

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

Promoting a Safer Workplace, an Update on the Pork Checkoff's Worker Safety Initiative

With some of the highest number of fatalities and lost-time injuries, agriculture is considered one of the most hazardous industries to work in in the United States. It is difficult to determine how much pork production adds to these grim statistics, but common injuries, slips, trips, falls, along with other specific sources of hazard such as the close contact with animals can take a toll on workers and employers alike.

To promote the safety and health of pork producers, their families and their employees, the Pork Checkoff has formed a worker health and safety working group made up of producers of all types and sizes, safety professionals, human resources personnel, academics and researchers.

Among the activities of the worker safety working group is an annual meeting, the Worker Safety Roundtable, where industry safety professionals and human resources personnel learn about potential hazards and how to improve the industry's safety record, as well as how to train employees and employers on safety and safe workplaces. The roundtable is open to interested producers and is usually publicized one to two months in advance.

Proceedings from previous meetings are available online at www.pork.org/workersafety. Some of the topics that are covered in these proceedings are Occupational Safety and Health Administration (OSHA) guidelines, safety in confined spaces, safety in animal handling and personal protective equipment. The Web site also has information on other safety topics relevant to pork production.

The Pork Production Safety System program materials also are posted on the site. The materials are designed to raise producers' and employees' awareness to workplace hazards and suggest ways to manage the risks. The complete program is available from the Pork Store (at pork.org) and includes a template for the development of a pork production safety plan and resources for training employees on safety, including PowerPoint presentations, video and handbook.

The World Wide Web also is being used as a vehicle for continuing safety education by the Pork Checkoff. Partnering with Iowa's Center for Agricultural Safety and Health, The Great Plains Center for Agricultural Health and industry health and safety personnel, the Checkoff is offering producers additional online safety and health training. Topics such as OSHA, personal protective equipment, etc., are offered on a live stream every other Thursday through Aug. 21. Industry and university experts develop a topic for presenters and participants can ask questions or comment in a chat room environment.

Finally, the Pork Checkoff has joined the Agricultural Safety and Health Council of America (ASHCA), a coalition of agriculture industries pursuing a national strategy to address ongoing and emerging occupational safety and health issues affecting U.S. agriculture. More information on this association can be found online at www.ashca.org.

More information on the Pork Checkoff's worker safety initiative or its activities can be directed at Liz Wagstrom at (515) 223 2633 or by email at LWagstrom@pork.org.

Adding measurable value to U.S. Pork

Pork Sausage Links the World

Pork sausage stole the show at the New York Stock Exchange. Pork sausages from around the world enticed more than 4,800 employees to eat everything from breakfast links and bratwursts to chorizo and kielbasa.

"Through the month of May, pork sausages from different regions across the world were available at all food operations through Lackmann Culinary Services," says Howard Greenblatt, national foodservice marketing manager for the Pork Checkoff. "

In correlation with *Pork Sausage Links the World*, promotional support was used for raffles and trinkets for consumers. Ethnic decorations added to the 'world' theme.

In addition to the NYSE promotion, pork promotions have occurred at other foodservice management companies like Sodexo USA and ARAMARK.

For more information, visit the foodservice professionals Web site at www.porkfoodservice.com or call the Pork Checkoff Service Center at 800-456-PORK.

PORK CHECKOFF IN THE SPOTLIGHT

Pork Checkoff is Working with Producers to Build a Stronger Industry

Accountability, trust and social responsibility serve as the foundation for what the Pork Checkoff is doing on behalf of pork producers.

“We know that many producers are struggling right now with a profitability challenge,” said Steve Murphy, chief executive officer for the National Pork Board. “The Pork Checkoff is helping producers work together to build a stronger industry. Producers are using the Checkoff in many ways to build demand, move more product and raise a better product.” The Checkoff is capturing the world market by focusing on export success and future opportunities. U.S. Pork exports, which are supported by the Pork Checkoff, marked the 16th consecutive record year in 2007. U.S. Pork exports in the first quarter of 2008 were valued at more than \$1 billion.

“One in every four pounds of pork traded today originates from the U.S.,” said Murphy. The Checkoff also is focusing on domestic marketing by promoting pork at home. The Pork Checkoff launched The Other White Meat® Tour to celebrate pork’s positive benefits with target consumers through cooking demonstrations, product sampling and one-on-one interactions. The tour will be stopping at 23 high-trafficked consumer events across the U.S. that reach a large percentage of the Checkoff’s target audience, females 25-49 years old who have children at home and want to be better cooks.

“A total of 250 million pounds of pork have been sold as a result of Checkoff retail programs during the first and second quarter,” said Murphy. “Of that, 52 million pounds are incremental increases compared to the same time period last year.”

Murphy continued, “From grilled breakfast sandwiches at 1,000 Panera Bread Bakery locations to a new Butcher’s Block line of fresh and frozen pork at 77 Sysco distribution centers, putting more pork on the menus continues to be a focus.”

The Checkoff is working to meet producers’ expectations by focusing on input resources. During this profitability challenge, the Checkoff has compiled several resources to assist producers. The Checkoff created *Practical Ideas to Address High Feeds and Production Costs*, a list of management tips and resources to assist producers in identifying opportunities to increase efficiencies and reduce cost.

“The CME Group, Pork Checkoff and state pork associations have come together to develop risk-management Webinars,” said Murphy. “These online, interactive presentations give producers direct access to industry professionals.

As planning for 2009 begins, the Checkoff will work with producers to build a budget based on producers working together to build a stronger industry.

“An early step in the process is to identify the critical issues for 2009,” said Lynn Harrison, National Pork Board president. “With producer direction and input from Pork Forum, board meetings and committee meetings, the board approved the 2009 critical issues.”

The 2009 critical issues are:

1. The competitive advantage for U.S. Pork
2. The safeguard and expansion of international markets
3. Domestic pork expenditures
4. The trust and image of the industry and its products
5. Human capital – the development of producer leadership and technical advisors and the growth of a quality workforce

For more information, contact Mike Wegner, MWegner@pork.org, 515-223-2600.