

*Adding measurable value to U.S. Pork***Supermarkets, Commissaries Support Pork Promotions**

Being in the right place at the right time has generated unique pork promotions across the country and around the world this year, from major supermarket chains to commissaries at U.S. military bases.

Earlier this year, an advertising agency approached the Pork Checkoff about buying a full-page ad in the official 2009 Super Bowl program guide. The package deal included pork advertising at the 2009 NBA All-Star Game and the NFL Pro Bowl. To increase exposure for pork, Mike Walser, the Pork Checkoff's retail marketing manager for the south eastern division also contacted Delhaize America, the parent company of Food Lion, Hannaford Bros., Harvey's and Sweetbay Supermarkets, which include 1,500 stores from Maine to Florida.

The additional pork advertising, which was supported by circular ads and custom point-of-sale signage, promoted Smithfield's marinated pork filets and tenderloins in January and February at Delhaize America supermarkets.

The Defense Commissary Agency (DeCA), which services 276 military bases worldwide, also has enlisted special pork promotions in 2009. By partnering with Johnsonville sausages, the Pork Checkoff worked with DeCA to feature a full-page sausage ad and 50-cent coupon in January's "Military Maxi Saver" flyer, a coupon magazine that is hand-delivered to each military family's door.

"We saw great tonnage increases and great impact from this promotion," says Walser, who notes that the program was supported in all DeCA commissaries worldwide with custom point-of-sale marketing materials.

In fact, the campaign was so successful that DeCA is already working with the Pork Checkoff on a "Meat Your Healthy Choices" promotion for the summer of 2009. In this meat managers' contest, the commissary with the highest percent increase in pork sales will win prizes.

For more information, contact Mike Walser, MWalser@pork.org, 239-566-9672.

Lean Pork Weighs In Just in Time for Swimsuit Season

New research supports the benefits of eating lean pork when dieting, and the Pork Checkoff is weighing in on the data, with appeared recently in the *British Journal of Nutrition*. The study revealed that eating a calorie-restricted diet with additional protein at breakfast, including Canadian bacon and eggs, led to increased feelings of fullness throughout the day.

"This supports the ongoing body of research that shows how lean protein, including pork, can help people feel full while dieting," says Ceci Snyder, assistant vice president of consumer marketing for the Pork Checkoff. "This is important for those watching their weight, because it may lead to eating fewer excess calories later in the day."

Pork's positive role in weight management is also supported by a related study published in *Obesity*. Researchers found a reduced-calorie diet with higher protein intakes – about 30 percent of total calories, including 6 ounces of pork each day – helped overweight women preserve more lean mass while losing weight compared to those eating less protein but the same amount of calories.

According to a U.S. Department of Agriculture analysis of MyPyramid food group servings, only 44 percent of Americans consume the recommended amount from the meat group. That means Americans are not taking full advantage of the benefits of consuming lean protein and run the risk of under-consuming key nutrients like B vitamins and zinc.

To encourage consumers to add more pork to their diet, the Pork Checkoff is using e-newsletters targeted at the media and the recipe database at TheOtherWhiteMeat.com to promote 21 days of lean recipes, including "Baked Egg with Canadian Bacon, Tomato and Potatoes" to "Egg, Spinach and Ham Cups."

For more information, contact Ceci Snyder, CSnyder@pork.org, 515-223-3526.

*Addressing consumer demands for socially responsible pork production***Swine Handling and Transport Forum to be held before World Pork Expo**

The Pork Checkoff, *National Hog Farmer* magazine and the National Pork Producers Council have partnered to offer the Swine Handling and Transport Forum, a meeting where pork producers, swine handlers and transporters will listen to and discuss current information on the well-being of pigs during handling, transportation and marketing.

The forum will be held on the eve of the 2009 World Pork Expo, June 2, at the Des Moines Marriott Downtown in Des Moines, Iowa, from 9 a.m. to 5 p.m.

The topics covered at the meeting will cover the importance of stockmanship, animal welfare expectations throughout the pork supply chain, and ways to prevent transport losses which cost the industry tens of millions of dollars annually.

More information on the Swine Handling and Transport Forum can be found online at pork.org. Pre-registration is preferred and an online registration form also will be made available at pork.org by Apr. 30.

For more information, contact Sherrie Niekamp, SNiekamp@pork.org, 515-223-3533.

Pork Act Delegates Overwhelmingly Support Pork Quality Assurance Plus®

Reaffirming their commitment to the U.S. pork industry and its customers, Pork Act delegates at the recent National Pork Industry Forum passed two resolutions dealing with Pork Quality Assurance Plus® (PQA Plus®) participation.

The first resolution titled PQA Plus participation stated that Pork Act Delegates (excluding exporters) as individuals commit to promptly complete PQA Plus certification, and conduct on-farm assessments of each site, and have all employees who are involved in hands-on production complete the age appropriate PQA Plus program and are strongly encouraged to complete all assessments and certifications by Pork Forum 2010.

The second resolution titled PQA Plus participation stated that all pork producers participate in age-appropriate PQA Plus programs and achieve site status.

“These resolutions reflect the pork industry’s renewed commitment to social responsibility and accountability,” said Tim Bierman, a certified PQA Plus and site assessed producer from Iowa and a member of the National Pork Board. “By producers becoming PQA Plus certified and achieving PQA Plus site status, our customers can have the confidence in the safety of our product and the husbandry practices that producers employ as they care for their animals.”

Also during the recent National Pork Industry Forum, 42 producers attended PQA Plus training. The training was open to all delegates who had not yet been certified in PQA Plus.

“Producers have the tools available to them to show our customers that we are doing the right thing and that we are accountable for our actions,” said Bierman. “The actions taken by the Pork Act delegates send the message that we as an industry are committed to producing pork responsibly.”

For more information, contact Erik Risa, ERisa@pork.org, 515-223-2642.

PORK CHECKOFF IN THE SPOTLIGHT

Murphy-Brown LLC formalizes support for PQA Plus®

This week, Murphy-Brown LLC, the livestock production subsidiary of Smithfield Foods, Inc., announced that it will complete the certification and farm site assessment components of the Pork Quality Assurance Plus® (PQA Plus) program for all its company-owned and contract grower-owned swine production farms in the United States before the end of 2009.

“PQA Plus certification is further evidence of Murphy-Brown’s industry leading commitment to socially responsible, sustainable pork production and continual improvement,” said Don Butler, director of government relations and public affairs for the company and chairman of the Murphy-Brown animal welfare committee.

As of Apr. 3, over 26,000 pork producers in the United States have received PQA Plus certification. The number of sites that have received PQA Plus site status also is growing.

“Thousands of responsible pork producers from around the nation have demonstrated their commitment to the health and well-being of the animals in its care, and to providing a safe and wholesome product to its customers by participating in PQA Plus,” said Erik Risa, manager of education programs for the Pork Checkoff. “We are excited that the momentum behind the program continues to build.”

PQA Plus is the industry’s flagship pork safety, antimicrobial use and animal well-being program. The program demonstrates to customers, consumers and the public that the pork industry is committed to the responsible production of safe and wholesome pork product. More information on PQA Plus can be found online at pork.org.

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