

*Adding measurable value to U.S. Pork***Golden Corral, Pork Salute “Military Appreciation Monday”**

For the past seven years, Golden Corral Restaurants across the nation have served free “thank you” meals to honored military personnel and their guests, and America’s Pork Producers have enlisted in this proud tradition.

Since its creation, “Military Appreciation Monday” has provided more than 1.8 million meals to men and women who served in the United States military. A record-breaking 322,300 meals were served at the latest event, notes Howard Greenblatt, national foodservice marketing manager for the National Pork Board.

To promote “Military Appreciation Monday,” a full-page, full-color advertisement with the Pork logo prominently displayed was featured in a weekend edition of USA Today, which boasts a circulation of more than 2.2 million. Approximately 110,000 incremental pounds of pork were served during this annual event.

Golden Corral is already making plans for the 2008 Military Appreciation Monday dinner, which will be held on Nov. 17 in all Golden Corral Restaurants.

For more information, contact Howard Greenblatt, HGreenblatt@pork.org, 410-484-0818

*Providing the scientific research that allows pork production to be measured objectively and that maintains U.S. Pork as a safe, high-quality and high-value product***Find Answers at the Environmental Research Database**

From water quality to livestock nutrient management, it’s easier than ever to access environment-related research online.

Developed by Iowa State University and funded by the Pork Checkoff, the searchable database is available at www.pork.org/PorkScience/Environment/default.aspx. You can search by:

- Topic category (including surface water quality, groundwater quality, water use and conservation, air emissions and odor, land quality or crop impact, or a combination of these)
- Keyword
- Investigator
- Research institution (Iowa State University, for example)
- Funding source (the Pork Checkoff, for example)

Simple and advanced search options allow you to broaden or narrow a search according to specific needs.

The full project title, research institution, funding source, approximate project cost, suggested citation, contact information for the principal investigator, a summary of the paper and an author’s abstract are presented for articles selected for review.

For more information, contact Allan Stokes, AStokes@pork.org, 515-3447.

*Addressing consumer demands for socially responsible pork production***National Pork Board Names 2008 Celebrated Chefs**

America’s pork producers entered the 12th year of their Celebrated Chefs program by naming five distinguished chefs as spokespersons for the Pork Checkoff and Pork. The Other White Meat®. More than 50 leading chefs are members of the expanding Celebrated Chef Alumnae group.

The chefs were selected for their culinary excellence, creativity and originality in their menuing of pork. The 2008 Celebrated Chefs are comprised of both independent and chain operators.

The 2008 Celebrated Chefs are:

- Mark Orfaly of Pigalle (Boston, Mass.) – Named one of Food & Wine’s 10 Best New Chefs, Mark continues to impress Bostonians with his internationally influenced cuisine.
- Debra Paquette of Zola (Nashville, Tenn.) – Named one of the “Top Sixty Restaurants” by Gourmet magazine, Debra specializes in Southern European and New South cuisine.

- Kent Rathbun of Abacus and Jasper's (Dallas, Texas) – A James Beard Award nominee, Kent also introduced President George Bush's 19,000 Inauguration guests to authentic Texas cuisine.
- Joseph Royer of Saturn Grill (Nichols Hills, Okla.) – As a two-time National Taste of Elegance winner, Royer creates all menu items at Saturn Grill from scratch
- Charlie Torgerson of Famous Dave's (Rogers, Minn.) – A Culinary Institute of America graduate, Torgerson owns and operates the Famous Dave's franchisees in Minnesota and is principal of American Restaurant Consultants

The Celebrated Chefs program highlights pork's variety among chefs, foodservice operators and distributors. Through industry speaking engagements, participation in operator workshops, cooking demonstrations and innovative menu development, Celebrated Chefs maintain a focus on pork as a customer-pleasing and profitable center-of-the-plate protein.

The Celebrated Chefs will be featured in a Checkoff-funded media tour in the spring. Through highly visible efforts of the Celebrated Chefs program, the pork industry continues to heighten awareness of the benefits of pork and to build a preference for pork among American consumers.

For more information, contact Larry Cizek, LCizek@pork.org, 515-223-2639.

PORK CHECKOFF IN THE **SPOTLIGHT**

2007 National Meat Case Study Shows Evolution of Meatcase

New results from the 2007 National Meat Case Study will offer the Pork Checkoff insights on trends and strategies to meatcase merchandising to better appeal to consumers. The data from the 2007 study will be compared to findings from 2002 and 2004.

While the National Meat Case Study provides a benchmark against the same study conducted in previous years, it's important to keep in mind the overall economic and market conditions affecting retail during the time the study was conducted. At the time of the 2007 meatcase audit, the economy was strong, the consumer price index was up and corn prices were up due to speculations on the booming bio-fuels industry. As a result, retail meat prices were climbing in response to higher meat production costs and increased meat demand.

The 2007 study included 121 retail supermarkets and 10 club stores in 48 metro markets across 34 states. The study was again sponsored by Sealed Air's Cryovac Food Packaging, The Beef Checkoff and the National Pork Board.

Pork led the trend of value-added products as it continued to increase. The growth is 4 percentage points up to 10 percent of the total fresh meat packages. Growth in value-added packages was driven by fresh pork, up 11 percentage points to 23 percent of fresh pork packages; turkey was up 5 percentage points to 19 percent; and beef, up 3 percentage points to 7 percent.

Packages of natural and organic meats also gained market share in 2007. Packages with a natural claim increased to 29 percent of the packages, up 7 percentage points from 22 percent in 2004. Chicken, at 67 percent, had the highest amount of packages including the natural claim followed by ground beef at 25 percent and fresh pork at 15 percent.

Another key finding was the continued increase of case ready packaging. There has been a significant shift toward more case ready packaging and away from in-store packaging. In 2002, less than 50 percent of the packages were case ready. In 2007, the percentage rose to 64 percent, with increases in most species, and lamb/veal and pork had the largest percentage point change.

Case ready packaging also experienced a greater 'in stock' position than store wrapped packages. Overall, 71 percent of case ready packages were 'in stock' vs. only 50 percent for store wrapped packages.

For more information, contact Jarrod Sutton, JSutton@pork.org, 515-223-2766.