

Pa. Pork Producer Achieves National Post

CHICAGO, Ill. — David A. Reinecker, York Springs, has become the first Pennsylvanian elected as an officer of the National Live Stock and Meat Board's Pork Industry Group. During its annual meeting here recently, pork producers named Reinecker as its vice chairman.

In this role, Reinecker will be a vital part in the pork industry's national producer checkoff program, including chairman of the Pork Industry Group's Budget Committee and a member of its Executive Committee.

Specifically, he will guide the industry's consumer information, school education, meat science, human nutrition research and product technology research, areas the pork industry depends on the Meat Board's Pork Industry Group to conduct.

Reinecker, a state pork industry leader, was named as the Pork Industry Group's Pennsylvania director in 1991. He served as vice chairman of the Education Committee last year.

"We've known for some time that physicians have to become better educated about nutrition in general and pork's leaner products. We're taking aggressive tactics to accomplish this goal. Another high priority is education of this country's youth, who have very little understanding of agriculture and are vulnerable to misinformation," Reinecker said.

What's ahead for the pork industry? Reinecker is optimistic — though with a realization of the



David A. Reinecker

mountains still to climb.

"We have to constantly assure the consumer that pork is a product worthy of their trust — something that is of high quality, healthful, and wholesome. And, we can take nothing for granted. The consumer does not owe it to us as pork producers to buy our products. Rather, we owe consumers the products they want to buy," Reinecker said.

As a national leader, one of Reinecker's goals is to help the industry unite with its allies, such as packers and processors and other meat industry segments. "There are times when pork is definitely competing for the consumer's palate and pocketbook with

beef and lamb. On the other hand, there are issues that demand a united front for the benefit of the meat industry and agriculture." This is one reason Reinecker became involved in the Pork Industry Group of the Meat Board. "The Meat Board is the only forum existing for the pork producer to link with the other farm-to-market segments, such as other livestock producers, packers, processors, and food marketers. We

need this meat industry coalition more than ever as we feel the impact of such issues as diet-health and food safety. These are consumer concerns that affect everyone in animal agriculture — from the pork producer to the meat manager at the local supermarket."

An owner of a feeder pig finishing operation that markets 1,500 animals annually, Reinecker is no stranger to the industry or its

demand-building efforts. The list is long: past vice president and president of the Pennsylvania Pork Producer Council and currently on its Promotion Committee; member of the industry's Program Development Groups, which guide demand-building efforts; 1985 Pennsylvania Pork All-American; and delegate to the National Pork Board and National Pork Producers Council annual meetings.

Soy Board Funds University of Delaware Research

NEWARK, Del. — The Delaware Soybean Board has awarded \$34,800 to the University of Delaware College of Agricultural Sciences for research designed to improve the profitability of soybean production under Delaware growing conditions.

Nine projects were funded. They will be conducted by Agricultural Experiment Station scientists and cooperative extension specialists.

The projects include identification of soybean cultivars tolerant to the toxin produced by some


bradyrhizobia (nitrogen-fixing bacteria), evaluation of the potential to increase soybean yields through increased nitrogen fixation, performance evaluation of soybean varieties in a double-crop system, performance evaluation of single-crop soybean varieties in Delaware, and soybean maturity selection for double-cropping and replant situations.

Two herbicide-related studies concern soybean variety response

to postemergence applications of 2,4-DB and low-cost weed control programs for soybean production.

Two other projects address the problem of soybean cyst nematodes. One of these is an ongoing regional evaluation of soybean varieties for nematode resistance. The other is a new nematode assay program designed to encourage Delaware soybean producers to sample their fields for the presence of soybean cyst nematodes.

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