

### *Addressing consumer demands for socially responsible pork production*

#### **Pork Producers Support a Sustainable World**

America's pork producers are proud to be part of the "green generation" as they incorporate responsible, sustainable, agricultural practices on their farms, where every day is Earth Day.

"Farming is our livelihood, and protecting the natural resources is part of doing business and part of daily life," says Randy Brown, an Ohio pork producer and member of the National Pork Board whose family operation has received the Pork Industry Environmental Steward award.

Pork producers care about their land, their environment, their neighbors and their community, adds Allan Stokes, director of environmental programs for the Pork Checkoff. Utilizing the valuable nutrients in swine manure in an environmentally sustainable way allows farmers to replenish soil health and grow more crops that can be fed to livestock.

It's also worth noting that U.S. pork production has a relatively low impact regarding the creation of greenhouse gasses. Stokes cites a review of the most recent U.S. Environmental Protection Agency (EPA) Report on Greenhouse Gas Emissions for the United States, issued April 15, 2009. It shows that in 2007, the emissions from swine operations of the three principle greenhouse gasses (carbon dioxide, methane and nitrous oxide) in the aggregate from enteric fermentation and manure management accounted for only 0.33 percent of the total greenhouse gas emissions for the United States.

To put this into perspective, emissions from wastewater treatment facilities to manage municipal and industrial wastewater accounted for 0.41 percent, while emissions from municipal and industrial landfills accounted for 1.94 percent, Stokes says. "This equals the amount from enteric fermentation for all livestock."

Even though pork production has a relatively low impact when it comes to greenhouse gas emissions, the pork industry is currently engaged in a Carbon Footprint Initiative. "This research is aimed at identifying areas where producers can become even more efficient in their production, resulting in further reductions in emissions of these gasses - because it's the right thing to do," Stokes says.

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

#### **New Site Showcases Online Pork Videos**

Online video remains one of the fastest growing trends on the Web, and the Pork Checkoff is making it easy to access a wide variety of video resources for all things pork.

The site (<http://video.pork.org/>) can be accessed from the Pork.org home page by clicking on the "Watch Videos" link near the upper right corner of the page. Along with a featured video presentation, the site lists categories for animal well-being, careers, environment, and consumers. In addition, an online search tool allows visitors to easily find the information they need. The Pork Checkoff's online videos give an insider's look into modern pork production, sustainability in agriculture, animal well-being and more. For example, the YouTube videos include:

- **Pigs Go Green.** Randy Spronk, a Minnesota pork producer, and Brad Greenway, a South Dakota pork producer, describe how they protect the environment, from fertilizing crop ground with swine nutrients to maintaining air quality.
- **Ethical Treatment of Pigs.** Brad Greenway, along with Dale Norton, a Michigan pork producer, and Leon Sheets, an Iowa pork producer, discuss how proper animal care and modern livestock facilities help farmers supply safe, high-quality food.
- **Hungry Pigs.** Dale Norton and Dr. Gene Nemecek, a swine veterinarian and National Pork Board member, explain how pigs are fed a well-balanced diet that provides the proper nutrition for each stage of life.

These videos, which run approximately one to two minutes each, compliment several other YouTube videos that have been viewed worldwide, include "Pig Farmers Take Action" (which focuses on animal health and well-being, including Pork Quality Assurance Plus), "Ride Along with a Pig" (which shows why transportation is a very important issue for pork producers), and "Pigs Are Hungry, Too" (which addresses pigs' nutritional needs and requirements for optimum care).

*For more information, contact Teresa Roof, [TRoof@pork.org](mailto:TRoof@pork.org), 515-223-2616.*

*Adding measurable value to U.S. Pork*

## **Producers Speak Up for Pork at Culinary Professionals' Meeting**

When more than 800 chefs, cookbook authors, bloggers and food industry influencers gathered in Denver recently for the International Association of Culinary Professionals' (IACP) conference, Iowa pork producers offered a unique perspective on the seminar's theme of "pioneering a sustainable world."

"Since 'regenerate' was a popular term at the conference, I used this idea to counter misinformation from a guest speaker who endorsed a plant-based diet and claimed that meat production was not a solution to sustainability," says Barb Determan, a fifth-generation farmer from northwest Iowa. "I explained how our farm produces crops to feed the livestock that feed hundreds of people in the United States and abroad, and noted that our livestock produce nutrients that we use to produce crops again."

Determan added that producers are investing their Pork Checkoff dollars so University of Arkansas researchers can study science-based answers to help the pork industry minimize its carbon footprint. "My experience at IACP this year shows why it's crucial for the National Pork Board to attend these kinds of meetings to tell the straight story."

Staying in touch with chefs, editors and food writers is vital, adds Tim Beeler with the Iowa-based Beeler's Pure Pork, whose company donated 100 pounds of pork to the Food Bank of the Rockies during the IACP conference. "It doesn't get any better than hearing directly from pork producers about what is happening on their farms and how they care for their livestock."

*For more information, contact Pamela Johnson, [PJohnson@pork.org](mailto:PJohnson@pork.org), 515-223-3528.*

# **PORK CHECKOFF IN THE SPOTLIGHT**

## **March U.S. Pork Exports Remain Solid but Pace Slows in Some Markets as Inventories Rise**

Exports of U.S. Pork registered a solid performance in March, led by extremely strong pork sales to Mexico.

Pork plus pork variety meat exports rose 16 percent in volume and 17 percent in value over March 2008. Compared to the first quarter of 2008, pork exports have risen by 8 percent in volume to 489,348 metric tons or 1.08 billion pounds and by 10 percent in value to \$1.12 billion. More than 23 percent of first quarter pork and variety meat production was exported.

Total U.S. pork exports to Mexico in March, 45,741 metric tons or 100.8 million pounds, nearly doubled in volume from a year ago and rose 76 percent in value to \$65.2 million. For the first quarter of 2009, exports to Mexico increased 74 percent in volume, 136,898 metric tons or 301.8 million pounds, and by 66 percent in value to \$204.7 million.

This performance is remarkable considering the sluggish economic conditions in Mexico, though these results do not reflect the economic slowdown Mexico has endured over the past few weeks due to H1N1 Influenza.

Japan continues to be the mainstay value market for U.S. Pork, with first quarter exports rising 13 percent in volume to 119,445 metric tons or 263.3 million pounds and by 26 percent in value to \$424 million. March results reflected a slowdown, however, as pork exports rose just 1 percent in value over a year ago while slipping by 3.5 percent in volume.

Pork exports to the China/Hong Kong region have declined by 36 percent compared to the first quarter of 2008, with exports to Russia declining 38 percent in volume and 44 percent in value. These declines have been largely offset, however, by growth in Taiwan, the ASEAN region, the Caribbean, Australia and Central and South America.

First quarter pork plus pork variety meat exports to Taiwan increased 158 percent in volume and 121 percent in value over the same period in 2008. Performance was also strong in the ASEAN region, where an increase of 56 percent in volume and 58 percent in value was led by a near-doubling of exports to the Philippines. Exports to the Dominican Republic also doubled over last year, leading to a 74 percent increase in both volume and value in U.S. pork shipped to the Caribbean region. Exports to Australia have risen by 58 percent in volume and 63 percent in value, while Honduras, Guatemala and Colombia led Central and South America to a combined increase of 49 percent in volume and 53 percent in value.

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