

*Educating the public about modern pork production***Pork's Message from Main Street Makes Headlines in Business Week**

When Operation Main Street's David Hardin spoke to a Kiwanis Club in Indianapolis, Ind., this summer, his message about current pork industry issues reached far beyond the meeting room. After a reporter from the Indianapolis Star covered the event, Business Week picked up on the story and reprinted it for a national audience.

"Since it can seem almost impossible to drum up interest among the local media to cover pork industry stories, I was pleasantly surprised that this story snowballed the way it did," says Hardin, who manages Hardin Farms near Danville, Ind., an operation that has been in the family for three generations. "No one can tell the pork industry's story better than producers can, and it has been gratifying to receive a lot of positive comments about the speech and the article."

Hardin, who has been a member of the Indiana Pork Producers Association board of directors since 2005, is responsible for his family's 600-sow farrow-to-finish unit that produces 12,000 pigs annually. When he had the opportunity to join the Pork Checkoff's Operation Main Street program several years ago, he wanted to try to make a positive difference for the pork industry.

His Indianapolis speech, which led to the article "Indiana Pork Industry Facing a Pinch" in the Indianapolis Star and Business Week, included quotes from Hardin about the drop in pork demand following the H1N1 flu outbreak, as well as his comments about the pork industry's economic impact.

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*Adding measurable value to U.S. Pork***Football Star Emmitt Smith Tackles Tailgating**

Emmitt Smith, professional football's all-time leading rusher and three-time Super Bowl champion for the Dallas Cowboys, is teaming up this fall with the Pork Checkoff to share his love of Texas-style tailgating and grilling with fans nationwide – and pork is the M.V.P. of the menu.

Pork scored big when Smith and his wife, Pat, kicked off the tailgating season with a national satellite media tour in early September. The couple conducted 25 interviews with media nationwide, from Atlanta to San Diego, to promote pork on the grill and the Pork Checkoff's "Great Pork Recipe Playoffs" recipe contest at TheOtherWhiteMeat.com.

Smith racked up even more points by talking pork on Good Morning America and Wendy Williams' popular syndicated talk show, along with national radio interviews on "The Herd" (ESPN Radio), Sirius NFL Radio, "The Dan Patrick Show," and "The Tim Brando Show" on Sporting News Radio.

Emmitt Smith's ties to the pork industry will last long after the satellite media tour. The "Great Pork Recipe Playoffs" recipe contest gives pork fans the chance to show off their regionally-inspired tailgating recipes for an opportunity to meet Smith. One lucky grand prize winner with the best "grilling game" will win a trip for four to Miami, Fla., to tailgate with Smith and score seats to a big game in February.

According to a survey by the National Pork Board, more than 40 percent of sports fans throw pork (sausages, ribs, tenderloin or shoulder) on the grill for tailgate celebrations more often than other meats. Ribs are a Smith family favorite, says Emmitt Smith, who shares his top tailgating recipes at TheOtherWhiteMeat.com, including Emmitt Smith's Lone Star-Style Smokin' Spicy Ribs, and the savory Texas Barbecue Pork Chop Wrap.

Pork fans who are inspired to "get their grill on" can submit their favorite tailgating recipe at TheOtherWhiteMeat.com through November 16. A roster of eight regional finalists will be selected December 1, securing their starting spot in the competition. Through December 25, fans can vote for their favorite finalist to determine who dominates the title of the ultimate pork tailgater.

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*Promoting teamwork within the pork industry***Pork Producers Salute, Serve Wounded Veterans**

Now that the Pork Checkoff has worked with the U.S. Defense Commissary Agency (DeCA) for nearly five years, the goal of serving America's military personnel has evolved into an exceptional opportunity to honor those who have sacrificed so much for their country. On Sept. 16, America's Pork Producers served a special end-of-summer barbecue for the wounded veterans hospitalized at the Walter Reed Army Medical Center in Washington, D.C.

“We’ve wanted to do something like this for a long time, and now we’re making it happen,” says Mike Walser, the Pork Checkoff’s retail marketing manager for the southeastern division. “We’ve arranged to serve free pork chop sandwiches for 1,500 to 2,000 veterans, their families and the hospital staff.”

Tyson Foods is supplying the pork that 20 producers prepared in the kitchen of the Pork Checkoff’s “We Care” trailer, which will pull up at the Mologne House at the Walter Reed Medical Center. In addition, major corporations including PepsiCo, Kellogg’s, Farmland, ARM & HAMMER and Quaker Oats have volunteered to provide food and supplies so the pork producers can offer a complete lunch for the veterans and their families.

To publicize the event, Celebrated Chef Mark Salter from Maryland’s famous Inn at Perry Cabin has been invited to the WUSA Channel 9 television station on the morning of Sept. 16 to tape a pork cooking demonstration. Salter will prepare a tenderloin recipe that will be available on *TheOtherWhiteMeat.com*.

The veterans’ lunch marks a milestone in the Pork Checkoff’s successful partnership with DeCA, which provides competitively-priced groceries and household supplies to 276 military commissaries around the world. In 2009, DeCA has enlisted the Pork Checkoff’s help to feature a number of pork specials throughout the year, complete with coupons and ads in DeCA sales circulars.

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PORK CHECKOFF IN THE **SPOTLIGHT**

July Pace Remains Sluggish for U.S. Pork, Beef Exports

Editor’s note: All statistics refer to pork plus pork variety meat and beef plus beef variety meat, unless otherwise indicated.

January through July exports of U.S. Pork are lagging behind last year’s pace amid a difficult global economic climate and lingering effects from the H1N1 influenza outbreak. The most recent statistics released by U.S. Department of Agriculture and compiled by the U.S. Meat Export Federation (USMEF) show pork exports of 1.08 million metric tons or 2.38 billion pounds, valued at \$2.53 billion. While these totals are a respective 10 percent and 9 percent below last year’s record-shattering pace, they are still 53 percent higher in volume and 48 percent higher in value than in January-July 2007.

Mexico has been a tremendous bright spot for U.S. Pork throughout 2009, but the surge in exports to Mexico suffered a setback recently during the H1N1 influenza outbreak. Through April, pork exports to Mexico were running 71 percent above last year’s pace in terms of volume and were 62 percent higher in value. The results for May, June and July have been roughly equal to 2008, however, leaving Mexico with totals of 287,687 metric tons or 634.2 million pounds, valued at \$426.5 million – which is 42 percent higher than the 2008 volume and 23 percent higher in value.

Japan remains the pacesetter for U.S. pork in terms of value, reaching 259,451 metric tons or 572 million pounds, valued at \$944.1 million through July. While these results are only slightly above the 2008 volume, they exceed last year’s value by 11 percent. Other markets showing significant improvement include Australia, up 22 percent in volume and 21 percent in value and the Caribbean, up 42 percent and 35 percent, respectively.

Pork exports to Russia also are down about 30 percent compared to last year, due in part to state-specific, H1N1-related market closures in May and June. Exports have also slowed due to the continued delisting of many U.S. pork plants by Russia. The good news, however, is that July pork exports to Russia – 19,625 metric tons or 43.3 million pounds, valued at \$43.1 million - nearly doubled in volume and more than doubled in value over the June 2009 totals.

U.S. pork exports also are holding up fairly well in terms of percentage of total production. Pork and variety meat exports accounted for 22.8 percent of January-July production, compared to 24.7 percent during the same period last year. Muscle cut exports accounted for 18.3 percent of production, compared to 21.5 percent in January-July 2008.

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