

July 16, 2010 - Volume 30 - No 14

Topics This Issue:

- [New Dietary Guidelines Support Pork](#)
- [Celebrity Chef Fires Up Pork Grillers, Groupies](#)
- [Radio Interviews Extend Checkoff Messages](#)
- [Pork Checkoff Spotlight - Antibiotics in Livestock Still a Hot Topic](#)

Adding measurable value to U.S. Pork

New Dietary Guidelines Support Pork

The U.S. Department of Agriculture's (USDA) new 2010 Dietary Guidelines offer good news for pork, since the recommendations reaffirm lean meat's nutrient value and role in a healthy diet.

"Pork is a quality protein that provides many under-consumed vitamins and minerals, and we have a good story to tell about pork's nutritional content," says Adria Sheil-Brown, a registered dietitian and manager of nutrition communication and research for the Pork Checkoff. "We are working to ensure that USDA is aware of the importance of quality protein in a balanced diet and does not deemphasize the importance of lean meat, such as pork."

In the 2010 Dietary Guidelines, the Meat & Beans Group recommendation for the base USDA food grouping remains the same. The National Pork Board believes the current dietary guideline of an average of 5.5 ounce equivalents in the meat and beans group (based on a 2,000 calories/day diet) remains appropriate, based on the preponderance of scientific evidence.

Additional dietary recommendations include vegetarian versions of eating patterns, but the USDA report supports lean meat in the context of a healthful lifestyle. Red meat provides many under-consumed nutrients such as potassium, phosphorous and vitamin B12, says Sheil-Brown, who notes that vital nutrients such as iron and zinc are more easily absorbed when they come from meat rather than vegetables.

As expected, the 2010 Dietary Guidelines focus on reducing sodium and controlling weight, which supports lean pork's inclusion in the diet. While Americans currently consume two to three times more sodium than the recommended daily level, the good news is that fresh pork is naturally low in sodium, Sheil-Brown says.

Including lean pork in the diet can also help people lose weight while maintaining more lean tissue (including muscle), adds Sheil-Brown, who notes that pork tenderloin contains the same amount of fat and slightly less calories than the same size serving of skinless chicken

breast. Recent research shows that on average, the six most common cuts of pork are 16 percent leaner than 20 years ago, and saturated fat has dropped 27 percent.

"We will definitely be driving home the nutritional message and healthiness of pork in the months ahead," Sheil-Brown says. "We want to find new ways to remain a credible, trusted resource on health and nutrition information for all things pork."

For more information, contact Adria Sheil-Brown, ABrown@pork.org, 515-223-2632.

Celebrity Chef Fires Up Pork Grillers, Groupies

As the host of the Food Network's 10 Dollar Dinners, celebrity chef Melissa d'Arabian knows how to combine simple ingredients and quick preparation for maximum flavor. Since she often relies on grilled pork to create family-friendly meals, she has teamed up with the Pork Checkoff this summer to help consumers tame the flame and kick off the national photo contest, "Calling All Grillers with Groupies!"

"In our family, variety is the spice of summer. From weeknight chops and kid-friendly kebobs to party-pleasing ribs, pork offers unmatched versatility in cuts and flavor, pairing with almost any spice, rub or sauce," says d'Arabian, a budget-conscious and busy mother of four young daughters. "The ease and versatility of pork allows me to spend time with my favorite groupies - my daughters - regardless of the occasion."

To spread the word, d'Arabian starred in the Pork Checkoff's recent satellite media tour, which included 25 television and radio interviews with media outlets in top markets across the country, from Atlanta, Ga., to San Francisco, Calif. d'Arabian, who won season five of The Next Food Network Star in 2009, hit the airwaves with grilling tips and recipes, including her BBQ Blade Steak Papillotes ("food in foil").

"Melissa is a great spokesperson for pork because her focus on quick, kid-friendly meals really resonates with our target audience," says Traci Rodemeyer, manager of pork information for the Pork Checkoff. She notes that a variety of d'Arabian's pork recipes are showcased at TheOtherWhiteMeat.com, including [Grilled Pork and Vegetable Chopped Salad](#); [BBQ Blade Steak Papillotes](#); [Tender Ribs with Smoked Paprika](#); [Pork Skewers with Tangy and Zippy Orange Barbecue Sauces](#); and [Grilled Spicy Sausage Patties](#).

To make this grilling season extra special, d'Arabian and America's pork producers are searching for the grill master with the greatest groupies in the National Pork Board's ["Calling All Grillers with Groupies" contest](#). Through August 31, consumers can visit TheOtherWhiteMeat.com and submit a photo with a 50 word-or-less caption that explains or tells a story about how they enjoy spending time by the grill with their "grilling groupies," including their family and friends.

"Multiple factors will be considered when selecting the winner, including creativity and originality, and the pork passion needs to come through loud and clear," says Rodemeyer. "The winner will get to be Melissa's "groupie" for a day and cook alongside her during the Food Network New York City Wine & Food Festival this October."

The photo contest, which offers a fun twist on the Pork Checkoff's traditional recipe contest, is being promoted on TheOtherWhiteMeat.com, along with the Pork Checkoff's new "Celebrate Summer Sizzle" recipe brochure, which can be downloaded for free. The recipes in the brochure are being used in conjunction with the Pork Checkoff's advertising and point-of-sale retail promotions to drive pork sales this summer.

For more information, contact Traci Rodemeyer, TRodemeyer@pork.org, 515-223-3529

Promoting teamwork within the pork industry

Radio Interviews Extend Checkoff Messages

Chances are if you turned the radio on to listen to the markets, you have heard a message from the Pork Checkoff. The Checkoff works with the National Association of Farm Broadcasters (NAFB) to provide interviews to farm broadcasters three times a week on Checkoff related activities.

"From coverage of board meetings to retail promotions to the latest research, producers have the opportunity to hear from the experts," said Cindy Cunningham, assistant vice president of communications for the Pork Checkoff.

In the month of June, a total of 220 radio stations utilized the 22 NAFB radio reports provided by the Pork Checkoff. These stories included: details on the Pork Quality Assurance Plus? celebration at World Pork Expo; Pork Checkoff activities at World Pork Expo; USDA's Conservation Stewardship Program; PORK Academy; Weekly Hog Market Update with Dr. Ron Plain; protecting the Other White Meat's heritage; activities leading up to the new brand launch; producer profitability; new educational tools available to producers; the Pork Checkoff's strategic plan; the USDA's Hogs and Pigs report; and feed costs.

"These 220 radio stations covered a total of 16 states and because of the reach of these stations, if you plot this data against the top pork producing states, we have covered the majority of the top 20 pork producing states," said Cunningham. "It is a cost effective way to reach pork producers with timely information."

For more information, contact Cindy Cunningham, CCunningham@pork.org, 515-223-2643.

Spotlight Article

Antibiotics in Livestock Still a Hot Topic

From the CBS Evening News with Katie Couric that aired in February to articles appearing in USA Today in July, antibiotic use in livestock is garnering national media attention.

USA Today posted an opinion editorial, [Our view on food safety: To protect humans, curb antibiotic use in animals](#), on July 12. The editorial states, "But at least humans usually have to be sick and get a prescription from a doctor to obtain an antibiotic. Not so with pigs, chicken, cattle and other 'food animals,' which routinely get the drugs to make them grow faster and bigger and ward off diseases they might get from being crowded together in modern factory farms."

Dr. Howard Hill, pork producer and member of the National Pork Producers Council provided the opposing view point.

"First and foremost, America's livestock farmers use antibiotics to keep their animals healthy and, in turn, to produce safe food for consumers," wrote Hill. "And, contrary to the opponents of modern food-animal production, antibiotics are not being given excessively to

pigs and cattle, and their use in livestock production is not the likely cause for an increase in antibiotic resistance in humans."

In his editorial, [Opposing view on food safety: Don't bar our animal antibiotics](#), Hill cites top scientist with the Centers for Disease Control and Prevention and the National Institutes of Health, stating there are no scientific studies linking antibiotic use in livestock production with antibiotic resistance in people.

"The U.S. pork industry believes that more research must be conducted on the causes of antibiotic resistance before any antibiotics are banned or restricted from use in food-animal production," writes Hill. "Who knows? The risk of not using antibiotics could outweigh any risk of using them."

The Pork Checkoff is working with the National Pork Producers Council to get the facts out about this important issue and foster open, honest dialog about why producers need tools such as antibiotics to keep animals healthy and the food supply safe.

"We welcome a fact-based discussion about this issue, because we know science tells us we're doing the right thing for animal health and food safety," said Dr. Paul Sundberg, vice president of science and technology for the Pork Checkoff. "Producers care about their animals and the safety of the food they produce. That's really the bottom line that should be understood by everyone."

With input from top experts in consumer media, the Checkoff communications team created four main talking points, with supporting subcomponents, to help head-off misunderstanding of the antibiotic issue and frame the discussion with facts.

- Antibiotics are given strategically - administered when pigs are sick, susceptible or exposed to illness.
 - Antibiotic use is not routine, but targeted when pigs are exposed to illness or are sick.
 - Modern pork-production facilities provide animals with an environment designed to keep them safe, healthy and comfortable.
- Using antibiotics strategically ensures that the safest meat in the world ends up on America's dinner tables.
 - Danish government reports show an increase in a variety of human, antibiotic-resistant illnesses, including a 10-fold increase in MRSA since the ban was put in place. (Source: DANMAP)
 - A U.S. congressional fact-finding mission to Denmark last September found no scientific evidence that reducing antibiotic use in agriculture resulted in public health benefits in that country.
 - Denmark recently experienced one of the worst salmonella outbreaks in Danish history.
- Only antibiotics approved by the FDA are used to treat pigs.

- Farmers work closely with veterinarians to decide which antibiotics to use.
 - Post-approval monitoring programs by the FDA are in place to ensure antibiotic use is not harming public health.
 - There is no conclusive scientific evidence that antibiotics used in food animals have a significant impact on the effectiveness of antibiotics in people. In fact, peer-reviewed studies suggest that over 95 percent of antibiotic-resistance concerns in human medicine are unrelated to animal uses of antibiotics.
 - Research from the Centers for Disease Control and Prevention (CDC), the U.S. Food and Drug Administration (FDA) and the United States Department of Agriculture (USDA) known as the National Antimicrobial Resistance Monitoring System, or NARMS, shows that resistance in animal products and foodborne diseases is steady or declining over the past several years.
- We have a 20-year history of continuous improvement working with modern farm production to make pork better, healthier and safer to eat.
 - The Pork Quality Assurance Plus? program, started by farmers in 1989, reinforces good on-farm practices that help produce healthy, well-cared-for animals that yield safe food. This national program, taught by veterinarians, university experts and other swine experts, emphasizes the judicious, strategic use of antibiotics.

For more information, contact Mike Wegner, MWegner@pork.org, 515-223-2638.

Pork Checkoff. Your Investment. Your Future.

Pork Checkoff Service Center . 800-456-7675 Reprinting of the Pork Leader is encouraged

Produced by: National Pork Board

Pork Leader . 1776 NW 114th St . Des Moines, Iowa 50306

515-223-2600

If you want to be removed from this e-mail newsletter distribution or if you know someone else who would like to receive Pork Leader, then please call the Pork Checkoff Service Center at (800) 456-7675 or contact the editor by phone at (515) 223-2616 or by e-mail to TRoof@pork.org