- Kenneth A. Skiles, Narvon; Regular Member- Jacob L. Kreider, Kinzer; First Alternate- Chester R. Eby, Kinzer; Second Alternate- Dennis L. Eby, Gap.

"Eligibility for participation in all programs administered by ASCS is established under law without regard to race, color, sex, age, handicap, or national origin."

Be Careful With Wood Stoves

READING (Berks Co.)— Now that winter is finally here, many people will be depending on wood stoves and fireplaces to add heat to their homes.

While these heating devices can provide warmth as well as atmosphere to a home, according to the American Lung Association, they may also be responsible for producing something less appealing — indoor and outdoor air pollution.

Smoke from these heaters contains carbon monoxide, hydrocarbons, and other organic compounds which can cause respiratory illness or aggravate existing conditions such as bronchitis, emphysema, and asthma.

Improper burning of wood also causes outdoor air pollution. In fact, the Environmental Protection Agency (EPA) reports that wood stoves and fireplaces emit more carbon monoxide than all U.S. industry combined.

- Use only wood which has been split and dried for at least six months.

- Avoid smoldering, low-temperature fires — the greatest polluters.

- Never overload the firebox. This ensures that air circulates freely.

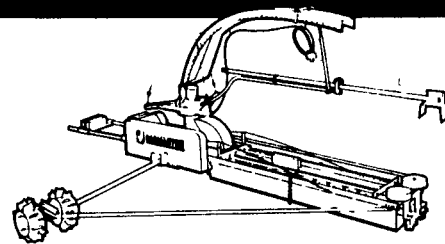
- Never burn garbage, trash, or treated wood since they can emit poisonous fumes.

- Above all, watch for signals such as visible smoke from the chimney or lazy flames in the firebox. These are sure signs that more air is needed for burning.

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