

Sportsmen Boost Statewide Economy

RALEIGH—North Carolina's outdoor sportsmen pumped millions of dollars into the state's economy last year including a record \$10.5 million which was spent on hunting and fishing licenses.

North Carolina followed the national trend as sportsmen nationwide spent a record \$624 million on state licenses and permits during 1986-87. Such spending has an enormous impact on the national economy, as well as the state's. Records kept by the N.C. Wildlife Resources Commission show that 435,018 individuals paid a total of \$4,874,362 for licenses to hunt and 560,338 individuals paid a total of \$5,668,323 for licenses to fish in North Carolina during 1986-87.

Commission revenue from the sale of fishing and hunting licenses has increased steadily in recent years. In 1985-86, the state's sportsmen spent \$10,071,374 for hunting and fishing licenses. In 1983-84, sportsmen paid \$9.5 million to hunt and fish in North Carolina, and in 1982-83, they paid only \$7.5 million in hunting and fishing licenses.

These figures show only a portion of the total revenue generated through wildlife-based recreation. For example, in recent years, hunters, fishermen and other wildlife enthusiasts have pumped more than \$580 million into North Carolina's economy. This large

expenditure also constitutes a significant revenue source for the state of North Carolina from sales and use taxes on the purchase of equipment such as boats, campers, four-wheel drive vehicles, food, lodging, gasoline, hunting and fishing equipment and supplies.

"One of the reasons people are spending more on hunting and fishing activities is that the same things cost more today. Also, people have more leisure time and recreational funds; plus they have to travel further today to reach areas where hunting and fishing are good," said Richard B. Hamilton, assistant director of the N.C. Wildlife Resources Commission. "The reason people are spending more money on non-consumptive wildlife activities is that more people are becoming interested - twice as many in five years - in back yard wildlife and are willing to spend their money to more fully participate and enjoy wildlife activities such as bird watching and photography."

While hunting and fishing generate millions of dollars in license fees and subsidiary sales in North Carolina, millions more come from non-consumptive wildlife activities such as observing, feeding and photographing wildlife. Recent surveys show that non-consumptive wildlife activities are among the nation's

most popular past times. In 1980, a survey conducted by the U.S. Fish and Wildlife Service, showed that about 83 million people nationwide took part in these activities, and that they spent a total of \$15 billion on this type of recreation. In a similar survey taken in 1985, the number of people participating in feeding, observing and photographing wildlife jumped to 109 million people - more than half of all adult Americans.

Preliminary findings in the Fish and Wildlife Service's 1985 survey, show that 141 million Americans age 16 and over participated in wildlife-associated recreation. These Americans spent more than \$55 billion on those activities. The survey also shows that 46 million, or one in four, adult Americans fished, and that 16.7 million, or one in ten, adult Americans hunted.

The Fish and Wildlife Service is scheduled to release more detailed final results in November from its 1985 survey of states on the economic impact of wildlife-related recreation.

Program Gets Good Support

"Pork producers are seeing the results that checkoff-funded activities are generating, and are supporting the 100 percent checkoff program," according to Virgil Rosendale, a pork producer from Augusta, IL and president of the National Pork Board.

According to Rosendale, the Board originally underestimated the support of the nation's pork producers. When the 100 percent National Legislative Checkoff Program went into effect November 1, 1986, the Board estimated that it would generate approximately \$18 million during 1987. Rosendale said strong market prices, coupled with producer confidence in the effectiveness of checkoff programs, will result in an increase of over \$4 million in checkoff collections in 1987.

This increase has allowed the Board to invest producer funds in the most effective way possible by approving a diversified program. "It takes more than just media advertising to make up a balanced program. Expanding promotional, research and educational activities in the areas of food-service, retail merchandising and production research are all important parts of the entire effort," said Rosendale.

At the meeting held September 6 and 7 at the offices of the National Live Stock and Meat Board in Chicago, the National Pork Board allocated \$900,000 in 1987 producer checkoff funds. The Board designated the bulk of the funds, \$500,000, for use in the "Pork-The Other White Meat" campaign.

Pork producers have indicated that improvement of foreign market opportunities is a high priority. As a result, the Board allocated \$100,000 to the National Pork Producers Council for foreign market development and improvement.

The National Pork Board voted its support of next year's World Pork Expo by allocating \$250,000 in 1987 checkoff funds to be used for producer education programs, youth activities, pork value, and other activities at the event. Rosendale said, "This is an international effort that we think can be very effective in helping pork producers improve the quality of their product." World Pork Expo will be held June 12, 13, 14, 1988 in Des Moines, IA.

Looking ahead to 1988, the Board also committed \$7,350,000 of 1988 checkoff funds. A total of \$6.6 million in 1988 funds was earmarked for the area of consumer product marketing. Some \$5.4 million of the consumer product marketing budget will be used by the National Pork Producers Council for its "Pork-The Other White Meat" consumer advertising campaign. The National Live Stock and Meat Board will use \$650,000 for meat science research and pork nutritional information and education.

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Everybody's Science

By SEAN ADAMS
Superslurper. Sounds like a name for one of Cookie Monster's buddies on Sesame Street.

Like Cookie Monster, superslurper is a voracious eater. But superslurper eats moisture, not cookies. And because it can absorb 1,400 times its weight in moisture - a consumption rate Cookie Monster can only envy - it has a variety of commercial and industrial uses. This derivative of corn starch is now used in all kinds of products - body powder, sanitary napkins, baby diapers, electrical conductors in batteries and absorbents in fuel filters, to name a few.

Scientists with USDA's Agricultural Research Service in Peoria, Illinois, developed superslurper 13 years ago because they wanted to find new uses for corn starch. There's a large corn surplus, and new products that use corn starch help create a demand for corn. That helps farmers and the companies that produce the products.

Two companies that superslurper has helped are in small towns in rural America, places where farming is a big part of the local economy.

One is the Central Illinois Manufacturing Company in Belem, Ill. Several years ago, the company began making industrial fuel filters with a superslurper material it calls hydrosorb. As fuel passes through the filter, the material removes any water that may be mixed in with it.

The company now makes about 26,000 filters a month, and in four years its workforce has quadrupled from 25 to 100 - largely because of the popularity of the filters.

The other company is Polysorb Inc. of Smelertville, Idaho. About 18 months ago, a family there started a business making a line of superslurper-based products, such as medical and recreation cold packs, fuel filters and bulk absorbents for agricultural uses.

For its factory, Polysorb converted a closed-down bowling alley and recreational facility that had gone out of business when a big mining and smelting company left town in 1981.

A thriving company with 50 employees, Polysorb ended its first year in the black with about \$3 million in revenue.

Superslurper is a big reason for the success of both these companies. It's a good example of how scientific research can have a helpful impact by creating jobs, new products for consumers and a market for farmers' crops.

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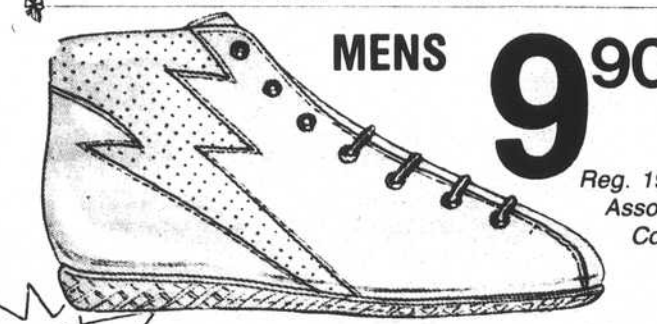
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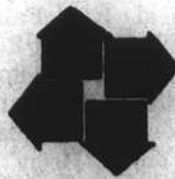
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