



We Care: A Strategic Foundation

Charting a New Course for Our Industry



We Care Goals

- n Provide the industry's customers and other key gatekeepers with solid, credible alternatives to negative influences

- n Prevent government, customers or others from imposing inconsistent or impractical production requirements on the pork industry



Two Phase Approach

Credibility + Relevance

- *Science*
- *Ethics*

- *Emotion*

Credibility

Delivering on the Proof



The Responsibility Model

Principles + Practices + Proof = Public Trust



Participation

RESPONSIBILITY ACTION PLAN

The U.S. pork industry has a long-standing commitment to responsibility and continuous improvement. From animal care and treatment to food safety and quality, pork producers have demonstrated best principles, best practices, and best management to do what is right in producing pork for decades. And the industry is committed to continuing to improve its performance through education, training, and industrywide and it unites its members in a common goal: to produce pork that is safe, healthy, and delicious. Are you doing your part?

✓ STEP 1: UPHOLD ETHICAL PRINCIPALS EVERY DAY

1. Uphold Ethical Principles Every Day

PRODUCE SAFE FOOD

- Use management practices consistent with best practices
- Manage the health of the herd to produce safe food
- Manage technology to produce safe food

PROMOTE ANIMAL WELL-BEING

- Provide an environment that promotes the well-being of our animals at each stage of life
- Provide proper handling and transport practices, including care when loading, unloading, and transporting
- Protect pig health and provide appropriate medical care, including prompt response to disease or injury
- Use approved practices to euthanize, in a timely manner, and ensure proper disposal
- Fail to respond to care and treatment

ENSURE PRACTICES TO PROTECT PUBLIC HEALTH

- Manage manure and other waste consistent with producing safe food
- Safeguard air and water quality
- Safeguard natural resources as a valuable resource and use in a manner that protects the environment
- Manage our operations to protect public health

SAFEGUARD NATURAL RESOURCES IN ALL OF OUR PRACTICES

- Manage manure and other waste consistent with producing safe food
- Safeguard air and water quality
- Safeguard natural resources as a valuable resource and use in a manner that protects the environment
- Manage our operations to protect public health

PROVIDE A WORK ENVIRONMENT THAT IS SAFE AND COMPLIANT WITH OUR OTHER ETHICAL PRINCIPLES

- Provide a work environment that promotes the health and safety of employees
- Delegate responsibilities to employees consistent with these principles
- Provide training and education to employees consistent with these principles
- Provide a safe work environment for all employees

CONTRIBUTE TO A BETTER QUALITY OF LIFE IN OUR COMMUNITIES

- Recognize that being welcomed and appreciated by the community is a goal that must be earned and maintained
- Acknowledge that our practices affect the trust our community has in us
- Operate in a manner that protects the environment and public health
- Play an active role in helping to build a strong community
- Acknowledge community concerns and address them in an honest and timely manner

Responsibility Action Plan

✓ STEP 2: OBTAIN PQA PLUS CERTIFICATION

The goal of the Swine ID Plan and the National Animal Identification System (NAIS) is to standardize premise registration numbers, animal identification and animal tracing across the United States in order to streamline and strengthen the national health infrastructure that exists today.

✓ STEP 3: REGISTER FOR PREMISE ID

The goal of the Swine ID Plan and the National Animal Identification System (NAIS) is to standardize premise registration numbers, animal identification and animal tracing across the United States in order to streamline and strengthen the national health infrastructure that exists today.

✓ STEP 4: SCHEDULE PQA PLUS SITE ASSESSMENT

After PQA Plus Certification has been obtained, producers should arrange for a PQA Plus advisor to conduct an on-farm site assessment of animal well-being practices to achieve PQA Plus Site Status. Or, producers can earn PQA Plus Site Self-Assessment Endorsement which requires additional training from a PQA Plus advisor, an on-farm examination and a self-assessment. Once PQA Plus Site Status is assigned to a producer, it is valid for three years from the date of the assessment.

✓ STEP 5: COMPLETE TQA CERTIFICATION

Transport Quality Assurance® (TQA) is a program that helps swine transporters, producers and handlers understand how to handle, move and transport pigs and the potential impacts of those actions on pig well-being and pork quality. Anyone who handles or transports pigs, or sets protocols for handling pigs, is a potential influencer of animal well-being and pork quality.

For information on all of these programs call (800) 456-PORK or visit www.pork.org.



National Pork Producers Council & National Pork Board

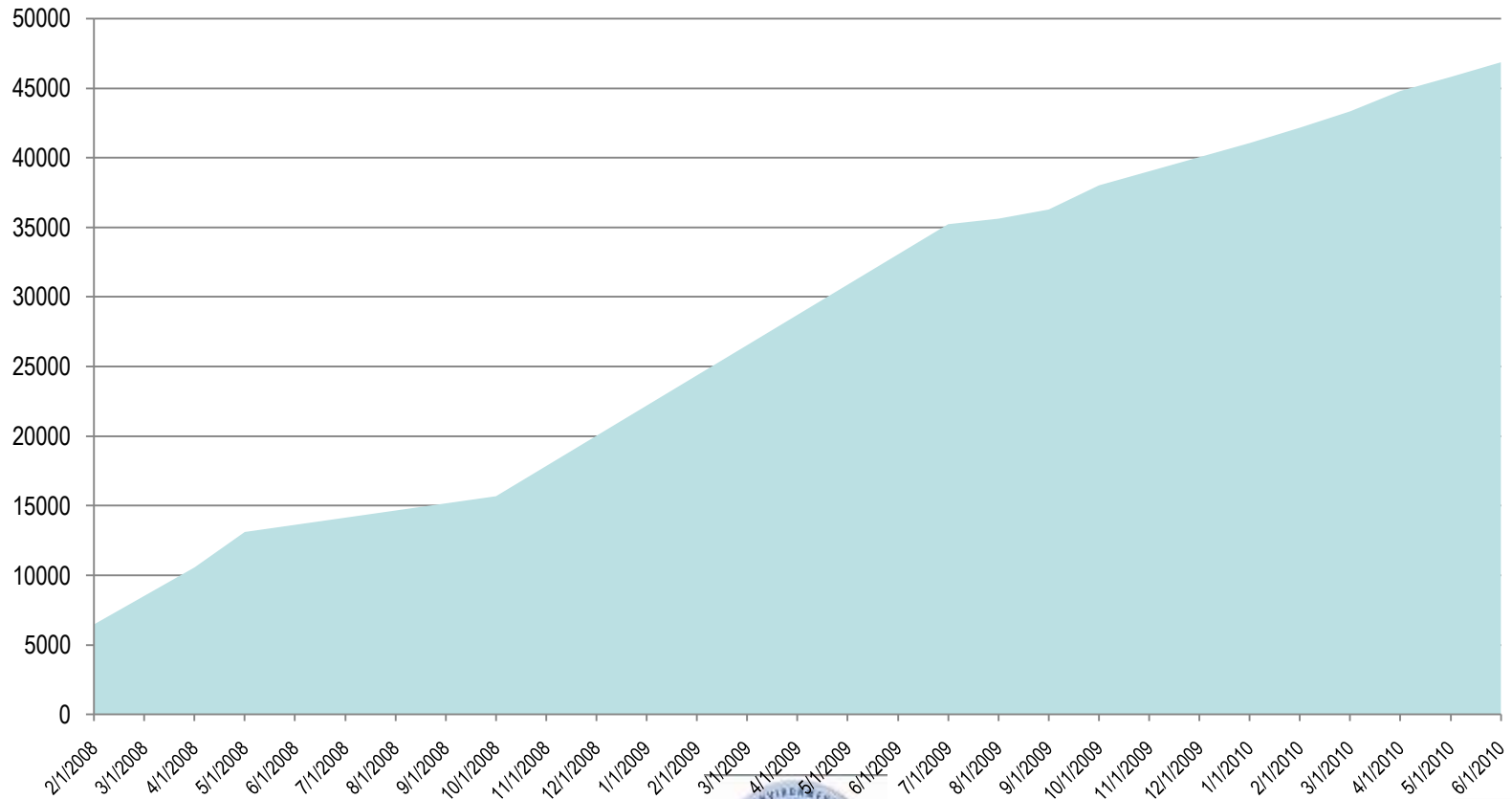
We Care Position Statement

- *The National Pork Producers Council and National Pork Board strongly recommends that all pork producers participate in the We Care Initiative.*
- *Through their participation, producers would abide by the Statement of Ethical Principles, become Pork Quality Assurance Plus (PQA Plus) certified by 6/30/10, achieve PQA Plus site status by 12/31/10, and have their employees who are involved in handling and transport of animals become Transport Quality Assurance (TQA) certified by 12/31/10.*



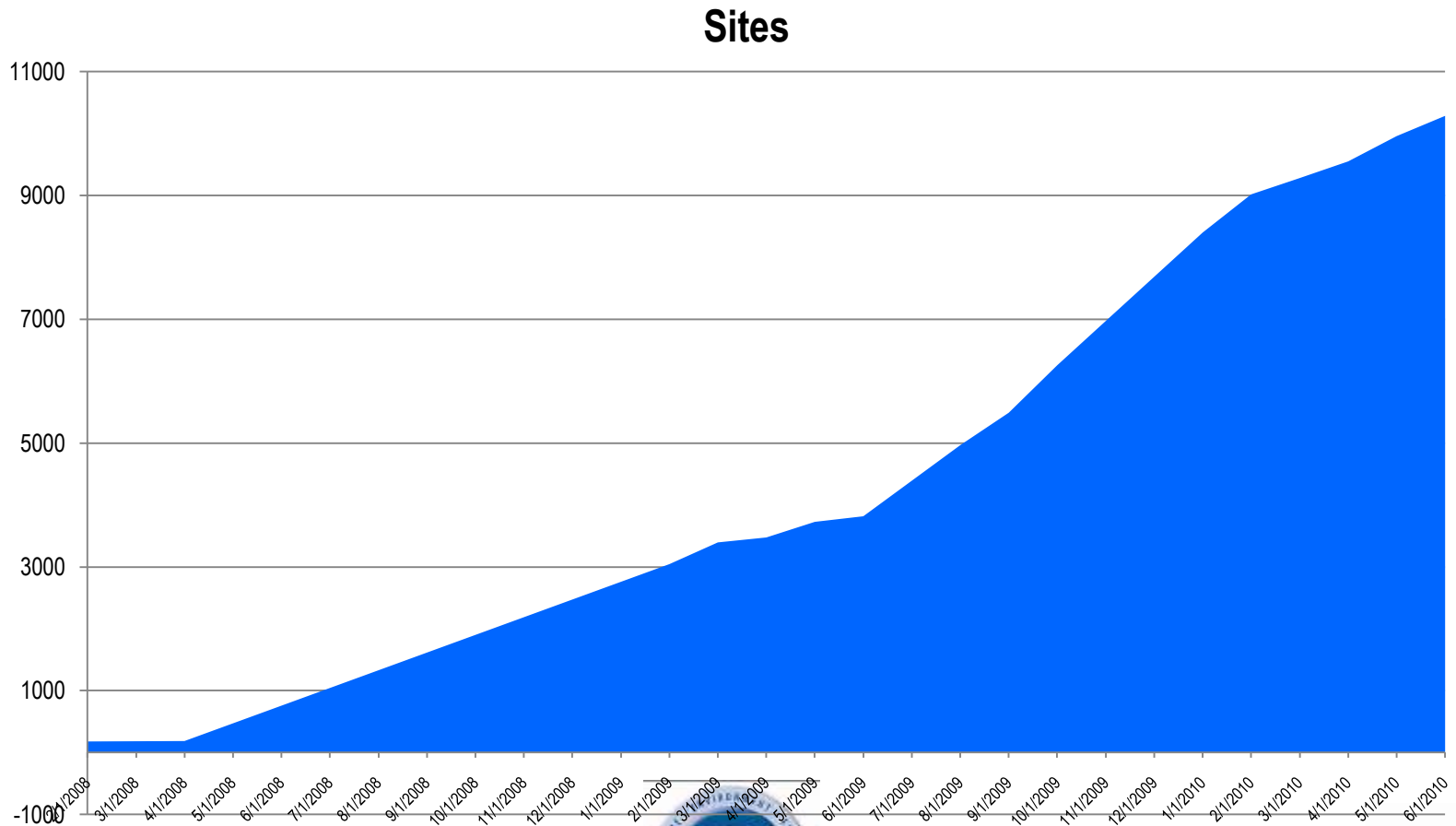
PQA Certifications

46,861 Certifications



Site Status

- Number of Sites Assessed = 10,286
- Represents nearly 60% of the U.S.A. swine inventory



Emotion

Demonstrating We Care





CONTACT US



OUR COMMITMENT

IN ACTION

FACTS & FUN

NEWS



DOING WHAT'S RIGHT. A LONG-TERM COMMITMENT.

Every day on farms across America pork producers demonstrate their dedication to producing safe, nutritious pork products for a hungry world. We're proud of the fact that generations of responsible production and commitment to continuous improvement have resulted in the U.S. pork industry producing the highest quality, safest pork in the world. The evolution of our industry is one of the most memorable stories in American agriculture -- rich in spirit, hard work and unity.

Over the years America's pork producers have come to understand that we must provide assurances to customers and consumers alike that the best animal care, environmental stewardship and food safety measures are being implemented. It has taken time to earn the public trust and we are more determined than ever to retain it.

We know that when people learn more about pork production in the U.S., the more confident they are that

IN THE NEWS

PORK PRODUCERS
Donate to Needy Families

CHECKOFF HELPS UNLOCK
Domestic Swine Genome

2009 ENVIRONMENTAL
Stewards Announced

"WE CARE" PROGRAM
Sweeps U.S. Pork Industry



Strategic Foundation: Summary

- Foundation of Ethical Principles
- Focus on overall industry results
- Solid industry practices/programs
- Implemented plan for continuous improvement
- Cultivating a new “barn culture”
- Long-term commitment to doing what’s right



Case Study

