

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

New PCVAD Article Focuses on Disease Surveillance

Effective swine disease surveillance, control and prevention can be expensive but can contribute to an overall reduction in veterinary costs. While herd health profiling has traditionally involved blood sampling, it appears that sampling oral fluids can offer a simple, cost-effective alternative for the health profiling of large swine herds.

More details are included in a new article on Pork.org's Porcine Circovirus Outreach/PCVAD site at <http://www.pork.org/Producers/pcvad.aspx?id=517>.

"While PCVAD has been fairly well controlled by effective vaccines and good production practices, our goal is to help producers be as efficient as possible," says Paul Sundberg, vice president of science and technology for the Pork Checkoff. "When we have research results that can help lessen the need for input costs like animal health products and maintain or even improve production, we try to get that information out as quickly and as broadly as possible."

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Adding measurable value to U.S. Pork

Pork Infuses International Flavor into Holiday Celebrations

Ethnic fusion cuisine is one of the year's hottest trends, and the Pork Checkoff is promoting innovative, easy recipes to help families go global in the kitchen with pork during the holidays.

As the world's most widely consumed protein, pork pairs well with nearly any flavor profile and is easy to prepare. To remind consumers about the many benefits of pork, the Pork Checkoff is partnering with Common Threads, a non-profit that fosters an appreciation for cultural diversity through cooking, and Stephanie Izard, the season-four winner of Bravo's *Top Chef* reality TV show.

"I'm a fan of pork because I can use it to prepare almost any international dish, plus it's a great value at the meat case," says Izard, who has created two new pork recipes, including Pork and Peanut Ragu, a flavorful and hearty meal that pairs Indian and Chinese ingredients in a dish that's traditionally Italian.

To spread the news, the Pork Checkoff is working with 30 of the nation's leading food publications, including *Gourmet*, *Real Simple* and the *Food Network Magazine*. The Checkoff also has developed an Internet press kit and full-color food page.

All of the promotions encourage consumers to visit TheOtherWhiteMeat.com for more global recipe ideas and cooking tips with pork.

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Pork Praised as "Lean, Light Entrée"

There's more than one way to serve a pig, proclaims a recent Atlanta Journal Constitution column, which notes that today's lean pork is not your grandmother's pork roast.

"Many cuts of pork are actually as lean as skinless chicken," writes Carolyn O'Neil in her recent Health Eating Out column entitled "Pork Shouldn't be Overlooked as Lean, Light Entrée." "Pork tenderloin is famously fit for weight control and meets USDA guidelines for extra lean--less than 5 grams fat per three-ounce serving."

The Pork Checkoff has maintained a positive relationship with O'Neil, an accomplished journalist and nutrition expert who served as a senior correspondent for CNN's "On the Menu." Ceci Snyder, assistant vice president of consumer marketing for the Pork Checkoff, noted that O'Neil recently stopped by the Pork Checkoff's booth at the American Dietetic Association's annual meeting in Chicago.

In her Nov. 24 column, O'Neil cites data from the TheOtherWhiteMeat.com, which notes that today's pork has 16 percent less fat and 27 percent less saturated fat than 15 years ago. The article also mentions the emerging trend of niche pork and highlights how local chefs consistently feature pork on their menus, from grilled, center-cut pork chops with sautéed mustard greens to braised pork shank.

“This article shows the importance of building relationships with media and nutrition professionals,” says Snyder, who is quoted in O’Neil’s column about the best way to find leaner cuts of pork. “We want to be viewed as a credible source of science-based information for all things pork, and articles like Carolyn’s help us educate consumers about how today’s pork fits into a healthy diet.”

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PORK CHECKOFF IN THE SPOTLIGHT

U.S. Pork Exports Defy Expectations - Remain High

While the U.S. agriculture community undoubtedly has been feeling the significant effects of the global economic downturn, the export numbers for October continue to show progress over the previous year.

Pork exports in particular held up extremely well, posting the third-largest monthly volume on record that equates to a 46 percent volume increase over exports from October of 2007 and a 55.5 percent increase in value.

Specifically, pork and pork variety meat exports in October totaled 192,940 metric tons or 425.4 million pounds, valued at \$487 million – a new record for monthly export value. Export volume increased 18 percent over the previous month and trails only May and June of 2008 for most pork exported in a single month. For January through October, exports were up 67 percent to 1.7 million metric tons or 3.8 billion pounds, with value surpassing \$4.1 billion.

October pork highlights

- **Japan** – U.S. Pork continues its reign as the king of imported pork in Japan. Exports to Japan set another monthly record at 41,961 metric tons or 92.5 million pounds, valued at \$158.5 million. For the year, U.S. pork exports are up 27 percent in volume to 377,632 metric tons or 832.5 million pounds, valued at \$1.29 billion, an increase of 35 percent.
- **Mexico** – Exports to Mexico also set a new record for the month at 39,826 metric tons or 87.8 million pounds, surpassing the July record. Mexico was the second-largest destination for U.S. Pork for the month. During the first nine months of 2008, exports to Mexico stand at 307,056 metric tons or 676.9 million pounds, valued at \$549.6 million, an increase of 38 percent in volume and 52 percent in value over last year.
- **Russia** – Another record was set for U.S. Pork and variety meat imports in October at 31,744 metric tons or nearly 70 million pounds. Total pork exports to Russia for the year have surpassed 200,000 metric tons or 441.7 million pounds, valued at \$435.5 million, a 173 percent increase in volume and 184 percent increase in value.
- **China/Hong Kong** – October exports totaled 27,361 metric tons or 60.3 million pounds, up 21 percent from September and 15 percent from a year ago. Total 2008 exports equaled 357,962 metric tons or 789.2 million pounds, valued at \$618.4 million, a 178 percent increase in volume and 209 percent increase in value.
- **Canada** – October’s exports dipped below 2007 levels, but export totals of 13,755 metric tons or 30.3 million pounds, were relatively steady compared to previous months in 2008. For the year (January through October), exports totals of 139,672 metric tons or 307.9 million pounds, are up 18 percent from last year.
- **South Korea** – U.S. pork exports in October were 10,283 metric tons or 22.7 million pounds, a 24 percent increase over October of 2007 and 10 percent above the prior month. Exports for the first 10 months of 2008 were up 48 percent to 112,281 metric tons or 247.5 million pounds, valued at \$240.4 million, a 33 percent increase over last year.
- **ASEAN** – U.S. pork exports to this region were fairly strong at 3,500 metric tons or 7.7 million pounds, in October, led by 2,262 metric tons or nearly 5 million pounds, to the Philippines. For the 10-month period, exports to the region were up 350 percent to 50,479 metric tons or 111.3 million pounds, equaling a 364 percent hike in value to \$99.8 million. Export volume in the region thus far in 2008 has grown 232 percent in the Philippines, 967 percent in Vietnam and 364 percent in Singapore.

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