

Addressing consumer demands for socially responsible pork production**Are you the next environmental steward?**

Pork production operations in general are good stewards of the environment. But, only four operations receive a Pork Industry Environmental Steward award in one year. Will yours be one of them?

The Pork Checkoff and its partner, *National Hog Farmer* magazine, are now receiving applications and nominations for the 2009 Pork Industry Environmental Steward awards. The application/nomination form is available online at [pork.org](http://pork.org).

Pork production operations are invited to apply or nominate another farm considered deserving of the award. Likewise, state pork associations and allied industry are invited to nominate producers that are representative of the industry's commitment to environmental stewardship.

Applications and nominations must be received by, or postmarked, March 31.

Applications and nominations will be judged by a group of producers, past award recipients and environmental experts. The judges select the award recipients based 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 describing what environmental stewardship means to the candidate operation.

Award recipients are featured in the *Pork Checkoff Report* magazine, a promotional video and several other Pork Checkoff-sponsored publications. *National Hog Farmer* magazine features the environmental steward award recipients in its magazine too. Recipients will be honored for their effort and achievements at the 2010 Pork Industry Forum in Kansas City, Mo.

For more information, contact Allan Stokes, [ASTokes@pork.org](mailto:ASTokes@pork.org), 515-223-3447.

Adding measurable value to U.S. Pork**Golden Corral Rustles Up New Pork Promotions**

From the new Pork Pot Roast to the Applewood Grill Pork Loin, Golden Corral is delivering on its slogan that "everyone deserves a good meal."

"Our customers love these pork items, and we've seen an increase in sales," says Dolly Mercer, consumer promotions and national events manager for North Carolina-based Golden Corral, which operates nearly 500 restaurants across the United States.

Through the years, the Pork Checkoff has worked with Golden Corral on a number of successful pork promotions, says Howard Greenblatt, national foodservice marketing manager for the National Pork Board. Since Jan. 1, Golden Corral's eight-week Applewood Grill program has featured a bacon-wrapped pork loin. The restaurant chain, which is enhancing the national promotion with television support, expects to use 400,000 pounds of pork loin and 325,000 pounds of bacon to feed 32 million people.

The new Pork Pot Roast promotion, which kicked off Dec. 1, utilizes the boneless pork collar loin. Served at lunch and dinner, this non-traditional pork cut is served with potatoes, onions and carrots. Golden Corral projects an increase of 1.4 million pounds of pork through this promotion.

Both the Applewood Grill and Pork Pot Roast specials are available in all Golden Corral Restaurants and feature the Pork logo on various promotional items.

For more information, contact Howard Greenblatt, [HGreenblatt@pork.org](mailto:HGreenblatt@pork.org), 410-484-0818.

## **Pork Cruises the Caribbean with Sodexo**

Seniors across the country are beating the winter blues with tropical pork entrees, thanks to the new "Cruising the Caribbean" program from Sodexo USA's Senior Services Division.

At 500 adult retirement communities across the United States, men and women set sail on a virtual Caribbean cruise in December, stopping at four ports of call to enjoy food and entertainment. Week one offered Filete de Cerdo (Pork Tenderloin Caribbean), while week two featured Caribbean pork and mango salad. Week three showcased Caribbean pork and couscous salad, while week four served up citrus marinated roast pork tournedos.

This promotion, which included colorful signage and decorations, impacted 125,000 people on a daily basis. Incremental tonnage was projected at 1.3 million pounds, including tenderloins, center-cut pork loins, and pork chops.

For more information, contact Howard Greenblatt, [HGreenblatt@pork.org](mailto:HGreenblatt@pork.org), 410-484-0818.

# **PORK CHECKOFF IN THE SPOTLIGHT**

## **Pork Exports Continue to Exceed 2007 Pace**

U.S. pork exports continued their strong pace through November, up 20 percent compared to November 2007. For the first 11 months of 2008, pork and pork variety meat exports were 1,898,698 metric tons or 4.18 billion pounds, a 61 percent increase since 2007 and were valued at \$4.5 billion, an increase of 59 percent.

Mexico was the top pork export market in November, reaching another new record at 41,402 metric tons or 91.3 million pounds, up 50 percent from November 2007. January through November exports to Mexico increased 40 percent to 348,458 metric tons or 768.2 million pounds, valued at \$614.2 million.

Japan was the second-largest market in November with exports at 40,354 metric tons or 88.9 million pounds, up 22 percent. January through November, Japan was still the largest destination for U.S. Pork, with exports up 27 percent to 417,986 metric tons or 921.5 million pounds, valued at \$1.43 billion.

The China/Hong Kong region was the third-largest market for U.S. Pork in November, with exports totaling 19,469 metric tons or 42.9 million pounds, primarily to Hong Kong. Muscle cuts accounted for 8,747 metric tons or 19.3 million pounds. November exports to this region were the smallest monthly volume since December 2007 and were 17 percent lower than November 2007. January through November exports was up 148 percent, totaling 377,431 metric tons or 832.1 million pounds, valued at \$652.6 million.

November exports to Russia were off 8 percent from November 2007, totaling 14,613 metric tons or 32.2 million pounds. January through November exports to Russia were up 141 percent and totaled 214,960 metric tons or 473.9 million pounds.

Pork exports to Canada set a new monthly record in November at 17,474 metric tons or 38.5 million pounds, up 8 percent from November 2007. January through November exports was up 17 percent totaling 157,146 metric tons or 346.4 million pounds, valued at \$514.27 million.

Exports to South Korea were steady at 10,712 metric tons or 23.6 million pounds, putting the January through November total up 42 percent to 122,997 metric tons or 271.2 million pounds, valued at \$262.9 million.

For more information, contact John Hinnners, [JHinnners@usmef.org](mailto:JHinnners@usmef.org), 303-623-6328.