

*Protecting producer and worker health***Pork Checkoff Recommends Vaccination for Seasonal and Novel 2009 H1N1 Flu**

To achieve the best human and animal health protection possible, the Pork Checkoff is advising producers, farm personnel and others who have contact with pigs to get the regular seasonal flu vaccination as soon as possible. When available, this group also should get the novel H1N1 vaccination as well. Although this year is different with the addition of the novel H1N1 flu strain, the typical flu season starts in October and can last through May.

Dr. Liz Wagstrom, assistant vice president of science and technology for the Pork Checkoff, said, “It’s more important than ever for producers and swine farm workers to reduce the risk of getting sick and bringing the flu to the farm or workplace by getting vaccinated.”

The CDC’s Advisory Committee on Immunization Practices has recommended that certain groups of the population receive the novel H1N1 vaccine when it first becomes available. These target groups include pregnant women, people who live with or care for children younger than 6 months of age, healthcare and emergency medical services personnel, persons between the ages of 6 months and 24 years old, and people ages of 25 through 64 years of age who are at higher risk for novel 2009 H1N1 because of chronic health disorders or compromised immune systems.

Additional biosecurity protocols can be found at [www.pork.org](http://www.pork.org) under H1N1 in the Spotlight area.

For more information, contact Liz Wagstrom, [LWagstrom@pork.org](mailto:LWagstrom@pork.org), 515-223-2633.

*Safeguarding and expanding international demand***Demand for U.S. Pork in Japan, Mexico Helps Offset China, Russia Declines**

According to the U.S. Meat Export Federation (USMEF), the declining performance of certain pork export markets in the first half of 2009 was largely offset by gains in the two leading destinations for U.S. pork (Mexico by volume, Japan in terms of value). While Mexico and Japan continue to perform above their record pace of 2008, the gains achieved in these markets are no longer sufficient to overcome the decline in exports to China and Russia, which are at least partially the result of market access restrictions.

January-August pork exports to Mexico of 328,801 metric tons (724.9 million pounds), valued at nearly \$487 million, were 38 percent higher by volume and 17 percent higher by value than the same period last year. Mexico’s August total was 5 percent higher in volume and 6 percent higher in value than in July 2009, and up more than 10 percent in both volume and value over June 2009. This indicates demand for U.S. pork has rebounded quickly from the H1N1 influenza crisis that gripped Mexico earlier this year.

The January-August volume of pork exports to Japan (289,179 metric tons or 637.5 million pounds) slipped slightly below its 2008 pace, but exports to Japan still increased by 6 percent in value. In fact, pork exports to Japan cracked the \$1 billion mark (\$1.056 billion) at the earliest point ever in the calendar year.

“USMEF has really intensified pork marketing activities in Japan and Mexico and those efforts are paying major dividends,” said USMEF President and CEO Philip Seng. “USMEF continues to work with the U.S. government in support of its efforts to resolve market access issues with China and Russia, and we will continue to maximize our pork marketing opportunities wherever they are available.”

Tim Bierman, President, National Pork Board, said “Restoring trade to China, historically one of the United States’ top three pork customers, remains a priority for U.S. pork producers, but it will not be easy.” To make progress on the situation, he went to China recently with a team from the USMEF to meet with Chinese government officials in Beijing and to attend the World Pork Congress in Qingdao, China.

For more information, look for an expanded story in the next Pork Checkoff Report.

*Maintaining public trust and confidence in pork safety*

## **International Symposium on Food Safety Highlights U.S. Commitment**

The 8th International Symposium on the Epidemiology and Control of Foodborne Pathogens in Pork was recently held in Quebec City, Canada, and Pork Checkoff-funded research was on full display. The gathering brought together leading international scientists and specialists from various pork-related scientific fields to present and discuss the most recent science, policies and strategies regarding pork safety.

Most of the presentations related to salmonella, methicillin-resistant *Staphylococcus aureus* and other food-related pathogens of concern.

Steve Larsen, Director of Pork Safety for the Pork Checkoff, who attended the meeting, reported that more than 90 percent of the research presented was in some way linked to Checkoff. "This shows how U.S. producers are committed to a long-term investment in food safety by funding researchers around the world. Also, it's a clear indicator to other countries that U.S. producers are determined to be a leader in international food safety research and investment.

For more information, contact Steve Larsen, [SLarsen@pork.org](mailto:SLarsen@pork.org), 515-223-2754.

# **PORK CHECKOFF IN THE SPOTLIGHT**

## **Recipes Take Center Stage in *TheOtherWhiteMeat.com* Revamp**

Thanks to an extreme makeover, [www.TheOtherWhiteMeat.com](http://www.TheOtherWhiteMeat.com) is making it simpler, faster and more fun for consumers to find the information they need while learning about all things pork.

"Your Web site is your calling card today, and the Pork Checkoff is making TheOtherWhiteMeat.com a major focus," said Cathy Lee Fredrickson, online content manager for the Pork Checkoff. "We conducted research so we could design the site around visitors' needs and provide a valuable resource that's contemporary, engaging and—most importantly—relevant to our pork consumers."

TheOtherWhiteMeat.com, which was launched in 2000 and redesigned in 2005, has been revamped from the ground up, thanks to a collaborative effort by multiple departments at the National Pork Board. "This reflects a commitment from producers and the Pork Checkoff to investment in the power of the Web to reach and connect with our consumers online," Fredrickson said.

Noteworthy features of the user-friendly site include:

- An easy-to-search database filled with 1,700-plus pork recipes. Thanks to an improved quick search feature, visitors can now find pork recipes by cut, preparation time and more. In addition, consumers can now rank their favorite pork recipes in the database, and quick links will direct visitors to the highest-rated recipes.
- Party with Pork ideas for appetizers, tailgating, celebrations, special occasions and holidays. The section on Mealtime Ideas also provides inspiration for health-conscious options, kid-friendly cuisine, new ideas for leftovers, and quick, easy meals.
- An interactive cuts chart, which helps demystify all the different options available and makes pork purchasing decisions easier for consumers.
- Links to the latest pork news, including updates on the Pork Checkoff's advertising and public relations campaigns.
- A link to [PorkKnifeandSpoon.com](http://PorkKnifeandSpoon.com), the official blog of the National Pork Board.

The streamlined Web site, which has been a work in progress for a year, is designed to be dynamic and flexible so it can be easily adapted to meet visitors' needs, both now and in the future. By relying on in-house expertise at the National Pork Board, the current Phase 1 of the project represents an efficient investment of Pork Checkoff dollars, says Fredrickson, who notes that vital Phase 2 additions are planned with an investment of the 2010 budget.

For more information, contact Cathy Lee Fredrickson, [CFredrickson@pork.org](mailto:CFredrickson@pork.org), 515-223-2767.