

*Adding measurable value to U.S. Pork***U.S. Pork Exports Break Monthly Record in October**

U.S. pork exports (including variety meat) in October broke the record for a single month set in Nov. 2006. October's exports totaled 130,424 metric tons (mt) valued at \$313.33 million. The previous record was 122,225 metric tons valued at \$289 million. The October increase was enough to bring the January through October total volume to 1,035,816 mt, a 1 percent increase over the same period in 2006 and a 9 percent increase in value at \$2.524 billion — on track for another record-breaking year.

Highlights from the latest results include:

- U.S. pork production increased 11 percent in October, compared to October 2006, and October exports (not including variety meats) were equivalent to 14 percent of October production.
- January through October exports to Japan, the leading market for U.S. Pork, increased 9 percent in volume (296,359 mt) over last year and 13 percent in value (\$953.4 million).
- Mexico remains the No. 2 market despite a 25 percent year-on-year decrease in volume (221,743 mt) and a 21 percent drop in value (\$362.4 million).
- The Hong Kong/China region is the largest growth market this year, with exports (including variety meat) increasing 86 percent and 105 percent in volume (128,947) and value (\$200.2 million) respectively in Jan.-Oct.
- Canada holds its No. 3 position in value terms, with a 12 percent increase to \$397.3 million, but is behind Hong Kong/China in volume at 118,414 mt (up 5 percent).
- Exports to South Korea, the No. 5 market, increased 6 percent in value to \$181 million despite an 8 percent decline in volume to 75,778 mt.
- Exports to Russia also hit a monthly record and were nearly double the volume exported in October 2006, at 14,374 mt, putting the January through October total at 73,274 mt, a 7 percent increase over the same period last year. Although pork muscle cut exports to Russia are nearly even with last year, pork variety meat exports increased 50 percent.
- Exports to Australia increased 38 percent through October and totaled 26,253 mt valued at \$71.3 million. These very positive results come at the same time the Australian government has launched an investigation into whether to implement safeguard measures to protect producers from imports.
- Exports to Central and South America also increased 19 percent through October, with the main growth markets of Honduras, Guatemala, and Colombia.
- U.S. pork exports (including variety meat) to the Caribbean (excluding Cuba but including the Dominican Republic) increased 1 percent to 14,775 mt.
- Exports to the European Union increased by 68 percent, the top three destinations being France, Britain and Germany.
- Exports to the ASEAN (Association of Southeast Asian Nations) increased 45 percent to 11,216 mt, with the Philippines as the primary destination followed by Singapore and Vietnam.

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**“Feliz Navidad” Goes Whole Hog in Miami**

In Miami's Hispanic market, the traditional Christmas Eve celebration known as “Noche Buena” took a new twist in December with pork, thanks to Publix Supermarkets' “Feliz Navidad” promotion.

“Caja roasting boxes, which allow you to cook a whole hog, have become very popular in the Miami market,” notes Mike Walser, retail marketing manager, eastern division, for the Pork Checkoff. “A new Pork Checkoff-supported consumer sweepstakes targeted at Publix's bilingual supermarkets offered consumers the chance to win one of these units.”

Publix, which operates 990 stores throughout the southeastern United States, featured specials on fresh pork, including loins and tenderloins, for the holidays. The campaign was supported with radio advertising and advertisements in the stores' circulars.

The region's other major grocery retailer, Winn-Dixie, launched a similar Pork Checkoff-supported campaign and caja roasting box sweepstakes in December to promote the “El Cerdo

es Bueno" (Pork is Good) message. To whet consumers' appetites for pork, Winn-Dixie recently invited Chef Pepin, a cookbook author and celebrity chef on Spanish-language television, to host an in-store cooking session and pork sampling event at one of its Miami stores.

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### **Celebrity Chef Redefines the Holiday Ham**

From Creole to cranberry flavors, ham with a twist was The Other White Meat's brightest star during the holidays. Consumers were invited into the home kitchen of celebrity chef Rick Bayless and his daughter Lanie, during a recent satellite media tour.

An award-winning chef-restaurateur, cookbook author, and television personality, Bayless has done more than most other culinary stars to introduce Americans to authentic Mexican cuisine in America. He and his teenaged daughter have co-authored the family-friendly cookbook, "Rick and Lanie's Excellent Kitchen Adventures."

During the Pork Checkoff's satellite media tour, the father-daughter duo shared their recipes for Chipotle Glazed Ham with Cherry-Jicama Salsa and Roasted Pork Tenderloin with Tomatillos, Apples and Cream. They also shared their favorite tips for holiday cooking and entertaining. Radio and television stations from Minneapolis to Miami participated in the broadcast, including the Martha Stewart Show on Sirius satellite radio.

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## **PORK CHECKOFF IN THE SPOTLIGHT**

### **Opportunities Abound for Pork Promotion**

Seasons come and go, but pork offers retailers great promotion opportunities all year long. FreshLook syndicated grocery data illustrates increases in pork sales throughout the year and confirms the evergreen seasonality of "The Other White Meat."

FreshLook syndicated grocery data for calendar year 2006 showed fresh pork represented 15 percent of the total fresh meat dollar sales. When combined with dinner sausage and smoked hams, pork's share jumped to 24 percent placing it second to beef at a 50 percent share and ahead of chicken at 20 percent.

"Pork is universal and flexible," says Jarrod Sutton, Director of Retail Marketing for the National Pork Board. "The FreshLook data shows us the peaks of pork sales which are scattered throughout the year. This demonstrates the strength of pork in the meatcase as well as its versatility to be served center plate anytime."

Pork chops drive the fresh pork business representing 42 percent of fresh pork's dollar sales in 2006. Good contribution was also provided by ribs at 21 percent of sales and roasts at 20 percent. While seasonality had less of an impact on the chop share, shifts were seen for ribs whose share spiked during the summer months climbing to an average of 25 percent from 17 percent during the cooler months of January - March.

During the grilling months, pork is the perfect meat of choice. Pork is the second-most cooked meat on the grill at 23.7 percent with ribs at 4.1 percent, and chops at 6.7 percent being the two top cuts grilled. Other great grill items that consumers are reaching for in the meatcase are pork steak and sausage.

Seasonality strength is the reverse of ribs for pork roasts which showed higher shares during cooler months including 17 percent in the first quarter and 21 percent in the fourth (vs. only 13 percent in the summer months).

"Pork roasts have the highest share during the fourth quarter, reinforcing the opportunity for pork during the holidays," says Sutton.

Also strong during the cooler months are ham sales surrounding the Easter holiday and again in December for the winter holidays.

While it might be true that ham and turkey 'own' the fourth quarter in terms of sales, retailers have an opportunity to promote fresh pork products to those consumers looking for something different. Pork roasts and tenderloins are on the rise and provide consumers with more pork options during the holidays.

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