

To view this email as a web page, go [here](#).



May 21, 2010 - Volume 30, No 10

- [International FMD Outbreaks Spur More U.S. Preparation](#)
- [China Reopens its Markets to U.S. Pork](#)
- [Producers Encouraged to Participate in PQA Plus as Deadline Nears](#)
- [New PQA Plus Revisions Provide Program Enhancements](#)
- [Pork Checkoff Presents PORK Academy](#)
- [Conservation Stewardship Program \(CSP\) Deadline is June 11](#)
- [Pork Checkoff Spotlight - Get Summertime Lean with Pork](#)

Adding measurable value to U.S. Pork

International FMD Outbreaks Spur More U.S. Preparation

With recent outbreaks of foot-and-mouth disease (FMD) in Asia, the chief veterinary officer from the United Nations Food Agricultural Organization has asked for increased global surveillance for the devastating disease. The Pork Checkoff is encouraging producers to elevate their awareness and to continue to follow proper biosecurity measures.

"Early detection through surveillance is critical in providing the best opportunity to limit the negative effects of a foreign animal disease outbreak on the pork industry," said veterinarian Patrick Webb, director of swine health programs for the Pork Checkoff.

"With exports of U.S. Pork and pork products around 20 percent of production, it is in the best interest of all producers to remain vigilant," Webb said. "Pork producers and swine veterinarians play an important role in knowing what to look for in a suspected case. The key is to be on the alert in order to help keep the U.S. swine herd safe."

A poster outlining the FMD symptoms producers should watch for is available through the Pork Store at [pork.org](#).

For more information, contact Patrick Webb at PWebb@pork.org or call (515) 223-3441.

TOP

China Reopens its Markets to U.S. Pork

In mid-May, China officially reopened its markets to shipments of U.S. Pork, a welcome move for America's pork producers. China halted its imports of U.S. Pork in April 2009 because of its concerns stemming from the H1N1 outbreak.

According to the latest data from the U.S. Department of Agriculture, total year-to-date U.S. Pork exports were up 1.3 percent through March, signaling a return to growth. It's a small, but impressive number considering a drop of 92.5 percent in exports to China and 96.6 percent to Russia for that same time period. Checkoff-funded promotions, through the U.S. Meat Export Federation, continue to bolster exports of U.S. Pork.

The United States exported nearly 400,000 metric tons of pork worth nearly \$690 million to China/Hong Kong in 2008. Last year, U.S. Pork exports to China/Hong Kong were down by 38 percent, falling to just under \$427 million.

For more information, contact Mike Wegner, MWegner@pork.org or call (515) 223-2638.

TOP

Addressing consumer demand for socially responsible pork

production

Producers Encouraged to Participate in PQA Plus as Deadline Nears

The industry is urging pork producers to become certified in the Checkoff's Pork Quality Assurance Plus® (PQA Plus®) program by June 30, with farms achieving site status by Dec. 31, in support of the We Care initiative. As of mid-May, 46,059 producers were certified in PQA Plus and 10,005 sites had been assessed.

There is at least one PQA Plus-certified producer in every state except Vermont and Rhode Island. Also, more than 27,501 youth (ages 8 to 19) were certified in the Youth PQA Plus program, which promotes continuous improvement in production practices. For details on how to get involved, go to pork.org or call (800) 456-7675.

Contact: Stacy Revels at SRevels@pork.org or at (515) 223-2795.

TOP

New PQA Plus Revisions Provide Program Enhancements

Over the last two years, PQA Plus® participants and industry experts have provided feedback about the program's Good Production Practices (GPPs) in the areas of animal care and food safety. As a result, the existing PQA Plus program has been enhanced, and new materials with the label "version 1.2" are available now.

Specific updates in version 1.2 include:

1. Within GPP No. 3, "Use Antibiotics Responsibly," specific guidelines will address issues for pork producers concerning antibiotic use in pigs. These same guidelines are covered in the Checkoff's Take Care program and are being rolled into the PQA Plus content.
2. Within GPP No. 9, "Develop, Implement and Document an Animal Caretaker Training Program," new content will assist pork producers in communicating important on-farm procedures when working at a production site and includes techniques for effectively training others and resources for documenting training sessions.
3. Within GPP No. 10, "Provide Proper Swine Care to Improve Swine Well-Being," certain animal handling practices from the separate, transportation-specific training program, Transport Quality Assurance®, are being added concerning procedures to use when handling and moving hogs.

For more information, contact Stacy Revels at SRevels@pork.org or call (515) 223-2795.

TOP

Pork Checkoff Presents PORK Academy

The Pork Checkoff is sponsoring Producers Opportunity for Revenue and Knowledge (PORK) Academy June 9 and 10 during World Pork Expo at the Iowa State Fairgrounds in Des Moines. Expo continues through noon on June 11.

PORK Academy is a series of seminars designed to inform pork producers about current industry challenges in a way that will help them on their own operations. The seminars feature a variety of topics, including production issues, finance, worker issues, weather and market outlooks.

For more information, go to pork.org. Or contact Charlotte Peterson at SPeterson@pork.org or call (515) 223-2614.

TOP

Conservation Stewardship Program (CSP) Deadline Is June 11

The Natural Resources Conservation Service recently announced that the second sign-up

period for the Conservation Stewardship Program, known as CSP, will end June 11. The program evaluates the environmental value and impact of already-established conservation practices, as well as helps producers, landowners and forested land operators incorporate and add new solutions.

For more information, visit http://www.nrcs.usda.gov/programs/new_csp/csp.html.

[TOP](#)

In the Spotlight

Get Summertime Lean with Pork

With summer quickly approaching, the Pork Checkoff is reminding consumers that a diet low in calories and high in protein from lean pork can help them shed extra pounds.

"We're promoting the fact that there are many lean options when it comes to pork," says Adria Sheil-Brown, manager of nutrition communication and research for the Pork Checkoff. "In fact, six of the most common cuts of pork are 16 percent leaner and contain 27 percent less saturated fat than they did 19 years ago."

The Pork Information Bureau highlighted this information in its recent e-newsletter, distributed to more than 23,000 people. The e-newsletter also noted that enjoying lean pork can help consumers feel fuller longer. A study from the journal *Obesity* found that women who cut calories and included more protein, including six ounces of lean pork per day, felt greater satiety while losing weight than women who consumed the same amount of calories but less protein. As an added bonus, they also kept more muscle mass while losing weight.

Consumers who visit TheOtherWhiteMeat.com can join the e-newsletter mailing list to receive new recipe alerts and other news about pork. The current e-newsletter includes links to four low-fat, low-sodium pork recipes, including Ham and Egg Breakfast Burritos, Spanish-Style Pork Tenderloin, Savory Pork Stir-Fry and Hoppin' Habanero and Honey Pork Chops. Consumers also are encouraged to visit TheOtherWhiteMeat.com and follow the Pork Information Bureau on Twitter via [@AllAboutPork](https://twitter.com/AllAboutPork) to find more pork recipes, tips and tools.

For more information contact Adria Sheil-Brown ABrown@pork.org or (515) 223-2632

[TOP](#)

Pork Checkoff. Your Investment. Your Future.
Pork Checkoff Service Center * (800) 456-7675
Reprinting of the Pork Leader is encouraged
Produced by: National Pork Board
Pork Leader * 1776 NW 114th St. * Des Moines, Iowa 50306
515-223-2600

If you want to be removed from this email newsletter distribution or if you know someone else who would like to receive Pork Leader, then please call the Pork Checkoff Service Center at (800) 456-7675 or contact the editor by phone at (515) 223-2644 or by email to

JJorgensen@pork.org



This email was sent to: mwonders@pork.org

This email was sent by: National Pork Board
1776 NW 114th St Des Moines, IA 50325

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [One-Click Unsubscribe](#)