

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

Online Worker Safety Training Continues

The Pork Checkoff, Iowa's Center for Agricultural Safety and Health, The Great Plains Center for Agricultural Health, and industry health and safety personnel continue to offer free online distance learning opportunities for producers, human resources managers or safety professionals in pork production. The next session, titled Emergency Action Plans, is scheduled for Thursday, May 15 at 3:00 p.m. CDT.

Find instructions to join the session online on www.porktraining.com (click on Sessions). The session will be recorded and available at www.porktraining.com, as are all previous sessions.

For more information, contact Liz Wagstrom, LWagstrom@pork.org, 515-223-2633.

Adding measurable value to U.S. Pork

Ground Pork Patties Premiere in California

Move over, hamburger. Ground pork patties are firing up the summer grilling season in California, just in time for the Memorial Day holiday.

"This is a unique promotion because Save Mart and Lucky supermarkets are the first in the western region to feature Hormel's pre-formed pork patties," says Rick O'Fallon, retail marketing manager, western division, for the Pork Checkoff.

The 220 stores in the Save Mart/Lucky chain are featuring the new ground pork patties, along with flavored pork tenderloins, for the Memorial Day holiday. To sweeten the deal, the Pork Checkoff has teamed up with the Constellation Wine brands of Ravenswood, Robert Mondavi and Woodbridge to create in-store displays to catch consumers' attention. Wine bottles will feature a hefty \$2.00-off coupon for any Hormel flavored pork tenderloin or pre-formed, quarter-pound pork patties, which are sold four to a package.

The campaign will also be supported by a two-week CBS Sacramento radio promotion and two weeks of radio advertisements in San Francisco, whereby consumers can enter to win one of two new Weber® Genesis® Silver gas grills.

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

Wiard Wins Checkoff's National Taste of Elegance™ Contest

Tyler Wiard, executive chef at Elway's Steakhouse in Denver, won top honors in the 19th annual national Taste of Elegance™ contest May 5 in San Diego, Calif. The competition, sponsored by the Pork Checkoff, featured 21 chefs, all winners of state and regional Taste of Elegance contests.

Wiard earned Chef Par Excellence honors with his winning entrée of Cumin Roasted Pork Loin and Braised Pork Shoulder with Green Chile, Posole Cake, Smooth Avocado and Red Chile and a check for \$5,000. He also was presented a cruise for two by Cargill Meat Solutions for using Cargill pork at both the state and national competition.

In the national contest, competing chefs from California, Colorado, Florida, Illinois, Indiana, Iowa, Kansas, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nevada, North Carolina, Ohio, Pennsylvania, South Dakota, Tennessee and Wisconsin created original pork entrees that were judged for taste, appearance and originality. The Taste of Elegance contest was created to encourage chefs to use pork more frequently in creative, non-traditional ways.

Other chefs that received honors at the contest include Tim Bucci who earned the Superior Chef Award and \$2,000 with his Juniper Brined Pork Loin with Bratwurst Mantle and Forrest Parker, who earned the Premium Chef Award and \$1,000 with his Spice Rubbed and Shagbark Lacquered Pork Loin, Sweet Potato Hash and Green Bean Casserole. The other five finalists in the 2008 National Taste of Elegance contest were: Ian Sullivan of Vivace in Raleigh, N.C.; Shad Kirton of Absolute Flavors & Smokey D's BBQ in Des Moines, Iowa; Brandon Hamilton of Traders Point Creamery Café in Indianapolis, Ind.; Kevin Storm of Bellerive Country Club in Ballwin, Mo. and Tyler Honke of Tre Lounge in Sioux Falls, S.D.

New this year was the opportunity for the competing chefs to attend an abridged version of Pork 101, a Checkoff-funded short course that focuses on pork quality, consistency and value.

The Checkoff partnered with Cargill Meat Solutions of Wichita, Kan., to provide pork for the competition. In addition to sponsoring the national event, Cargill also sponsored 17 state and regional Taste of Elegance contests by providing \$500 and pork at each event.

Other cosponsors for the Checkoff-funded national Taste of Elegance event were Barona Valley Ranch Resort and Casino of Lakeside, Calif., Bauscher Inc. of Germany, Chefwear® of Chicago and Thorton Wineries of Temecula, Calif.

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

PORK CHECKOFF IN THE SPOTLIGHT

Pork Checkoff Provides Risk Management Webinars

The Pork Checkoff, CME Group (a Chicago Mercantile Exchange/Chicago Board of Trade Company), and your local state pork association have come together to develop a complimentary series of risk management webinars in May. These online, interactive sessions give you direct access to industry professionals, including CME presenters.

“With today’s profitability challenges, producers are looking for any and all resources to help enhance their risk management,” says Mike Laughery, vice president of producer and industry relations for the Pork Checkoff. “These 2008 webinars offer a great opportunity to learn and ask questions.”

You can choose from the Introductory or Advanced Tracks, based on your experience and educational needs. To view the complete schedule and register by Friday, May 16, log onto www.cmegroup.com/porkwebinars.

The complete schedule for the **Introductory Track** includes:

- **Futures and Options: The Basics**, Monday, May 19
- **Introduction to Hedging**, Tuesday, May 20
- **Developing a Marketing Plan**, Wednesday, May 21
- **Trading Tools and How to Get Started**, Thursday, May 22

Choose the time most convenient for you:

- Option 1: 12:00 p.m. – 12:30 p.m. CDT, plus question and answer session
- Option 2: 4:00 p.m. – 4:30 p.m., plus question and answer session

If you are unable to log onto the webinars, you can access them after each from the online archive after 5:00 p.m. CDT.

Webinars for the Advanced Track will be held from 2:00 p.m. – 2:45 p.m., plus a question and answer session. An archive of the seminars will be available after 5:00 p.m..

The complete schedule for the **Advanced Track** includes:

Role of the Lender in Risk Management, Tuesday, May 27

- Understanding “crush margin”
- Understanding how external factors influence the market
- How to cope with volatile times

Systematic Risk Management, Wednesday, May 28

- Inventory management
- Breakeven cost accounting
- Group-by-group market risk analysis

Advanced Hog Margin Management, Thursday, May 29

- Forecast forward margins based on current commodity prices
- Evaluate those forward margins and your contracting choices
- Implement the margin management plan that best fits your operation

For more information, contact Mike Laughery, MLaughery@pork.org, 515-223-2610.