

*Promoting teamwork within the pork industry***Pork Checkoff and Partners Sponsoring the Industry's Future Leaders**

The Pork Checkoff and industry partners have joined to address one of the industry's critical issues, the development of human capital. The partners are offering scholarships to college students who are working toward becoming part of the pork industry. The Pork Checkoff Pork Industry Scholarships program will offer the top applicant a \$10,000 scholarship, the runner-up will receive a \$5,000 award and a minimum of 14 other students will receive \$2,500 for the 2008-2009 school year.

The pork industry scholarships are funded by the Pork Checkoff and PIC. Sophomore, junior and senior level college students interested in applying for the pork industry scholarships can visit <http://www.pork.org/PorkScience/scholarship/> for more information on how to apply and on the industry sponsors of these awards. The deadline for application is Sept. 15, 2008. Scholarships will be awarded for the 2008-2009 school year.

For more information, contact Lana Modlin, LModlin@pork.org, 515-223-2609.

*Adding measurable value to U.S. Pork***More Export Records Set in May**

Pork producers from coast to coast have celebrated the success of pork exports in past months. The celebration can continue because of pork's valuable situation in the world market, with May pork sales breaking the previous monthly record set in April by 45.2 million pounds.

"The shortage in the global meat supply, combined with record pork production in the United States and the continued weak dollar are putting U.S. Pork in a very advantageous position in many export markets," says Erin Daley, manager of research and analysis for the U.S. Meat Export Federation.

The new monthly record for pork was set at 432.4 million pounds, valued at nearly \$452 million. The previous record, set in April, was 387.2 million pounds. Export volume was up 95 percent compared to May 2007. Exports for January-May were 1.8 billion pounds, valued at \$1.86 billion. These numbers are up 60 percent and 51 percent from the same period last year.

Pork production in the China/Hong Kong market has declined since the fourth quarter of 2007, making them a key market for U.S. Pork. China/Hong Kong was the largest destination for U.S. pork exports in May, with exports totaling 121.9 million pounds, a new record for the region surpassing the 93.3 million pounds record set in April. January-May exports to China/Hong Kong surpassed annual exports for the whole of 2007.

Exports to Japan exceeded 88.2 million pounds again in May after setting the record in March. For January-May, exports totaled 407.7 million pounds.

Mexico rebounded in May to 64 million pounds to put the January-May total at 292.6 million pounds. However, January-May exports remain 15 percent below the record levels of 2006.

Russia nearly kept the pace of the record level set during April, with May volumes at 39.5 million pounds, up 124 percent from May 2007. For January-May, exports totaled 168.5 million pounds. These records are due to Russia's pork consumption increasing at a faster rate than Russia's pork production.

The ASEAN also set a new record in May at 16.1 million pounds, mainly to the Philippines and Vietnam. The January-May total was 50.1 million pounds. The Philippines took 26.8 million pounds, Vietnam 14.3 million pounds and 8.6 million pounds went to Singapore.

For more information, contact John Hinneres, JHinneres@usmef.org, 303-623-6328.

"Perfect Pair" Promotion Matches Swine, Wine

What could be more delicious—and simple—than bacon-wrapped tenderloins accompanied by a crisp glass of wine? It's a perfect pair that's whetting appetites and driving pork sales this July, thanks to a new Pork Checkoff-supported promotion at all 160 Stater Bros. supermarkets in southern California.

Throughout July, the Pork Checkoff is partnering with Farmer John® and Columbia Crest Wines to showcase main-floor wine displays and point-of-sale materials in all Stater Bros. wine departments and meat cases for the entire month. Bottles of Columbia Crest wines

include a recipe on the wine necker for bacon-wrapped tenderloins. When shoppers buy a package of Farmer John bacon, they also receive \$2 off any Farmer John pork tenderloin.

With stores throughout California's "Inland Empire" area, including San Bernardino and Chino, Stater Bros. supermarkets are located in areas that are heavily populated by Hispanic residents. While pork is a cultural mainstay in the Hispanic culture, the Checkoff continues to seek ways to increase consumers' frequency of purchasing pork.

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

The Other White Meat® Tour on TV

This Week in Agribusiness, will broadcast a segment on The Other White Meat® Tour, August 9-11 featuring Craig Christensen, chair of the Pork Checkoff's Demand Enhancement Committee and producer from Ogden, Iowa.

The segment appearing on *This Week in Agribusiness* will provide viewers an overview of experiential marketing and the goals and objectives of the tour. Also, viewers will be able see photos from different tour stops and learn about the successes of the tour to-date.

The Other White Meat Tour is an experiential marketing campaign to educate consumers about pork's great taste and quality. The tour is traveling across the country through the traditional grilling season of May through September, stopping at high-traffic consumer events that reach a large percentage of the Checkoff's target audience, females 25-49 years old with kids in the home and who want to be better cooks. Consumers are reached through product sampling and one-on-one interaction with producers.

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PORK CHECKOFF IN THE SPOTLIGHT

Steve Weaver elected to lead National Pork Board

Steve Weaver, a pork producer from Elk Grove, Calif., has been elected president of the National Pork Board. Members of the board also elected Tim Bierman, a producer from Larrabee, Iowa, vice president. Both will serve one-year terms on the board that administers all programs supported by the Pork Checkoff.

Weaver and Bierman were elected during the board's summer meeting at the Lake of the Ozarks in Missouri.

Board members also continued work on the 2009 budget and operating plan, establishing a \$55 million spending limit for 2009. That represents a 2.5 percent increase over the \$53.657 million spending limit set for 2008. The new spending limit is based on estimates of 109 million hogs being marketed during 2009 at an average price of \$51 to \$55 per hundredweight on a live-weight basis.

Members of the committee appointed to screen candidates to replace outgoing Chief Executive Officer Steve Murphy reported that they expect to interview their final two candidates in August and have a recommendation for the board by early September.

Weaver, who owns and operates a 60-sow farrow-to-finish operation with his wife, Pat, is serving his second three-year term on the 15-member National Pork Board and was the board's vice president this past year. He serves on the Pork Checkoff's Animal Welfare and Niche Marketing committees as well as the board's Administrative and Compensation committees. He has made more than 40 presentations as a member of the Checkoff's Operation Main Street, a program that puts producer leaders in front of local civic and public-service organizations to discuss modern pork production.

Bierman is the owner and operator of Bierman Farms Inc., a wean-to-finish operation that markets 15,000 hogs per year. He also has eight custom feeders where he manages all the pig flows. Bierman and his wife, Mary, also raise corn and soybeans on 500 acres. He is the chairman of the board's Budget Committee and serves on the Checkoff's Demand Enhancement and Trade committees.

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