

*Educating the Public about Modern Pork Production***Pork Checkoff Debuts on YouTube**

From wacky online marriage proposals to the official Web videos of political candidates, YouTube has become an Internet phenomenon that offers something for everyone, including an untapped resource for pork producers.

“Sites like YouTube allow messages to spread around the world faster than you can blink,” says Steve Weaver, vice president of the National Pork Board, who owns a 60-sow farrow-to-feeder pig operation near Elk Grove, Calif. “I’m extremely proud of the YouTube videos the Pork Checkoff has created to help us tell our story.”

In a proactive step, the Checkoff recently released three new videos on YouTube to answer consumers’ questions about animal care, feeding, transport and more. The videos, which run approximately one to two minutes each, feature pork producers and industry experts answering consumer questions on animal care issues.

The Checkoff’s YouTube channel can be found at <http://www.youtube.com/PorkCheckoff>. Videos include “Pig Farmers Take Action” (which focuses on animal health and well-being, including Pork Quality Assurance Plus), “Ride Along with a Pig” (which shows why transportation is a very important issue for pork producers), and “Pigs Are Hungry, Too” (which addresses pigs’ nutritional needs and requirements for optimum care).

The Checkoff needs your help in spreading the message about these YouTube videos, says Teresa Roof, public relations manager for the Pork Checkoff. “The more people who view these videos and rate them, the higher the videos will appear in the online search. This is viral marketing, and it will help us spread the message that pork producers are doing the right thing.”

To keep the momentum going, the Checkoff will add the YouTube videos to the Pork.org site this year.

This is extremely important, says Weaver, who is featured in some of the YouTube videos. “If we don’t tell our story and educate others, no one else will.”

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*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***Protect Your Pigs’ Health in Extreme Weather**

From heat waves in the Southeast to flooding in the Midwest; pork producers across the country are facing many serious weather-related challenges that could impact the safety and health of their livestock.

“While pork producers know it’s always important to make animal well-being a priority, this takes on special urgency when extreme weather emergencies hit,” says Paul Sundberg, vice president of science and technology for the Pork Checkoff, who offers the following advice: Check the vital signs. Ensure that your animals are safe and housed in a spot where they can survive, and make sure they have adequate feed and water supplies.

Preplan for biosecurity issues. If you have to relocate animals, for example, will different ages of pigs come in contact with each other? If you have to evacuate animals to a different site, call your neighbors, local veterinarians, and county or state pork associations to see where barns or shelter might be available.

Watch closely for signs of disease. Animals that are under stress are more vulnerable to pathogens. “The strategic use of antibiotic treatment may be necessary to protect the health of your pigs, especially if the animals have to be moved and are stressed,” Sundberg says. Following the basics can go a long ways towards protecting the health of your herd, Sundberg adds. “Ensuring that your pigs are taken care during these difficult weather conditions isn’t always easy, but it’s more important than ever.”

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*Adding measurable value to U.S. Pork*

## Record Exports Provide Hope for Producers

As producers deal with extreme heat in the eastern United States, flooding in the Midwest, and high input prices, a bright spot in the pork industry continues to be pork exports. New records are set each month.

Exports moved from 346 million pounds in February to 387.2 million pounds in April, breaking the record. Total pork exports for 2008 are 52 percent higher than in 2007. That is 1.38 billion pounds exported, valued at \$1.4 billion.

The U.S. Meat Export Federation reported there are no signs of this surge slowing down. In fact, total pork exports for 2008 are expected to be 36 percent higher than 2007. Pork exports were 27 percent larger than one year ago in January, 57 percent larger in February and 37 percent larger in March. These three months are the largest export months in history.

Japan is the top market for U.S. pork exports. This market is up 17 percent to 319.5 million pounds, valued at \$450 million.

The China/Hong Kong market was the second largest export market from July through December 2007, and continues to be the largest growth category. Exports are up 311 percent to 319.2 million pounds. The growth of this market is due in part to disease losses in China, but the U.S. has been working to establish relationships for many years.

The continuing export surge has helped producers through the profitability challenge, with the rising costs of inputs. The Pork Checkoff will continue to capture the world market by focusing on export success and future opportunities.

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# PORK CHECKOFF IN THE SPOTLIGHT

## Pork Industry Searches for Trust from Consumers

The National Pork Board, the National Pork Producers Council and the entire pork industry are working together to build trust and social responsibility through a new program entitled 'We Care.' This program, announced at World Pork Expo, is a responsible pork initiative to help shape the industry for the future.

"This initiative could serve as a road map for the industry over the next decade," says R.C. Hunt, a pork producer from Wilson, N.C. and chairman of the 16-member advisory group. "What this really boils down to is building trust, and we want to take that trust to producers."

The initiative begins with six guiding principles that were drafted by group of producer leaders and ratified by delegates at Pork Industry Forum in March. In those principles, producers affirm their obligation to:

- Produce safe food
- Safeguard natural resources in all industry practices
- Provide a work environment that is safe and consistent with the industry's other ethical principles
- Contribute to a better quality of life in communities
- Protect and promote animal well-being
- Ensure practices to protect public health

"We hope this will help define who we are and what the industry's core values are," says Mike Wegner, vice president of communications for the Pork Checkoff. "We have to prove this to consumers to earn their trust."

Dallas Hockman, vice president of industry relations for the National Pork Producers Council, said the pork industry "isn't doing this just to respond to an event that gave the industry a black eye. More and more people just don't understand where food comes from."

It is important for producers across the nation to embrace these principles and allow the industry to move forward.

"We have to challenge producers to get involved with this," Hockman says. "It's serious."

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