

*Adding measurable value to U.S. Pork***U.S. Pork Exports Continue to Break Records**

It's another banner season for U.S. Pork exports. After eight months of export statistics have been tabulated, the U.S. pork industry already is celebrating a 17th consecutive record year for exports, according to statistics released by the U.S. Meat Export Federation (USMEF).

Through the first eight months of 2008, the United States has exported more than 3 billion pounds of pork and pork variety meat valued at more than \$3.2 billion. That is a 5.2 percent jump in volume and a 1.8 percent increase in value of total pork exports compared to the entire 2007 calendar year, and a 71 percent hike in volume and 64 percent in value when compared to the first eight months of 2007.

Leading the way is Japan. In 2008, Japan has imported more U.S. pork muscle cuts, which account for 86 percent of the value of all U.S. Pork exports, than any other nation, totaling \$967 million.

This year, the greater China/Hong Kong region has taken over as the leading importer of U.S. Pork and variety meat on a volume basis. The 307,903 metric tons or 678.8 million pounds of pork shipped there is a 249 percent increase over exports in the first eight months of 2007, and is 8,626 metric tons or 19 million pounds ahead of Japan's total for the same time period. However, the value of exports to Japan is 46 percent higher.

Overall, Japan is far and away the leader in the value of pork it imports from the United States on a pound-per-pound basis and it is 42 percent higher than the average value of U.S. pork exports globally.

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

Pork Expands Options at Texas Roadhouse

Pulled pork has long been a favorite of barbecue fans, especially in the South, where the dish has been refined to an art form. Now Texas Roadhouse has helped bring this classic to consumers across the country.

With more than 300 locations in 45 states, Texas Roadhouse is known for its high-quality ingredients and generous portions. The chain's fall-off-the bone ribs are a big part of the Texas Roadhouse story and are a big driving force of the company's success.

Texas Roadhouse, which has enjoyed significant growth in recent years, relies on the Pork Checkoff for in-depth knowledge of the pork industry, as well as industry and consumer trends regarding pork.

"The marketing support that the Pork Checkoff has provided has been extremely helpful in our pork strategies," Chris Jacobsen, vice president of marketing for Texas Roadhouse says. "Pulled pork, ribs and pork chops are staples on our menu and provide a signature taste at an extremely high value for our guests."

For more information, contact Paul Perfilio, PPerfilio@pork.org, 850-650-5402.

*Addressing consumer demands for socially responsible pork production***McDonald's Honors Smithfield with Sustainability Award**

McDonald's USA announced it has recognized Smithfield Foods Inc. with the first-ever Sustainability Award during the fast-food giant's 2008 Supplier Summit in Oak Brook, Ill. The award, to become an annual honor, recognizes the supplier that best exemplifies McDonald's vision, principles and values for sustainable supply.

McDonald's said it asked suppliers to self-nominate and to describe their vision, programs and results in developing and promoting a sustainable supply chain. This included practices that ensure the health and welfare of employees, the welfare and humane treatment of animals, as well as programs that minimize impacts on the environment and conserve and protect natural resources.

"We are absolutely honored to be recognized by McDonald's for our company's sustainability achievements," Smithfield President and CEO C. Larry Pope, said in a statement. "The credit has to go to our employees, who exemplify every day our deeply held belief that it's not enough to simply make good food — we must make it in a responsible manner."

Susan Forsell, Vice President Supply Chain, Quality Systems, McDonald's USA said, "Smithfield Foods deserves to be recognized for [its] innovative approaches to protect the environment, to ensure the safety of [its] employees, the well-being of animals, the quality of products, and to promoting education in the communities [the company serves]."

“As our pork industry organizations work together to implement our Responsible Pork Initiative, Smithfield’s success will serve as a hallmark for our industry that can guide the future success of this initiative,” said Chris Novak, Chief Executive Officer for the National Pork Board.

For more information, contact Mike Wegner, MWegner@pork.org, 515-223-2638.

PORK CHECKOFF IN THE SPOTLIGHT

Pork Checkoff and Partners Announce Recipients of the 2008 Pork Industry Scholarships

The Pork Checkoff, Pioneer Hi-Bred and PIC will award 19 scholarships to college students around the United States as part of their strategy to develop the pork industry’s human capital for the future.

“The development of human capital is one of the issues the Pork Checkoff identified as critical for the industry to address,” said Steve Weaver, president of the National Pork Board. “Our service to producers includes ensuring there is a sustainable source of capable people ready to take on the industry’s charge of producing a safe, wholesome food product in a socially responsible way”. Weaver is a pork producer from California.

The 19 recipients hail from 14 different colleges and seven different swine-related fields of study. The top candidate will receive \$10,000 stipend and the second candidate will receive \$5,000 in a scholarship sponsored by Pioneer Hi-Bred, a DuPont business. Seventeen students will receive \$2,500 each. The 2008 Pork Industry Scholarship recipients are:

SCHOLARSHIP RECIPIENT	COLLEGE OR UNIVERSITY	AREA OF STUDY
Hyatt Frobose	Kansas State University	Nutrition /Behavior
Carrie Highfill	Oklahoma State University	Meat Science
Douglas Andrew Albright	Kansas State University	Nutrition
Emily Arkfeld	University of Nebraska, Lincoln	Meat Science
Kyle Baade	South Dakota State University	Veterinary Medicine
Scott Baker	University of Illinois, Urbana-Champaign	Nutrition
Angela Black	The Ohio State University	Ag Business/Economics
Jonathan Romuald Ertl	University of Minnesota, Twin Cities	Veterinary Medicine
Ashley Hop	Redlands Community College	Nutrition
Arthur Leal	University of Arkansas	Nutrition
Elizabeth M Legan	Purdue University	Ag Economics
Neal T. Martin	University of Missouri, Columbia	Veterinary Medicine
Jeremiah Nemechek	North Carolina State University	Nutrition
Stephanie Raney	University of Missouri, Columbia	Behavior
Kate Richter	South Dakota State University	Nutrition
Hannah M. Rothe	University of Illinois, Urbana-Champaign	Nutrition/Environment
Mitchell Schaefer	University of Wisconsin, River Falls	Nutrition
Trever Shipley	Iowa State University	Breeding/Genetics
Grant Tomsche	University of Minnesota, Twin Cities	Veterinary Medicine

“A skilled workforce is essential for the competitiveness of this industry,” Weaver said. “We need young leaders to look at pork not just as a food choice, but as a career. This is a chance for the industry to court these young people into a workforce that can offer many diverse opportunities. We have needs in production management, veterinary medicine, environmental management, food safety, genetic improvement and much more.

“On behalf of the Pork Checkoff and its partners, the National Pork Board and the pork industry, congratulations to all of this year’s Pork Industry Scholarship recipients. We look forward to welcoming them into our industry in the future,” Weaver concluded.

For more information, contact Mark Boggess, MBoggess@pork.org, 515-223-2606.