

*Addressing consumer demands for socially responsible pork production***New Manure-Safety Factsheet Online**

As harvest finally wraps up this fall, manure application becomes a major priority. However, that means it's time to pump manure from storage facilities—a task that demands careful attention to safety. To help keep important protocols in mind, the Pork Checkoff has created a new factsheet that details what steps to take to ensure everyone's safety around manure and its related gases. The new factsheet can be found at pork.org.

For more information, contact Allan Stokes, ASTokes@pork.org, 515-223-3447.

*Adding measurable value to U.S. Pork***Pork Wins Big with Winn-Dixie Partnership**

While the annual Florida-Georgia match-up remains one of the most celebrated games of the college football season, pork has found a unique way to score some extra points each year with fans, tailgaters and Winn-Dixie.

“More than 20 Iowa pork producers traveled to Jacksonville, Fla., this fall to grill pork chop sandwiches at Winn-Dixie's headquarters and at Jacksonville Municipal Stadium for the big Florida Gators-Georgia Bulldogs football game,” says Mike Walser, the Pork Checkoff's retail marketing manager for the southeastern division, who notes that Hormel supplied the pork.

The pork producers cooked and served pork chop sandwiches the day before the game at the headquarters for Winn-Dixie, one of the nation's largest food retailers. More than 500 employees took time out to enjoy a sandwich with all of the fixings, and a small donation was requested to support breast cancer research. On game day, the pork producers headed over to Jacksonville Municipal Stadium to cook and serve thousands of pork chop sandwiches to hungry football fans.

In addition, pork was promoted extensively at 450 Winn-Dixie stores leading up to the Southern gridiron showdown, which is one of the most fabled rivalries in college football. Hormel also participated in multiple advertisements in all Winn-Dixie stores.

By working with the Pork Checkoff, Winn-Dixie is able to reach more customers through collaborative efforts, adds Thurlow, who appreciates the various promotions that the Pork Checkoff presents to the supermarket chain.

“Together, we make each one a great success by bringing many different talents and abilities into the planning and execution of each event,” says Frank Thurlow, Winn-Dixie's vice president of meat and seafood. “By promoting pork, we are able to provide our customers with quality and exceptional value. This is just one more way we can offer our customers the fresh products they've come to expect from their neighborhood grocer.”

For more information, contact Mike Walser, mwalser@pork.org, 239-566-9672.

Chef Jerry Edwards Wins Mid-Atlantic Taste of Elegance Competition

Corporate Chef Jerry Edwards won Chef Par Excellence honors during the Mid-Atlantic Taste of Elegance competition on Nov. 2 in Baltimore. Edwards also received the People's Choice Award and second place in wine pairing category during the annual competition, which was sponsored by the National Pork Board and the Iowa Pork Producers Association.

The Mid-Atlantic Taste of Elegance contest brings some of the region's best chefs together to showcase their talent using pork in creative, non-traditional ways. Ten chefs competed in the prestigious competition at the Renaissance Harborplace Hotel in downtown Baltimore. More than 325 invited guests from the culinary industry and the media attended the event, which was covered by Mid Atlantic Food Service Monthly and other media outlets.

Edwards' winning entrée, “Three Little Pigs,” featured a Straw House (wheat berry salad garnished with miso bacon), a Stick House (smoked pork loin grilled over rosemary branches with rosemary-onion soubise), and a Brick House (brick-pressed pork belly infused with star anise). Edwards, owner of Chef's Expressions Catering in Timonium, Md., and Jerry Edwards consulting, received \$1,000 and entrance into the National Taste of Elegance competition, which will be held in the spring of 2010.

"I've competed in culinary competitions for 30 years, and I thought the Mid-Atlantic Taste of Elegance was an absolutely stellar event," says Edwards, who noted this was his first time to compete in the Pork Checkoff-sponsored contest. "I chose the 'Three Little Pigs' trio, because I wanted more ways than one to feature pork."

Edwards, who regularly develops new recipes for his catering business, uses pork in his menus whenever he can.

"Pork is the ultimate meat, and I'm always using bacon, loin and pork belly," says Edwards, who was impressed by the large crowds that lined up at the Mid-Atlantic Taste of Elegance to sample the pork. "I would never run out of ideas on how to prepare pork, even if I entered the Taste of Elegance for 20 years straight."

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PORK CHECKOFF IN THE SPOTLIGHT

September Pork Exports Regain Momentum

Note: statistics refer to pork plus pork variety meat and beef plus beef variety meat exports, unless otherwise indicated.

September pork plus pork variety meat exports reached nearly 154,000 metric tons or 339.5 million pounds, valued at \$347.8 million, the highest volume since April 2009, according to statistics released by United States Department of Agriculture and compiled by the U.S. Meat Export Federation.

While January-September pork exports contain significant bright spots - including a continued strong performance in Mexico and Japan as well as renewed strength in Canada, Russia and the Greater China region - they trail last year's record pace by 11 percent in volume, 1.366 million metric tons or 3.01 billion pounds and 12 percent in value, \$3.195 billion.

Mexico's September volume surpassed September 2008 by nearly 37 percent, putting Mexico's January-September export volume at 369,376 metric tons or 814.3 million pounds, valued at \$547.7 million—an increase of 38 percent and 15 percent, respectively, over the first three quarters of 2008.

The value of U.S. pork exports to Japan increased by 3 percent to \$1.17 billion and, with a strong fourth-quarter performance, pork exports to Japan could surpass last year's record value of \$1.55 billion. Pork export volume to Japan of 319,297 metric tons or 703.9 million pounds is only slightly behind its 2008 pace.

September pork exports to Canada set a new monthly volume record of 17,669 metric tons or 38.9 million pounds, jumping 37 percent from August and surpassing last September's total by 11 percent. Cumulative pork exports to Canada trail their 2008 pace by 2 percent in volume and 9 percent in value.

September pork exports to Russia more than doubled their August volume and value, and reached the second-highest total, to July, of the year at 17,637 metric tons or 38.9 million pounds valued at \$34.9 million.

Exports to the China/Hong Kong region achieved their highest volume at 20,569 metric tons or 45.3 million pounds since April. Exports to Taiwan set a monthly record in September at 5,790 metric tons or 12.8 million pounds valued at \$9.28 million.

Other markets showing gains over 2008 include Australia up 25 percent in volume and 23 percent in value, the Philippines up 17 percent and 14 percent, the Caribbean up 33 percent and 26 percent and Central and South America up 14 percent and 18 percent. U.S. pork exports to all of these markets are expected to set new records this year.

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Editor's Note:

To more efficiently utilize Checkoff funds, Pork Leader will no longer be offered in a printed version after the Dec. 17, 2009 version. Pork Leader will be emailed to those producers with a valid email address on file. If you wish to receive Pork Leader electronically please email the Pork Checkoff Service Center at info@pork.org or call 800-456-PORK. Pork Leader also is available on pork.org under the news and information section.