

Swine Management News

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It's hard to believe that the Pork Promotion, Research and Consumer Information Act which established the checkoff was passed seven years ago.

Since 1985, much has happened to enhance the image of your product with consumers.

Just this morning, I received a copy of the 1991 annual report of the National Pork Board. I'd like to share some of that report with you here.

Gross revenues for 1991 were \$30.5 million, with a total spending of \$34 million. The \$3.5-million deficit was the result of reserves acquired in 1990. Discretionary funds spent in 1991 included \$11.8 million for advertising, \$3.3 million for retail merchandising, \$3.1 million for production technologies, \$2.3 million for food service, \$2.1 million for consumer information, \$1.2 million for foreign market development, \$1.1 million for nutrition

and product research, \$1 million for consumer affairs, and \$0.5 million for pork education.

Looking at the funds another way, 63 percent were spent on promotion, 20 percent on consumer information, and 17 percent on research. Additionally, 21 percent of the total checkoff receipts were returned to states for their own use in promotion, consumer information, and research. Highlights for 1991 include the following:

- 82 percent of consumers in targeted markets recalled the "Pork — The Other White Meat" message.
- "Pork — The Other White Meat" commercials reached 60 percent of U.S. consumers.
- Retail promotions generated 40-75 percent increases in boneless pork sales.
- Pork industry merchandisers held 30 retail seminars on increasing boneless pork sales.
- The 31-percent-leaner ad cap-

ured the attention of 48,000 dietitians and 108,000 physicians.

- Advertisement and information materials improved physicians' attitudes toward pork in the diet.
- 5,000 food media calls were answered by the Pork Information Bureau.
- Consumers received three billion positive pork impressions.
- 40 percent of all home economics teachers requested the pork industry's first nutrition video.
- 5 million students were reached with positive pork messages.
- Total restaurant menuing of pork rose by 10.5 percent in the last two years.
- Noncommercial pork promotions reached 60 percent of contract management companies.
- USDA-approved checkoff-funded data verified that pork is 31 percent leaner.
- Product development research resulted in pork sausage with 60 percent less fat.
- 67 production research projects funded with checkoff dollars.
- Producers representing nearly one-half of the nation's hog production enrolled in the Pork Quality Assurance Program.
- Foreign demand for fresh, chilled pork increased 55 percent.
- Development of a foreign trade consortium expected to expand pork-marketing opportunities.

What does all this mean? First of all, \$34 million dollars is a lot of money. For that amount you'd expect to have a major impact, but looking through the list of accomplishments for 1991, it seems much more was achieved than many would have expected.

We live in interesting times. Agricultural producers can no longer expect to hold onto their markets without a concerted and organized effort.

This past December, the checkoff rate was increased to 35 cents

per \$100 of hogs sold, up from 25 cents per \$100. For that reason, it is important that hog producers realize the impact that their money is having.

Is the checkoff program worthwhile? Based on the accomplishments listed above, it would seem so. Producers, even the original skeptics, have begun to recognize market impact and changes in consumer attitudes takes time. Maybe the time has come for hog producers. The benefits will be with us for a long time.

Composting Conference In Harrisburg

MIDDLETOWN (Dauphin Co.) — An On-Farm Composting Conference will be held here at the Penn State Harrisburg Campus on Tuesday, August 4.

Techniques for on-farm composting, economic considerations, regulations, and marketing compost will be some of the topics covered during the day.

Cooperative efforts between municipalities and farms to compost yardwaste will also be discussed. Speakers will include Dr. Thomas Richard from Cornell University; Leon Weber from the Rodale Research Center; and Dr.

William Mitchell, professor emeritus at the University of Delaware.

Panel discussions by farmers who are operating composting sites will be part of the conference. Cost is \$18 per person and includes lunch.

On Wednesday, August 5, a tour will be conducted of on-farm composting operations in Lancaster County. The tour will include poultry manure, poultry carcasses, and dairy manure composting sites. Cost for the tour is \$12 per person, which includes bus transportation and lunch.

To register for the conference or farm tour, contact Penn State Cooperative Extension, 191 Franklin Farms Lane, Chambersburg, PA 17201, (717) 263-9226.

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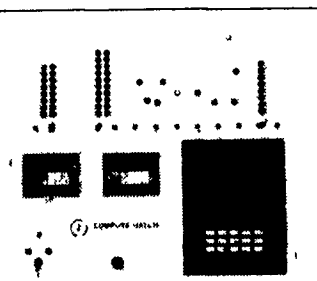
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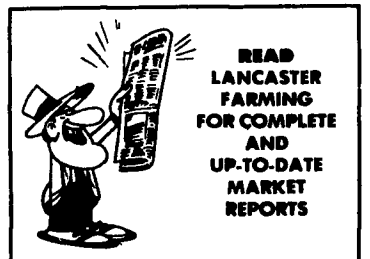
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