

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

New Resources Available Online

The Pork Checkoff has created two new resources for pork producers that are available online at pork.org.

The first brochure is Alternative Feed Ingredients in Swine Diets. With increasing feed costs and a potential shortage of feed grains, producers must consider the use of alternative feedstuffs in their pigs' rations. This brochure lists ingredients that can cover animals' energy and protein needs when corn and soybeans are not easily available or when their use is not economically feasible. Special considerations for the alternative ingredients, including maximum inclusion rates in swine diets are included.

This brochure was edited by Mark Boggess of the Pork Checkoff, Joel DeRouchey of Kansas State University and Hans H. Stein of the University of Illinois and is available online at pork.org.

The second brochure is Selenium Toxicity in the Western United States' Industry. Cases of selenium toxicity have been confirmed in herds in some western states. This brochure will help producers identify selenium toxicity if it is a problem on their farm and take measures to correct it. The information was adapted from a report by Don Mahan of the Ohio State University.

For more information, contact Mark Boggess, MBoggess@pork.org, 515-223-2606.

Transportation Biosecurity Summit

The Transportation Biosecurity Summit has been programmed for July 15-16, 2008 at the Embassy Suites Kansas City International Airport. The summit is geared to an audience of pork producers, livestock transporters, veterinarians and allied industry interested in topics relating to:

- Biosecurity in transport
- Transport design
- Transport use

The summit includes updates on disease transfer through transport vehicles, best practices in cleaning and disinfecting transport vehicles, vehicle design, etc.

Online registration and a full program are available at pork.org. The program is organized by Iowa State University's College of Veterinary Medicine and the Pork Checkoff. For a detailed agenda and registration visit pork.org.

For more information, contact Lisa Becton, LBecton@pork.org, 515-223-2791.

Adding measurable value to U.S. Pork

Guy Fieri Challenges America to "Bring it t-ON-g!"

With his larger-than-life personality, celebrity chef and Food Network host Guy Fieri fired up the fun of The Other White Meat Tour with a recent satellite media tour featuring his favorite pork recipes on the grill.

With broadcasts starting at 5:30 a.m. from Calistoga, Calif., Fieri grilled with gusto as he conducted live interviews with more than 21 television and radio stations across the nation, reaching millions of consumers.

Fieri also introduced the Pork Checkoff's "Bring it t-ON-g" Pork Grilling Challenge. Consumers are encouraged to submit their most creative, fun and boldest grilled pork recipes, along with a summary on why their dish is the nation's boldest. Three "grillmasters" will go tong-to-tong in a Sept. 4 finale competition judged by Fieri for the chance to take home \$5,000, the all-new Char-Broil® RED™ Infrared Gas Grill, grilling accessories, and a two-night stay in New York City.

A new recipe brochure with Fieri's grilling recipes and tips is currently in production, and the Pork Checkoff will be distributing the brochure at select retail locations, along with The Other White Meat Tour event sites. The tour is crisscrossing the nation this summer and making stops in 23 cities to sample sizzling pork, conduct recipe demonstrations and offer up fun, free, family-friendly activities.

The Other White Meat Tour will also promote the “Bring it t-ON-g” contest, which runs through Aug. 17.

For more information, contact Traci Rodemeyer, TRodemeyer@Pork.org, 515-223-3529.

National Animal Identification System-Compliant Swine Identification Devices

The U.S. Department of Agriculture’s Animal and Plant Health Inspection Service (APHIS) will announce its approval of several animal identification devices compliant with the National Animal Identification System (NAIS) this week. Among them is the first compliant visual ear tag without radio frequency identification (RFID) and it is manufactured by Destron-Fearing.

In a meeting with the Pork Checkoff, a Destron-Fearing swine business representative presented the approved visual Premises Identification Number (PIN) tag. Following the NAIS basic requirements the tag has a tamper-proof female button, carries the official USDA shield, and the premises identification number (PIN). The tag also reads “Unlawful to remove” on the tag’s front and back button. The tag functions as an official means to identify breeding stock entering harvest channels back to the source premises which improve traceability of breeding stock. The tag can also function as a management tag for breeding stock in a production system.

Producers can order the official NAIS tag with or without management numbers by contacting a Destron-Fearing distributor. Producers will be required to supply their PIN with the order.

The Pork Checkoff works in a cooperative agreement with the USDA to promote premises registration of pork producing operations. Premises registration and PINs are the backbone to the NAIS and will allow the pork industry to respond quickly and efficiently to an animal health emergency. The pork industry has registered over 70 percent of its production sites.

For more information on premises registration and the NAIS, visit www.usda.gov/NAIS. Visit pork.org/PorkScience to learn more about the pork industry’s activities in premises registration. To learn more about the Pork Checkoff’s cooperative agreement with USDA on premises registration, contact Patrick Webb at PWebb@pork.org or 515-223-3441.

PORK CHECKOFF IN THE SPOTLIGHT

Pork Checkoff Presents PORK Academy at World Pork Expo

The Pork Checkoff is presenting the Producers Opportunity for Revenue and Knowledge (PORK) Academy on Thursday, June 5 and Friday, June 6 at World Pork Expo on the Iowa State fairgrounds in Des Moines, Iowa.

PORK Academy is a series of in-depth seminars designed specifically to meet the need for pork producers to remain competitive in today’s rapidly changing world. PORK Academy allows producers to select those areas that they have the most interest.

PORK Academy’s seminars on Thursday, June 5 focus on employee care and market outlook. The employee care seminar topics include the challenges and opportunities in the emerging Hispanic workforce, occupational health and safety and hearing protection. The market outlook seminar includes lunch and topics including weather situation and outlook for summer 2008, outlook for feed costs in 2008-09 and beyond and a hog and pork economic outlook.

Day two of Pork Academy seminars, Friday, June 6 focus on education, environment and market outlook. The educational seminars topics include risk management, strategies to improve production costs and efficiencies and a grain outlook. The environmental seminars include facility siting, how to make EQIP work for you and odor mitigation technologies from the pork industry environmental stewards. The market outlook seminars include the same topics as Thursday’s seminar.

A schedule of the seminars is available on pork.org or by calling Charlotte Peterson at 515-223-2600.

In addition to PORK Academy, visit other Pork Checkoff sponsored activities at World Pork Expo including the Great Pork BarbeQlossal™ contest on Saturday, June 7. Pork Producers also are invited to visit the Pork Checkoff hospitality tent to learn how the Pork Checkoff is focused on harnessing its resources to best position the pork industry for domestic and international competitiveness and profitability.

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