

Pennsylvania Kicks Off 2001 'Simply Delicious' Season

HARRISBURG (Dauphin Co.) — On behalf of Gov. Tom Ridge, Agricultural Secretary Sam Hayes recently kicked off the 2001 Pennsylvania produce season and launched the state's "Pennsylvania Produce...Simply Delicious" marketing campaign.

To assist in the promotion of Pennsylvania produce, more than 900 supermarkets ranging from independently owned stores and small grocery chains to large corporate retailers have agreed to feature Pennsylvania produce.

More than 600 growers are registered to provide wholesalers and retailers locally grown produce.

To help spread the "Simply

Delicious" message, store promotion items such as price cards, banners, posters, and "Simply Delicious" graphics are available for those who participate in the program.

Hayes said the department has added a new initiative this year — "rolling billboards," or posters on the side of trucks — to spread the message of Pennsylvania's bounty.

"Gov. Ridge and I are proud of the hard work of our dedicated farmers and growers that has resulted in the high quality of Pennsylvania's produce," Hayes said. "We encourage all Pennsylvanians to look for the 'Simply Delicious' logo at their favorite store or farmer's market."

Pennsylvania's "Simply Delicious" logo is designed to increase consumer awareness and sales of Pennsylvania's fresh homegrown fruits and vegetables. The department of agriculture, in cooperation with Pennsylvania Vegetable Marketing and Research Program and Pennsylvania Food Merchants Association, sponsors "Simply Delicious."

For more information about the Pennsylvania Produce "Simply Delicious" program, contact the Bureau of Market Development at (717) 787-4210 or through the Department of Agriculture's homepage through the PA PowerPort at www.state.pa.us, or directly at www.pda.state.pa.us.

June 1 Hog and Pig Inventory Slightly Below Year Ago, 1% Above March 1, 2001

WASHINGTON, D.C. — (USDA-NASS)—U.S. inventory of all hogs and pigs on June 1, 2001, was 59.1 million head. This was slightly below June 2000, but 1 percent above March 1, 2001.

Breeding inventory, at 6.20 million head, was down 1 percent from June 1, 2000, and down 1 percent from March 1, 2001. Market hog inventory, at 52.9 million head, was slightly below last year, but 1 percent above last quarter.

The March-May 2001 U.S. pig crop, at 25.5 million head, was slightly less than 2000, and 3 percent less than 1999. Sows farrowing during this period totaled 2.88 million head, slightly below last year. The sows farrowed during this quarter represented 46 percent of the breeding herd.

The average pigs per litter was 8.88 pigs saved per litter for the March-May 2001 period, compared to 8.86 pigs last year. Pigs saved per litter by size of operation ranged from 7.60 for operations with 1-99 hogs to 9.00 for operations with more than 5,000 hogs and pigs.

U.S. hog producers intend to have 2.92 million sows farrow

during the June-August 2001 quarter, 1 percent above the actual farrowings during the same period in 2000, and slightly above 1999. Intended farrowings for September-November, at 2.91 million sows, are 2 percent above the same period in both 2000 and 1999.

The total number of hogs under contract, owned by operations with over 5,000 head, but raised by contractees, accounted for 35 percent of the total U.S. hog inventory, up from 32 percent last year.

Revisions: All inventory and pig crop estimates for June 2000 through March 2001 were reviewed using final pig crop, official slaughter, death loss, import, and export data in U.S. level balance sheets. Based on the findings of this review, small adjustments of less than one half percent were made to the inventory level for June 1, 2000, September 1, 2000, December 1, 2000 and March 1, 2001. A small adjustment of less than one half percent was made to the December 2000-February 2001 pig crop.

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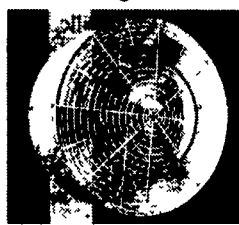
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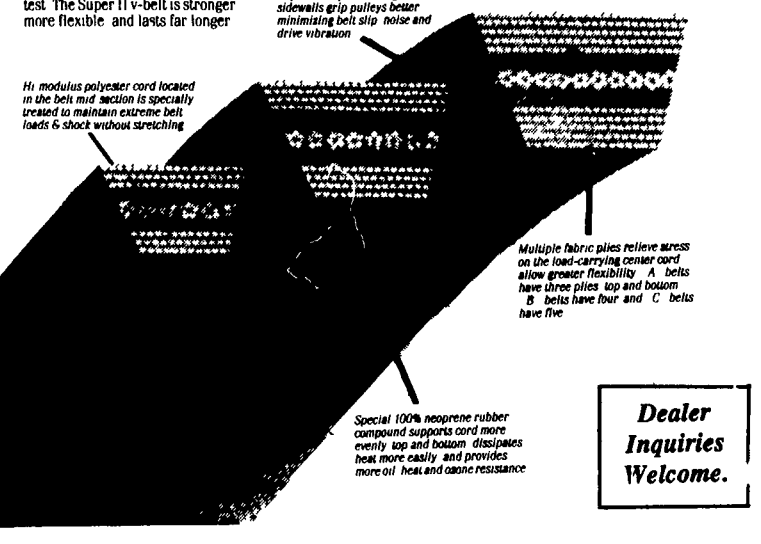
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