

DOCC Program Reaches 20,000 Physicians

CHICAGO, IL. — The pork industry has reached more than 20,000 physicians with positive messages about pork's role in the diet in a checkoff-funded direct mail campaign called DOCC, or Doctor Opinion Correction Campaign.

The industry strongly believes in the producer benefits of reaching physicians with the truth about pork. As a result, DOCC was designed to change physicians' negative perceptions about including pork in a healthful diet to a

neutral perception and eventually persuade doctors to recommend pork to their patients.

"We need to educate doctors about the nutritional value of pork and reemphasize the fact that pork is 31 percent leaner than 10 years ago," says Pat Fuchs, R.D., medical education coordinator at the National Live Stock and Meat Board. "However, we are trying to change an attitude, so we need to present physicians with the message again and again. One impression just isn't enough to

change how doctors think. Once we change their attitudes toward pork, then we can change their behavior and motivate them to recommend pork to their patients."

The direct mail campaign being conducted by the Pork Industry Group on behalf of the National Pork Board included five waves in 1994 and received an average response rate from doctors of 17.5 percent, which is well-above the norm. The 1995 program includes three mail waves directed to doctors who prescribe hypercholesteremic and hypertensive lowering drugs to their patients. The waves emphasize that pork is nutritionally comparable to chicken and can fit into a healthy, low-fat diet.

Most waves offer a fulfillment card, so physicians can send for free patient brochures, posters, tear pads, etc.

About 10,500 physicians are enrolled in the second phase of the DOCC program. These doctors have received the five mail waves, and will receive two follow-up direct mail waves during 1995. This program offers doctors all of the patient materials available from the Meat Board and serves as a reminder to them about the positive attributes of pork.

About 550 additional doctors will be reached through the Adopt-A-DOCC program in 1995. State pork councils have the opportunity to help reach extra doctors with checkoff dollars.

SOURDOUGH BATTER CAKE

- 1 cup sourdough
 - 1 cup flour
 - ¼ cup sugar
 - ¼ teaspoon salt
 - ¼ teaspoon soda
 - ½ teaspoon cinnamon
 - ½ teaspoon vanilla
 - 1 egg
 - ½ cup oil
- Mix above and add any combination:
- 1 mashed banana plus ½ cup nuts
 - ½ cup drained pineapple plus ½ cup coconut
 - 1 small sliced apple, cinnamon, nutmeg, ½ cup raisins and spices
 - 1 square melted chocolate or chocolate syrup/vanilla
- For gingerbread: add 1 tablespoon ginger or add anything you want to try.
- Bake in loaf pan.



(Continued from Page B19)

QUESTION — A Leighton reader would like to know the market price for goose and duck eggs.

QUESTION — Marian Mosemann, Summit Hill, is looking for a wire jig that can be used for making patterns in any shape and size by bending the wire.

QUESTION — Marian Mosemann, Summit Hill, would like paper puzzles that were sometimes given away by the John Deere tractor franchises. The puzzles were made either out of thin cardboard or thick paper. The puzzle pieces were packaged inside a letter-sized envelope with instructions to solve the puzzle printed on the outside of the envelope.

QUESTION — Marian Mosemann, Summit Hill, would like to know where to purchase gift boxes for jellies and breads. Candy boxes are too small.

QUESTION — Blanche Hertzler, Mt. Wolf, would like to purchase some old readers used in public school in the 1930s. She wants the third through sixth reader of the Baldwin and Bender series, copyrighted 1911 by American Book Company. She has the second reader. One of the readers has the poem "Taming the Colt," which she wants.

QUESTION — Edgar Jackson, Ligonier, would like to know how to puff wheat, rice, and corn for making cereal.

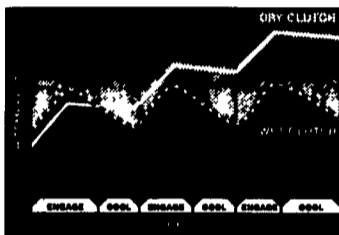
ANSWER — Vickie Davidson, Shepherdstown, W.Va. wanted to know how to make fragrant homemade soap and where to purchase the oils. Arthur Sweetman wrote that he carries the oils and soap instructions at his shop, Stone Haus Herbs, 2281 Rehmyer Hollow Rd., Stewartstown, PA 17363-8940 or call (717) 235-2823.

ANSWER — Both Conny Riggliman, Warriors Mark, and a N.Y. reader wanted to know how to make feather trees from goose feathers. One also wanted to know a wholesale source for goose feathers. The source for the feathers was not sent in but thanks to Pat Sweetman who writes that she will mail instructions if Conny sends a self-addressed, stamped envelope. Pat's address is 2281 Rehmyer Hollow Rd., Stewartstown, PA 17363-8940.

ANSWER — Evan Weidman, Westfield, wanted to know if there is a company that makes milk can coolers like those used before bulk tanks. Thanks to Christine Timbers, Etlan, Va., who writes that she receives an excellent catalogue that has the milk coolers, black iron kettles, Aladdin lamps, and everything else one can think of in it. The catalogue is \$3. Write to Cumberland General Store, Old Time General Merchandise, Rt. 3, Box 81, Crossville, Tenn. 38555 or call 1-800-334-4640.

ANSWER — Louise Graybeal, Renick, W.V., wanted to know where to purchase flaked hominy. She wrote that a company called Pleezing used to sell it. Thanks to Christine Timbers, Etlan, Va., who writes that Pleezing still sells it. Contact Merchants Grocery Co. Inc., 800 Maddox Drive, Culpeper, Va. 22701.

ANSWER — Carol Brown, Halifax, wanted to know where to purchase patterns to make things out of safety pins and beads. She especially would like patterns for an angel and snowman about 10 inches high. Thanks to a Maryland reader who wrote that the patterns are available through Enterprise Art, P.O. Box 2918 Largo, Fl. 34649. And, at Craft King, P.O. Box 90637, Lakeland, Fl. 33804.



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