

*Adding measurable value to U.S. Pork***National Pork Board Debuts The Other White Meat® Tour**

The National Pork Board unveiled the route for The Other White Meat® Tour during the producer update session at the National Pork Industry Forum in St. Louis, Mo. The Other White Meat Tour is an experiential marketing campaign to educate consumers about all things pork.

The Other White Meat Tour will be traveling across the country through the traditional grilling season of May through September, stopping at high-traffic consumer events that reach a large percentage of the Checkoff's target audience, females 25-49 years old with kids in the home and who want to be better cooks.

The tour route includes the following events:

- May 9-11 - Wichita River Festival, Wichita, Kan.
- May 15-18 - Memphis in May BBQ Battle, Memphis, Tenn.
- May 24-25 - Taste of Cincinnati, Cincinnati, Ohio
- May 30 - June 1 - River Splash, Milwaukee, Wis.
- June 5-8 - Chicago Blues Festival, Chicago, Ill.
- June 13-15 - Michigan International Speedway, Brooklyn, Mich.
- June 21-22 - 16th Annual Safeway BBQ Battle, Washington, D.C.
- June 28-29 - Sunoco Welcomes America Taste of Philadelphia, Philadelphia, Pa.
- July 3-6 - Boston Harborfest, Boston, Mass.
- July 12-13 - Taste of Buffalo, Buffalo, N.Y.
- July 16-20 - Ann Arbor Arts Festival, Ann Arbor, Mich.
- July 25-27 - NASCAR Allstate 400 at the Brickyard, Indianapolis, Ind.
- August 1-3 - Kimball Art Fair, Park City, Utah
- August 5-9 - Hot August Nights, Reno, Nev.
- August 15-17 - California State Fair, Sacramento, Calif.
- August 23-24 - PIER 39, San Francisco, Calif.
- August 29 - September 1 - Taste of Colorado, Denver, Colo.
- September 4-7 - Yellow Daisy Festival, Stone Mountain, Ga.
- September 11-14 - LPGA Bell Micro Classic, Mobile, Ala.
- September 20-21 - Old Pecan Street Festival, Austin, Texas
- September 26-28 - State Fair of Texas, Dallas, Texas
- October 3-5 - OktoberFest, Tempe, Ariz.
- October 9-12 - Albuquerque International Balloon Festival, Albuquerque, N.M.

In addition to the face-to-face interaction with consumers, The Other White Meat Tour will be fully supported through an integrated campaign of public relations, advertising and retail promotions.

The Pork Checkoff is working with Marketing Werks, an industry leader in experiential marketing. Marketing Werks has executed successful tours for consumer brands such as Hershey's, Char-Broil, Verizon and Chevrolet.

For more information, contact Traci Rodemeyer, [TRodemeyer@pork.org](mailto:TRodemeyer@pork.org), 515-223-3529.

**Pork Mixes It Up with Eggs**

Through a partnership with the incredible, edible egg, the Pork Checkoff is cooking up savory new menu options to drive more demand for The Other White Meat.

In early 2008, the Pork Checkoff partnered with the American Egg Board to conduct a menu immersion program for St. Louis, Mo.,-based Panera Bread, which boasts 1,100 restaurants nationwide. This program centered on creating and evaluating innovative breakfast applications that could fit the bakery/café segment of the food service industry.

Working with Panera, a wide variety of new menu items were brought to life by the Pork Checkoff's Celebrated Chef Ouita Michael of Midway, Ky., and the American Egg Board's Chef Ambassador Heather Terhune of Chicago, Ill. These items were presented for consideration on the 2008 and winter 2009 menus.

A number of pork-related items, including upscale breakfast sandwiches featuring bacon, sausage and Vermont white cheddar, have already been in tests for nearly a year and will be rolled out this winter and promoted in early spring 2008.

For more information, contact Paul Perfilio, [PPerfilio@pork.org](mailto:PPerfilio@pork.org), 850-650-5402.

# PORK CHECKOFF IN THE SPOTLIGHT

## Pork Act Delegates Elect National Pork Board Members and Vote on Pork Checkoff Resolutions at Annual Meeting

Pork Act Delegates conducted elections for new members of both the National Pork Board and the Pork Board Nominating Committee and dealt with industry-related advisements and resolutions during their annual business meeting, March 6-8 in St. Louis, Mo., during the National Pork Industry Forum.

Each year, Pork Act Delegates have three specific duties under the Pork Act including recommending the rate of the Checkoff, setting the percentage of Checkoff that is returned to states, and nominating producers and/or importers for appointment to the National Pork Board and to the Checkoff Nominating Committee. The recommendations for appointments to the National Pork Board are made to the U.S. Secretary of Agriculture, who makes the final determination.

In voting on National Pork Board members, eight pork producers were ranked for consideration by the Secretary of Agriculture. The Secretary will appoint five producers to serve three-year terms. The Secretary's appointments typically are announced during the summer. The nominees, as ranked by the delegates, are:

1. Roy Henry, Kansas
2. Conley Nelson, Iowa
3. Alan Wilhoite, Indiana
4. Brian Zimmerman, Nebraska
5. Karen Richter, Minnesota
6. Dale Norton, Michigan
7. Jamey Tosh, Tennessee
8. Curtis Meier, Iowa

Pork Act Delegates also elected two members to two-year terms on the Pork Board Nominating Committee. They are:

- Wayne Peugh, Illinois
- William Kessler, Missouri

Pork Act Delegates adopted advisements asking the National Pork Board to:

- Adopt the document "Ethical Principles for U.S. Pork Producers".
- Move rapidly to address misinformation on the pork industry in the media.
- Seek out additional funding opportunities for educational activities.
- Endorse the long-range goal for agricultural education to create new programs in communities not yet served by agricultural education and FFA.
- Support all Pork Quality Assurance Plus™ (PQA Plus™) swine production practices and vigorously advocate those swine production practices in a cooperative manner with industry partners.
- Support the use of sound science to serve as the basis for developing standards for animal husbandry; and asks all producers to complete the PQA Plus program over the next three years.
- Support scientific studies that include on-farm research and focus on wells and potential contamination issues.
- Implement programming to work toward increasing domestic pork expenditures over the next three years.
- Request that the USDA develop a process whereby the Secretary of Agriculture can approve Pork Act Alternates at the same time the Secretary appoints the Pork Act Delegates.

"There was a good debate regarding the resolution to increase the national rate of the Pork Checkoff from 40 cents for \$100 value of pork sold, to 42.5 cents per \$100 value of pork sold," said Harrison. "We wanted to make sure all delegates had a chance to voice their opinions prior acting upon this resolution."

After much debate it was moved to refer the Checkoff-rate resolution to the National Pork Board to facilitate further consideration over the next year; that the board form a working group representing the interests of state pork associations/ and that the working group ensure that the question of a Checkoff rate increase be brought before the various states for their review prior to this issue being brought before the 2009 Pork Act Delegate body.

More information about the Pork Checkoff activities at the National Pork Industry Forum is available on the Pork Checkoff Internet site [www.pork.org](http://www.pork.org). On the top of the home page, select "News and Information" and then select "Pork Forum" from the left side of the page.

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