

*Addressing consumer demands for socially responsible pork production***Where Does Our Food Come From**

If producers from a celebrity talk show contacted you and wanted to tour your farm, would you let them? John Kellogg, a producer from Illinois, recognized the opportunity and the importance of showing how he properly cares for his animals to millions of viewers.

Having been active in the pork industry for many years, John called the Pork Checkoff to let the staff know that a producer from Oprah would be filming on his farm. The Checkoff worked with John and his son Matt to provide them with talking points and background information on the current industry issues.

The Oprah show, *Where does our food come from?*, aired on October 21. Matt Kellogg was in the audience telling his story. Other guests on the show included Wayne Pacelle, Humane Society of the United States; Julie Buckner, Californians for Safe Food; Ryan Armstrong, a California egg producer; Nicholas Kristof, a New York Times columnist who grew up on a farm; a veal producer; and an Iowa pork producer who runs a 300 sow free-range operation.

“Less than two percent of the world population is feeding the other 98 percent and then a lot of that population becomes to complacent about having a meal on the table when they want it, that they then feel they can come back and tell me how to do my job,” said Matt Kellogg.

Kellogg continued, “It’s really kind of funny because they get their food from the grocery store. They don’t get it from the farm. That’s their perception. It’s frustrating because they aren’t informed and they may be attacking what I am doing.”

If you ever find yourself in a similar situation, please contact your state pork association or the Pork Checkoff. Together the two organizations can provide you with information to make the interview a success.

For more information, contact Cindy Cunningham, CCunningham@pork.org, 515-223-2643.

*Adding measurable value to U.S. Pork***August Results Show Continued Strength for U.S. Pork Exports**

U.S. Pork exports performed extremely well in August, despite growing concerns about global financial conditions and an upward surge for the U.S. dollar that has diminished the purchasing power of some major trading partners’ currencies.

While August pork plus pork variety meat exports declined in comparison to the record monthly totals set earlier this year, the August total of nearly \$444 million pushed this year’s export value past the then-record total achieved in 2007. In just the first eight months of 2008, pork exports reached a value of \$3.21 billion, compared to \$3.15 billion in all of 2007. The export volume of 1.37 million metric tons or 3.03 billion pounds, also exceeds 2007’s year-end total.

January-August pork exports have increased 71 percent in volume and 64 percent in value compared to the same period last year. Japan is still the largest value market for U.S. pork, at \$992.7 million for the year – an increase of 29 percent over 2007. Japan’s volume of 299,277 metric tons or 659.8 million pounds, is up 25 percent over last year.

Mexico also continues to be a strong growth market, with January-August volume up 35 percent and value up 46 percent over last year - to 237,655 metric tons or 523.9 million pounds, valued at \$417.3 million.

Pork exports to Russia increased 174 percent in volume and 177 percent in value this year - to 141,446 metric tons or 311.8 million pounds, valued at \$302 million. August exports to Russia set a new monthly record of 28,012 metric tons or 61.8 million pounds, valued at \$61.9 million.

For more information, contact John Hinnners, JHinnners@usmef.org, 303-623-6328.

Rachael Ray Readers Respond to Pork Ad

The best advertisements have a knack for connecting with consumers and speaking to their needs and interests. Recent research focusing on the readers of Everyday with Rachel Ray magazine revealed very favorable ratings of the Pork Checkoff’s latest advertising campaign, “Pork &.”

Readership surveys measured the effectiveness of the Checkoff’s magazine advertising by calculating ad recall, brand association and actions taken for a particular ad in an issue. This year’s survey highlighted the “Pork & Jeans,” ad, which featured a picture of pork kabobs and a

short narrative about lean pork and its role in a healthy diet. The same survey was conducted last year for one of the Checkoff's ads that appeared in the September 2007 issue of *Everyday with Rachael Ray*. With its headline of "Incredible Meals. Really Fast.," the ad pictured a bike helmet-clad woman cooking at a grill.

"These readership surveys let us see how this year's creative is measuring up, compared to the ad we ran last year," says Laurie Bever, director of consumer advertising for the Pork Checkoff, who notes that *Everyday with Rachael Ray* boasts a circulation rate of 1.6 million, with a pass-along rate that bumps the total to 2.6 million. "Through our advertisements in *Everyday with Rachael Ray*, we experienced a significant improvement in resonating with our target audience, which is women ages 25 to 49."

Brand association, which measures whether readers associate the ad with pork and understand what The Other White Meat stands for, skyrocketed from 43 percent with the 2007 ad to 82 percent with the 2008 ad. Action taken, which can include visiting TheOtherWhiteMeat.com, searching for more information about pork, going to the store, saving the ad and/or recommending the product, soared from 47 percent to 71 percent. The percent of consumers who viewed the ad and considered buying pork or purchased the product jumped from 34 percent to 53 percent.

For more information, contact Laurie Beaver, LBeaver@pork.org, 515-223-2629.

PORK CHECKOFF IN THE SPOTLIGHT

Protect Yourself and Protect Your Pigs this Flu Season, Pork Checkoff Recommends Getting Vaccinated for the Flu

In anticipation of this flu season, the Pork Checkoff is reminding producers, farm personnel, veterinarians and others who have contact with pigs to get the flu shot. The flu season can start as early as October and can last through May.

Dr. Liz Wagstrom, assistant vice president of science and technology for the Pork Checkoff, said, "Producers and swine farm workers can reduce the risk of getting sick and bringing the flu to the farm or workplace by getting vaccinated.

"The flu shot contains two type A viruses and one type B one. The A viruses may spread between people and pigs. The B virus is not of concern to the health of the animals," Wagstrom said. Humans will develop antibodies that will protect them against infection with the flu virus two weeks after taking the flu shot, she added. The flu shot is available as an injection or in a nasal spray. "The Centers for Disease Control and Prevention, or CDC, recommends that pregnant women not get the nasal vaccine," Wagstrom said.

Wagstrom recommends other practices to reduce the spread of infection among workers and of the pigs with human influenza viruses. Among them is modifying sick-leave policies to encourage workers to stay away from the farm if they are suffering from acute respiratory infections. "Virus shedding is at its peak when the clinical illness is most severe, but people may remain 'contagious' as long as the symptoms last, from three to seven days," she said.

Good building ventilation and good hygiene also will reduce transmission of the flu viruses. "To prevent pigs and humans from other species' influenza viruses, producers also should look at bird-proofing their buildings, protecting feed from birds and enforcing biosecurity practices such as the use of farm-specific clothing and footwear." Wagstrom also suggested chlorinating the water used on the farm, especially if it is surface or pond water since migrating fowl and other wildlife may spread different viruses.

"The CDC has great information about the flu shot, who should get it and who should not. I'd recommend that everybody visit their Web site for more information," Wagstrom added. The CDC's Web site is www.cdc.gov.

The Pork Checkoff's own fact sheet on influenza titled "Influenza: Pigs, People and Public Health" is available online at www.pork.org/PorkScience/PublicHealth.aspx?c=Factsheets.

For more information, contact Liz Wagstrom, LWagstrom@pork.org,