

August 12, 2010 - Volume 30 - No 16

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## ***Adding measureable value to U.S. pork***

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### **Missouri Pork Producers Step Up to the Plate**

While baseball cards have promoted everything from tobacco to bubble gum through the years, Missouri farmers on baseball cards became fan favorites this summer at St. Louis Cardinals games. The project, part of the "Farmers Feed US" campaign, promoted farmers and educated consumers about modern agriculture.

The Missouri Pork Association (MPA) teamed up with other state ag groups to work with the Cardinals to promote the "Missouri Farmers: Stepping Up to the Plate" marketing campaign. To show the face of agriculture, various promotions have featured pork producer and MPA board member Rick Rehmeier, Augusta, Mo., in addition to beef, dairy, corn, soybean and poultry producers. Their pictures have been showcased on baseball cards and on in-store signage at more than 100 Schnucks supermarkets.

Rehmeier, who serves on the MPA board, operates a farm that has been owned by his family for generations. He had the opportunity to interact with Cardinals fans at Busch Stadium in late July during a Busch Bash tailgate on Ford Plaza.

With support from the Pork Checkoff, MPA also teamed up with Schnucks supermarkets in the St. Louis area to drive pork sales for the summer grilling season. Schnucks featured a "buy-one-get-one-free" Cardinals ticket offer when consumers purchased five or more packages of pork. Schnucks stores displayed point-of-sale posters and meatcase signs featuring Rehmeier and Cardinals left fielder Matt Holliday to catch consumers' attention, as well as sponsored two 30-second radio spots during each Cardinals' home game.

To keep the momentum going, Rehmeier recorded "Missouri Farmers: Stepping Up to the Plate" radio advertisements that ran in 10 states through the Cardinals' radio network. A video crew also visited Rehmeier's farm and filmed him with the Cardinals' beloved mascot, Fredbird, who portrayed a new employee on the hog farm. The video, which has been broadcast on the Jumbotron in Busch Stadium during games, has offered a fun, engaging

way to teach consumers about pork production.

### **New Pork Industry Handbook Offers 1,700 Pages of Pork Info**

The Pork Industry Handbook, a leading how-to guide for hog producers has been revised and is available through the Purdue University Cooperative Extension Service. The handbook includes sections on production and management systems, swine health, animal well-being and behavior, breeding and genetics, facilities and equipment, environmental management, marketing, pork quality, youth projects and worker health and safety.

New content includes more than 30 sections on nutrition and information on such feed additives as ractopamine and conjugated linoleic acid. The handbook was produced by swine experts at Purdue, 18 other land-grant universities, nine state pork boards and the National Pork Board, in cooperation with the U.S. Pork Center of Excellence and the Pork Checkoff.

The two-volume, 1,700-page guide comes in both print and DVD versions. The print version sells for \$125, the DVD version for \$60 and both versions for \$175. The two products and a copy of the U.S. Pork Center of Excellence's Diet Formulation and Evaluation software are available for \$250.

To order or for more information, contact Purdue Extension's The Education Store toll-free at 888-EXT-INFO, (888-398-4636) or visit [www.the-education-store.com](http://www.the-education-store.com).

For more information, contact Steve Leer at [sleer@purdue.edu](mailto:sleer@purdue.edu).

### **Applications for 2010 Pork Industry Scholarships Now Open**

The Pork Checkoff, PIC and Pioneer are offering scholarships to juniors and seniors in college who plan to pursue a career in swine production management or a related field or will be seeking to attend graduate school and major in a discipline with an emphasis on swine. Interested students are invited to submit an application for one of 19 available scholarships.

Application guidelines should be followed and may be submitted online by using this form. The deadline is October 1, 2010. Recipients will be notified in December 2010.

"This is an extremely important part of what we do on behalf of America's pork producers," says Mark Knauer, animal science director for the Pork Checkoff. "Encouraging young people to continue their education in swine-related fields helps ensure that we have a steady pipeline of experts in areas critical to the industry's future success."

For more information, contact Mark Knauer at [mknauer@pork.org](mailto:mknauer@pork.org) or at (515) 226-2606.

## ***Addressing consumer demands for socially responsible pork production***

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### **Operation Main Street Reaches New Milestone; Millions Hear We Care Message**

Mary Kelpinski, executive director of the Michigan Pork Producers Association, presented the 4,000th Operation Main Street speech to the Rotary Club in Warren, Mich., on Aug. 4. Since OMS was launched in 2004, almost 116,000 consumers and opinion leaders have heard firsthand about the pork industry's innovation, stewardship and economic impact. More than 17 million people have seen positive pork industry news coverage based on an

OMS media outreach program.

"Thanks to our volunteers, OMS has grown into a significant asset for the pork industry and an important voice for the pork industry's We Care initiative," said Perry Aasness, vice president of industry relations for the Pork Checkoff. "OMS speakers are now showing key decision-makers and influencers, such as county commissioners, dietitians, and small animal veterinarians, that pork producers work hard every day to do the right thing."

Through the OMS program, producers and other industry leaders receive intensive speaker training and updates on emerging issues so that they can speak out on behalf of the pork industry. To date, there are almost 800 OMS trained speakers in 30 states.

For more information, contact Perry Aasness at [PAasness@pork.org](mailto:PAasness@pork.org) or at (515) 223-2603.

## In the Spotlight

### Lt. Rottinghaus Demonstrates We Care Principles Abroad

A passion for farming and service to his country landed 1st Lt. Scott Rottinghaus in Afghanistan as part of the 743th Agri-Business Development Team (ADT), a self-contained volunteer unit composed of about 60 Army National Guard Soldiers with backgrounds and expertise in the various sectors of the agribusiness field. The 734th's mission is to provide training and advice to Afghan universities, provincial ministries and local farmers to help provide increased stability and improved opportunities for Afghanistan's reemerging business sector.

Rottinghaus farms near Waterloo, Iowa, with his father and uncles. Together, they raise corn, soybeans and hogs, as well as some 3,000 early-wean and finish pigs a year.

"I will be using my farming background to provide the Afghan people with the base knowledge to quickly improve the value and sustainability of Afghan crop and livestock production," Rottinghaus said. "We will be working with the village elders to determine what kind of projects they need done in their communities."

Rottinghaus may be in a different country, but he is still living the ethical principles outlined in the pork industry's We Care initiative.

"I am contributing to a better quality of life in the Afghan communities," said Rottinghaus. "The vast majority of Afghan farmers are subsistence farmers trying to raise enough food to feed their families and maybe have some left over to take to market."

#### Ethical Principles for U.S. Pork Producers

The We Care initiative is a joint effort of the Pork Checkoff, through the National Pork Board, and the National Pork Producers Council, to help demonstrate that producers are accountable to established ethical principles and animal well-being practices. The We Care

initiative is based on six guiding principles:

- \* Produce safe food
- \* Safeguard natural resources in all industry practices
- \* Provide a work environment that is safe and consistent with the industry's other ethical principles
- \* Contribute to a better quality of life in their communities
- \* Protect and promote animal well-being
- \* Ensure practices to protect public health

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

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Reprinting of the Pork Leader is encouraged  
Produced by: National Pork Board  
Pork Leader . 1776 NW 114<sup>th</sup> St . Des Moines, Iowa 50306  
515-223-2600

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