

*Promoting teamwork within the pork industry***USDA On-Farm Action Plan Announced for Novel 2009 H1N1**

Through a combined effort of state and federal animal health officials and pork producers, a comprehensive on-farm plan, posted on [pork.org](http://pork.org), has been created to keep the pork industry moving as normal even if a U.S. herd is suspected or confirmed as being infected with the novel 2009 H1N1 virus.

The plan addresses surveillance and actions recommended if novel H1N1 is confirmed. In these cases state animal health officials remain the primary source of reliable information regarding novel H1N1 in swine in their respective states and will be critical to the plan's successful implementation. Under this plan, the herd veterinarian will work with the state animal health official and the pork producer to monitor animals for illness. When the herd veterinarian has determined the animals have recovered, or under direction of the state animal health official, pigs would be allowed to move freely through production and market channels.

"This plan of action is an important step to ensure the best possible outcome for producers, pigs and consumers," said Dr. Paul Sundberg, vice president of science and technology for the Pork Checkoff. "It strengthens the already-strong relationship the pork industry has with state and federal animal health officials, which will allow us to act quickly if the novel H1N1 virus is detected at the farm level. In addition, the plan will allow recovered pigs to move through production and market channels, which should reassure producers at this time."

Producers should continue to work with their veterinarian to implement strict biosecurity protocols to prevent possible transmission of the novel H1N1 virus onto their farms. With good surveillance, close cooperation between all interested parties and adherence to strict biosecurity, the pork industry is prepared to effectively manage and resolve novel H1N1 infections in U.S. swine while protecting both public and animal health.

Additional information on H1N1 can be found on [pork.org](http://pork.org) under the spotlight section.

For more information, contact Paul Sundberg, [PSundberg@pork.org](mailto:PSundberg@pork.org), 515-223-2764.

*Addressing consumer demands for socially responsible pork production***Pork Checkoff Announces 2009 Pork Industry Environmental Stewards**

The Pork Checkoff, along with its cosponsor, *National Hog Farmer* magazine, has selected four pork production operations to receive the industry's highest environmental honor, which is the 2009 Pork Industry Environmental Steward Award. The award, now in its 15th year, honors producers who demonstrate a firm commitment to safeguarding the environment and their local communities.

This year's award recipients are:

- JAC Pork of Hartley, Iowa
- Schafer Farms of Goodhue, Minn.
- Bryant Worley Farms of Princeton, N.C.
- Sensenig Farm of Mohnton, Pa.

The Environmental Steward award winners were selected by judges represented by pork producers and environmental organizations. The judges reviewed applications from pork producers who are committed to upholding the ideal relationship between pork production and the environment. Their operations were evaluated 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 on the meaning of environmental stewardship.

"We're always excited to see another group of pork producers who are nominated for this prestigious award each year," said Randy Brown, chair of the Environmental Stewards selection subcommittee and member of the National Pork Board. As a producer and past Environmental Steward award recipient, he added, "Pork producers are natural protectors of the environment because they realize that taking good care of the environmental and natural resources is not only the right thing to do, but it's also smart business. This year's award recipients exemplify this principle and take it to the next level."

The award recipients will receive the recognition of their peers at the 2010 National Pork Industry Forum to be held next March in Kansas City, Mo. To learn more about each of the recipients please visit [pork.org](http://pork.org).

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

*Adding measurable value to U.S. Pork*

## **Pork Debuts on “Designing Spaces” TV Show**

Pork is serving up the inspiration to reconnect at the dinner table, thanks to the “Designing Spaces, Kid Spaces” TV show and the upcoming “Family Bonding in the Kitchen: Creating Delicious Pork Recipes Together” segment.

*Designing Spaces*, a half-hour television series that crisscrosses the country to showcase home trends, strives to educate, empower, and entertain the audience to make every space count, and to provide solutions to enjoy the space they live in. The upcoming pork segment, which will be broadcast nationally on the Women’s Entertainment channel and The Learning Channel in late September, will also appear in a number of local TV markets from Atlanta to Minneapolis.

The segment features National Pork Board Consumer Advisory Panel member and registered dietitian Liz Ward, a mother of three who talks about the versatility, value and nutritional qualities of pork, while demonstrating easy pork dishes that can be prepared with children.

Ward notes that the recipes, including Happy Pork Chops, Cuban Glazed Pork Loin, Pork Tetrazzini, Pork Tortilla Soup, and Pork and Apple Cheddar Burgers, can be found on *TheOtherWhiteMeat.com*, which offers a wealth of family-friendly resources.

The *Designing Spaces*” segment will be posted on *TheOtherWhiteMeat.com* once it airs.

For more information, contact Laurie Bever, [LBever@pork.org](mailto:LBever@pork.org), 515-223-2629.

# **PORK CHECKOFF IN THE SPOTLIGHT**

## **RFD-TV To Feature a Conversation About Pork on Oct. 12**

What’s the latest on the H1N1 flu? What are pork producers doing to be prepared? Is the economic forecast for the nation’s pork industry getting any better? Viewers of RFD-TV will have an opportunity to get answers to those questions and more on Monday, Oct. 12, when the Pork Checkoff will sponsor an hour-long program that includes the opportunity for viewers to call in questions.

Long-time farm broadcaster Max Armstrong will be the host for “RFD-Live: A Conversation About Pork,” which will air at 7 p.m. (Central Daylight Time). Scheduled guests include: Dr. Steve Meyer, an agricultural economist; Chris Novak, chief executive officer of the National Pork Board; Dr. Paul Sundberg, vice president of science and technology at the National Pork Board; and Wathina Luthi, an Oklahoma pork producer.

“This is a tremendous opportunity for us to tell our story to both pork producers and to others throughout rural America,” Novak said.

“As we head into the typical flu season, we want consumers to understand that you cannot get the H1N1 flu from eating or handling pork. But we also want viewers to get a better understanding of what is happening within the pork industry. This is a tough time for pork producers. We want to tell consumers what producers already know: That not only is pork safe, nutritious and delicious, it also is an especially good value at your grocery store right now. This is a great time to be buying pork.

“We also look forward to being able to tell producers about all the measures the Pork Checkoff is taking to promote pork this fall. During the RFD-TV program we will unveil our newest 30-second television commercial.”

Novak said he hopes pork producers, as well as viewers who know little about the pork industry, will call in questions.

RFD-TV, now available in 40 million homes, can be viewed on the DISH Network at channel 231 and on DirecTV channel 345. Viewers with cable television should consult their local listings guide.

For more information, contact Cindy Cunningham, [CCunningham@pork.org](mailto:CCunningham@pork.org), 515-223-2643.