

*Addressing consumer demands for socially responsible pork production***Where do pigs come from?**

Producers need to be able to answer this question for every load of pigs that they sell due to country of origin labeling (COOL) regulations that came into effect on Sept. 30.

“The COOL rule has been in the works for years,” said Steve Larsen, director of pork safety for the Pork Checkoff. “It was in the 2002 Farm Bill and it’s finally time to implement it. It will not affect all producers, but it will affect most.”

COOL directly affects retailers and packers, but to be compliant these customers will need producers to participate too. “You don’t only have to sell market hogs to have a responsibility under COOL regulations,” said Larsen. “If you sell weaned pigs for another producer to finish, you have a responsibility. You must provide your customers with a declaration of origin –also known as a producer affidavit- of those pigs. If you are the buyer, you must request the document because you will be asked for the information when it’s your time to sell the animals.”

Some producers will not be affected by COOL. “My best advice to producers is: ask your customer, be it a packer, a locker or another producer, if you need any documentation to accompany your pigs as a result of COOL coming into effect.”

The Pork Checkoff has put together a Web page dedicated to COOL. There, producers can find more details on COOL including exceptions to the rule, sample affidavits from industry customers and answers to frequently asked questions. The Web page can be found by clicking on the For Producers tab and navigating to the page labeled “COOL.”

For more information, contact Steve Larsen, SLarsen@pork.org, 515-223-2754.

*Adding measurable value to U.S. Pork***Celebrity Chef Crowns Boldest Pork Griller in America**

When celebrity chef and grilling guru Guy Fieri teamed up with the Pork Checkoff for the “Bring it t-ON-g! Pork Grilling Challenge,” a nationwide search for America’s boldest grilled pork recipe, Steven Overlay’s “Poppin Pork Burgers with Green Apple Slaw” captured the coveted “golden tongs.”

“Steven’s burgers were bold, and I dug the flavor combination he used,” says Fieri, who spent the summer encouraging America’s “gratest” grillers to beat the blahs and go bold with pork. “Judging was no simple task – each of these recipes was the bomb – and I was impressed that they all used different flavors and ways to prepare pork.”

Three Bring it t-ON-g! finalists recently hit the grills and went tong-to-tong on a rooftop in New York City for the chance to take home \$5,000 and bragging rights. Fieri, who is known for grilling with gusto, awarded top honors to Overlay, who hails from Henderson, Nev. The Food Network star relished his role, notes Traci Rodemeyer, pork information manager for the National Pork Board.

“Guy calls himself a ‘P.O.P.—Pal of Pork,’ and he’s the perfect spokesman for pork. His involvement with the Bring it t-ON-g! Pork Grilling Challenge attracted a great deal of national media attention, and his messages came through with credibility, passion and enthusiasm.”

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

Dr. BBQ Fires Up Fall Tailgating with Pork

One of America’s most-beloved barbecue gurus teamed up with the Pork Checkoff to kick off the football tailgating season and promote pork, live from the University of Phoenix Stadium via a recent satellite media tour (SMT).

“Ray Lampe, also known as Dr. BBQ, helped the Pork Checkoff achieve a record-setting SMT,” says Pamela Johnson, director of consumer communications for the National Pork Board. “We had the chance to reach millions of consumers through 27 broadcast interviews in major markets across the country, including Denver, Atlanta and Tampa.”

During his television and radio broadcasts from the site of the 2009 Fiesta Bowl, Dr. BBQ coached at-home kitchen quarterbacks on how to host the ultimate gridiron get-together, complete with

pork. For the first time, Dr. BBQ shared his favorite pork recipes from his new cookbook "The NFL Gameday Cookbook," including Tropical Pork Chop Sandwiches with hints of lime, coconut and pineapple and guava. He also served up recipes for Kick-Off Pork Kabobs, Spicy Spare Ribs, and Maple Pork (Tenderloin) on a Maple Plank, which can be found on TheOtherWhiteMeat.com.

"Not only did Dr. BBQ show consumers how to put together the perfect tailgate party with big, bold flavors, but we'll be able to maximize this Checkoff investment throughout the football season," says Johnson, who notes that TheOtherWhiteMeat.com is offering sports fans everywhere a chance to win a trip for two to the 2009 Fiesta Bowl on Jan. 5 in Phoenix, Ariz., including two tickets to the game and a VIP pass to a private tailgating party with Dr. BBQ himself. "Our retail marketing specialists will also coordinate with the Fiesta Bowl party to promote pork and pork recipes at the retail level to approximately 3,500 stores."

For more information, contact Pamela Johnson, PJohnson@pork.org, 515-223-3528.

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Pork Pod Features Carbon Footprint

This week's Pork Checkoff podcast, PorkPod, features an interview with Garth Boyd, senior vice president for Camco Global, on the carbon footprint and what that means to the pork industry. To listen to the podcast visit <http://porkpod.pork.org>.

Pork Pod also can be delivered in your inbox. To subscribe to Pork Pod via email visit <http://porkpod.pork.org> and follow the instructions.

Pork Pod is a weekly look at the hot topics in the pork industry including podcasts on such issues as addressing high feed and production costs, welfare and housing.

For more information, contact Teresa Roof, TRoof@pork.org, 515-223-2616.

PORK CHECKOFF IN THE SPOTLIGHT

Pork Checkoff Announces 2008 Pork Industry Environmental Stewards

Four pork production operations have been selected to represent the industry as 2008 Pork Industry Environmental Steward Awards. The Pork Checkoff and its cosponsor, National Hog Farmer magazine, have awarded this honor to four U.S. pork producing operations that have demonstrated a firm commitment to safeguarding the environment and the communities that surround them. This year's award recipients are:

- Enterprise Nursery of Madrid, Neb.,
- Oetting Farms of Concordia, Mo.,
- O'Neel Farms of Friend, Neb., and
- Veldkamp Farms of Jasper, Minn.

The environmental steward award winners were selected by judges drawn from pork producers and environmental organizations. The judges reviewed the applications of pork producers committed to minimizing the pork industry's footprint on the environment. Their operations were evaluated on their manure management systems; water and soil conservation practices; odor-control strategies; farm aesthetics and neighbor relations; wildlife habitat promotion; innovative ideas used to protect the environment and an essay on the meaning of environmental stewardship.

"We receive a great set of pork producer applications and nominations every year. These operations are committed to doing things right for the environment, for their families and for U.S. agriculture," said Randy Brown, chair of the environmental stewards selection subcommittee and member of the National Pork Board. "Pork producers generally chose to do things right. Farming is their livelihood and protecting the natural resources is part of doing business and part of every day life. These producers went one step further because they chose to represent the industry and apply for this award," he added. Randy Brown's family operation received the environmental steward award in 2005.

Award recipients will receive the recognition of their peers at the 2009 National Pork Industry Forum in Dallas, Texas.

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