

Pork Checkoff Continues Recipe Label Program

DES MOINES, Iowa — The Pork Checkoff is continuing its recipe label program, which coordinates Checkoff-funded information with retailers. The Pork Checkoff designs the labels, which the retailers print and apply to packages of fresh pork.

During 2002, retailers across America purchased more than 140 million labels.

"This type of program is a great way to stretch our Checkoff investment," said Dave Reinecker, a pork producer from York

Springs, and a member of the Pork Checkoff's Demand Enhancement Committee.

"Pork producers with all sizes and types of operations invest in the Checkoff and can see a return on their investment with this type of program, which helps to

increase consumer demand for U.S. pork." The Pork Checkoff developed the recipe label program to help educate consumers on how to select and prepare pork.

For example, a label on a package of pork chops may show how

to marinate the chops in Italian dressing before cooking.

Checkoff-funded research shows that on-pack pork recipe labels result in a 6 percent increase in fresh pork sales, according to in-store tests.

Big balers that are built to last

The BB940 and BB960 are designed for big capacity - year after year. These features make sure you get the job done right:

InfoView™ baler control system lets you monitor and control the entire baling process.

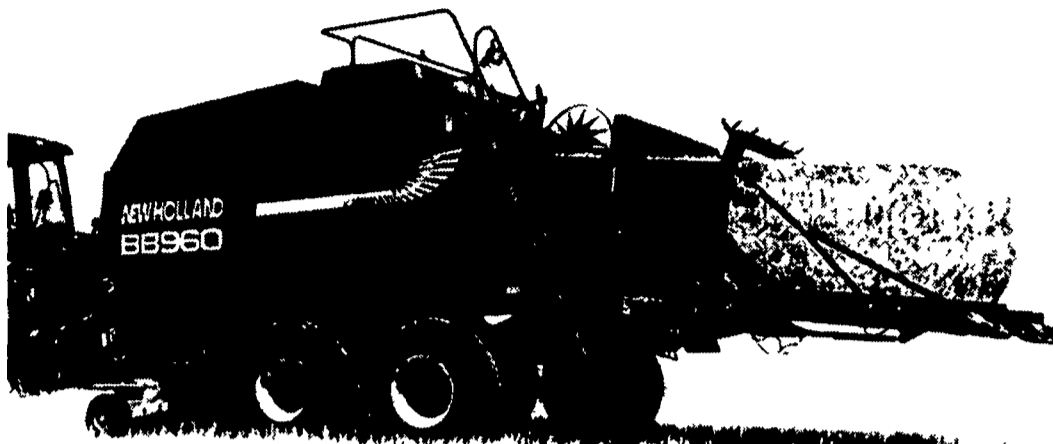
New Holland precompression system delivers consistent bale density in all crops.

Extra-wide pickups handle your widest windrows.

Roller bale chute folds up hydraulically for easy one-person transport preparation

Optional Bale-Slice™ Crop Cutting System slices bales for easier feeding

Easy maintenance from flip-up shields, maintenance-free bearings in twine fingers and knotters that are always greased



BB940

BB960

32"x35"

47"x35"

Quality 4x6 bales in any crop

The Model 658 All-Purpose baler from New Holland is one durable baler that produces top-quality bales in a wide variety of crops - from dry hay and corn stalks to silage. It's built custom-harvester tough

- **Endless belts** are backed by Bonded Protection for 3 years or 15,000 bales
- **Dual-cam pickup** ensures long life in heavy crops

Check the Model 658 All-Purpose baler today



Put quality silage under wraps

New Holland round bale wrappers are the low-cost alternative to traditional silage storage - they seal your silage bales in "mini silos" You can harvest silage during peak feed quality, store it with greater flexibility, and feed it more efficiently with less waste

Two models offer a side-mounted lifting arm, three-belt turntable, two large side-support rollers, and cable controls The B37P is available with computer controls.



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Messick
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Carlisle, PA
R&W
Equipment Co.
35 East Willow Street
717-243-2686

Pitman, PA
Schreffler
Equipment
Pitman, PA
570-648-1120

Annaville, PA
BHM Farm
Equipment, Inc.
RD 1, Rte. 934
717-867-2211

Elizabethtown, PA
Messick
Equipment
Rt. 283 - Rheem's Exit
717-367-1319

Tamaqua, PA
Charles S.
Snyder, Inc.
R.D. 3
570-386-5945

MARYLAND

Frederick, MD
Ceresville New
Holland, Inc.
Rt. 26 East
301-662-4197
Outside MD, 800-331-9122

Hagerstown, MD
Antietam Tractor &
Equipment Inc.
Leitersburg Pike
800-553-6731
301-791-1200

Rising Sun, MD
Ag Industrial Equipment
Route 1,
50 N. Greenmont Rd.
1-800-442-5043

NEW JERSEY

Washington, NJ
Smith Tractor &
Equip., Inc.
15 Hillcrest Ave.
908-689-7900

Bridgeton, NJ
Leslie G. Fogg, Inc.
Canton & Stow Creek
Landing Rd.
856-451-2727
856-955-5145

Woodstown, NJ
Owen Supply Co.
Broad Street &
East Avenue
609-769-0308



**NEW HOLLAND
CREDIT**