

Entomology


Food Science

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Poultry Pointers



mately three-fourths of the consumers.

• Consumers were asked about the frequency of serving chicken when eating at home. The largest percentage, 37 percent, reported serving chicken at home "two or three times per week," and 31 percent said "about once a week." Eight percent said "four or more times per week." This level of usage means 76 percent reported serving chicken at least once per week. Frequency of serving chicken at home in 1993 was compared with results from the National Broiler Council's previous survey of 1983. Chicken is now served much more frequently at home compared to 1983. Consumers were also asked about their frequency of eating chicken when dining out. About 83 percent of Americans eat chicken when dining out. Breaking this 83 percent into certain smaller groups, the survey found almost 22 percent report eating chicken away from home two or three times per month followed by 20 percent of consumers who report "about once per week." Another 18 percent said they eat chicken away from home "about once per month" and 17 percent of the respondents said they "rarely or never" eat chicken when dining out.

When asked about reasons for buying chicken, consumers said they eat chicken for its nutritional qualities (highest score), but economy, versatility, taste, and convenience were all somewhat grouped together in second place. Specifically, "more healthy" is given as the first reason by 24 percent of respondents, "it's more economical" by 16 percent, "low in fat" by 15 percent, and "tastes better" by 14 percent.

Comparing NBC's 1993 survey

to previous NBC surveys, it was found that in the 1983 survey, "economical to serve," was the primary motivation for purchasing chicken, followed by "tastes good." Nutrition, versatility, and convenience were lower in ranking. But in NBC's 1991 survey, "nutritious" had moved up to equal "economical," while "low in fat content" was a mid- to lower reason.

Survey respondents were asked "when you are looking to find meal ideas in newspapers or magazines, what chicken recipes would you prefer to see more often?" In response, 46 percent said, as their

first response, they would like to see more recipes for "boneless/skinless breasts" and more than 17 percent gave as their first response "breasts with skin on/bone in."

Survey results confirm that American consumers continue to have very positive attitudes toward eating chicken and are increasing their preference for and consumption of chicken products. Survey results also confirm that nutritional considerations are becoming important reasons for buying chicken and that consumers have very definite preferences for certain parts of the chicken and for certain further processed chicken products.

Highly Erodible Land, Wetland Rules Enforced

LEESPORT (Berks Co.) — Richard Troutman, chairman of the Berks County Agricultural Stabilization and Conservation Service (ASCS) said farm program participants must know whether their land is highly erodible or a wetland, and must comply with the highly erodible land and wetland conservation provisions to be eligible for payments and any other USDA program benefits.

Troutman said producers will lose program benefits if they plant an agricultural crop on highly erodible land without using an approved conservation system, if they plant agricultural commodities on wetlands converted after December 23, 1985, or if they convert a wetland to make agricultural production possible after November 28, 1990.

"The highly erodible land and wetland restrictions apply to all farm program participants and they will be enforced," Troutman said. Once a crop is planted in noncompliance of the highly erodible land or wetland requirements, Troutman said it is too late. The producer will be considered ineligible for 1993 benefits.

Beginning January 1, 1995, all conservation systems must be fully applied on highly erodible land for a producer to earn program benefits.

Producers who still need determinations on whether their land that will be planted to an annually tilled crop, or designated as conservation uses or acreage conservation reserve, is highly erodible or a wetland, should contact our office or the Berks County Soil Conservation Service as soon as possible.

CONSUMERS SAY CHICKEN FITS BOTH HEALTHY EATING AND BUDGET PLANS

William D. Weaver, Jr.
Dept. Of Poultry Science

1993) a survey to assess consumer desires and opinions as they relate to the purchase and use of poultry and poultry products.

The survey was conducted by a commercial market research firm and included a demographically balanced group of 1,004 households, consisting of 522 female and 482 male adults. Highlights from the survey are:

• About 63 percent of the survey respondents ranked chicken first in nutritional value, beef was second with 27 percent, and pork third with 7 percent. Chicken's current high rating for good nutrition stands in contrast to a consumer survey conducted by the National Broiler Council in 1974. At that time, consumers gave beef the higher ranking for nutritional value with chicken second and pork third.

• Consumers were asked about their preferences for various meats when dining away from home, excluding fast food. Survey respondents were permitted to mention three meats when answering the dining out question. When the three mentions are grouped together, there is no statistical difference between seafood/fish, chicken, or beef. These three foods received mentions by approxi-

Pork Prose

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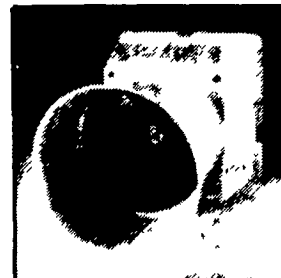
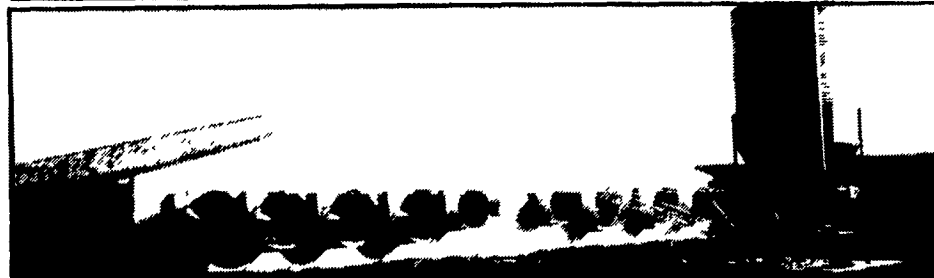
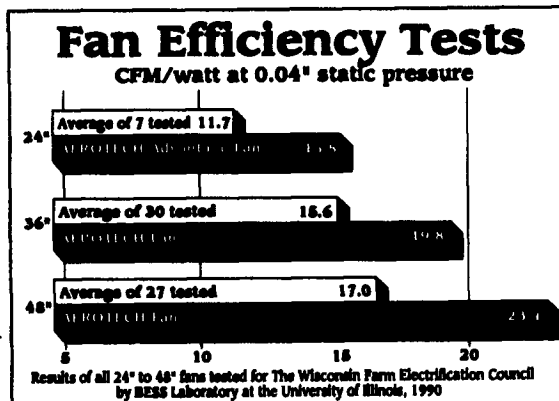
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