

Adding measurable value to U.S. Pork**Easter Ham Shines in Seattle**

America's Pork Producers have teamed up with Farmland Foods, Forest Glen Wines and QFC stores of Seattle to put a new spin on the Pacific Northwest's Easter holiday.

"We decided to focus on Mom for this holiday campaign and give her an Easter present she won't forget," says Rick O'Fallon, retail marketing manager, western division, for the National Pork Board. "Based on the results so far, it looks like we've hit a home run."

Throughout March, coupons on bottles of Forest Glen wines allow shoppers to save \$2 on any Farmland Spiral Cut Ham. Consumers can also register to win a complete dining room set from Basset Furniture of Seattle. The promotion is being supported by two weeks of radio advertising, along with in-store displays.

The 90 high-end QFC stores, which are a division of Kroger and a household name in Seattle, carry the full line of Farmland's All Natural Pork. The chain moves millions of pounds of fresh pork annually, including more than 100,000 pounds of fresh pork during the Easter holiday.

For more information, contact Rick O'Fallon, rofallon@pork.org, 209-847-7337.

Ham Took Center Stage at Easter

Did you serve ham at Easter? You're not alone. According to a recent National Pork Board survey, 67 percent of Americans serve ham at their Easter dinners.

To keep ham in the news this past Easter, the Pork Checkoff's Pork Information Bureau supplied an e-newsletter, a press release, an audio news release and a "featurette" to leading media outlets across the country. Complete with a honey-apricot glazed ham recipe and ham fact sheet, the materials highlight how ham practically prepares itself, offers endless possibilities due to its versatility and leanness, and pairs well with any side dish.

The featurette, which included an article, photography and a recipe, offered newspapers an easy way to include a feature story on Easter ham and has proven popular in past media campaigns.

The Pork Checkoff also used its Easter ham campaign to drive consumers and food editors to www.TheOtherWhiteMeat.com, where they found more than 100 ham recipes, information about ham selection, preparation and carving tips to make the Easter meal easy.

For more information, contact Pamela Johnson, PJohnson@pork.org, 515-223-3528.

Promoting teamwork within the pork industry**Pork Checkoff Offers Pork Management Conference - Your Pork Industry Investment**

The Pork Checkoff is offering the 2008 Pork Management Conference, Your Pork Industry Investment, May 7-9, at the Hilton Sandestin in Destin, Fla.

During the conference, participants will learn about topics such as immigration law, changes in input costs, U.S. agriculture outlooks, global trade and more from several pork industry professionals. Two concurrent sessions are planned for Thursday. Topics include surviving animal welfare, on the edge hedge accounting, waste management alternatives, internal controls, risk and rewards to year end feed buying and revenue deferral and opportunities in electronic banking.

The registration fee for the Pork Management Conference, Your Pork Industry Investment is \$395 per person and \$435 per person after April 25. The first 10 pork producers that have not attended in the past two years receive a \$300 discount on registration courtesy of AgStar Financial Services. A brochure with a registration form and a detailed list of events is available on pork.org. Request a copy be mailed to you by calling Sharlotte Peterson at 515-223-2614.

For more information, contact Sharlotte Peterson, SPeterson@pork.org, 515-223-2614.

Pork Pod Features Practical Ideas to Address High Feed and Production Costs

This week's Pork Checkoff podcast, Pork Pod, features an interview with Dr. Mark Boggess, director of animal science for the Pork Checkoff, on practical ideas to address high feed and production costs. To listen to the podcast visit <http://porkpod.pork.org/>.

Pork Pod can also be delivered in your inbox. To subscribe to Pork Pod via email visit <http://porkpod.pork.org/> and follow the instructions.

Pork Pod is a weekly look at the hot topics in the pork industry including casts on such issues as basics of immigration compliance, sow feeding, welfare and housing.

For more information, contact Teresa Roof, TRoof@pork.org, 515-223-2616.

PORK CHECKOFF IN THE SPOTLIGHT

Porcine Circovirus Associated Disease (PCVAD) Research Priorities and Update

This week, the National Pork Board will post the spring call for porcine circovirus research proposals addressing five priority areas including immunology, epidemiology, pathogenesis, diagnostics and prevention and treatment. The research priorities to be addressed in this call for proposals are available on the Pork Checkoff's PCVAD Web page at <http://www.pork.org/Producers/pcvad.aspx> and on the RFP call in the home page of pork.org.

Proposals are due in May and contracts are expected to commence in September. Instructions, priority areas and research priorities will be included in the call for proposals.

Scientific researchers, veterinarians, allied industry representatives and producers met to discuss and vote on PCVAD research priorities for the Pork Checkoff last year. Some of the priorities the team agreed upon are not included in the call for proposals because they are already being addressed. An update on some of the research funded in the past two years follows.

Under the priority area of immunology, the first research priority was, "Determine the role of cell mediated immunity and humoral immunity in the immune response to PCV2a and PCV2b infection: a. Defective immune response, or b. Effective immune response".

John Butler is conducting a project titled, "Is humoral immunity defective in PCV2 infected piglets?" and Dick Hesse is heading a project titled, "PCVAD Induced Immune Dysfunction". Both projects are ongoing and further funding research in this area awaits results from these.

In the area of epidemiology, the research priority, "Determine the predominant mode of transmission" a project is taking place at Iowa State University by Tanja Opressnig. Her project titled, "Transmission of PCV2: Comparison of shedding patterns between PCV2a and PCV2b, evaluation of routes of transmission (fecal, oral, nasal, mechanical) and understanding the roles of spray-dried plasma and transport vehicles" is ongoing.

In the area of pathogenesis, John Harding and Bob Rowland conducted separate studies in 2006 to address the research priority, "Conduct classical pathogenesis studies in conventional pigs to investigate the role of PCV2a and PCV2b in PCVAD and the role of concurrent PCV2a and b infections.

Also in the area of pathogenesis, the research priority of semen transmission in PCVAD is being addressed by Tanja Opressnig. Her research project was presented at the American Association of Swine Veterinarians' annual meeting in San Diego, Calif. Her work studies the amount virus needed for intrauterine transmission of PCV2. The research priority is still open with the expectation that a new research project investigating viral load in porcine semen and commercial semen.

In the area of diagnostics, the priority of "Development of standardized differential and real time PCR" was eliminated as Dick Hesse of Kansas State University has developed them. Hesse also is working on delivering a test for differentiating infected from vaccinated (DiVA) individuals.

Also in the area of diagnostics, a project comparing shedding patterns of PCV2a and PCV2b is ongoing.

Two projects investigating vaccine efficacy are being funded under the priority area of prevention and treatment as well as a project addressing the priority, "Determine the most effective transport decontamination procedures to reduce or eliminate PCV2 from the environment".

For more information, contact Paul Sundberg, PSundberg@pork.org, 515-223-2764.