

Adding measurable value to U.S. Pork

Pork Serves Up Affordable Mealtime Solutions

Budget-conscious Americans who are hungry for healthy meals that don't break the bank are finding new inspiration from the Pork Checkoff and celebrity chef Dave Lieberman.

"Pork is a staple in my grocery cart because of its great value," says Lieberman, author of *Young and Hungry: Making the Most of Fresh and Affordable Food*. "Pork is versatile, so your family won't get bored with the same old dish, and it can be healthful too."

According to the "Affordable Meals Survey" conducted by the Pork Checkoff, 70 percent of Americans say they're eating out less to save money. In addition, 64 percent also note they plan to look for low-cost meal options. The good news? Despite a record year of record rising food prices in 2008, pork retail prices rose less than 5 percent last year, making pork one of the most competitive choices in the meat case.

Lieberman urges consumers to get more for their meal by saving time and money with "cook once, eat twice" recipes. His Italian Sunday Porchetta and Mexican Pork Shoulder Stew recipes are included in a new Pork Checkoff press kit, which has been distributed to media outlets across the country.

To help consumers utilize kitchen staples, incorporate pork and prevent mealtime dilemmas, TheOtherWhiteMeat.com has several online tools that were promoted in the latest press kit, including:

- **COMING SOON! Lean Ground Pork Pocket Guide.** In the coming weeks, visitors can download the free, step-by-step brochure, "Ground Pork: Deliciously Simple Burgers And So Much More!" This new guide, which includes preparation tips and several budget-friendly recipe ideas, is the third publication in the Pork Checkoff's "Pocket Guide" series. Previous titles focus on pork tenderloin and pork chops.
- **Pantry Pick.** This handy, online tool allows users to take any pork cut and pantry ingredients they have on-hand, match a recipe using that combination, and put a tasty pork meal on the table.
- **My Recipe Box.** This simple solution allows families to save their favorite pork recipes in an online recipe box so they are easily accessed when it is time to whip up non "blah" meals.

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

China Became Largest Pork Importer in History in 2008

China's overseas purchases and imports of pork and pork products in calendar year 2008 were unprecedented for any single country in history, according to U.S. Meat Export Federation (USMEF) calculations from just-released Chinese trade data.

Based on import totals from China and Hong Kong, the country imported 1.925 million metric tons or 4.2 billion pounds, of pork and pork products last year, including 1.161 million tons or nearly 2.6 billion pounds, of pork variety meats and 764,000 tons or 1.7 billion pounds, of pork cuts.

Available trade data suggests that China's imports eclipsed the previous single-year record of 1.022 million tons or 2.2 billion pounds, of pork imported by Japan in 2005.

Although final data for 2008 is not yet in, USMEF estimates that total U.S. Pork and pork product exports to China and Hong Kong reached 386,000 tons or 851 million pounds, valued at nearly \$700 million in 2008. The EU and Brazil were the other major pork suppliers to the region.

Joel Haggard, senior vice president of USMEF's Asia Pacific region believes it is unlikely that China's pork imports this year will match last year's record. Increased industry profitability last spring, coupled with a range of hog raising subsidies, has resulted in a substantial expansion of China's herd, and lower hog and pork prices.

According to the National Bureau of Statistics, by the end of the third quarter of 2008, China's live hog inventory had increased 6.6 percent from the year-earlier figure, and the sow population increased 12.4 percent. Total marketed hogs increased 5.8 percent and meat production was up approximately 6 percent.

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Educating the public about modern pork production

Web Site Promotes Careers in Pork Production

Good employees are the lifeblood of any thriving business, and the Pork Checkoff has created new Web tools to provide job seekers with a better understanding of the skills, knowledge, and experience required to get started on a successful career path in the pork industry.

The Checkoff recently launched the Careers in Pork Production site on Pork.org at www.pork.org/Careers/. The site, which includes links in the resources tab for job postings, also includes an organizational chart to provide an overview of the vast array of jobs available in pork production including production-managers, human resources, accounting, environment, logistics, nutrition, marketing/communications, and purchasing/facilities.

The chart is interactive and includes links to job descriptions and online videos, including "A Career in Pork: It's Not What You Think." The Checkoff worked with Christensen Farms and Iowa Select Farms to produce the videos, which feature a sow division manager, a farrowing department lead and other pork industry professionals. Additional video clips from other pork production companies will be posted to the site in the future.

In addition, the career pathway guide explains how real people arrived at their pork industry career. Featured employees include Tyler Peterson, a department lead in the pork industry who is responsible for overseeing the animal well-being at sow facilities; Lili Alonzo, a bilingual human resource professional who reviews job applications and recruits at various colleges, universities, career fairs and industry events; and Patti Olsen, an administrative assistant for the director of purchasing who handles the daily feed procurement duties at her company's swine operations.

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PORK CHECKOFF IN THE SPOTLIGHT

National Pork Board Met in North Carolina

The National Pork Board was in Raleigh, N.C., Feb. 3-5 to meet with local producers and to develop a better understanding of the nation's second-largest pork producing state.

In addition to its regular business meeting, the 15 members of the National Pork Board toured the Tar Heel packing plant, visited Sampson College, which has developed a number of innovative educational programs for pork producers, met with directors of the North Carolina Pork Council and had a round-table discussion with a number of North Carolina producers.

During its meeting, the board was expected to select a consultant to help the board conduct a long-term strategic visioning process. In 2010, the National Pork Board will celebrate the 25th anniversary of the creation of the Pork Checkoff.

"Obviously, there have been a lot of changes in the way we produce pigs now than we did in 1985," said Steve Weaver, a producer from Elk Grove, Calif., and president of the National Pork Board. "It makes sense to take a long look at how our organization is structured and how we can best serve pork producers now and for the next 25 years." Weaver said the evaluation process will take at least six months and that board members plan to use the results as they plan for 2010 and beyond.

Board members also made final plans for the annual Pork Industry Forum, scheduled for March 5-7 in Dallas, Tex.; discussed an industry and organizational vulnerability assessment now under way; viewed the results of the 2008 producer survey and reviewed a proposal for additional research on euthanasia practices.

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