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Adding measurable value to U.S. Pork

Partnering for Swine Influenza Virus Surveillance

The Pork Checkoff, in cooperation with the USDA, the American Association of Swine Veterinarians and participating diagnostic laboratories, will be launching a new campaign next month to encourage pork producers to participate in swine influenza virus (SIV) surveillance when their pigs show signs of respiratory disease.

Offered with a default anonymous option, the results will only be known by state of origin unless a producer asks for a traceable option in writing. Participating producers should not expect any additional cost to participate in this nationwide initiative than they do now when their veterinarian collects similar samples for diagnostic tests.

"This approach to SIV surveillance is designed to eliminate any objections producers might have to participate in the program," said Lisa Becton, Checkoff's director of swine health. "It's our hope that with more samples collected for the surveillance system, future vaccines and herd-health protocols can be improved to offer more disease protection at the farm and national level."

Producers will be getting more information about SIV surveillance in a *Pork Checkoff Newsletter: Special Edition* to be mailed in late September.

For more information contact Lisa Becton at LBecton@pork.org or at (515) 223-2791.

Strong Mid-year Results for U.S. Pork Exports

A very solid June performance allowed U.S. Pork exports to finish the first half of 2010 with strong momentum. According to statistics released by USDA and compiled by the U.S. Meat Export Federation (USMEF), pork exports of 164,000 metric tons (361.6 million pounds) were 24 percent higher than June 2009. Pork export value was \$316.4 million, up 34 percent.

For the first six months of the year, pork exports were 3 percent above their year-ago pace in terms of volume (951,803 metric tons or 2.1 billion pounds). But with much-improved pork prices, export value was nearly 10 percent higher at \$2.35 billion. This is even slightly higher than the value reached in the first half of 2008 (\$2.32 billion), the year in which pork export value set an all-time record. Export value per head during the six-month period was more than \$44 - up significantly from \$39.20 in 2009. The industry exported 24 percent of its total production, compared with 23 percent last year.

For more information, contact Jim Herlihy at jherlihy@usmef.org.

Addressing consumer demand for socially responsible pork production

PQA Plus Site Assessment Deadline - Four Months

As the December 31 deadline to have all production sites PQA Plus site-assessed draws closer, the National Pork Board encourages all producers to do their part to achieve this industry goal. By mid-August, more than 11,000 sites had been assessed as well, which represents more than 62 percent of the current hog inventory.

Level	Number
PQA Plus[®] Advisor	1,102
PQA Plus[®] Certification	49,207
PQA Plus[®] Site Status	11,153
Youth PQA Plus[®] Certified	30,681
TQA[™] Certified	25,531

If you have an interest and have not already become certified as a PQA Plus advisor, do so by contacting a state trainer. Information on locating a state trainer or for a list of advisor training dates, go to pork.org or contact Pork Checkoff at (800) 456-7675

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

TQA Advisor Recertification Due in 2011

The National Pork Board is currently in the process of revising the Transport Quality Assurance[®] (TQA) program. The TQA program is revised once every three years in order to ensure that it reflects the most recent and accurate scientific information. Advisor recertification will take place beginning in January 2011. There are two ways to re-certify as a TQA Advisor:

1. Certify online beginning Jan. 7, 2011. The two-hour online training session is only available to *currently* certified TQA Instructors and is not available for advisors who completed online recertification in 2008. Advisors who completed online recertification

in 2008 will need to attend the face-to-face training. The online training session will be available until May 1, 2011.

2. Certify at a day-long, face-to-face training session. A detailed registration brochure will be available on pork.org.

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

Spotlight Article

Checkoff Searches for pork Crock-Star

To keep pork in the slow cooker and top-of-mind with consumers, the Checkoff is encouraging home cooks to visit TheOtherWhiteMeat.com this fall to submit an original slow-cooking pork recipe in the "Search for America's Pork "Crock-Star" contest.

"The slow cooker is the not-so-secret weapon for busy moms in the kitchen," said Pamela Johnson, director of consumer communications for the Pork Checkoff. "With hectic back-to-school schedules, we are encouraging parents to take advantage of this time-saving technique with delicious pork recipes."

In the "Crock-Star" contest, consumers are being asked to submit recipes with eight ingredients or less that take 30 minutes or less to prepare, said Johnson. To help spread the word, as well as to support family mealtime and the 15th anniversary of its National Eat Together Week (Sept. 13), the Pork Checkoff is teaming up with Candace Cameron Bure and Chef Hosea Rosenberg, "Top Chef" season 5 winner. Bure, an actress and celebrity mother of three, appears on ABC Family Network's hit show "Make It or Break It."

"Making sure my family gets together around the table at mealtime is important but sometimes hard to do, especially during the school year. When the end result is less time in the kitchen and more time with my family, what better way to cook pork than with a slow cooker?" said Bure, who grew up on the set of the TV show "Full House" as D.J. Tanner.

The Checkoff is sharing tips and slow-cooking recipes developed by Rosenberg, such as the one shown here, at TheOtherWhiteMeat.com.

"To help maximize the Pork Checkoff's investment and impact, we also partnered with Crock-Pot® and Reynolds Slow-Cooker Liners," Johnson said.

For more information, contact Pam Johnson at PJohnson@pork.org or (515) 223-3528.

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