

# Who will do it?



*The upcoming referendum will decide the future of the national pork checkoff. Pork producers should think carefully about what's at stake. Under our present pork checkoff, every pork producer, large and small contributes their fair share to the program and shares equally in the many benefits provided. Try to imagine our industry without our current national checkoff program. It really comes down to who will do it...and with what? Think about it...then ask yourself:*



The Other White Meat  
<http://www.nppc.org/>

# And with what?

*"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."*

– Theodore Roosevelt

## Pork News Source

For the latest news, recipes, producer ideas and events  
visit pork's home page at <http://www.nppc.org/>

## PENNSYLVANIA PORK CHECK OFF DOLLARS WORKING FOR YOU IN PENNSYLVANIA

- **PORK GOES TO SCHOOL**  
This has been an ongoing program in which the PA Pork Producers Council supplies pork for use in Home Economics classes. Students need to learn early on the nutrient value, versatility, ease of preparation, and taste of pork in their formative years.
- **WHERE PORK COMES FROM**  
This video and manual has been sent to over 3000 educators throughout the state.
- **AG IN THE CLASSROOM**  
This program was developed to educate children about the "real life" of farming and raising pigs. It has dispelled many myths about the mishandling of farm animals.
- **4H and FFA**  
Judging contests, awards and travel are just a few of the many youth programs supported by the PA Pork Producers Council.
- **FAMILY & CONSUMER SCIENCE ANNUAL MEETING** (Formerly Home Economics)  
The PA Pork Producers Council attends this annual trade show meeting and consults with teachers about PORK. The teachers are very enthusiastic about the progress that has been made in our industry and look forward to the many recipes and teaching aids made available to them.
- **PA ASSOCIATION OF DIETICIANS**  
Representatives from the PA Pork Producers Council consult with dieticians and students at their annual trade show. Recipes and up to date nutritional information are provided here and at local fairs, cooking classes, youth meetings, and homemaker schools.
- **RESEARCH**  
Your check off dollars have supported research in the areas of New Product Development, Nutrient value of swine manure from samples taken around the state, fertilizer value of swine manure, on-farm odor control.
- **RETAILERS**  
Retailers are supplied with Point of Purchase materials and recipes in order to better inform our consumers about the cuts, nutrition, and cooking methods for pork.
- **PRODUCER SEMINARS**  
Educational seminars throughout the state are supported with your check off dollars.
- **WASHINGTON SEMINARS**  
Producers from Pennsylvania meet annually with our congressmen to keep them up to date on issues that affect our industry.
- **KEYSTONE PORK EXPO**  
This trade show for pork producers has been held for 22 years.
- **ADVERTISING**  
Pork has been advertised in the PA Physicians magazine, Metro traffic reports, Phillies radio network and PSU football radio network.
- **PORK QUALITY ASSURANCE**  
The PA Pork Producers Council enthusiastically supports this important program to ensure the wholesomeness of our product.
- **NUTRIENT MANAGEMENT**  
The PA Pork Producers Council President is a member of representative on the state board.

The PA Pork Producers Council has depended on all volunteer help since 1969. All local pork producer organizations are represented on the PA Pork Producers Board of Directors and these directors voluntarily give their time for meetings and seminars. It has only been in the last 5 years that the Council has employed part time help. As a result, our budget for research, education and promotion ranks with Iowa and North Carolina.

## IF WE DON'T DO IT WHO WILL???



Sure, we all want some things in the pork industry to change. But consider this. Without the checkoff, pork will no longer be The Other White Meat®. The U.S. will concede our hard-earned gains as a net exporter of pork. Our dramatic progress with fast food and restaurants will be wasted. And finally, as we lose pork demand, we'll lose American pork producers. So have no illusions, the checkoff creates pork demand. And without demand, you may get a lot more change than you bargained for.

This ad has been paid with non check-off dollars