Taste of Now
Campaign targets pork's super fans: multicultural consumers... page 12
It’s not the big that beat the small, but rather the fast that beat the slow. In the last year, we have applied genomic selection to all nucleus animals, implemented sex sorted sperm, and invested heavily in proven technology such as additional feed intake recording equipment. At Fast Genetics, we are moving quickly with innovations in order to bring you better products, faster.
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Idaho’s Logan Thornton (left) with Maddie Schafer, and Kyle Coble, both of Minnesota
One of Pork’s Trailblazers...

From humble beginnings, the pork industry has grown over the decades into a progressive, successful contender that’s competing for protein sales both domestically and abroad. The entire pork chain has played a role, from producers to retailers, and from foodservice operators to today’s bloggers.

State pork association leaders have been trailblazers as well, including Rich Degner, the recipient of the Pork Checkoff’s 2017 Distinguished Service Award. Degner is the former chief executive officer of the Iowa Pork Producers Association.

“Rich has provided extraordinary leadership to the pork industry,” said Jan Archer, president of the National Pork Board and a pork producer from Goldsboro, North Carolina. “Through the years, he worked tirelessly for the advancement of pork producers and the industry in Iowa and across the United States.”

Degner learned the value of hard work on his family’s farm in northwest Iowa. The 1972 Iowa State University grad taught vo-ag before joining the Iowa Pork Producers Association in 1980 under the mentorship of Mike Telford and Don Gingerich.

Over the next 35 years, Degner served in many roles, including as CEO for 17 years. In 1981, he helped create the Iowa Pork Tent at the Iowa State Fair. Its small beginnings have blossomed into a cornerstone of the fair and Iowa’s pork industry. Degner also played a key role in expanding pork export markets, leading producers on more than 50 trade missions to over 20 countries.

During the 1980s farm crisis, he helped develop financial management tools for those facing foreclosure. Always a pioneer, his leadership of the Iowa Pork Producers Association helped producers comply with new regulations while modernizing their farms and propelling them into the future.

This visionary deserves special thanks for his years of service and for being an architect of today’s pork industry successes.

– Jan Jorgensen, editor

Rich Degner

**Pork Chops al Pastor with Chipotle Marinade**

Prep Time: 10 minutes  
Cook Time: 25 minutes  
Serves 2 people

- 2 bone-in ribeye (rib) pork chops, 3/4 inch
- 3 tablespoons olive oil

**CHIPOTLE MARINADE**

- 1 white onion, halved
- 2 cups pineapple, peeled and cut crosswise into 1/2 inch thick rounds
- 3 cloves garlic, minced
- 2 teaspoons kosher salt
- 1 teaspoon oregano, Mexican
- 1 teaspoon cumin
- 2 tablespoons canned chipotle chile in adobo sauce

**FOR CHIPOTLE MARINADE:**

Combine all marinade ingredients in a large blender and puree until smooth.

In a large bowl, marinate pork chops with the marinade. Cover and chill for at least 1 hour.

Heat a large sauté pan with olive oil to medium high heat and sauté pork chops until golden, approximately 10-12 minutes (5-6 minutes on each side), and chops reach an internal temperature between 145 degrees F. to 160 degrees F. (use a digital thermometer).

Serve with Mexican rice, sliced avocados, warm tortillas and charred pineapple.
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Playing to Our Strengths to Unleash the Power of Pork

By Bill Even

When I worked in government as secretary of agriculture in South Dakota, I never liked the idea that sometimes having nothing happen was a politically acceptable outcome. To achieve results on the family farm, hard work was expected. I know that is what U.S. pork producers expect as well.

Pig farmers are “get it done,” can-do people, no matter the challenges. You proactively tackle issues and seek opportunities in the cyclical, often volatile, world of agriculture. You run your business this way and maintain that expectation when you work collectively through the Pork Checkoff.

This year’s Pork Forum theme, Power of Pork...Moving Mountains, reflects this expectation. Forum, held in March, is the pork industry’s annual business meeting.

I want you to know that the Pork Checkoff is addressing the need to move the nation’s ample pork supplies head on.

Over the past six months, the National Pork Board has:

• Reorganized the Domestic Marketing team to align work and eliminate costly duplication of effort.

• Allocated an additional $1.1 million to domestic marketing to step up fourth-quarter 2016 pork sales.

• Increased international trade spending by 12 percent to assist global pork exports through the U.S. Meat Export Federation (USMEF).

• Directed alignment of domestic and international marketing to identify areas to leverage ideas, content and appropriate marketing campaigns across cultures.

• Created a Digital Strategy Team to build a new, aligned web strategy to reach producers and consumers by consolidating the current 23 pork websites down to two and creating a refreshed mobile effort.

• Ramp ed up multicultural marketing spending to extend our engagement with the fastest growing consumer demographic in the U.S., namely Hispanics who enjoy pork.

Bottom line: It is a strategy that allows pork to tap deeply into two powerful demographic groups – millennials and multicultural consumers – and to take advantage of the increasing reach of mobile technology.

### Millennials.

Commodity associations and corporations are trying to figure out how to market to millennials, who were born between 1982 and 2000. Millennials have overtaken baby boomers as America’s largest generation (83.1 million versus 75.4 million, according to 2015 U.S. Census Bureau estimates). As they enter the workforce and start families, their influence over the economy increases.

Three of every four U.S. consumers eat pork. We need to continue to cater to these consumers, and millennials are key.

### Mobile.

One of the pluses of effectively engaging millennials is that you automatically tap into the massive trend of mobile connectivity. We have continuously increased our investments in digital marketing – from $2.25 mil-
lion in 2016 to $3.5 million this year – to promote pork online and to connect with consumers through mobile technology. Our focus in this evolving area is to ensure pork can influence online conversations to remain top of mind with consumers.

**Multicultural.**

The increasing focus of many of the Pork Checkoff’s conversations and messages is on multicultural consumers. Today, 38 percent of Americans are Hispanics, African Americans, Asians and other minority groups. Half of these are Hispanic, which equates to more than 58 million people.

The population growth rate of this sector is staggering. The projected growth of the nation’s Caucasian population is 1 percent through 2050, while the U.S. Hispanic segment is anticipated to soar by 167 percent. This triple-digit growth rate offers a phenomenal opportunity for pork, which remains a traditional, beloved part of Hispanic culture.

Hispanic consumers do not want to be “sold,” and it is ineffective to merely translate English-language pork promotions into Spanish-language marketing campaigns. The Pork Checkoff is diligently investing time and resources to take a respectful, responsive approach, which you can read about in the cover story (page 12).

We are working closely with our Hispanic-run marketing firm Republica in Miami to gain deep insights into this key audience so we can connect with them in a sincere way that resonates.

**Exports.**

International marketing also plays a critical role in finding new pork consumers. U.S. pork exports need to increase from the current 25 percent to over 30 percent in the next five years.

During these times of uncertain and changing trade policy, the National Pork Board’s directors, in conjunction with the U.S. Meat Export Federation and the National Pork Producers Council, is making a special effort to connect with Mexico, our No. 1 importer of U.S. pork.

The timing of the international trade focus is good because U.S. pork exports have been incredibly strong and support the market during periods of increasing production (page 22).

I am confident these decisions and additional investments will pay dividends in the months and years ahead. As a pork producer, you can also be proud the National Pork Board has the talent, knowledge and insight to be a proactive solutions provider.

We never forget that we work for you and are accountable for results. That is the Power of Pork.

**SAVE THE DATE**

The 2017 Pork Management Conference will bring together experts from across the U.S. pork industry. Attendees will gain important insight on industry trends, financial sophistication and production management practices to improve the performance and efficiency of their operations.

Register at pork.org/PMC.

Call 1-800-456-7675 for more information.
As spring arrives, it is time to contemplate what transpired this winter. It is also time to congratulate ourselves and our pork chain partners for getting through what could have been a horrible period in relatively good shape. In fact, the recent past has set up 2017 to hold promise that some didn’t expect.

Last fall, pork producers appeared to have the odds stacked against them. A near-record slaughter week occurred in late September, and packing capacity was almost surely not sufficient for the animals coming to market. Exports were lagging year-ago levels. Domestic demand was, as expected, down from the robust levels of 2015, but observers wondered if it would remain even close to that given given larger beef and chicken supplies.

Quoting Greek philosopher Seneca, Indy 500 Champion Johnny Rutherford once said that “luck is where preparation meets opportunity.” This is exactly what happened with the pork industry over the fall and winter.

The same preparedness will be needed again this year, but we should relish new opportunities because of how we handled the most recent ones. Some 2017 factors to keep in mind are:

**The Numbers** – Just the magnitude of the supply numbers last fall was impressive. Annual 2016 slaughter was a record 118.203 million head. Every quarter set records, with the fourth quarter’s 31.516 million head shattering 2015’s record by 3.8 percent. The two largest slaughter months ever were recorded in November and December. Records also were set for pork production for the year (24.939 billion pounds), each quarter and in November and December. Those are big opportunities that will likely be repeated – and more – in 2017.

**The Hard Work** – Q4 slaughter was 3.8 percent larger than a year earlier while record Q4 pork production was only 2.9 percent larger. Perhaps “only” is not an appropriate modifier, but it makes the point that a lot of hard work went into keeping production growth a bit lower than slaughter growth.

The factor that drove the difference was hog weights that barely grew from September through December due to the hard work of producers and packing plant workers. Getting 31.516 million head to packing plants in a timely manner took vigilance and many, many hours.

**Low, but Solid Prices** – I don’t celebrate low hog prices very often, but those lows just above $41 for the national negotiated price in November could have been disastrous.

If hog numbers had backed up and added pounds to the already-record production, it could have been disastrous.

**ANNUAL SLAUGHTER SET A NEW RECORD OF 118.203 MILLION HEAD IN 2016.**

Why? The supply of hogs and the demand for hogs were both nearly perfectly inelastic this fall. The inelas-
A SOLUTION THAT FITS

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tic supply is just a fact of life for hogs – the number ready for market in any given week is predetermined by past production decisions. A certain number must go to town regardless of the price. The inelastic demand curve was the result of packing plants working right at capacity. Producers could bring no fewer hogs. Packers could process no more. That mixture allowed prices to fall to $10/cwt in 1998. Packers made record profits but could have made more if they focused on short-term gains and not the long-term health of their businesses and the industry as a whole.

**Pork movement** – Domestic pork disappearance was a record 20.866 billion pounds, carcass weight, in 2016. Every quarter set records, as well. Q4 frozen pork stocks were down 25.7 percent when production was record high. Q4 exports exceeded last year’s level by 14.5 percent.

**A furious comeback** – After bottoming at $41.71 Nov. 25, the national net negotiated hog price gained $27.70/cwt or 66.4 percent by Feb. 7. That kind of winter rally is virtually unheard of and is a testament to several of the above factors. An $80/cwt rally in bellies was key to the rebound, but the driver was exceptional bacon and bellies usage that drew inventories sharply lower.

**Profit opportunities** – While fall and winter were better than expected, November lean hogs, corn and soybean meal futures implied that Iowa farrow-to-finish producers would lose nearly $7/head in 2017. But the same model and prices in early February showed producers could lock in $6.70 per head for the entire year.

Were producers lucky in 2016? Absolutely. Preparedness met opportunity. Will they be lucky again in 2017? Only if they are equally prepared to seize the opportunities at hand.
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C all them the ultimate ambassadors of pork. America’s multicultural consumers savor pork’s starring role in their cultural heritage and relish the chance to incorporate pork into their modern lifestyle. With record pork supplies, now is a prime time to connect with this growing market.

To do that, earlier this year the Pork Checkoff introduced the Taste of Now campaign that focuses on pork’s flavor and value. The integrated campaign is being used for foodservice, retail, multicultural and general consumer marketing.

“Hispanics and African-Americans are pork’s ‘super fans,’” said National Pork Board President Jan Archer, Goldsboro, North Carolina. “The Taste of Now targeted multicultural marketing campaign is connecting with these pork lovers to help move more product.”

Multicultural consumers represent a huge market poised to provide even greater opportunities. They make up about 38 percent of the U.S. population, or 120 million people. This segment increases by 2.3 million annually, according to U.S. Census.

The Pork Checkoff’s Taste of Now campaign acknowledges that multicultural consumers are increasingly influential both in restaurants and at the meatcase. They spend more than $40 billion annually on fresh food products, according to Nielsen data.

Among the nation’s top foodservice providers and retailers, they’ve become a key demographic to serve.

“These consumers are influencing flavors and trends in fine dining and at the grocery store,” said Patrick Fleming, director of market intelligence for the Pork Checkoff. “Their focus on flavor is driving fresh food trends, with many new flavor trends appearing from Latin America and Asia.”

The market potential of this sector is impressive.


Multicultural consumers spend about 21 percent of their annual food dollars on fresh groceries (meat, produce, deli, bakery and seafood), which is about 4 percent more than other U.S. consumers.

Solidly on Team Pork

Hispanics and African-American consumers share a love of pork. In the Checkoff’s latest biannual consumer tracking study, these
consumers were identified as “pork enthusiasts” who consume the most pork within the Pork Checkoff’s target market of “creative cooks.”

“Hispanic and African-Americans consume pork more often than the general public,” said Stacie Schafer, the Pork Checkoff director of state marketing and consumer insight. “They also view fresh pork more favorably than the rest of the population.”

Pork is embedded in the culture of these consumers, according to José de Jesús, director of multicultural marketing for the Pork Checkoff.

“Flavor, one of pork’s strongest attributes, is one of the main reasons these consumers enjoy pork,” de Jesús said. “Beyond that, they simply love pork and purchase it more often.”

To connect with multicultural consumers, the Taste of Now campaign includes significant Spanish-language outreach (¡El Sabor de Hoy!), focusing on flavor and value, to encourage consumers to purchase and enjoy pork more often. The campaign will run through mid-April.

Pork Advocates Help Spread Messages

“Hispanic and African-American consumers’ love of pork represents a great opportunity,” Archer said. “The campaign is connecting with the pork lovers to help move the abundant pork supplies. We have teamed with celebrity chefs and pork advocates with a simple message. There has never been a better time to make something delicious with pork.”

The Pork Checkoff is working with Carlos Ponce, Puerto Rican actor, singer, composer and TV personality, to be the voice of pork to Hispanic consumers. For the African-American community, celebrity chef Richard

Puerto Rican celebrity Carlos Ponce is helping connect with Hispanic consumers.
Partnering with Celebrity Chefs

Teaming with celebrity chefs is helping the Pork Checkoff break through to both consumers and foodservice professionals with the Taste of Now messages, including at the prestigious South Beach Wine and Food Festival Feb. 22-26. The Pork Checkoff was front and center as the official pork sponsor and preferred protein of the event. This included being a presenting sponsor at the Swine and Wine, the Tacos After Dark and the Heineken Light Burger Bash® events. For the first time, the Burger Bash featured a pork burger, created by five-time James Beard Award nominee, chef José Mendin of Miami. This flavorful pork burger was a hit with attendees.

Meanwhile, celebrity chef Richard Ingraham is reaching out to African-Americans to share loin and rib recipes through interviews and social media.

Ingraham is sharing loin and rib recipes through interviews and social media.

Radio, Digital Ads Target Top Urban Markets

As a key component of the campaign, ¡El Sabor de Hoy! includes an 11-week radio and digital media buy in the top 10 Hispanic markets in the United States. The Taste of Now English-language campaign also is targeting the top 10 African-American markets (page 13).

The campaign’s 15- and 30-second radio ads are being promoted through Univision Radio, iHeartRadio stations and streaming stations such as Spotify and Pandora. As part of the radio promotions, DJs are including pork as part of their daily “DJ drops” to encourage listeners to visit their retailer to buy pork, de Jesús said.

The Checkoff is executing a digital media buy targeting multicultural consumers.

“Radio and digital media are an effective way to reach these audiences,” de Jesús said. “This promotion has the potential to reach nearly 137.6 million consumers. We’re creating a sense of urgency to buy pork at their local retailers, which resonates with these shoppers.”

Digital influencers and food bloggers also continue to be a part of the multicultural marketing strategy in 2017. The Checkoff is working with 20 food bloggers and three digital influencers who have a strong following.

“We are encouraging influencers to highlight their culture and find authentic, individual ways to display their love of pork,” said de Jesús, adding that they also promoting the Taste of Now featured cuts.
Great Taste Meets Value...

As part of the Taste of Now campaign, chef José Mendín created and stars in a multimedia series featuring the loin, ham, ribs and tenderloin. He created these 10 easy, budget-friendly recipes to inspire Latino consumers to indulge with pork. You can find the recipes at PorkTeInspira.com.

**Taste of Now Sweepstakes**

Through April 15, consumers can go online and be rewarded for something they already are doing – enjoying pork. Daily prizes are awarded to people who share a photo of their pork dish on Facebook, Instagram or Twitter using the #PorkNowSweeps hashtag.

Pork lovers can share a photo of pork on their fork – or spoon, kebab, grill, plate or bowl – on social media. Everyone who enters has the chance to win a $10 coupon for a fresh pork purchase or other daily prizes totaling more than $10,000.

“While mealtime has always been about sharing and community, social media have changed the dynamic of that community and even the way we eat,” Archer said. “Now we can share our food experiences, photos and inspiration with others across America and even around the world.”

**Retailers Also Onboard**

The Pork Checkoff is working closely with retailers located in the campaign’s targeted multicultural markets. Retailers are connect-
Videos Feature ‘Hero Cuts’ and Back-to-Basics Tips

Pork supplies are abundant and consumer demand is strong, so the Taste of Now campaign is reminding chefs and foodservice operators to bolster their creativity and bottom line with pork. Three new ads are sharing this message in foodservice publications.

Also, foodservice marketing efforts are featuring three “hero” pork cuts: bone-in loin, boneless loin and ham. Integrated messages are highlighting menu and recipe innovation for these familiar cuts, as well as the profit potential pork offers as a menu item.

The Pork Checkoff is sponsoring three Buzzfeed Tasty videos for social media. The videos, which debuted at the end of February, feature breakfast enchiladas with ham, cheesy spinach stuffed pork chops and slow cooker honey-garlic pork sliders.

To create a buzz with busy, functional at-home cooks, 10 Back-to-Basics videos debuted in February. The featured topics, chosen to match the top Internet searches for pork how-to’s for consumers, are:

1. How to cook a pork chop
2. How to cook pork tenderloin
3. Pulled pork basics
4. Boneless pork loin basics
5. How to cook ribs
6. Ham basics
7. Easy pork rib roast
8. Bacon BBQ pork chops
9. Honey ginger pork tenderloin
10. Another how-to with ribs

Partnering with Waze

The Checkoff is collaborating with Waze, the world’s largest community-based navigation app, in the targeted multicultural markets. While car drivers or passengers use Waze on their phone, an ad pops up with a call to action to redirect them to the nearest retailer to buy pork.

“This taps into a new way to get pork messages to consumers in the targeted cities,” de Jesús said. “Hopefully, the prompt to visit their local retailer will be the encouragement consumers need to choose pork for their meal planning.”

Tapping the Potential

“It’s exciting to see all of the new ways that we’re reaching out to our biggest pork fans,” Archer said. “We appreciate their enthusiasm for our product, and we look forward to a continued conversation with this key market segment.”
We could tell you your pigs will gain more efficiently, but 3.9 pounds per pig says it better. We know that a strong start can result in a strong finish. In fact, every 1-pound difference at weaning can support a nearly 4-pound heavier pig at finishing. The Progress to Profit® Program is your wean-to-finish feeding solution, promoting consistent transitions and providing benefits in each phase. With over 16 proven swine nutrition products that span each stage of production from pre-wean to finish, you have the option to select the products that work best for your operation. Our research shows that these tried-and-true products work even better when used together.
Innovative Chefs in *UNCUT* Videos Inspire More Pork Menuing

By Stephen Gerike

Chefs and foodservice professionals can see how pork is prepared in top kitchens across the country through the Pork Checkoff’s *UNCUT* video series. Launched in 2015, the series has featured 11 leading chefs demonstrating how they incorporate pork on their menus in unique and interesting ways.

The short, three- to four-minute videos showcase front- and back-of-house restaurant ambiance while also capturing each chef in their natural habitat. In relaxed conversations, the chefs share the inspiration for their restaurant and cooking style.

The videos also include a step-by-step demonstration of a pork menu item, highlighting innovative flavors and techniques. This is presented in a style that can be easily followed by professionals and skilled cooks. Each recipe and video are featured in the Pork Checkoff’s *400 Newsletter*; which is geared toward foodservice professionals.

To select the featured chefs, we track upcoming trends and find innovators in those areas. For example, regional Asian cuisine is growing on menus, and chefs want to learn more.

In Houston, Chris Shepherd’s flagship restaurant, Underbelly, features dishes from the cuisines that make up the global population of his city, the culinary underbelly if you will. In his video, Shepherd creates a pork belly stew, called Thit Kho, using fresh pork belly and pork stock to create a sizzling presentation of the traditional comfort food.

**Chef Brunson Transforms Underutilized Cut**

With almost 1,000 views so far, the fan-favorite *UNCUT* video features Chef Justin Brunson. Based in Denver, Brunson runs an ever-expanding restaurant group, including his flagship restaurant Old Major.

The video shows Brunson preparing a mainstay on his charcuterie board, *Porchetta di Testa*, made with the pig’s head. He explains the popularity of charcuterie at Old Major and across the country while simultaneously teaching operators how to prepare an underutilized pork cut.

In 2016, the series expanded to include Bonus...
Campus ‘Takeovers’ Introduce New Pork Options to Students

By Angela Anderson

Pork pot stickers and candied bacon waffle sundaes might not be typical at college campuses, but students recently had the chance to sample these unique pork items and more during a one-day “pork takeover” at Penn State’s campus dining locations.

Over the past two years, the Pork Checkoff’s foodservice marketing team has worked with 10 college and university dining services to create customizable programs that focus on increasing pork on the menu.

“The Pork Checkoff provides education and innovative meal solutions, partnering with campus foodservice directors,” said Neel Sahni, foodservice marketing and innovation manager for the Pork Checkoff. “The Penn State takeover shared fun, pork options with students.”

All five of the residential dining halls and retail dining locations participated in the Jan. 31 pork takeover. Unique pork dishes were served in the residential dining halls, with pork pot stickers and deli ham offered in all of the retail dining locations.

“For lunch, we showcased porchetta, maple bacon sticky buns, a half rack of honey lime garlic ribs and bacon cheddar chive muffins,” Sahni said. “Dinner options included Korean pork flat iron with kimchi and candied bacon waffle sundaes.”

He added, “Takeovers allow a campus to experience how students react to new pork menu items. Dining directors can measure how the one-day special items did in comparison to normal pork menu offerings and potentially consider them for a future menu cycle.”

Kurt Kwiatkowski, corporate executive chef at Michigan State, appreciates the pork expertise Sahni shares. Kwiatkowski offers students balanced protein sources, with pork items throughout the day including everything from grilled ham and cheese to a roasted pork belly dish.

“Neel is my subject matter expert when it comes to pork,” Kwiatkowski said. “He also has a lot of knowledge about what other schools are doing and is up to date on trends. I get the chance to work with him and infuse that into our menus, with the end result being more variety and higher-quality menu items served to our guests.”

In February, Michigan State University offered a Pork Pop-Up, a smaller version of the pork takeover to their students featuring Korean Pork Tacos in their residential dining halls. The Checkoff will work with other campuses later this year.

Penn State used the hashtag, #PSUEatsPork, to promote the pork takeover. About 10,000 students eat at the campus dining and retail locations daily. The Pork Checkoff created displays to share pork facts with students.
Key Link to Foodservice Segment

Top distributors team with Checkoff to help promote pork menuing

By Angela Anderson

Counting on foodservice distributors to help put more pork on menus across the country is nothing new. But with continued large pork supplies, their link to the foodservice segment is more valuable than ever to the pork industry.

The Pork Checkoff’s foodservice marketing and innovation team is working closely with four of the top 10 U.S. foodservice distributors – SYSCO, US Foods, Reinhart Foods and the Performance Food Group – and those efforts are paying off. Combined, the top 10 distributors represent nearly 65 percent of U.S. foodservice sales, according to the Hale Group.

“The distributors are great partners in the link between processing pork products and consumer consumption, especially now when we are asking them to help move ample pork supplies in the marketplace,” said Neel Sahni, foodservice marketing and innovation manager for the Pork Checkoff. “They are driving customer sales at a crucial time.”

The distributors maintain large, dedicated sales and resource teams to help meet the needs and demands of foodservice operators. Their clients include independent restaurants, multi-chain restaurants, hospitals, colleges and universities and large national accounts.

Answering the Question of “Why Pork?”

From providing trend reports to demonstrating how to break down a carcass into various cuts, the Pork Checkoff’s foodservice marketing team creates individual approaches to working with each distributor.

“We train distributors to be pork ambassadors with their clients to encourage them to increase pork menuing,” said Jim Murray, foodservice marketing and innovation manager for the Pork Checkoff. “We share pork consumer insights and research to answer the question of ‘Why pork?’”

With Performance Food Group, David Bottagaro, also a foodservice marketing and innovation manager for the Checkoff, has conducted a Center-of-the-Plate summit and spent one-on-one time with the company’s protein and sales managers.

“It’s all about helping them become comfortable featuring and selling pork to their clients across the country,” Bottagaro said.

Strategic promotional Checkoff funding can help distributors promote pork across numerous platforms, Murray added.

“Most distributors offer signature house-branded pork products, as well as regional/national branded pork products,” Murray said. “By working strategically with Pork Checkoff to leverage resources, we can cooperatively and efficiently move substantial quantities of pork in a short period of time.”

For example, SYSCO – the largest U.S. foodservice distributor – can influence a large number of customers by offering a pork promotion,” Sahni said. “SYSCO tracks markets and customer needs and can make decisions about promotions and product pushes quickly.”

The top 10 distributors represent nearly 65% of domestic foodservice sales across the country. Source: The Hale Group

Checkoff ads in foodservice magazines are promoting unique pork recipes to distributors and other foodservice professionals.
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PRODUCT DESCRIPTION: Each mL of Enroflox 100 contains 100 mg of enrofloxacin. Excipients are L-arginine base 200 mg, n-butyl alcohol 30 mg, benzyl alcohol (as a preservative) 20 mg and water for injection q.s.

INDICATIONS:
Cattle - Single-Dose Therapy: Enroflox 100 is indicated for the treatment of bovine respiratory disease (BRD) associated with Mannheimia haemolytica, Pasteurella multocida, Histophilus somni and Mycoplasma bovis in beef and non-lactating dairy cattle; and for the control of BRD in beef and non-lactating dairy cattle at high risk of developing BRD associated with M. haemolytica, P. multocida, H. somni and M. bovis.

Cattle - Multiple-Day Therapy: Enroflox 100 is indicated for the treatment of bovine respiratory disease (BRD) associated with Mannheimia haemolytica, Pasteurella multocida and Histophilus somni in beef and non-lactating dairy cattle.

Swine: Enroflox 100 is indicated for the treatment and control of swine respiratory disease (SRD) associated with Actinobacillus pleuropneumoniae, Pasteurella multocida, Haemophilus parasuis and Streptococcus suis.

RESIDUE WARNINGS:
Cattle: Animals intended for human consumption must not be slaughtered within 28 days from the last treatment. This product is not approved for female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

Swine: Animals intended for human consumption must not be slaughtered within 5 days of receiving a single-injection dose.

HUMAN WARNINGS: For use in animals only. Keep out of the reach of children. Avoid contact with eyes. In case of contact, immediately flush eyes with copious amounts of water for 15 minutes. In case of dermal contact, wash skin with soap and water. Consult a physician if irritation persists following ocular or dermal exposure. Individuals with a history of hypersensitivity to quinolones should avoid this product. In humans, there is a risk of user photosensitization within a few hours after excessive exposure to quinolones. If excessive accidental exposure occurs, avoid direct sunlight. For customer service, to obtain a copy of the Safety Data Sheet (SDS) or to report adverse reactions, call Norbrook at 1-866-591-5777.

PRECAUTIONS: The effects of enrofloxacin on cattle or swine reproductive performance, pregnancy and lactation have not been adequately determined. The long-term effects on arthritic joint cartilage have not been determined in pigs above market weight. Subcutaneous injection can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter. Enroflox 100 contains different excipients than other enrofloxacin products. The safety and efficacy of this formulation in species other than cattle and swine have not been determined. Quinolone-class drugs should be used with caution in animals with known or suspected Central Nervous System (CNS) disorders. In such animals, quinolones, have, in rare instances, been associated with CNS stimulation which may lead to convulsive seizures. Quinolone-class drugs have been shown to produce erosions of cartilage of weight-bearing joints and other signs of arthropathy in immature animals of various species. See Animal Safety section for additional information.

ADVERSE REACTIONS: No adverse reactions were observed during clinical trials.

ANIMAL SAFETY: In cattle safety studies, clinical signs of depression, incoordination and muscle fasciculation were observed in calves when doses of 15 or 20 mg/kg were administered for 10 to 15 days. Clinical signs of depression, inappetance and incoordination were observed when a dose of 50 mg/kg was administered for 3 days. An injection site study conducted in feeder calves demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue and underlying muscle. In swine safety studies, incidental lameness of short duration was observed in all groups, including the saline-treated controls. Musculoskeletal stiffness was observed following the 15 and 25 mg/kg treatments with clinical signs appearing during the second week of treatment. Clinical signs of lameness improved after treatment ceased and most animals were clinically normal at recopy. An injection site study conducted in pigs demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue.
2016 Exports Show Impressive Progress
By Claire Masker

After a tough performance in 2015, U.S. pork exports showed impressive progress in 2016. Last year, 5.1 billion pounds of pork and pork variety meats valued at $5.94 billion were exported, up 8 percent and 7 percent respectively from 2015, according to USDA.


“While sales of U.S. pork were strong last year, we still face challenges from increased global competition and a stronger U.S. dollar,” said Becca Nepple, vice president of international marketing for the Pork Checkoff. “The Checkoff is committed to growing U.S. pork exports through additional promotions with the U.S. Meat Export Federation (USMEF).”

The National Pork Board recently approved a 12.7 percent budget increase for 2017 export promotions, which is especially important with the ample U.S. pork supplies, noted Bill Luckey, chair of the Pork Checkoff’s International Trade Committee and a pork producer from Columbus, Nebraska.

“Our domestic market cannot absorb the total increase in U.S. pork supplies that will be available in 2017,” Luckey said. “The key for pork producers is to increase exports.”

This year, promotions will focus on displacing other proteins and competitors and on larger pork cuts, as well as targeting emerging and developing markets, Nepple said.

“Pork is the meat of choice around the globe, and we want to capitalize on that to grow our market share,” Nepple said. “Checkoff-funded activities remain important in maintaining and increasing pork exports around the globe.”

Highlights of promotions conducted with the USMEF in 2016 are featured on the facing page.
Global Promotions Focus on Value, Versatility

China
With more U.S. plants eligible to export pork to China, the U.S. Meat Export Federation (USMEF) is capitalizing on strong pork demand in China. To build stronger relationships between the U.S. and Chinese importers, a seminar was held in partnership with USDA’s Trade Office in Chengdu and the USMEF. The event attracted nearly 300 importers and other potential new buyers of U.S. pork. The goal was to inform member companies and potential U.S. pork buyers about local government policy while strengthening confidence in U.S. products.

Central and South America
Pork exports to this region remained strong in 2016, according to the USMEF. Pork brisket, chops, boneless loin and bacon were among the U.S. cuts showcased at Alimentec 2016, a biennial food show held in Bogota, Colombia. Information about U.S. pork and menuing ideas for the foodservice industry were shared to help expand the use of U.S. pork beyond Colombia’s processing sector.

Also, the fifth annual Latin American Product Showcase offered educational sessions to provide buyers with information about the positive attributes of U.S. pork and to highlight the value opportunities of underutilized cuts.

Japan
Japan continues to be a highly sophisticated market for U.S. pork. Total U.S. pork exports to Japan trended lower last year, but chilled pork exports set a new record.

The USMEF created a new retail meat tray that doubles as packaging and point-of-sale material. Six tray designs incorporated colorful illustrations and the “Gochipo” logo, the umbrella consumer message that means “scrumptious pork.” The tray design included two easy-to-follow American pork recipes for the particular cut sold. USMEF said 2,500 to 3,000 retail outlets participated in the campaign.

Mexico
In 2016, Mexico was the top importer of U.S. pork and pork variety meat in terms of volume and second in terms of value. Key selling points and the profitability of using U.S. pork were shared with 30 sales team members representing Mexico’s largest importer and foodservice distributor to help the company more effectively promote U.S. pork products to their clients.

Philippines
This market offers great opportunity for U.S. pork exports, said Sabrina Yin, USMEF director in the ASEAN region. To introduce and promote U.S. pork to consumers, the first American Meat Fest was held. The four-day event was organized with Iloilo Supermart. This is the largest supermarket chain in the western region of the Philippines and has seven locations. The promotion featured cooking demonstrations and tastings of U.S. pork.

South Korea
Exports to South Korea in 2016 fell below year-earlier levels but had a strong recovery at year’s end. American BBQ is a growing trend sweeping across Korea, according to the Checkoff’s Becca Nepple. While still a new dining concept, it is making gains in the foodservice sector.

To capitalize on this trend and the growing number of BBQ-specific dining establishments, the 2nd Annual American BBQ Week featured 15 restaurants working together to showcase American BBQ on their menus.
Sales of pork variety meats and by-products offer huge potential when it comes to increasing total U.S. pork exports. Sales abroad of products that have little or no value domestically provide a significant return to the nation’s pork producers.

Pork variety meats include pork livers, hearts, kidneys, and stomachs, as well as bones, ears and tongues. Countries that purchase these items include Mexico, Peru, Japan, South Korea, Taiwan, Hong Kong, China and the Philippines.

“A significant portion of variety meats and by-products go into rendering or lower value products in the United States,” said Becca Nepple, vice president of international marketing for the Pork Checkoff. “Finding new and expanded markets for these products with our trading partners is essential in increasing overall U.S. pork exports.”

The United States leads the world in exporting pork muscle cuts. But while the pork industry produces billions of pounds of variety meats and by-products each year, just under a billion pounds are exported.

In 2016, pork variety meats accounted for 13.6 percent of the total value of U.S. pork exports ($5.94 billion) and 22 percent of exports by volume (5.1 billion pounds), according to the USDA.

Research Leads to New, Innovative Products
Finding new uses for pork variety meats and pork by-products through research is an ongoing goal for the Pork Checkoff. To help spark new marketing ideas, the Pork Checkoff hosted a pork variety meat workshop last summer at Iowa State University in Ames, Iowa.

Meat scientists from Iowa State University, Colorado State University, North Carolina State University and WPF Technical Services joined pork producers and staff from the National Pork Board, the USMEF and the National Pork Producers Council to discuss research aimed at developing new uses for pork variety meat and pork by-products.

Some very creative ideas came out of the two-day workshop, including:
- A technique that allows jowl meat to be processed into a low-cost product similar to bacon, and
- A mixture of liver, kidney and heart that is ground and processed into a loaf that can be sliced.

“Ideas like these offer options for countries that need economically priced proteins,” Nepple said.

Attendees also discussed the role of microwave technology in producing shelf-stable pork products and new options available to enhance the yield, quality and safety of products using low-value raw materials.

“Research and workshops like this will remain a top priority as the U.S. works to continue to expand pork exports,” Nepple.
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The Pork Checkoff’s producer-led Science and Technology Department committees continue to create value by focusing on research projects that help address pork industry issues. This held true in 2016 in several key areas, including substantial progress on the National Pork Board’s goal of reducing PRRS’ impact and in allocating record funds for antibiotic-related research and solutions.

“Pork production is a science-based business, and producers deserve to get the maximum return on their investment,” said Dave Pyburn, senior vice president of science and technology for the Checkoff.

He added, “Thanks to innovative collaboration and lots of hard work and strategic leadership, the Pork Checkoff continues to deliver positive results for people, pigs and the planet through funded research.”

The impact of PRRSv has declined by $83 million annually compared to the 2010 study

In 2016, work to reduce the economic impact of PRRS was nearly two-thirds completed.

Source: Veterinary Diagnostic and Production Animal Medicine, ISU College of Veterinary Medicine.
Note: Adjusted for changes in prices and the size of the national herd since 2010.

...amount saved by Checkoff in cost-share program by collaborating on 10 foreign animal disease projects with Center of Excellence for Emerging and Zoonotic Animal Diseases (CEEZAD), a DHS Center of Excellence
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- **After**: Attach the Gasket, Adapter and LED Utility Luminaire Upgrade to the existing junction box.

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Employee Compensation: Where Does Your Farm Fit?

By Carrie Webster

While pigs are a top priority for producers, so are the people who take care of them. Attracting and retaining good employees are key components of successful pork operations across the country, with salaries and benefits offered playing a big part.

To get a handle on current pay and benefit trends in the pork industry, last fall the Pork Checkoff commissioned AgCareers.com to conduct the Compensation and HR Practices in Pork Production survey.

“The results provide a benchmarking tool that allows producers to better understand how their farm compares with national averages,” said Karen Hoare, producer learning and development director for the Pork Checkoff.

“The findings show that jobs in the pork industry are competitive with those in other industries,” Hoare said. “We encourage students and others looking for new opportunities to consider a career in pork production.”

The producers who were surveyed represented 281 pork operations. Of the respondents, 41 percent were independent growers, 35 percent were integrators and 24 percent were contract growers.

For the survey, large operations represented farms with 25,000 or more sows. Mid-size operations had fewer than 25,000 sows in production or over 1,000 head in finishing. Small to mid-sized farms were defined as being of significant size to employ full-time employees other than family members.

Producers who participated were asked about compensation, benefits, HR management, recruitment, part-time staff and safety. Key findings include:

Hourly wages – When asked about compensation, the survey showed that 57 percent of pork operations pay between $9.51 to $12.50 per hour for starting animal caretakers with no swine experience. For caretakers with at least five years experience, 47 percent were more likely to earn $12.50 to $15.50 per hour.

Manager wages – The survey showed that 35 percent of assistant managers receive $30,000 to $40,000 annually, and 45 percent of farm managers earn $40,000 to $60,000.

Bonuses – Offering a bonus program is a part of the employee benefit package of 50 percent of the operations surveyed, with 32 percent of the farms basing the incentives on pigs weaned/sow/year. Also, 55 percent of the farms surveyed conduct annual performance appraisals.

Bonuses were the most popular tool used to keep employees motivated and challenged in their roles, with 58 percent of farms offering this benefit. This was followed by flexible hours, and training and development opportunities.

### Average Annual Salary/Wage Ranges

<table>
<thead>
<tr>
<th>Farm Position</th>
<th>Majority Range</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sow farm department or assistant manager</td>
<td>$30,001 to $40,000</td>
<td>35</td>
</tr>
<tr>
<td>Sow farm manager (one farm)</td>
<td>$40,001 to $60,000</td>
<td>45</td>
</tr>
<tr>
<td>Sow farm area manager (multiple farms)</td>
<td>$50,001 to $60,000</td>
<td>10</td>
</tr>
<tr>
<td>Grower finisher area manager (multiple sites)</td>
<td>$40,001 to $50,000</td>
<td>19</td>
</tr>
</tbody>
</table>

### Employee Insurance/Coverage

<table>
<thead>
<tr>
<th>Type of Coverage</th>
<th>Percent of Farms Offering Coverage</th>
<th>Average Percent Paid by Employee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical</td>
<td>57</td>
<td>33</td>
</tr>
<tr>
<td>Life insurance</td>
<td>32</td>
<td>27</td>
</tr>
<tr>
<td>Dental</td>
<td>28</td>
<td>50</td>
</tr>
<tr>
<td>Disability</td>
<td>26</td>
<td>34</td>
</tr>
<tr>
<td>Vision/eye care</td>
<td>21</td>
<td>54</td>
</tr>
</tbody>
</table>
Vacation – Of the pork operations surveyed that offer a traditional paid vacation/sick program, employees with five plus years of service receive an average of 10 to 14 days of paid vacation and one to three days of sick leave per year.

Additional benefits
Along with many other competitive benefits, 53 percent of the farms surveyed offer employees training and development opportunities.

Insurance – As a top priority for employees, 57 percent receive medical coverage, 28 percent have dental and 21 percent are offered vision insurance.

Weekly hours – Thirty-eight percent of full-time caretakers work 41-45 hours per workweek while 26 percent work 46-50 hours. Of the respondents, 55 percent of employees receive two weekends off per month and an additional 16 percent receive three weekends off per month.

Safety – As an important part of working in pork production, safety rated as a high priority among those surveyed. The two most popular items used to improve worker safety were dust masks and ear protection, with 80 percent of farms providing these protections, followed by eye protection at 65 percent.

“Providing a safe work environment is one of the six We CareSM ethical principles that producers follow every day on their farms,” Hoare said. “This survey underscores that producers value their employees and that the pork industry offers competitive, rewarding career opportunities.”

<table>
<thead>
<tr>
<th>Resources Used to Improve Worker Safety</th>
<th>Percent of Farms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dust mask</td>
<td>80</td>
</tr>
<tr>
<td>Ear protection</td>
<td>80</td>
</tr>
<tr>
<td>Eye protection</td>
<td>65</td>
</tr>
<tr>
<td>Protective footwear</td>
<td>58</td>
</tr>
<tr>
<td>Written emergency action plan for fire and extreme weather</td>
<td>55</td>
</tr>
<tr>
<td>Records of accidents and injuries</td>
<td>45</td>
</tr>
<tr>
<td>Written worker safety program</td>
<td>45</td>
</tr>
<tr>
<td>Regular workplace safety training</td>
<td>43</td>
</tr>
<tr>
<td>Safety policy manual</td>
<td>40</td>
</tr>
<tr>
<td>Records of days away from work, transfer to light duty or transfer due to injury</td>
<td>33</td>
</tr>
<tr>
<td>Regular facility safety audits</td>
<td>32</td>
</tr>
<tr>
<td>Regular safety program audits</td>
<td>26</td>
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<table>
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<tr>
<th>Tools to Motivate Employees</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Bonus</td>
<td>58</td>
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<tr>
<td>Flexible hours</td>
<td>49</td>
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<td>Training and development</td>
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<td>Promotion</td>
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<tr>
<td>Recognition programs</td>
<td>23</td>
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<tr>
<td>Succession planning</td>
<td>15</td>
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<tr>
<td>Remuneration</td>
<td>12</td>
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<tr>
<td>Other</td>
<td>6</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Performance Measurements</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pigs/weaned/sow/year</td>
<td>32</td>
</tr>
<tr>
<td>Financial benchmarks</td>
<td>14</td>
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<tr>
<td>Mortality rate (death loss)</td>
<td>11</td>
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<tr>
<td>Farrowing rate</td>
<td>9</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
</tr>
<tr>
<td>Feed efficiency</td>
<td>6</td>
</tr>
<tr>
<td>Pigs farrowed/sow/year</td>
<td>6</td>
</tr>
<tr>
<td>Pounds pork produced/year</td>
<td>6</td>
</tr>
<tr>
<td>Conception rate</td>
<td>4</td>
</tr>
</tbody>
</table>

To view the complete survey results, visit pork.org.
Follow Extralabel Use Rules

The U.S. Food and Drug Administration’s (FDA) new regulations regarding on-farm use of medically important (to human health) antibiotics were effective Jan. 1, but it’s important to note that extralabel drug use (ELDU) rules remained in place.

Under the Animal Medicinal Drug Use Clarification Act of 1994, veterinarians can prescribe extralabel uses of approved animal and human drugs when the health of an animal is threatened, or when suffering or death may result from failure to treat animals. So, these drugs can be used for conditions not listed on the label, but only through a prescription from a veterinarian.

Extralabel use of medicated feeds, including medicated feed containing a veterinary feed directive (VFD) drug or a combination VFD drug, remains illegal. This includes feeding pigs a VFD feed for a length of time different than specified on the label, feeding VFD feed formulated with a drug level different than specified on the label and feeding VFD feed to an animal species different than specified on the label.

ELDU use of injectable drugs is allowed under a valid Veterinary Client Patient Relationship (VCPR) with limits. For example, under a VCPR, a producer with veterinary oversight or a veterinarian could use injectable drugs to treat a joint infection in a sow despite not being a listed use on the label.

Criteria for a ELDU:

- A valid VCPR is a prerequisite for all ELDU.
- Only a veterinarian can determine that ELDU is needed and can prescribe or dispense a medication in an extralabel way.
- A veterinarian must direct or supervise ELDU in an animal.
- ELDU rules only apply to FDA-approved animal and human drugs.
- ELDU is intended for prevention, treatment and control purposes only when an animal’s health is threatened. ELDU of drugs for production use and/or in feed is not approved.
- ELDU is not permitted if it results in an illegal food residue or any residue that may present a risk to public health.
- A veterinarian must not pursue use of certain FDA-prohibited drugs in food-producing animals (see sidebar at right).

A Special Note on Cephalosporins*

Cephalosporins are a family of drugs used in both people and animals, with pork producers most familiar with injectable ceftiofur-based products, such as Naxcel®, Excede® and Excenel®. Because this class of drugs is used in human medicine, the FDA has sought to reduce the use of cephalosporin antibiotics in animals.

FDA’s Center for Veterinary Medicine issued an order in 2012 prohibiting extralabel use of cephalosporin drugs (not including cephapirin) for disease prevention in cattle, swine, chickens and turkeys. Extralabel use of cephalosporin drugs is allowed for treatment or control of disease conditions not on the label, but only when:

- The drug is already approved for use in the species and animal production class, and
- Only when administered at dose levels, frequencies, durations and routes of administration as stated on the label for the species and production class of the animal.

*Note: This information has been updated from the January Pork Checkoff Report Newsletter.
ELDU of a FDA-Approved Drug May Be Allowed If:

- There is no approved animal drug that is labeled for such use (a specified diagnosis) or that contains the same active ingredient in the required dosage form and concentration.
- Alternatively, an approved animal drug for that species and condition exists, but a veterinarian finds, within the context of a VCPR, that the approved drug is clinically ineffective for its labeled use. (Additional conditions must be met for legal ELDU. See Title 21 Part 530 in the Code of Federal Regulations.)

Per federal regulations, ELDU of the following drugs is prohibited in food-producing animals, regardless of whether or not the criteria for ELDU are met:
1. Chloramphenicol
2. Clenbuterol
3. Diethylstilbestrol (DES)
4. Dimetridazole
5. Ipronidazole
6. Other nitroimidazoles
7. Furazolidone
8. Nitrofurazone
9. Sulfonamide drugs in lactating dairy cattle (except use of sulfadimethoxine, sulfabromomethazine and sulfaethoxypyridazine)
10. Fluoroquinolones
11. Glycopeptides
12. Phenylbutazone in female dairy cattle 20 months of age or older
13. Cephalosporin (excluding cephalixin) for cattle, swine, chickens and turkeys IF any of these conditions apply:
   - Using cephalosporin drugs at unapproved dose levels, frequencies, durations or routes of administration is prohibited
   - Using cephalosporin drugs in cattle, swine, chickens or turkeys that are not approved for use in that species (e.g., cephalosporin drugs intended for humans or companion animals)
   - Using cephalosporin drugs for disease prevention

For more information, go to: pork.org/antibiotics

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Meet the Pig Farmers of Tomorrow
Checkoff names three producers as the 2017 representatives
By Darcy Maulsby

Few people who meet Kyle Coble forget him. After all, how many people introduce themselves as a personal dietitian for pigs?

“I look for outreach possibilities every day,” said Coble, senior manager of production strategies and swine nutritionist for New Fashion Pork, Inc. in Jackson, Minnesota. “I travel quite a bit and striking up a conversation at airports or on a hotel shuttle can be quite effective.”

Turning his job description into a conversation starter fits Coble’s new role as one of the Pork Checkoff’s 2017 Pig Farmers of Tomorrow. This award recognizes three future farm leaders, ages 18-29, who intend to make pig farming their life’s work and who are committed to raising pigs using the We Care™ ethical principles.

Joining Coble are Idaho’s Logan Thornton and Minnesota’s Maddie Schafer. The winners will speak at Pork Checkoff events and provide content on #RealPigFarming, which is the pork industry’s social media program.

“A key Checkoff responsibility is to train and motivate future pork industry leaders,” said National Pork Board President Jan Archer, Goldsboro, North Carolina. “This award recognizes and inspires young people who are investing time and energy into responsible pig farming.”

Coble Shares Science
Coble has studied the nutritional and management needs of pigs for more than 10 years.

“I tell consumers how science and innovation keep America’s pork industry firing on all cylinders, from the nutritional needs of pigs to better ways to protect their health,” Coble said.

“Trust but verify” is part of this, he said. Auditors visit each New Fashion Pork grow/finish site, as well as sow farms, once each quarter to assess the implementation of the company’s standard operating procedures and protocols.

“We trust that our producers and employees are doing the right thing, but we verify that the process is done correctly,” Coble said.

While Coble shares these stories through scientific publications, such as the Journal of Animal Science and ag media, he looks forward to connecting with consumers as a Pig Farmer of Tomorrow.

“I’m excited to introduce the public to different types of pig farmers,” said Coble. “For instance, I use math and statistics every day to help our team decide which production practices help us provide safe, wholesome and affordable protein.”

Schafer Finds Common Ground with Consumers
How can pig farmers connect with non-farm audiences? Schafer, who is the seventh generation of her family to farm near Goodhue, Minnesota, takes every opportunity to start

“Family is the reason I’ve chosen to raise pigs and provide safe, wholesome pork to feed our rapidly growing world.”

– Maddie Schafer
Goodhue, Minnesota
conversations about farming and food, including posting on social media, visiting elementary school classrooms or conversing one-on-one.

“These connections help dispel misconceptions about our farming practices,” said Schafer, who is excited to make new connections as a Pig Farmer of Tomorrow. “I want to show how much my family cares about raising healthy pigs and supplying healthy food so consumers can raise healthy families.”

The Schafers operate a 1,600-sow unit, a 600-sow unit and seven replacement gilt development barns. Animal care is the We Care ethical principle that means the most to Schafer.

“It doesn’t matter how well we do all of the other things if we don’t first take care of the animals,” said Schafer, whose family works closely with veterinarians to ensure proper animal care. “We must begin with good people and train them to make sound decisions about animal care.”

She added, “As farmers, we aren’t working for the weekend, because the pigs still need to be taken care of when the weekend comes around. We never stop looking for ways to continuously improve our farm and animal care.”

**Thornton Raises Next Generation on the Farm**

The ever-evolving nature of pig farming appeals to Thornton, who runs a farrow-to-finish farm near Kuna, Idaho.

“Raising pigs is all I have ever thought about doing,” said Thornton, who markets 3,000 pigs per year. “Growing up on the farm molded me into who I am, and I’m thankful every day for the opportunity to raise my kids the same way.”

The Thorntons have a farrowing/nursery barn and use hoop barns to finish pigs and for sow gestation. Showing daily life on the farm via Facebook and Twitter helps Thornton build trust with consumers.

“My family and I care for each pig individually,” Thornton said. “Raising healthy pigs is important to us.”

Through social media, Thornton talks about various aspects of the farm, including show pigs, Berkshires, commercial crossbreds, feed sales and breeding stock. He also shares about the family’s feed mill, including how grain is procured and how custom batches are mixed for pigs’ needs.

“It’s important to show consumers that we take pride in providing safe, high-quality food,” Thornton said. “It’s exciting to team with the other winners to show the dedicated, young presence that will keep the pork industry strong for years to come.”

“We have a moral obligation to treat sick animals, just as a doctor has a moral obligation to treat sick people.”

– Kyle Coble
Jackson, Minnesota

“It’s important to show consumers we take pride in providing safe, high-quality food.”

– Logan Thornton
Kuna, Idaho
New Multi-Species Program for Youth Focuses on Animal Care

By Carrie Webster

Youth who raise and show animals have a new tool to help them focus on quality care and food safety. The Youth for the Quality Care of Animals (YQCA) program will debut at June’s World Pork Expo in Des Moines, Iowa. Pork Checkoff staff spearheaded its development with assistance from other species organizations and livestock associations.

Similar in scope to the Checkoff’s Youth Pork Quality Assurance Plus® program, the YQCA program not only sets the standard for swine exhibitors, but for all livestock exhibitors. The education and certification program is for youth producers from ages eight to 21. The program focuses on animal care, including food safety and animal well-being, while enhancing life skills, according to Dinah Peebles, certifications manager for the Pork Checkoff.

“Educating youth on the importance of animal care will better prepare them for future roles in agriculture,” said Peebles, who was asked to think outside of the box in crafting the program. “It has been an honor to work with other species groups to create this collaborative program.”

She added, “Youth exhibitors raise thousands of animals and contribute to millions of pounds of meat marketed each year. It’s essential for youth to know their role in providing safe products to consumers.

What about current Youth PQA Plus® (YPQA) certifications?

• Until YPQA certifications expire, they are in good standing.
• Swine exhibitors can certify in either YPQA or the new YQCA program until December 2017.
• After December 2017, exhibitors will have to certify in YQCA.
• YPQA advisors can sign up to be YQCA advisors

For more details, visit yqca.org.

New Educational Modules Help Producers Prepare for a Common Swine Industry Audit

Looking for help to get ready for a Common Swine Industry Audit or a PQA Plus® site assessment on your farm? The Pork Checkoff has four new 10-minute educational modules on the following topics to help you prepare:

• Timely euthanasia
• Standard operating procedures
• Willful acts of abuse
• Medication and treatment records.

Each module offers background information on the topic, reviews what auditors evaluate and asks producers to complete exercises to confirm their knowledge. Modules can be completed individually or as a complete series.

English-based modules are available on a flash drive, with Spanish-based modules coming soon. Download modules at no cost at:

pork.org/commonaudit
Move hogs through doorways, over rough terrain and directly to the pick-up pile.

- Powerful 24-volt electric drive system
- Five forward and reverse speeds for optimal maneuvering through tight spaces
- Track drive system used for rugged stability and excellent traction
- 2500 lb. electric winch with synthetic rope
- Low mounted snatch block pull-ring to aid in the extraction of animals from tight quarters
- Battery charger included
- Trackporter weight 420 lbs. est
- 24” or 30” wide • 44” long
- Adjustable height from 71” – 82” to accommodate different ceiling heights

Our quick change receiver allows you to quickly switch from hauling out deads to using our flat platform to hold pails or to haul heavy items.
Each November, the National Pork Board surveys pig farmers to take the pulse of U.S. pork production. The most recent survey of 550 producers showed the seventh consecutive year of increased support for the Pork Checkoff. Support rose to a record high of 91 percent, up 1 percentage point from 2015, while opposition was unchanged at 4 percent.

“America’s pig farmers understand that growing domestic and export pork demand is critical, but it all starts with building trust,” said National Pork Board President Jan Archer, Goldsboro, North Carolina. “The survey bears out that it begins with educating consumers about how pigs are raised, as well as about pork’s safety and nutritional value.”

The survey also showed:
- **Right direction/wrong track** – According to 76 percent of producers, the industry is heading “in the right direction,” up from 2015’s score of 70 percent. Of those surveyed, 19 percent said the industry is “on the wrong track.” This improvement in optimism is encouraging despite the market supply pressure many may have felt with lower prices for pigs, Archer said.
- **Biggest challenge facing producers** – “Too many rules/regulations” was the No. 1 response. In previous years, the main challenge was viewed as “managing hog health and disease,” which fell to No. 4 this year.

The survey also asked about the National Pork Board’s strategic plan, which was implemented early in 2015. Awareness and importance of the plan’s three goals remained strong. Based on a 10-point scale with 10 as the high, this year’s survey showed in comparison with 2015:
- **Build Consumer Trust** rated a mean score of 8.91, down from 9.04.
- **Grow Consumer Demand** rated a mean score of 8.70, up from 8.63.
- **Drive Sustainable Production** rated a mean score of 8.18, up from 7.96.

“The implementation of the strategic plan is aligned with the concerns, interests and thoughts of producers,” Archer said.

Preparation Pays Off

The survey also showed that producers were aware of new federal rules for on-farm antibiotic use, with 95 percent saying they would be fully compliant when the new FDA rules took effect on Jan. 1, 2017.

“The pork industry worked toward that date for nearly two years,” said National Pork Board President Jan Archer. “Producers are committed to substantive changes regarding antibiotic use and to maintaining consumer trust in the high quality and safety of U.S. pork.”

Under the new rules, medically important antibiotics can no longer be used for growth promotion, and human medically important antibiotics can only be used to treat sick animals or to prevent disease and/or control it. Antibiotics must be administered under the guidance of a veterinarian, and producers must have an established and ongoing veterinarian-client-patient relationship.

To help producers comply, the Checkoff partnered with Global Vetlink of Ames, Iowa, to offer a veterinarian locator tool. For that and other antibiotic information, go to [pork.org/antibiotics](http://pork.org/antibiotics).
A Letter from Your President

My fellow pork producers:

Welcome to the 2016 Annual Report. This past year was one of milestones, opportunities and challenges. I am so pleased to say that, consistent with our mission, we did it together.

The National Pork Board’s mission is to be the catalyst that unites producers with our key stakeholders through research, promotion and education. Never have the three tenets of the Pork Checkoff been more important in attaining our goals to build consumer trust, drive sustainable production and grow consumer demand.

Of particular focus in 2016 was defining consumer-centered marketing programs to promote our product and increase consumption in the United States and worldwide. With the record-breaking production facing our industry, we must open new markets and find creative ways to share pork’s value.

Our three overarching goals – and the many tactics that support them – truly are where the rubber meets the road. Administering our industry’s programs through your Checkoff dollars is also where the Pork Checkoff delivers its value to you. Whether it is building trust through promoting responsible on-farm antibiotic use, funding research or delivering educational programs that improve how you farm, your Pork Checkoff has never been more relevant.

Also relevant are our unchanging values of collaboration, proactive outreach and a commitment to continuous improvement. These values resonate, and when combined, illustrate how we are doing what is right to meet the needs of people, pigs and the planet. Our values drive our We CareSM ethical principles.

While we still face challenges – from increasing consumer scrutiny of our industry to meeting and exceeding regulatory rule changes – we know that we are delivering a safe, wholesome product to a hungry world. In addition, with sound planning, hard work and a positive outlook, our challenges simply become opportunities for success.

So please, read on! The 15 volunteer producer board members are here for you. We want to answer your questions and listen to your comments on our industry’s performance. You can find our contact information at pork.org, or feel free to reach out to the Pork Checkoff Service Center at (800) 456-7675.

Your investment makes our success possible.

Thank you,

Jan Archer
President, National Pork Board
Goldsboro, North Carolina
Vision
The National Pork Board will elevate U.S. pork as the global protein of choice by continuously and collaboratively working to do what’s right for people, pigs and the planet.

Mission Statement
The National Pork Board is the catalyst that unites pork producers with key stakeholders focused on building a bright future for the pork industry through research, promotion and education.
Goal 1: Build Consumer Trust

Working collaboratively with food chain partners, the National Pork Board will enhance consumer trust in modern pork production by promoting producer adoption of on-farm management practices that reflect the industry’s ethical principles and by sharing its commitment to continuous improvement with consumers and key stakeholders.

2016 America’s Pig Farmer of the Year™ Named
In October, Brad Greenway of Mitchell, South Dakota, was named the 2016 America’s Pig Farmer of the Year™. Following the announcement, Greenway and butcher Kari Underly, one of this year’s judges, met with Chicago media, including Reuters, Bloomberg Businessweek and What’s Cooking?, the CRN nationally syndicated radio show. They also interviewed with 28 television, radio and online media outlets reaching consumers around the country. Total media mentions reached 109 million people.

Supermarket Retailers Connect with the Farm
The Pork Checkoff hosted a group of up-and-coming food industry leaders from four key U.S. supermarket retailers for the annual retail pork education tour. The hands-on experience allowed the group to see how pigs are raised. Participants also became certified in the Pork Quality Assurance® Plus (PQA Plus®) program. They learned about producers’ focus on continuous improvement and their commitment daily to following the PQA good production practices and the We Care™ ethical principles.

PQA Plus® Program Is Revised
The PQA Plus program was revised to reflect pork producers’ commitment to continuous improvement. The program also now more fully incorporates the six We Care ethical principles and the important role of caretakers. In addition, the PQA Plus site assessment aligns with the Common Swine Industry Audit.

Pork Checkoff Continues Support of the U.S. Farmers & Ranchers Alliance
The Pork Checkoff continued to be a leading supporter of the U.S. Farmers & Ranchers Alliance (USFRA). The farmer-and rancher-led organization engages in dialogue with consumers about how today’s food is grown and raised. By working together, the Pork Checkoff and other agriculture groups enhance consumer trust in food production and strengthen collaboration within the food chain.

‘Pass the Pork’ Blogger Tour Makes Impact
To help consumers learn more about today’s pork production, the Pass the Pork blogger tour was held prior to October’s National Pork Month. The tour invited food bloggers from across the country to learn more about today’s pork production and the versatility of pork. Each blogger posted updates during and after the tour on multiple social media channels, resulting in nearly 2.4 million impressions – the number of people who saw the content.

#RealPigFarming Connects with Consumers
#RealPigFarming, a social media campaign, continues to unite pork producers, allied industry members, youth and veterinarians to tell the story of today’s pork production and to make connections with consumers. During 2016, consumers were invited to meet the nation’s real pig farmers through fun videos, blogs and social media posts.
Pork Producers Lead the Way in On-Farm Antibiotic Stewardship

When new FDA guidelines for on-farm antibiotic use went into effect on Jan. 1, pork producers were ready in part because of the Checkoff’s Don’t Wait... Be Ready campaign. Printed materials and trade show presentations, along with print, digital and radio ads, educated producers about what the changes would mean for on-farm antibiotic use. In 2016, the Pork Checkoff invested $669,000 in five research areas that included defining alternative antibiotic technologies, studying the environmental fate of antibiotics and better understanding the impact of antibiotic-resistant bacteria.

Programs Showcase Producers’ Commitment to Antibiotic Stewardship to Consumers

The Pork Checkoff participated in multiple programs to demonstrate to consumers that America’s pig farmers are committed to antibiotic stewardship, animal well-being and food safety. The National Pork Board hosted a national dialogue called Resistance: The Antibiotic Challenge. The Washington, D.C., event brought together key opinion leaders from human health, animal health, government, pharmaceutical, retail and consumer segments to discuss the challenge of responsible antibiotic use in the 21st century. Earlier in the year, another joint dialogue occurred when the Checkoff and the American Public Health Association discussed the shared responsibility of reducing the need for antibiotics.

Tools Created To Help Producers Prepare for a Common Swine Industry Audit

The Common Swine Industry Audit, which builds on the Pork Quality Assurance Plus® program, serves as a single, common audit platform for the pork industry. This past year, the Pork Checkoff developed four computer-based modules to explain the key areas of the audit and to expand producer understanding. An online toolkit also was made available to help producers create Standard Operating Procedures that are specific to their farm.

On-Farm Euthanasia of Swine Info Shared

In partnership with the American Association of Swine Veterinarians, an updated On-Farm Euthanasia of Swine brochure was released. The updates were based on new research, with the goal of aiding producers in making these key decisions.

Operation Main Street Expands Reach

Operation Main Street speakers expanded their outreach to key food influencers to help drive consumer trust and demand for pork. Two new programs were launched to connect speakers with retailers and other food chain audiences and to reach healthcare professionals, including physicians and nurse practitioners.
Goal 2: Drive Sustainable Production

The National Pork Board will invest in research and producer education programs that enhance pork productivity and sustainability of pork production and deliver benefits to producers, their communities and consumers.

Checkoff Invests in Swine Health Research

The Pork Checkoff funds research and develops information and tools that pork producers can use for continual improvement in the area of swine health. In 2016, projects included:

- The Swine Health Committee funded research focusing on development of several novel vaccine delivery systems for influenza A virus and the development of novel diagnostic tests for arthritis in pigs.
- Three joint research calls were completed by the National Pork Board and the Center of Excellence for Emerging and Zoonotic Animal Diseases (CEEZAD), which is a department of the Homeland Security Center of Excellence. This resulted in the funding of 10 producer-selected foreign animal disease research projects. The projects totaled $1,033,086 at a 50-50 cost share, saving $516,543 in Checkoff dollars.
- The Swine Health Committee funded five PRRS research proposals including the development of a mobile Nanopore sequencing device to detect and genotype the PRRS virus. The committee assisted the AASV PRRS Task Force in the continued development of a draft framework document for a National PRRS Elimination project.
- Regular sentinel-system calls brought together veterinarians and diagnostic laboratory personnel to develop an early-warning system for new, unusual or emerging disease issues of concern for pork producers.

Secure Pork Supply Work Continues

Preparing for and controlling a foreign animal disease (FAD) outbreak is a top priority for the Pork Checkoff. The implementation of the Secure Pork Supply (SPS) plan is a key component in preparing for an outbreak.

The SPS provides producers and the pork industry with the best opportunity to maintain business continuity when commerce is disrupted by disease control measures. Having the SPS plan implemented prior to an incident enhances coordination and communication among all parties and accelerates a successful FAD response.

In 2016, the SPS plan was revised based on lessons learned from the avian influenza outbreak. As that was underway, Checkoff-funded efforts at the Center for Food Security and Public Health developed FAD awareness and biosecurity performance standards and facilitated planning for packers and processors.

Producer-specific SPS education pieces also were developed in preparation for implementation efforts in 2017.
Checkoff Research Studies Pain Management in Neonatal Pigs

Pain management as it relates to the piglet processing procedures of castration, tail-docking, teeth clipping and ear-notchting, is a Pork Checkoff research priority. In 2016, a Checkoff-funded study evaluated the transmammary delivery of Firocoxib in sows to alleviate pain associated with piglet processing.

Scholarships Develop Future Pork Industry Leaders

The pork industry scholarship program awarded 22 scholarships to students in 10 states. The program awards scholarships to students who plan to pursue a career in the swine industry or are pursuing a graduate or veterinary degree with an emphasis in the pork industry. About 80 percent of previous pork industry scholarship winners have pursued advanced degrees as they prepared to serve the industry as veterinarians, nutritionists, reproductive biologists and management consultants.

Swine Health Information Center Funding Continues

The Pork Checkoff continues to fund the Swine Health Information Center (SHIC). The Center focuses on implementing industry preparedness for emerging disease challenges that pose a risk to U.S. swine herds.

Improving Employee Safety

To improve farm worker safety, the Pork Checkoff debuted a revised Employee Safety Toolkit. The kit addresses the hands-on, visual learning styles of barn workers. Its six units focus on preparedness, movement, environment, hazards, tools and equipment. More than 30 production systems are using the toolkit.
Goal 3: Grow Consumer Demand

Working in concert with food chain partners, the National Pork Board will grow domestic and international demand by focusing on pork’s improved nutrition, quality and sustainability.

U.S. Pork Exports Show Impressive Progress

U.S. pork exports were up 8 percent in volume and 7 percent in value in 2016, rebounding from a very tough year in 2015.

While gaining strength in 2016, exports still remain below record levels due to increased global competition and a stronger U.S. dollar. Market development and promotion activities remain crucial in expanding the role of U.S. pork around the world. In conjunction with the U.S. Meat Export Federation, the Checkoff has increased funding of in-country market development and promotions in both developed and emerging markets.

Outreach To Registered Dietitians Makes A Difference

Every day, dietitians face more questions about the farm-to-table process. That is why the Checkoff provides multiple opportunities for key dietitians to learn about pork production and the benefits of pork in a healthy diet. The Checkoff produced two new health education kits about pork and distributed them to 10,000 dietitians and their clients.

The Checkoff also held a webinar for registered dietitians about the responsible use of antibiotics on the farm. This past year, 10 high-profile registered dietitians took part in a behind-the-scenes look at life on a pig farm and received a hands-on learning opportunity to get in the kitchen and cook with pork.
Engaging Pork-Passionate Consumers
Consumer public relations efforts focused on reaching and engaging pork-passionate “Creative Cooks” to inspire them to include more pork on their shopping lists and plates. Influencers, including celebrities, dietitians, bloggers and video-savvy social stars, offered their talents and tasty, trending recipes. Even the hottest guy at the barbecue – the Grill – played a major role in sharing pork’s story of flavor, versatility and value. The Checkoff’s outreach to top food media amplified pork’s messages, building credibility in making pork a part of delicious moments throughout the year. Consumer impressions in 2016 totaled more than 354 million.

Focusing on Foodservice
The Pork Checkoff’s foodservice team works with high-volume foodservice operators in a consultative role to present a clear message about the opportunities that pork presents. The team works with restaurant chains, distributors and colleges and universities. Menu ideation successes include CKE restaurants’ (Hardee’s and Carl’s Jr.) new promotion of Pork Chop ‘N Gravy Biscuits. Also, Michigan State University showcased a new Cuban sandwich in conjunction with National Sandwich Day.

Multicultural Marketing
In 2016, the National Pork Board defined a plan to tap into the purchasing power of multicultural consumers. The Checkoff supported marketing initiatives aimed at promoting pork awareness and consumption, addressing health and safety concerns, and demonstrating how pork is culturally relevant. Two national marketing campaigns in 2016, called ¡Pren- de el Sabor! (Grill For It), and ¡Sabrosos Momentos! (Make it a Moment), delivered key messages to Latino consumers and encouraged consumption of pork with the help of Mexican actress, comedian and singer Angelica Vale. In total, the Pork Checkoff secured nearly 1,100 wire and earned-media placements and about 101.5 million impressions.

Retail Partnerships Drive Pork Promotion
In 2016, the Retail Marketing team continued its goal to partner with retailers to promote and sell pork, as well as to be the first resource for pork industry issues. Retail marketing programs, which focus on retailers that account for 80 percent of the pork sold in the U.S., resulted in more than 64 million pounds and $167 million in incremental sales. Through program efficiencies, the cost of promotional programs was only $0.04 per incremental pound. In addition, the Retail Marketing team participated in multiple training events, including food shows, train-the-trainer events, and a retail-focused farm tour.

PorkBeInspired.com
2,633,014 web sessions
4,428,882 page views
300,000 social media visits

Facebook – 614,558 followers; 46MM impressions; over 1 million engagements
Pinterest – 12,461 followers; 51,000 pins; 18MM impressions
Twitter – Over 12,881 followers; 701,000 impressions; 7,000 engagements
Instagram – 2,196 followers; 6,000 engagements
YouTube – over 7,296,580 video views
during 2016, pork producers invested 40 cents for each $100 in value in hogs sold from January through December. The National Pork Board ended 2016 with revenues of $70.3 million, total spending of $74.4 million and a deficit of $4.1 million.

The National Pork Board allocates Pork Checkoff funds according to producer priorities determined through various methods. In 2016, 68 percent of Checkoff programs were allocated for national promotion programs, 29 percent for national research and education programs and 3 percent for consumer information programs.

The Pork Act mandates that a percentage of the Checkoff funds collected annually be returned to state pork producer associations for use in their own promotion, research and consumer information programs. The Pork Act delegate body determines the percentage of funds returned to each state. In 2016, Pork Checkoff funding collectively represented about 20 percent of all market deductions.
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House and stable fly infestations on swine operations can have costly effects, from trim loss and reductions in weight gain to the spread of diseases. ClariFly® Larvicide is a feed-through fly control product that reduces fly populations by disrupting the fly life cycle. For less stress and more control, build an integrated pest management program with ClariFly® Larvicide, the easy-to-use fly control solution.

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