

# Scooper Bowl Raises Money For Kids With Cancer

**LOU ANN GOOD**

**Lancaster Farming Staff**

**HARRISBURG (Dauphin Co.)**

— Scooper Bowl 2000 attracted ice cream lovers, the fun-loving, and those with a sympathetic heart.

For a \$3 donation, Farm Show visitors last Saturday could fill their bowls with ice cream donated by Turkey Hill and Gallicher's. The donation benefitted the Four Diamonds Fund, a pediatric cancer fund for children at the Hershey Medical Center.

Participants were also entertained by a celebrity ice-cream eating contest. In this event, sports-casters and well-known sports figures were blindfolded on the stage. Behind them were children who were also blindfolded and who benefit from the Four Diamonds Fund. At the "Go" signal, children fed the celebrities ice cream cones.

"They must eat it, not wear it," officials instructed.

In a matter of seconds, the champion, Mike McHugh of the Hershey Bears, had gulped down the double-dipped cone fed by 10-year-old Matthew Christman of Berks County.

Other Four Diamond participants included Logan Warfield, 9; Katie Austin, 13; Alex Kessler, 9; Stephanie Moor, 11; Samantha Liddick; and Holly Gaston, 12.

Celebrities included Gerson Echerverry, Tom Werma, Pat Principe, Dennis Owens, Bruce Richarsen, and John Curtis.

The primary purpose of the fund is to pay for medical costs not covered by insurance. In addition, the fund provides patients with specialized nursing care, child life specialists, social workers, a clinical psychologist, and music therapist.



With the Gallichers cow are Kathleen Pale, 14 Abigail Pale, 3; Emily Pale, 10; and Earl Martin, 12.



Champions of the celebrity ice cream contest are Hershey Bear's Mike McHugh and Matthew Christman of Berks County.

# Pork Campaign Brings Positive Attitudes

**DES MOINES, Iowa** — More U.S. consumers have favorable opinions of pork in recent years thanks, in part, to the producer-funded Pork. The Other White Meat® advertising and promotion campaign.

The survey found that the 87 percent of Americans who have seen or heard about pork through the industry's Pork. The Other White Meat advertising, public relations, retail and foodservice efforts are much more likely to think favorably about pork in all areas, from taste to nutritional value. Eighty percent of consumers aware of the campaign also reported they would most likely be eating pork within the next month, compared to 60 percent of consumers unaware of the pork campaign.

Fifty-six percent of consumers surveyed this year have a favorable opinion of pork, up from 47 percent in 1993. Among consumers who are aware of the checkoff-funded Pork. The Other White Meat campaign, favorable opinions were almost 60 percent. Consumer attitudes and usage of pork, beef and chicken were measured using a Meat Attitude and Usage Tracker Survey.

"The Pork. The Other White Meat campaign was a bold move

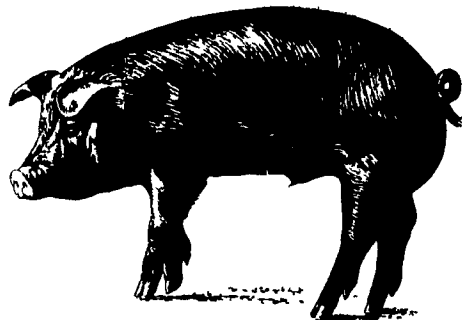
by the U.S. pork industry when it was launched in 1987," said Steve Schmeichel, a producer from Hurley, S.D., and chair of the producer-driven Demand Enhancement Committee. "These survey results reinforce why pork producers continue to use Pork. The Other White Meat as the cornerstone for our marketing and advertising programs."


In 1999, \$20.9 million, 57 percent of the national pork checkoff dollars, were invested in domestic demand enhancement programs. USDA is forecasting U.S. pork consumption for 1999 at 53.9 pounds per person, 1.3 pounds higher than last year and the highest per capita consumption since 1981.

Pork's overall consumer favorable rating of 56 percent is up from 54 percent taken in May 1998. The survey also found that beef's favorable rating increased from 64 to 67 percent this year while chicken remained unchanged at 84 percent.

"Results of this survey will help the U.S. pork industry target future communications efforts and narrow that gap by emphasizing pork's key area of appeal to consumers: being a lean, white meat that is something different from their usual routine," said Schmeichel.

The Meat Attitude and Usage Tracker telephone survey, funded by the pork checkoff, surveyed 1,000 consumers between the ages of 25 and 70.





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