Pork Fires Up the Fun

Checkoff’s integrated Grill Crashers campaign helps move large pork supplies... page 14

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38 Reduce the impact of summer’s heat
The numbers don’t lie. In head-to-head trials of 456,257 pigs, Circumvent delivered a $5/pig advantage over the competition. How? With higher average daily gain. Better feed conversion ratio. And lower culls and mortality. With numbers like that, no wonder Circumvent is No. 1. Visit Circumvent-G2.com to learn more.

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The numbers don’t lie. In head-to-head trials of 456,257 pigs, Circumvent delivered a $5/pig advantage over the competition. How? With higher average daily gain. Better feed conversion ratio. And lower culls and mortality. With numbers like that, no wonder Circumvent is No. 1. Visit Circumvent-G2.com to learn more.

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Saying No to the Status Quo

At this year’s World Pork Expo, held June 3-5 in Des Moines, Iowa, Pork Checkoff events highlighted the innovation and creativity that pork producers have long demonstrated. From enhancing the daily care of animals in their barns to finding new ways to connect with customers, the focus remains on doing a better job.

At Expo, the Pork Checkoff debuted its new antibiotic stewardship plan to help build consumer trust in U.S. pork. For example, the Pork Quality Assurance® Plus program will be updated to include new on-farm antibiotic use guidance. Also, the Pork Checkoff will invest up to $1.4 million in antibiotic research and education in 2016 alone. The goal? Promoting responsible antibiotic use to protect the health and well-being of people, pigs and the planet. (See page 34.)

In another nod to ingenuity, Chris Soules is helping the Checkoff reach consumers, including his participation in a producer panel at Expo (page 4). The Iowa farmer, who is TV’s most recent Bachelor, will be a judge for this year’s new Pig Farmer of the Year® award. He will help increase the media spotlight on the producer winner so he or she can connect with more consumers.

New initiatives such as these, coupled with the industry’s continuous improvement efforts, will help us connect with consumers in a relevant and meaningful way.

— Jan Jorgensen, editor

Chris Soules, TV’s most recent Bachelor, and National Pork Board CEO Chris Hodges help out at the Big Grill at this year’s World Pork Expo.
Producers Urge Peers to “Open Barn Doors” for Consumers

By Mike King

I
t’s not always comfortable. It’s not always easy. But transparency opens the door to trust. And that’s what today’s consumers want from their food producers, including pig farmers.

During a pork producer forum held June 4 at World Pork Expo in Des Moines, Iowa, attendees heard from a trio of young pork producers about why they take time to do such things as farm tours and social media about how they raise pigs to produce safe, wholesome food.

“As producers, we’ve always just gone about our jobs raising animals, but that must change today,” said panel moderator Brad Greenway, immediate past vice president of the National Pork Board.

“We need to open our barn doors and let consumers know what we’re doing on our farms,” Greenway said, “All producers can play a part in being more transparent and telling pork’s story.”

For panelist Chris Soules, the Arlington, Iowa, farmer and TV’s most recent Bachelor and Dancing with the Stars contestant, fame itself has opened doors to telling pork’s story.

“In the past year, I’ve had many unique opportunities to tell consumers about my farm,” Soules said. “They truly don’t know much today about how we farm, but it’s so important that we take the time to explain how and why we do things. I know I’ve changed some attitudes toward modern farming.”

Erin Brenneman, a well-known farm blogger from Washington, Iowa, shared her zeal for openness and story-telling with the producer crowd gathered in the Pork Checkoff hospitality tent.

“When you’re passionate about what you do and you believe in it, it’s easy to share your story,” Brenneman said. “People appreciate transparency and getting to see for themselves how we raise our pigs. They like that we have nothing to hide.”

Already known for his outgoing nature, Thomas Titus, a producer from Elkhart, Illinois, shared his enthusiasm for using social media. Using it to tell his family’s farm story began in earnest one year ago with the advent of Pork Checkoff’s #RealPigFarming.

Earlier this year, he launched a Facebook page for “Petunia the pig.” It allows consumers to follow the life of a show pig owned by a family friend.

“I started making my Facebook updates about our farming practices a priority,” Titus said. “It really doesn’t take that much time in my day, but it’s a great way to share what we’re doing on the farm with consumers.”

Whether it’s participating in Operation Main Street, conducting farm tours or using social media, the panel of young producers urged all producers to do their part to help build consumer trust.

“It’s important for all of us farmers to tell the awesome story that we have,” Soules said. “We’re passionate about what we do, and we have to share that with consumers.”

Go to pork.org to listen to the 60-minute panel.

Social Media Goes Boom

Social media lit up during and after the Checkoff panel. The 396 Twitter and Facebook posts made by 197 users created a reach of 1,133,084 and generated 848,473 impressions in only eight hours.
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Boston Marathon Provides Opportunity to Promote Lean Pork

By Darcy Maulsby

W

hile the Boston Marathon has showcased an iconic American athletic tradition for more than a century, the Pork Checkoff has created its own tradition that has become a big draw at the event.

“People are often surprised to see farmers serving up freshly grilled pork loin samples at the Sports and Fitness Expo, which is part of the Boston Marathon weekend,” said Alicia Pedemonti, a New Hampshire pork producer who helps with the event.

“Our booth certainly stands out from the whey protein powders, sports drinks and athletic apparel.”

The Pork Checkoff’s We Care™ trailer makes it easy for producers like Pedemonti and representatives from the Pennsylvania Pork Producers Council to share tasty samples of lean pork. The Minnesota Pork Board organizes and funds the annual event.

“Meeting the farmers who raise the food makes a big impression on Expo attendees,” said Pedemonti, adding that the grilled pork also makes a positive impact.

“It’s nothing fancy, just simply seasoned, grilled pork loin that people can easily replicate at home,” Pedemonti said. “People are amazed at how good it tastes and how juicy and flavorful it is.”

She and her fellow producers share the secret to perfect pork – cooking it to 145 degrees, followed by a three-minute rest.

“We give meat thermometers away so people can cook pork properly at home,” Pedemonti said.

Making the Connection

Keeping agriculture real to this audience is also important. Many of the Boston Marathon participants live in the northeastern United States and are far removed from modern, commercial pork production.

“Having farmers at this event puts a face on the people who raise pork,” Pedemonti said. “We can share our stories and tell them about our families and our farms.”

Pedemonti and the other volunteers hand out pork recipe booklets to inspire attendees to cook with pork throughout the year.

“The Boston Marathon is one of my favorite events of the year,” she said. “It’s high energy and full of people who are as passionate about the food they eat as we are about the food we grow. I’m thankful the Checkoff and Minnesota Pork Board make it possible for us to be here each year.”

Starting the Conversation

This year, the Pork Checkoff cooked 50 boneless pork loins donated by Hormel. The aroma of grilled pork lures Expo attendees to the Checkoff’s booth and helps start the conversation, said Todd Rodibaugh, manager of regional relationship, northeast region, for the Checkoff.

“This is a unique audience that might not be too familiar with pork, but they are interested in health and wellness,” Rodibaugh said. “This creates a great opportunity to highlight pork’s role in a healthy diet.”

Many people are surprised to learn that pork tenderloin is as lean as a boneless, skinless chicken breast.

“When we provide people with nutrition facts and pair the data with the fantastic taste of pork, people start to reconsider any misconceptions they have about pork.” said Pedemonti.
IF YOU HAD A DAY LIKE MINE, YOU’D NEED A DRINK TOO.

MANAGE STRESS WITH INNOVATION. Your challenged pig has needs—whether that stress is caused by disease, weaning, transportation or even vaccination. Hydration is critical to helping pigs overcome stress, transition onto dry feed and deliver the growth performance you need. Purina’s unique and powerful UltraCare® products can help address the effects of dehydration and reduce the impact of stress to get your pigs drinking and eating faster.
Checkoff Helps Boost Demand as Market Hog Numbers Climb

By Chris Hodges

What a difference a year makes – last year pork supplies were down and prices were up. Packers and other buyers were anxious about supplies and seemed to be willing to pay any price to secure supply.

This year supplies are up and prices are down, with buyers content to sit back and wait for lower prices before making a purchase. It seems we are “reaping the whirlwind” from Porcine Epidemic Diarrhea Virus (PEDV). Last year, pork prices hit record highs causing customers to buy less, and now those high prices are creating a backlash.

Packers and meat distributors expected a repeat of last year’s PEDV occurrences, so they kept their offering prices high.

Over one-third of pork is sold on a forward basis, so expectations about supply are important in determining prices. Markets tend to overreact when unexpected events occur such as the PEDV outbreak in 2013-2014 and then the 2015 recovery from PEDV.

Unfortunately, the situation was worsened by two other factors.

First, the value of the U.S. dollar gained strength in 2014 and early 2015 making U.S. pork more expensive to overseas importers and giving an advantage to other pork exporters such as the European Union.

Second, the West Coast port strike interrupted the normal flow of U.S. pork into Asian markets, especially the Japanese market where the United States has an advantage in selling chilled pork into the Japanese retail trade. These events resulted in the U.S. losing exports overseas and contributing to further price reductions.

Given these developments, we find ourselves with pork prices 40 percent below last year and a growing supply of pork that keeps pork buyers confident that prices will continue to be soft. Let’s keep in mind that 2014 was a unique year, and 2015 is back on a trend with 2013.

In fact, in looking at 2013, current pork prices are down only 10 percent and production is expanding at a rate similar to the years prior to the impact of PEDV. Our industry is built for growth, and we are now ready to resume our expansion for a world that is hungry for protein.

Building Demand to Match the Growing Supplies

The Pork Checkoff’s new five-year strategic plan is built around gaining protein market share in the U.S. market and expanding exports. Since becoming the new CEO of the National Pork Board, I have spent a lot of time developing actions to support the new strategic plan.

“Our industry is built for growth, and we are now ready to resume our expansion for a world that is hungry for protein.”

Chris Hodges, National Pork Board CEO

Chris Hodges is CEO of the National Pork Board.
The National Pork Board’s 2015 budget includes marketing plans for growing domestic and export demand. It became apparent in February that we needed to boost these efforts, so the Pork Checkoff staff worked to develop supplemental proposals to augment the 2015 plans already in place.

This included working closely with the U.S. Meat Export Federation (USMEF) to boost demand for U.S. pork in foreign markets.

**Supplemental Spending to Help Boost Demand**

These plans were presented to the Pork Board during its March meeting. The plans were unanimously approved and include a $7.5 million supplemental spending package in 2015 and 2016. In addition, staff reached out to our state associations and soybean and corn associations in an effort to augment these funds to boost demand.

We’ve seen pork prices increase seasonally this spring as supplies lightened and the grilling season began. What we cannot do is lessen our focus on boosting demand. As we all know, the summer price strength will be followed by larger fall supplies and more price weakness.

The efforts by the National Pork Board to boost demand are focused on the fourth quarter. I have met with several retailers in the United States, Japan and Korea seeking to expand sales of U.S. pork in the fourth quarter. The supplemental funding approved by the board will be instrumental in keeping prices from sinking to levels unseen since 2008.

Longer term, the National Pork Board must find ways to balance the vibrant and innovative production portion of our industry with demand from U.S. consumers and international consumers. We must continue to work with the National Pork Producers Council to gain access to export markets and with the USMEF to develop overseas markets. China is the fastest-growing market in the world for pork imports, so the National Pork Board is taking steps to inform and encourage producers and packers to pursue this opportunity.

We will continue to boost domestic sales of pork under our Pork Be inspired® advertising position and find new and innovative products to gain share of dollars spent on protein in the United States.

Boosting demand for U.S. pork is a key element of our strategic plan which includes the vision of “elevating U.S. pork as the global protein of choice.” This vision is driving all of our efforts to lead the industry forward.

China and other markets offer tremendous opportunities for expanding sales of U.S. pork.
Pork Board Elects New Officers

Iowa Producer Elected President

Derrick Sleezer, Cherokee, Iowa, was elected president of the 15-member National Pork Board in June at a meeting held in conjunction with World Pork Expo in Des Moines, Iowa. He is serving his second three-year term.

“I’m proud to serve my industry in leading the Pork Checkoff in the year ahead,” said Sleezer, who just concluded two years as treasurer. “Consumers are interested in understanding how food is grown, raised and marketed. I see great opportunity ahead as we share that story.”

Serving with Sleezer are Jan Archer, Goldsboro, North Carolina, as vice president and Terry O’Neel, Friend, Nebraska, as treasurer. Dale Norton, Bronson, Michigan, will serve in a non-voting role as immediate past president.

“We’re prepared to meet the challenges facing our industry,” Sleezer said. “Guided by our new five-year strategic plan, we are focused on building consumer trust, driving sustainable production and growing consumer demand for U.S. pork.”

Sleezer is an owner and employee of Sleezer, Inc., a farrow-to-finish, farrow-to-wean and farrow-to-feeder operation that has 700 sows and markets 15,000 hogs annually. The operation includes 2,000 acres of corn and soybeans. He also works for Kerber Companies in product design/implementation, safety and compliance.

Archer is an owner of Archer Farms LLC, a 1,200-sow farrow-to-wean operation that has 700 sows and markets 15,000 hogs annually. She also raises corn, soybeans and hay on 120 acres and operates Archer Consulting, which provides personnel training to the pork industry.

O’Neel is owner and manager of O’Neel Farm, a farrow-to-finish operation with 500 sows that markets 10,000 hogs annually. He also raises corn and soybeans on 700 acres.

Industry Says Thanks

“On behalf of the pork industry, we extend our thanks to six board members whose terms end July 1,” Sleezer said.

In addition to outgoing president Norton, the retiring members are Lisa Colby, Newburyport, Massachusetts; Brad Greenway, Mitchell, South Dakota; Craig Mensink, Preston, Minnesota; Karen Richter, Montgomery, Minnesota; and Craig Rowles, Carroll, Iowa.

In May, USDA Secretary Tom Vilsack appointed five new members (as ranked by the Pork Act Delegate body at Pork Forum in March) to three-year terms. They are David Newman, Fargo, North Dakota; Pat FitzSimmons, Dassel, Minnesota; Bill Tentinger, LeMars, Iowa; and Gary Asay, Osco, Illinois. Kris Scheller-Stewart, King City, Missouri will serve a two-year term, and Carl Link, Fort Recovery, Ohio, was reappointed.

Checkoff Participates in White House Forum

On June 2, Pork Checkoff staff attended the Antibiotics Stewardship Forum held at the White House in Washington, D.C.

“We were able to remind government officials and others about the pork industry’s long-standing commitment to responsible antibiotic use for protecting animal health, as well as public health,” said Jennifer Koeman, DVM, director of producer and public health for the Pork Checkoff.

Koeman attended with Paul Sundberg, DVM, senior vice president of science and technology for the Pork Checkoff. For the latest antibiotic news, see page 34.
Reach for the Stars with the Professional Swine Managers Program

The Professional Swine Manager courses, which qualify as credit toward an associate’s degree, cover all the aspects of swine production and management-level responsibilities. Gain the skills, knowledge and experience needed to excel as a farm manager through education and technical training delivered by community college instructors who are experienced in the pork industry.

The courses include:

- Facility Maintenance (Spring)
- Employer/Employee Issues (Summer)
- Breeding Stock Management (Fall)
- Swine Record Systems (Spring)
- Agribusiness Internship (Summer)
- Nursery and Finishing Management (Fall)

For additional information visit USPorkCenter.org/ProfessionalSwineManager or contact cbranderhorst@usporkcenter.org with any questions.
2015: “Remarkable” Consumer Demand Offsets Multiple Hurdles

By Steve Meyer

Uncertainty is a part of life for pork producers, but 2015 has had more than its share. Some uncertainties have been unusual and very difficult to foresee. Also, where some risk factors typically offset others, this year’s challenges have generally stacked up against the economic interests of hog producers. The challenges include:

- Exports have suffered as a stronger U.S. dollar made U.S. pork products relatively more expensive than those of export competitors.
- Export business that remained was impaired by a labor dispute at West Coast ports. The backlog is being cleared, but its impacts will remain as U.S. suppliers try to mend relationships with Asian customers and regain lost retail shelf space.
- Shipments to China have been reduced due to China’s requirement that product be free of ractopamine and the crackdown on the “gray” trade of product from ractopamine-fed pigs through Hong Kong.
- Hog supplies were much larger than anticipated last fall primarily due to a much smaller impact of PEDV. Many analysts and veterinarians expected 2015 PEDV losses to be one-third as large as last year’s, but slaughter totals (up 6.9 percent year-to-date) imply that piglet losses this past winter were much smaller.

“Remarkable” Demand

Standing tall among this flood of negative factors has been domestic pork demand. By any measure, the past three years have been remarkable, and results for this year only add to that story.

The chart below shows the familiar demand indexes developed by University of Missouri professor Glenn Grimes, with an 8.3 percent increase from April 2014 through March 2015. If the pace of demand gains from January through March 2015 persist (up 14 percent year-on-year), that will be even better. Clearly, this long-trusted measure of meat and poultry demand shows that pork demand has been on a tear since 2012.

The Pork Checkoff began using a slightly different measure of demand in 2012. Real per capita expenditures (RPCE) for pork, shown on the chart on the right, use the exact same data as did professor Grimes with one exception.

Grimes used an assumed elasticity of demand to compute an expected change in consumption that fit the observed change in retail price. RPCE accounts for the negative price-quantity relationship by simply multiplying price by quantity.

What does this mean? If price increases by more than consumption declines, or price falls by less than consumption increases, RPCE will rise indicating higher demand. Relative price and consumption moves in the opposite directions would
imply lower demand.
This year’s 14.3 percent year-on-year increase in pork RPCE through March has been driven by a combination of higher retail prices and, beginning in March, higher per capita domestic consumption as production increased and exports struggled.

What’s Driving Demand?
Demand for any good is determined by consumer tastes and preferences, consumer income levels and the price of competitor and complementary products. The last factor is hardly ever significant for pork. Beef prices and, to a lesser degree, chicken prices have certainly been positive for pork demand, but normal cross-species impacts do not explain all of the pork demand gains.

The U.S. economy has rebounded from the Great Recession, but real disposable per capita incomes declined 1 percent in 2013 and gained only 1.7 percent last year, meaning income levels had little to do with demand strength.

So, consumer tastes and preferences have been a major driver in improved pork demand. The Pork Checkoff has worked for years to impact the way consumers think about pork.

Checkoff Messages Resonate with Consumers
Those messages and renewed consumer interest in dietary protein, as well as serious challenges to the previously accepted dogma about fat’s harmful impact on health, have all increased the willingness of U.S. consumers to buy pork.

Producers can rightfully be proud of their role in this.
Looking ahead, a growing breeding herd and the return of productivity growth suggest that pork supplies will remain ample this year and increase in 2016. Strong domestic demand and growth in export demand will be needed to keep retail pork prices and, thus, wholesale values and hog prices, strong. Inventive and effective Pork Checkoff programs will continue to be a key factor in that process.
While the sizzle of pork on the grill has always created a tantalizing sound of summer, the Pork Checkoff’s new Grill Crashers promotion is taking summer cookouts to a whole new level of flavor and fun. “We want to build on our target market’s enthusiasm for pork and enjoyment of cooking,” said Ceci Snyder, vice president of consumer marketing for the Pork Checkoff. “We still want pork to be inspiring, but Grill Crashers lets us showcase the fun side of pork, too.”

The Grill Crashers campaign couldn’t come at a better time, with record pork supplies predicted for 2015, said Steve Meyer, vice president of pork analysis for EMI Analytics and a Pork Checkoff consultant. Market hog harvest levels are expected to be up 6.2 percent in the second quarter and 9.2 percent in the third quarter, Meyer added. “While 2015 pork supplies once looked similar to
2013 levels, it now appears that supplies will be 2 to 3 percent higher,” he said. “Ample pork supplies will be hitting the market later this year, so Pork Checkoff marketing campaigns such as Grill Crashers are important to help encourage people to buy more pork.”

Yard Crashers with a Twist

Grill Crashers offers a lively twist on popular TV shows such as Yard Crashers, where home improvement experts at stores approach would-be do-it-yourself homeowners who could use landscaping help. The Grill Crashers premise is similar, with the Pork Checkoff helping transform run-of-the-mill backyard barbecues into no-holds-barred, flavor-filled grillfests featuring pork chops.

“We want to motivate our target audience to let pork take over their summer grill,” Snyder said.

The integrated campaign dials up the fun factor with “crashes” leading to backyard culinary makeovers. The campaign also includes bold advertising, a unique promotion to reach African-American consumers, innovative social media marketing strategies, eye-catching new retail point-of-sale materials and more. The tactics stem from the Pork Checkoff’s latest market segmentation study (page 22). “We gained more in-depth knowledge of pork’s target audience and dove deeper into the emotional side of purchasing decisions,” Snyder said. “The results have led us to focus on ‘creative cooks.’”

About 29 percent of U.S. consumers are creative cooks. They are comfortable cooking pork but are open to preparing it even more often. “We want to inspire them with pork’s unique combination of flavor and versatility, helping them create meals that are fun to cook and taste great,” Snyder said.

Six Chops Add Flavor, Fun

The Grill Crashers campaign, which debuted in April and will run through August, is connecting with the creative cooks. The Pork Checkoff is featuring six pork chop recipes to amp up the flavor during this prime grilling time:

• Saucy Salsa Ribeye Bone-In Pork Chops
• Sugar and Spice New York Pork Chops
• Cider-Brined Porterhouse Pork Chops
• Pina Colada Ribeye Bone-In Pork Chops
• Bacon BBQ New York Pork Chops
• Basil-Garlic Porterhouse Pork Chops

Find all of the recipes online at PorkBeInspired.com.

The Pork Checkoff hosted its first grill crash in May in Chicago. More events are planned throughout the summer, including in Los Angeles, Atlanta and Dallas. Each crash is being filmed.

The Grill Crashers promotion is bringing pork to the party with innovative backyard takeovers, which are being captured on video for consumer sharing. The goal is to show how pork can add flavor and versatility to grilling out with family and friends.
Comedic actor Donald Faison is helping the Pork Checkoff turn up the fun in backyard barbecues.

and packaged into a video series that puts pork into entertaining moments and drives viewers to crash their own grills with the flavorful pork recipes that they see. The videos are being shared with consumers and media through national syndication and influencer and media outreach, as well as via social channels.

“We are using improvisational actors for the backyard crashes,” said Pamela Johnson, director of consumer communications for the Pork Checkoff. “Not only are they taking over the grill with the flavor of pork, they’re adding more fun and flavor to the party.”

**Celebrity Crasher Ups the Fun Factor**

Donald Faison, a comedic actor best known for his roles in TV’s *Scrubs* and the movies *Clueless* and *Remember the Titans*, is the Pork Checkoff’s celebrity crasher. Faison is hosting grill crashes in unexpected places, from beaches and shopping malls, to parks and parking lots. He is engaging consumers as he grills, encouraging them to buy pork to enjoy in their own backyard grilling party.

“Donald is an avid griller and a skilled improv actor, plus he has a multicultural appeal,” Johnson said. “He’s a great fit for Grill Crashers.”

The Pork Checkoff is filming every step of the crashes, complete with consumer reactions.

“The videos are being shared on **PorkBeInspired.com/GrillCrashers**,” Johnson said. “We want to encourage viewers to crash their own grills with fun and our pork recipes.”

The Pork Checkoff, with new dad Faison, hosted an Internet media tour for Father’s Day, which reached even more consumers.

“This is a great opportunity to connect with influencers online,” Johnson said. “We’re excited to have Donald highlight pork’s flavor mission and the Grill Crashers video series while he shares what’s cooking on his own grill.”

**“Flavor Shyness”**

The public relations efforts don’t stop there. The Checkoff also is catching the media’s attention with news of “flavor deserts.” These are areas of the country where online conversations about

“**Make It Like This!” – TV Spots Now Airing**

Oooh.

I wanna make it like this.

(Sound effects: rhythm music)

Mmmm.

Baste it.

Barbecue.

Braise it.

Glaze it.

Oooh, I wanna make it like that.
food and flavor are the least frequent in social media, according to the Pork Checkoff’s recent analysis of more than 30 million posts on Facebook, Twitter and Instagram (see page 24).

“The survey revealed some ‘flavor shyness’ in Arizona, Nevada, Michigan, Texas, Ohio, California, New Mexico, Illinois, Georgia and Oklahoma,” Johnson said. “We’re using Grill Crashers to get consumers talking and sharing more about how pork can add fun and flavor to their summer barbecues. We want to build awareness of pork and drive demand, especially with larger pork supplies coming to market.”

**“Grillfies” Add Buzz**
In addition to actual grill takeovers, the Pork Checkoff is crashing consumers’ grills virtually by encouraging people to share “grillfies” through social media. The grill-themed “selfie” photos offer a fun way for home cooks to show off their skills at the grill using the #GrillPork hashtag.

“We’re randomly rewarding some grillers with pork coupons and recipes to encourage them to grill more pork,” said Amy Busch, digital marketing and communications manager for the Checkoff.

The online promotions link to PorkBeInspired.com/GrillCrashers, which

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**Advertising Campaign Uses Mix of Media**

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*TV ads are centering on the Memorial Day, Father’s Day, July 4th and Labor Day holidays.*
Sugar & Spice
New York Pork Chops

Saucy Salsa Ribeye
Bone-in Pork Chops

Cider Brined
Porterhouse Pork Chops

PorkBeInspired.com/GrillCrashers
features the Grill Crashers pork chop recipes, new advertising, videos, an Instagram feed of “grillife” photos and more.

“We’re focused on showing people grilling pork and having fun with their family and friends,” Busch said. “We want pork to be the go-to protein for summer grilling.”

Advertising Indulges in Bold New Style

All of these efforts are being supported from April through the end of September by an integrated Grill Crashers advertising campaign that includes TV, print, online video and online ads. Bold, bright ads with the Grill Crashers logo and eye-catching photography of the featured pork chops proclaim “Let the Flavor Take Over,” as shown here. The ads encourage consumers to get recipes and get crashing at PorkBeInspired.com/GrillCrashers.

“We didn’t include recipes in the ads this time, because consumers today are used to going online to get recipes to prepare,” said Laurie Bever, director of consumer advertising for the Pork Checkoff. “We wanted to show more of the pork to help the ads stand out.”

Print ads are running in Better Homes and Gardens, Southern Living, Family Circle, Midwest Living,

People, Taste of Home, All Recipes and other leading magazines. Grill Crashers advertising also was featured in Sports Illustrated’s May 2015 Grilling Guide, which boasted a circulation of 3 million.

The message is supported by new TV commercials, which started in mid-May and run through mid-September. The 25 popular cable networks include HGTV, the Discovery Channel, the Travel Channel, DIY Network, History, CMT, the Food Network, the Cooking Channel, TLC and GSN.

“Make It Like This!”

“The ads include new, original music with the song ‘Make it Like This!’ and showcase visually creative, delicious pork dishes,” said Bever, who noted that ads aired around Memorial Day and Father’s Day and will air again for the July 4th and Labor Day holidays.

Online Grill Crashers video promotions began in May and are running at the same time as the Pork Checkoff’s TV advertising schedule. In addition to National Pork Board-produced Grill Crashers videos, the Pork Checkoff produced a custom, 30-second Grill Crashers pork vignette with HGTV/DIY networks that is appearing as part of the programming.

“In the vignette, a real family talks about pork and
Connecting with the African-American Market

To reach African Americans, the Pork Checkoff is launching DJ Grill Crashes this summer in Washington, D.C., Atlanta, Houston and Dallas. The promotion is an extension of the national Grill Crashers campaign and is designed to inspire African-American consumers to cook and enjoy pork in more creative, healthier ways.

“African Americans are important consumers who love pork,” said José de Jesús, director of multicultural marketing for the Pork Checkoff. “However, they have questions about the healthiness of pork, which may cut back on how often they enjoy pork.”

To help dispel the misconceptions, the Pork Checkoff is teaming with well-known African-American chefs in the four markets to conduct the backyard crashes. The chefs will prepare one of the six featured pork chop recipes, sharing that chops are among the “Slim 7” – the seven pork cuts that are, on average, 16 percent leaner than 20 years ago.

The backyard crashes will be filmed in Atlanta and Dallas, with the content leveraged with the media and social media platforms.

“We want to inspire African Americans with new ways to enjoy juicy, tender pork while having fun grilling and relaxing with family and friends,” de Jesús said.

The Pork Checkoff is working with popular radio personalities with Radio One, which targets African-American and urban consumers.

“The radio personalities are encouraging consumers to enter for a chance to win a DJ Grill Crash takeover in their backyards,” said de Jesús, who noted that consumers were invited to share three songs that make up their ultimate grilling playlist. “The radio personalities will bring the goodies, including a new grill and pork to the party.”

The chefs also will hand out meat thermometers to emphasize the proper cooking range of 145 to 160 degrees, followed by a three-minute rest.

“This effort is part of the Checkoff’s strategic plan to increase awareness of lean pork with African-American consumers and encourage them to eat more healthy pork cuts,” de Jesús said.

Chef Tiffany Derry is one of four celebrity chefs helping to dispel myths about pork this summer. She has appeared on Bravo’s Top Chef and Top Chef All-Stars TV shows.

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the love of grilling,” Bever said. “Their backyard grilling area is then crashed, with the transformation shown, along with shots of the family grilling pork.”

Rounding out the advertising schedule is a digital advertising campaign that began on April 27. The digital ads target pork consumers at sites they search online, including MyRecipes.com, Facebook and Google.

“Instead of just making one ad buy on the Food Network’s site, for example, we’re finding our target market wherever they might be online,” Bever said. “This approach allows us to target consumers more precisely and is cost-effective.”

Retailers Help Share Grill Crashers Messages

The integrated Grill Crashers campaign is making key connections with large and smaller retailers as well as independent stores.

“About 25 percent of U.S. pork sales go through smaller retailers, so they are an important part of the business,” said Patrick Fleming, director of category management and innovation for the Pork Checkoff.

The Pork Checkoff has provided an array of Grill Crashers point-of-sale (POS) materials to retailers, including meatcase signs, on-pack labels, pork coupons and rail strips, which are installed where meat prices are typically displayed.

The materials highlight the cooking range for pork – 145 to 160 degrees, followed by a three-minute rest – and feature a picture so consumers can see the color of a properly cooked pork chop.

“In-store POS materials offer an important way to communicate with shoppers and help drive pork sales,” Fleming said.
For example, on-pack labels feature cooking instructions while offering a view of the pork in the package. “Even something as simple as canned soup has cooking instructions, so why shouldn’t meat?” Fleming said. “The pork label’s cooking instructions will either confirm what consumers already know or give them more confidence in the kitchen, which helps encourage them to purchase more pork.”

Michelle Walton, a pork buyer with Oregon-based McKenzie Buying Co., appreciates the partnership with the Pork Checkoff, along with promotions such as Grill Crashers that get people excited about buying pork. The company buys pork for warehouses that supply 4,500 independent grocery stores.

“The little guys can get lost in the shuffle sometimes, but the Pork Checkoff is just as willing to work with us as they are with the big guys like Costco and Kroger,” Walton said.

In addition to the Grill Crashers promotion, the new nomenclature for pork chops is helping showcase pork as a versatile product. “I love the new pork names, like New York pork chops and porterhouse pork chops,” Walton said. “They catch consumers’ attention and help them understand that these are cuts you can throw on the grill for a great meal.”

She added, “These aren’t your grandmother’s pork chops overcooked in a casserole dish with sauerkraut. Grill Crashers helps consumers look at pork in a whole different light and discover pork’s tremendous flavor potential.”

**Keeping It Fresh**

“The Grill Crashers theme is a different approach, but we need to keep thinking of fresh, innovative ways to get consumers’ attention today,” said Dale Norton, immediate past president of the National Pork Board and a Bronson, Michigan, producer.

“The integrated campaign maximizes our Checkoff investment, with consumers hearing and seeing the Grill Crashers theme multiple times in multiple ways to amplify the message,” Norton said. “This makes our Checkoff dollars work harder in building pork’s momentum in the marketplace.”

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Targeting Creative Cooks
Checkoff’s latest segmentation study helps fine-tune pork marketing strategies

To get to know someone, you spend time with them, ask questions and listen. It’s the same process when the Pork Checkoff wants to learn more about its target market, which is why the Checkoff recently refreshed its 2010 market segmentation study. The study helps gain more in-depth knowledge and dive deeper into the emotional side of purchasing decisions, said Ceci Snyder, vice president of consumer marketing for the Pork Checkoff. She offered an inside look into the process and explained how the study helps create more effective advertising to help drive pork demand.

Q: How did this survey confirm the Pork Checkoff is on the right track?

A: In February, we sampled 3,800 consumers representative of all U.S. households in terms of race, ethnicity and income. The 40-minute online survey covered protein consumption choices, how often people eat protein at home and away from home and more. We learned that the Pork Be inspired® message still resonates, so we’re on the right track.

Q: Why is the emotional link important?

A: Bringing pork’s brand position, or inspiration, to a higher, emotional level lets us build on our target’s enthusiasm for pork and enjoyment of cooking. More than just nourishment, food is tied to feelings and emotions.

Q: What’s the ultimate goal of the study?

A: We want to build on the success pork has had in the marketplace in the last few years. Better understanding of our target and creating messages that resonate more effectively will help increase pork consumption and drive pork demand.

Q: Why is it important for the Checkoff to invest in market segmentation studies?

A: It’s vital to keep current with consumers’ perceptions of pork. We wouldn’t be where we are today with our pork marketing without the 2010 segmentation study. Other industries do the same thing to keep a finger on the pulse of their consumers. For example, in the fast-paced world of cell phone technology, a segmentation study that’s a year old is already out of date. The Pork Checkoff is able to obtain useful results by conducting segmentation studies every four to five years to see how the marketplace has changed and to keep our messages relevant to today’s consumers.
Partnering with Key Retailers Pays Off at the Meatcase

By Patrick Fleming

Consumers have more choices than ever when shopping the supermarket meatcase, which means the Checkoff must work diligently to ensure that fresh pork has a dominant presence. Partnering with key retailers on innovative marketing programs helps keep fresh pork top-of-mind for consumers and encourages them to put pork in their shopping carts.

Consumers make some of their biggest supermarket purchases at the meatcase. More than 3 billion pounds of fresh pork are sold through retail stores annually, with pork representing 21.5 percent of total fresh meat sales volume in 2014, according to Freshlook data.

In 2014, every Pork Checkoff dollar invested on customized marketing promotions resulted in 20 incremental pounds of fresh pork sold.

As the stars align for our industry in 2015, the Checkoff continues to work hard to stimulate demand for pork and bring value to producers. For the balance of 2015, beef prices are expected to continue to increase, with sticker shock causing consumers to pinch their wallets.

As more pork comes into the market and retail prices come down, fresh pork will be ideal for consumers looking for a delicious center-of-the-plate protein without breaking the bank. We are working hard with our retail partners to promote pork’s cooking versatility, great taste and solid value to consumers.

Earning Repeat Purchases

One of the most important things we do is ongoing work with retailers to educate consumers on how to best prepare fresh pork. Despite increased interest in cooking shows and cooking fresh foods, we need to provide education on the various pork cuts and the best ways to prepare them. Ensuring that consumers have positive eating experiences is critical for repeat purchases and long-term loyalty.

Research shows that Americans have a tendency to overcook pork. The Checkoff’s retail marketing team works with state pork associations and retailers to get the word out to grill pork chops to an internal temperature of 145 (medium-rare) to 160 degrees (medium), followed by a three-minute rest. This cooking temperature guideline makes it easier for consumers to create perfectly cooked pork that is moist and delicious.

Every Pork Checkoff dollar invested in customized marketing promotions with key retailers in 2014 resulted in average return of 20 incremental pounds of fresh pork sold.

The Pork Checkoff’s retail marketing program has been a significant component in the growth and success of supermarket fresh pork sales. Building close relationships with key retailers and developing targeted marketing programs deliver a great return on pork producers’ investment.

Patrick Fleming is director of category management and innovation for the Pork Checkoff.
What are people saying online about pork and other foods? The Pork Checkoff recently analyzed 30 million Facebook, Twitter and Instagram posts from last year to find out. The results are being used to develop public relations efforts to help keep pork top of mind with consumers.

“Sharing about food online is second nature today,” said Pamela Johnson, director of consumer communications for the Pork Checkoff. “From chefs to novice at-home cooks, online conversations are focusing not only about pork, but on everything we love to eat.”

The Pork Checkoff, with Crimson Hexagon’s For-Sight™ tool, analyzed food conversations about meat and other food groups. The posts were shared by Americans across all 50 states.

“We looked at what was shared, why it was shared and how pork fits into the conversation,” Johnson said.

The findings included:

• The top flavors associated with pork are hot (28 percent), spicy (18 percent) and smoked (16 percent).
• Cajun is the favorite cuisine when pork is the topic.
• Pulled pork is the second most popular way pork is talked about online.
• Bacon is the top mentioned pork product in the majority of the country. When it comes to this nationwide favorite, 23 percent mentioned maple as the preferred seasoning, and 35 percent want it crispy.
• Ninety-two percent of social media mentions about meat include cheese.
• Hot and spicy flavors are favored the most by people posting on social media.

The Cheesy, Maple Bacon, Cajun Pulled Pork Sandwich with Crispy Roasted Potatoes and Sriracha Yogurt reflects online conversations about pork and other foods. For the recipe, visit PorkBeInspired.com.
We’re also encouraging retailers to merchandise fresh pork cuts using the new common names developed in 2013. Offering cuts that consumers already know how to cook, such as ribeye pork chops, helps promote pork as an attractive alternative to other higher-priced items in the meatcase.

During this summer’s grilling season, we’re working with retailers to strengthen consumers’ connection with pork and grilling. We recently launched two promotional platforms to get consumers cooking their favorite pork chops all season long – “Grill Crashers” (page 14) and the “Pork Grills Like A Steak” promotions.

The latter features tempting photos of a porterhouse pork chop, t-bone pork chop and a New York pork chop, as well as a guide to cooking temperatures for various doneness levels. The more we promote the great grilling options with pork, the more likely consumers are to put it in their shopping carts.

We’re looking forward to a great year for the pork industry. Success in the retail channel is a crucial component in our success, and we have developed the tools necessary to stimulate consumer fresh pork demand.

For more information on retail marketing initiatives, visit PorkRetail.org.

Ultimate American Meal

“The Pork Checkoff used the results to create America’s most mouthwatering mash-up – a sandwich that incorporates seven of the most significant findings from the social media conversations,” Johnson said.

The Cheesy, Maple Bacon, Cajun Pulled Pork Sandwich with Crispy Roasted Potatoes and Sriracha Yogurt was hand-delivered to key media, including The Daily Meal, Cosmopolitan, “Good Morning America” and “CBS This Morning.”

“We also shared the pork trends findings and requested that the media share the information with their readers and on their social channels,” Johnson said. “To date, the overall public relations effort for the program has garnered more than 70 million impressions, or people who saw the content.”

To reach more consumers, the mash-up recipe and trends were shared across the Pork Be inspired® social media channels. On Facebook, the mash-up recipe and related content reached more than 8 million people, with more than 565,000 impressions on Pinterest.

Partnering with food and dining website Eater.com, the Pork Checkoff created two infographics, America’s Most Mouthwatering Mash-up and America’s Love Affair with Pork, parts of which are shared here. The partnership also included Chef JJ Johnson creating his own mash-up based on the social analysis – Pork Suya with Kimchi. A video featuring the recipe was viewed more than 86,000 times.

Bread is the most frequently mentioned grain (22 percent), while potatoes are the top-mentioned vegetable (36 percent of the time).

States were ranked from the least (1) to most (50) social media food conversations about flavor, seasonings and sauces in 2014. The Checkoff’s “Grill Crashers” promotion (page 14) is helping provide inspiration to states that showed some “flavor shyness” when it comes to talking about pork.
The ability to move pork products through domestic and international markets is a goal that everyone that works for pork producers through their Checkoff contributions has a hand in supporting. In addition to direct domestic and international marketing efforts, a lot of behind-the-scenes activity supports that goal. I’d like to highlight efforts that especially pertain to international markets.

To help create standards and rules to guide international trade, countries have come together to write, review and update those standards. The rules provide a basis of agreement among countries about the products and the conduct of international trade. For example, one international organization brings countries together to set standards for animal health and another one sets food safety standards.

Healthy animals are the starting point for safe, wholesome animal products. Through the International Organization for Animal Health, chief veterinarians from countries around the world gather to define animal health standards. Because some swine diseases can be spread through products even from healthy animals, the setting of animal health rules can directly affect the willingness of one country to trade pork products with another.

For example, a country may tell the U.S. that it won’t import U.S. pork because pigs have a disease that it may not have and think that importing U.S. pork might introduce the disease there. The Checkoff supports research to answer those “non-tariff trade barriers.” Checkoff-funded scientific research helps the pork industry and U.S. government trade representatives counter arguments that can affect our ability to trade.

Codex, another international organization, sets international food safety standards. Codex decides which animal health products are internationally recognized for use and the minimum acceptable residue levels to ensure public health safety. The organization also sets safety standards related to bacteria and viruses that can be transmitted on meat.

Again, the Checkoff provides research to ensure that food safety standards are well founded and not simply a political barrier against importing U.S. pork. Checkoff also provides experts to attend meetings and give input as countries negotiate the standards.

International trade has become an extremely important part of our industry’s marketing programs. It can always be challenged by international politics. But one of Checkoff’s responsibilities is to support those that negotiate and sell our products by arming them with the latest and best scientific information available as they work to keep markets open.
Streptococcus suis

Cattle:

INDICATIONS:
for injection q.s.
L-arginine base 200 mg, n-butyl alcohol 30 mg, benzyl alcohol (as a preservative) 20 mg and water

Brief Summary:
Not for Use in Female Dairy Cattle 20 Months of Age or Older Or In Calves To Be Processed
For Subcutaneous Use in Beef Cattle, Non-Lactating Dairy Cattle and Swine Only.
100 mg/mL Antimicrobial Injectable Solution
Enroflox 100 (enrofloxacin)
ANADA 200-495, Approved by FDA

Swine:

calves. Do not use in calves to be processed for veal.

including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born
the last treatment. This product is not approved for female dairy cattle 20 months of age or older,

Cattle:

RESIDUE WARNINGS:
Enroflox 100 is not approved for a one-day, single dose of therapy in cattle.

therapy.

Enroflox 100 is administered as a single dose for one day (swine) or for multiple days (cattle) of

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:
For Subcutaneous Use in Beef Cattle, Non-Lactating Dairy Cattle and Swine Only.
Not for Use in Female Dairy Cattle 20 Months of Age or Older Or In Calves To Be Processed
For Veal.

Brief Summary:
Before using Enroflox 100, consult the product insert, a summary of which fol-

CAUTION:
Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinar-
ian. Federal (U.S.A.) law prohibits the extra-label use of this drug in food producing animals.

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: 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.

Enroflox 100 is administered as a single dose for one day (swine) or for multiple days (cattle) of
therapy.

Enroflox 100 is not approved for a one-day, single dose of therapy in cattle.

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 exposures. 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.

PRECAUTIONS:
The effects of enrofloxacin on cattle or swine reproductive performance, pregnancy and lactation
have not been adequately determined. The long-term effects on articular 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 ef-
ficacy 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 associat-
ed 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 25 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 necropsy. An injection site study conducted in pigs demonstrated that the formulation may
induce a transient reaction in the subcutaneous tissue.

Norbrook Laboratories Limited
Newry, BT35 6PU, Co. Down,
Northern Ireland
I03 May 2014

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Checkoff Focuses on International Opportunities

By Claire Masker

Despite breaking records in 2014, the first part of 2015 proved difficult for U.S. pork exports across the globe. Exports of U.S. pork and pork variety meat from January through March 2015 totaled 1.16 billion pounds valued at $1.42 billion, down 14 percent and 10 percent respectively from the same time period last year.

“First-quarter data showed that large declines in sales to many key partners were due to increased competition, non-science based trade barriers, currency values and the West Coast port slowdown,” said Becca Nepple, vice president of international marketing for the Pork Checkoff. “Checkoff investments are crucial in helping to address trade access issues, both tariff and non-tariff, through market research.”

The Pork Checkoff is working in key markets to increase U.S. pork exports. The National Pork Board approved supplemental funding of $1.25 million to focus on U.S. and international marketing in 2015. The dollars will be invested in programs in Japan, China, Hong Kong, South Korea, the Philippines, Central America and Mexico.

Access Challenges

The Pork Checkoff supports the American Pork Export Trading Company (APEX), which conducts market and economic research. APEX works closely with the National Pork Producers Council to tackle global access challenges for U.S. pork.

Examples of these activities include involvement in trade negotiations to reduce and remove trade restrictions to U.S. pork and responding to new, unfair or illegal trade barriers. Success in this area depends largely on sophisticated and reliable research. APEX-funded research has been vital in market access issues such as the H1N1 flu and free-trade agreements.

The Checkoff also supports U.S. pork promotions in key markets in partnership with the U.S. Meat Export Federation (USMEF). Recent activities are highlighted on pages 30 and 31.

“With the increase in the global population and middle-income levels in countries that enjoy pork, Checkoff promotions around the globe are crucial in expanding our exports,” said Brian Zimmerman, chair of the Pork Checkoff’s Trade Committee and a Beatrice, Nebraska, producer.
Upgrade the Illumination System in your Barn, Workshop, or Shed with Affordable LED Luminaires From EPCO!

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- Uses 80% less energy than traditional illumination systems
- Eliminate ongoing replacement lamp cost
- No luminaire maintenance
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“The quality of this LED light fixture, the ease of installation, improved lighting levels, and reduced energy consumption were all guiding factors in the decision to install EPCO fixtures”.

- Don Johnson, Vice President Electrical Production Services

**Retrofit for the LED Luminaire Upgrade**

Before:
- Remove globe, luminaire base and gasket from junction box.

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- Attach the Gasket, Adapter and LED Luminaire Upgrade to the existing junction box.
CHINA
A recent online promotion for U.S. pork was conducted with China’s leading e-commerce platform, Tmall.com, with impressive results for U.S. pork suppliers.

The seven-day promotion, developed with support from the Pork Checkoff, highlighted Tmall.com’s nationwide 24- to 48-hour delivery service and gave Chinese consumers the opportunity to learn about U.S. pork through videos and recipes developed by master chefs. Consumers also had the opportunity to order U.S. pork for home delivery.

The participating U.S. suppliers reported that they sold more than 15,000 pounds of U.S. pork just eight days after the promotion launched.

“This new shopping channel creates a different buying experience for consumers,” said Joel Haggard, senior vice president for USMEF-Asia-Pacific. “It opens up sales of U.S. pork to all of China.”
USMEF-China and Tmall.com are exploring additional collaborative efforts.

SOUTH KOREA
Despite U.S. exports being down in South Korea over the past few years, exports rebounded in 2014 and long-term economic dynamics indicate that imported pork will be in high demand in the coming years.

The USMEF has been involved with promoting pork with influential Korean bloggers since 2007. The organization provides bloggers with the opportunity to experience and taste U.S. pork through sampling, cooking classes or at restaurants that serve U.S. pork. The main emphasis has been on chilled and processed pork.

This partnership with trusted bloggers is helping to deliver key messages of nutrition, safety and quality of U.S. pork to a large number of consumers.
MEXICO

Mexico is the top importer of U.S. pork and pork variety meat in terms of pounds and second in value. Since 2011, the USMEF has conducted campaigns in this growing market to increase per capita pork consumption.

The campaign has included TV and radio ads, magazine ads, billboards, a website, point-of-sale retail ads and taste tests. Highlighting pork’s versatility and safety has produced positive results. Per capita pork consumption in Mexico jumped from 32.6 pounds in 2011 to 35.9 pounds by the end of 2014.

“Mexico has long been U.S. pork’s best volume customer and it is especially rewarding to see consumption growing and acceptance of the product increasing,” Nepple said.

JAPAN

Japan continues to be the leading importer of U.S. pork, in terms of value. This sophisticated market is important for chilled U.S. pork and the quickly expanding value-added branded segment.

The USMEF, with funding from the Pork Checkoff, focuses on expanding retail, foodservice, processing and distribution segments, as well as improving overall perceptions of U.S. pork with Japanese consumers.

Since 2009, packers, importers, retailers and restaurants have been encouraged to improve the appeal of their U.S. pork brands to consumers at retail stores. The USMEF has supported U.S. pork brand promotions at retail outlets by providing point-of-sale materials. Importers and distributors were encouraged to create new pork products, such as “Mugipo” (Farmland/Prima Ham) and “Herb Pork” (IPC/Mitsubishi), to build consistent business with these entities.

To reach more consumers and make them more comfortable with purchasing U.S. pork, USMEF developed “Gochipo,” a friendly character that became a mascot for U.S. pork in Japan. The mascot is featured in print and online media, on point-of-sale materials, on menus and outdoor advertisements.

CENTRAL AND SOUTH AMERICA

Central America is one of the fastest growing markets for U.S. pork, with increasing sales over the past few years to Guatemala, Costa Rica, El Salvador and Nicaragua. Retail promotions with a major global retailer showcased high-value cuts, including pork loin, ribs, and hams, with the retailer reporting impressive results.
Changes to On-Farm Antibiotic Use Take Center Stage

By Mike King

Ask a pork producer or swine veterinarian and they will attest to the value that antibiotics often have at the farm level to help keep livestock healthy and disease-free. However, that’s not often the typical discussion associated with this herd health tool today.

More likely, conversation or a news report centers on consumer views or upcoming regulatory changes and new challenges that livestock producers are facing. Fortunately, the National Pork Board, led by its producer leaders, has been taking steps to help address all of these challenges and the changes related to on-farm antibiotic use.

“The pork industry has long been a leader in directing and funding antibiotic research, from the causes and transmission of antibiotic resistance to identifying alternative products or practices to help minimize antibiotic use,” said Jennifer Koeman, DVM, Pork Checkoff’s director of producer and public health.

“The Pork Checkoff also shares related information and research with U.S. retailers and foodservice companies,” she added.

The Food and Drug Administration’s (FDA) new policy for on-farm use of medically important (to treat human illness) antibiotics is scheduled to begin in December 2016 (see story on page 33). The final rule, published June 2, includes details on how the veterinary feed directive (VFD) requirement will affect producers, feedmills and veterinarians as they produce and use medicated feed. The final rule also spells out the specifics about how antibiotics used in water will require a veterinary prescription.

Preparing for Changes

“Pork producers need to realize that growth promotion use of medically important antibiotics will go away,” said Brad Greenway, a Mitchell, South Dakota, pork producer and past National Pork Board member. “It won’t affect all antibiotics, but there will be changes in both feed and water medication for farms of all sizes.”

Specifically, Greenway is referring to FDA’s Guidance for Industry 209, 213 and VFD.

“Just as we’ve always done,” Greenway said, “we will adapt and be well positioned to move forward, but not without solid preparation. That means staying informed and learning how FDA’s changes will affect production at the farm level so that strategies for success can be implemented.”

Once in place, the new rule will mean that producers will have to work with their veterinarians even more closely on such things

Antibiotic Principles Outlined in PQA Plus®

**Principle I:** Take appropriate steps to decrease the need for the application of antibiotics.

**Principle 2:** Assess the advantages and disadvantages of all uses of antibiotics.

**Principle 3:** Use antibiotics only when they will provide measurable benefits.

**Principle 4:** Fully implement management practices described for responsible use of animal health products into daily operations.

**Principle 5:** Have a working veterinarian/client/patient relationship and follow the responsible antibiotic use guidelines.
as getting access to certain antibiotics when needed to treat animals. He advises producers to strengthen their relationship with their veterinarian now if needed, and for those who don’t have a regular relationship with a veterinarian, to start that process now.

**Records Will Be Key**

Record keeping will be a cornerstone to the new regulations. Greenway advises producers to document the antibiotics currently being used and to look for ways to strengthen herd-health records. Producers who have completed a Pork Quality Assurance® Plus (PQA Plus®) site assessment should be well-versed in keeping detailed records, Greenway said.

To learn more on key action steps to take today, refer to the most recent Pork Checkoff Report newsletter at [pork.org](http://pork.org).

**Building Trust**

“Having a comprehensive, well-planned strategy to embrace changes in antibiotic use will help define our industry’s trust level going forward,” said National Pork Board CEO Chris Hodges. “Consumers are focused on their food and the role antibiotics play in meat production.”

Hodges points to the outreach and education efforts surrounding antibiotics that the Pork Checkoff made. The U.S. Food and Drug Administration (FDA) is taking a new approach on the judicious use of medically important (to treat human illness) antibiotics in food-animal production. It involves voluntary cooperation by all sectors. Here’s a snapshot of FDA’s timeline to implement these changes.

### FDA’s New Antibiotic Guidance Set to Debut in December 2016

The U.S. Food and Drug Administration (FDA) is taking a new approach on the judicious use of medically important (to treat human illness) antibiotics in food-animal production. It involves voluntary cooperation by all sectors. Here’s a snapshot of FDA’s timeline to implement these changes.

#### Guidance 209: In 2010, FDA outlined its intent and recommendations regarding growth-promotion uses of medically important antibiotics in food-animal production. This action applies to both feed-grade and water-based antibiotics. FDA also specified that veterinarian oversight will increase for the remaining therapeutic applications (prevention, treatment and control) of medically important antibiotics.

#### Guidance 213: On Dec. 11, 2013, FDA initiated a three-year transition process to complete its food-animal antibiotic strategy. This action requests animal-health companies to outline intentions to voluntarily remove any production/growth-promotion uses from product labels of medically important antibiotics. The guidance also eliminates over-the-counter status of these medications and increases veterinary oversight for on-farm therapeutic use by requiring a veterinarian feed directive (VFD) for feed applications and a prescription for water treatments. December 2016 is the deadline for this guidance to be completed and implementation to begin.

#### Final VFD Rule: On June 2, 2015, the FDA published the final VFD rule. This is part of the agency’s overall strategy to promote the judicious use of antimicrobials in food-producing animals. This strategy will bring the use of these drugs under veterinary supervision so that they are used only when necessary for assuring animal health. The final VFD rule outlines the process for authorizing use of VFD drugs (animal drugs intended for use in or on animal feed that require the supervision of a licensed veterinarian) and provides veterinarians in all states with a framework for authorizing the use of medically important antimicrobials in feed when needed for specific animal health purposes.

#### Compounds Not Included: Antibiotics of interest to pork producers that will not be affected by FDA’s new policy include bacitracin, tiamulin, carbadox, bambermycin and narasin. For a list of affected products, go to [www.pork.org/antibiotics](http://www.pork.org/antibiotics).
National Pork Board’s Position on Antibiotics

During its June board meeting, the National Pork Board approved the following position statement on antibiotics. To learn more specifics on a variety of antibiotic-related issues, go to www.pork.org/antibiotics.

America’s pig farmers have always been dedicated to raising healthy animals to help ensure a safe food supply. The use of antibiotics as part of an overall herd health plan is important to delivering on this commitment. Pig farmers recognize the critical importance of using antibiotics responsibly in animals and humans to protect the health and well-being of both as they strive to reduce the overall need for antibiotics and maintain the efficacy of them for future generations.

The National Pork Board, through its Pork Checkoff, supports objective, scientifically rigorous studies and risk assessments to help farmers make informed decisions regarding use of antibiotics in food animals and to build upon efforts to continuously improve antibiotic use best practices. The board also supports veterinarian oversight and best practices, as outlined in the long-established Pork Quality Assurance® Plus certification program, promotes education as an essential component of antibiotic stewardship and strongly encourages compliance with all regulatory requirements.

America’s pig farmers are committed to advancing knowledge that benefits people, pigs and the planet. This includes addressing concerns about the emergence of antibiotic resistance in both animal and human medicine. For this reason, the National Pork Board is expanding its collaboration with veterinarians, food-chain partners and government agencies to develop a comprehensive, fact-based approach that aligns with its farmers’ key values.

Retailers Want Facts

“Food retailers are on the frontlines working hard to meet consumer demands before competitors do,” Sutton said. “As a result, food companies are asking more questions about production practices that ensure humane treatment of food animals, reducing the carbon footprint and above all else ensuring safe food. Of course, responsible antibiotic use can improve all of these.”

Sutton said it’s important that all parts of the industry work to instill confidence in customers through a shared commitment to continuous improvement. This is demonstrated in programs such as PQA Plus® and ongoing Checkoff-funded research aimed at better understanding antibiotic resistance and related issues.

“With the help of our pork-chain customers, we can continue to build on the education and outreach we’ve already done to foster a greater trust from consumers,” Sutton said. “And that’s a good thing for us all.”

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While European Union (EU) producers generally agree on animal welfare principles, they are less unified on antibiotic use. This was evident by discussion and presentations at EuroTier and the accompanying meeting of the German Federal Association of Practicing Veterinarians.

Since 2012, Germany has had a sales-monitoring system for livestock antibiotics, allowing farmers to compare their treatments with other producers. Since April 2014, herd veterinarians have used the benchmark data to help reduce antibiotic use on individual farms.

According to Hans-Joachim Götz, DVM, president of the German Federal Association of Practicing Veterinarians, Germany is focusing on antibiotic resistance. Research continues on whether and how resistant bacteria can be passed between humans and animals, but the decisive criterion for the public and politicians is the quantity of antibiotics needed to select resistant bacteria.

Right or not, veterinary medicine is being blamed due to presumed excessive and non-specific antibiotic use. Often overlooked is use in human medicine, which directly affects human health.

One Health is a global concept that the EU and the United States follow. Götz said that if the German Federal Association of Practicing Veterinary Surgeons had its way, veterinarians and human doctors would work together to commit themselves to using antibiotics only in accordance with the guidelines and under controlled conditions.

Focus on Prevention
“The aim of 21st century animal-health policy must be to avoid disease by means of preventive action, such as inoculation and hygiene measures, and by better farm management and improving the conditions in which animals are kept,” Götz said. “If, despite all these efforts, disease occurs in herds and flocks, the governing principle must be that sick animals are entitled to be treated whenever necessary. Anything else could not be reconciled with animal welfare needs and with responsible animal husbandry methods.”

Industry-led antibiotic monitoring was in use before any monitoring by government agencies. It was established by the quality-assurance system arranged by the private sector through the initiative of the German Federal Association of Practicing Veterinarians and the German Farmers Association.

The monitoring covers 95 percent of poultry farms and 90 percent of pig farms, with the findings producing a comprehensive picture of antibiotics use. Farmers and veterinary surgeons have genuine benchmarking or the ability to learn from the best producers.

“Not a Competition
“At both national and EU level, there must under no circumstances be a competition to outdo each other in setting ambitious antibiotic reduction goals,” Götz said. “Specialist expertise must be at the heart of decisions about sustained reduction in antibiotic use,” Götz said. “Animal health must be maintained or improved.”

This essentially requires all therapy options to be retained, he said. Only an effective monitoring system will allow the use of antibiotics to be minimized without impacting animal welfare standards. This system will be more acceptable to consumers, Götz said.

“As veterinarians, we care about animals in our care,” he said. “We don’t simply want a race downward in the use of antibiotics like some countries have done.”

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You Have a Social Responsibility
By Jarrod Sutton

The first goal in the Pork Checkoff’s new strategic plan is to build consumer trust. Trust is an essential element in business as well as in life. Anyone who has lost the trust of someone along the way can attest to that. Jack Welch, former CEO of General Electric, defines trust this way: “You know it when you feel it.” Trust is confidence. When you have it, the speed of progress is remarkable; without it, progress slows to a grinding halt. So, how do we as pork producers instill and grow trust with the decision-makers, including customers, that either directly or indirectly influence our ability to operate? By demonstrating our commitment to “social responsibility.”

The concept of social responsibility has been around a long time, and consequently has been redefined many times over by various entities: hospitals, restaurants, universities and more. For us, social responsibility creates the relationships of trust that allows decision-makers to discover that we are doing the right things on the farm every day for people, pigs and planet, now and for generations to come.

It is our bridge to those who make decisions about our product and/or shape the reputation of our industry. So how do we do it? More importantly, how do you do it?

First, we proclaim and affirm our commitment to the We CareSM ethical principles under which we operate. Check.

Second, we demonstrate our commitment by developing programs designed for continuous improvement for people (safe food), pigs (animal husbandry) and the planet (environmental stewardship). The Pork Quality Assurance® Plus (PQA Plus®) certification program, as one example, is arguably the most comprehensive set of production standards in all of agriculture today. And it keeps getting stronger thanks to pork producers’ ingenuity.

Today more than 75 percent of U.S. pigs are raised on PQA Plus-certified farms. If you need more information on PQA Plus certification please visit pork.org.

Third, we prove our commitment. Transparency is a buzzword that is tossed about regularly in the meetings I attend. Sometimes executive officers inside food companies question our production practices, just as I am sure you encounter Doubting Thomases in your life, too.

To doubt is to be human. In our business, there are plenty of nay-sayers telling a much different story than what is actually happening on the vast majority of hog farms every day. It is incumbent on pork producers to open up the barn doors (metaphorically speaking) and give people permission to have a look around, ask questions and learn more about why we do what we do to deliver the best pork ever.

In 2014, the National Pork Board facilitated a collaborative effort of pork producers, packer/processors, customers and academia to construct what is now referred to as the Common Industry Audit. We invite our customers to evaluate our production practices based on a common set of standards across the industry.

Finally, let’s talk about it. Social responsibility mobilizes our community to articulate how we make a product in ways that support people, pigs and the planet. It creates experiences that increase mutual understanding and trust. It’s a conversation with our customers that helps us anticipate external and societal expectations so we can make proactive decisions versus having a decision forced on us. It leads the way in balancing science and societal expectations to grow and protect demand.

So go ahead and tell your story. #RealPigFarming.
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Much of the Hog Belt enjoyed below-average temperatures and above-average precipitation last summer, but that doesn’t mean that producers shouldn’t be prepared for hot summer days this year.

Heat stress has a significant impact on the productivity, health and well-being of growing and finishing pigs as well as breeding stock.

In the U.S., the annual dip in productivity is directly traced to elevated July and August temperatures. However, production data show that the productivity loss extends from June to October on the growing and finishing side and from July to November for sow farms.

The net result? For about 40 percent of the year, herd productivity is compromised.

During the heat of summer, pigs eat less feed and grow more slowly. This is most easily observed in reduced average daily feed intake, reduced average daily gain, increased days to market and decreased market weights. The end result is impaired pig flow and reduced total pounds of pork marketed.

Following are tips to help reduce the impact of seasonal heat stress on your farm.

**Maintain Your Herd Performance**

**Ensure adequate access to cool, clean water** – Like all animals, pigs rely on water to help maintain their body temperature. Make sure that all watering devices are in proper working order and that the flow rate is appropriate for pigs in various production stages.

Provide nutrient-dense feed – Since pigs eat less when it is hot, their daily intake of key nutrients is reduced. Providing a diet with more key nutrients, such as lysine, per pound of feed will allow pigs to meet their daily requirement for growth even when they consume less total feed per day.

Adjust and maintain fans – Convection is the heat lost when cool air passes over an animal’s body. Adjusting fan speeds and maintaining fans, intake baffles and louvers are important in replacing the hot air in the building with cooler air from outside.

Provide water misters – Pigs do not have the ability to sweat, so their ability to regulate body heat through evaporative cooling is reduced. Equipping facilities with water misters can help keep pigs cool, especially in parts of the United States that are less humid. Inspect the nozzles to ensure that there is a fine mist and that they are functional. Timers can help reduce the amount of water from misting that ends up in manure pits while still keeping pigs cool.

Provide shade – Pigs raised outdoors need adequate shade to keep them cooler and to reduce the incidence of sunburn. Shade can easily drop the effective temperature by 10 degrees on a hot summer’s day.

**Reverse Heat-related Reproduction Woes**

Impaired summer reproduction is probably due to reduced fertility of gilts, sows and boars. However, it is most easily documented with
females through a prolonged return to estrus or failure to return to estrus after weaning, a reduced conception rate and failure to farrow.

The net result is an increased sow-herd culling rate from August to December, as shown above. Producers retain and breed 10 to 15 percent more gilts between May and August to ensure that farrowing stalls are full in the fall.

It’s quickly apparent that this is an inefficient means of dealing with this loss of productivity. So, it’s better to try other means of preventing or reducing losses due to heat to improve productivity and profitability during the hot summer months.

**Feed sows when it is cool** – Provide feed to sows during the coolest parts of the day. Pigs in the growing and finishing stage will alter their eating behavior by eating more feed in the nighttime hours. Feeding sows in gestation in the early morning can help them stay cooler because the heat associated with digesting and metabolizing their meal dissipates prior to the heat of the day.

**Check for estrus when it is cool** – Check for estrus behavior and breed in the early morning or late evening. Sows are more likely to show estrus signs when it’s cooler, so more animals will be identified in standing heat during the coolest part of the day.

**Keep boars cool, too** – Sows are only half of the reproductive equation, so if you have boars, keep them cool with evaporative coolers or water misters. Boar libido is enhanced when it is cooler, so collect boars early in the morning or in the evening. If using natural service, also take advantage of the coolest part of the day.
8 Ways to Keep Pigs Cool during Transport

By Sherrie Webb, director of animal welfare for the Pork Checkoff

As we head into summer, more pigs than ever will be traveling on America’s highways and rural roads. To keep them and their owners’ best interests in mind, plan for how you will keep pigs cool as they head to market, to another farm or perhaps even to the county fair. Follow these eight handling recommendations to help your pigs weather summer’s heat without any negative effects.

1. **Avoid the hottest time** of the day by adjusting loading/unloading schedules. Loading early in the morning or at night is ideal.

2. **Load fewer pigs** on the truck. As market weights increase, producers and livestock haulers should think of pounds of pigs per trailer rather than only the number of pigs. Loading densities should not exceed 58 pounds per square foot of trailer floor space during the summer months.

3. **Use gentle handling** techniques. Allow pigs to walk at a normal pace and use animal handling tools to facilitate calm pig movement. Minimize or eliminate the use of electric prods.

4. **Sprinkle pigs** five to 10 minutes during or after loading when the temperature is over 80 degrees. Use a large droplet spray rather than a fine mist. Air movement inside the trailer is needed for sprinkling to work effectively. Trucks should be in motion, have access to fans or crosswinds.

5. **Don’t keep pigs too wet.** This can create excess humidity build-up or runoff. Continual wetting with no time for evaporation can increase heat stress by creating a sauna effect.

6. **Do not stop.** Trucks should continue in motion during hot weather conditions unless it is impossible for safety reasons. Temperatures inside an idle trailer of finisher pigs can increase 5 degrees in 30 minutes.

7. **Reduce wait times** at the plant. Producers, drivers, and packers should coordinate loading and unloading times to minimize the amount of time pigs must be on a trailer. Not following scheduled delivery times can cause backups at the plant, which result in increased waiting times for other drivers and pigs.

8. **Have an emergency plan** ready in case of travel delay. This includes contact numbers for the origination and destination points to communicate about delays. Become familiar with alternate routes in case of traffic delays or road construction.
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Students seeking a career in the pork industry can now obtain a certificate in swine science through an online program offered by the U.S. Pork Center of Excellence (USPCE).

Swine Science Online is the first-ever online opportunity to offer multiple undergraduate classes in swine science, according to Bill Winkelman, vice president of producer services for the Pork Checkoff.

“Leading change requires new talent, and we want to encourage more people to make agriculture and the pork industry their career choice,” Winkelman said. “We need to offer students all over the country opportunities to learn and succeed in the pork industry.”

One of the USPCE areas of focus is developing Swine Science Online courses to prepare students for careers in the pork industry.

“To be successful in any career, you need the required knowledge and expertise,” said Chelsey Branderhorst, USPCE program manager. “This is especially true in a fast-paced, dynamic industry such as pork production.”

Swine Science Online provides educational experiences over a broad range of production and industry topics. Students learn about scientific principles and management skills required for today’s efficient, sustainable pork production. Courses are delivered online that are not available at many universities.

**Real-World Training**

Brittany Lowery is a North Carolina State University student majoring in animal science with a minor in feed-mill science. She completed the Swine Science Online course curriculum and earned her certificate of completion in June 2014.

“Swine Science Online better prepared me for real-life situations that I have to troubleshoot and will poten-
tially encounter in everyday life on a farm,” Lowery said. “I really enjoyed the program and hate that it’s over.”

The ultimate goal of the Swine Science Online program is to have more academically trained students entering the pork industry, Branderhorst said.

“After completing 12 required and elective courses, students can apply for a certificate administered by the USPCE,” Branderhorst said. “The certificate demonstrates to a future employer that an applicant has the knowledge and commitment needed in the pork industry.”

Ashley Greff, an animal science major at Iowa State University, has taken courses and appreciates the diverse classes offered.

“Taking these courses has helped me with my education goals because I wouldn’t have been able to take such a wide variety of swine classes at Iowa State,” Greff said. “The teachers are awesome to work with, and I’ve had the opportunity to take classes from different universities while paying in-state tuition.”

The program is a win for the overall pork industry as well, Winkelman said.

“We need dedicated, well-trained caregivers on our farms who will provide the best care possible to our animals,” Winkelman said. “Offering young people online opportunities at the university level also helps demonstrate to our customers the industry’s commitment to continuous improvement in professionalism on the farm.”

For more information about taking courses, go to SwineScienceOnline.org.
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Cattle - Multiple-Day Therapy: Baytril® 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: Baytril® 100 is indicated for the treatment and control of swine respiratory disease (SRD) associated with Actinobacillus pleuropneumoniae, Pasteurella multocida, Mycoplasma parvum, Streptococcus suis, Flavobacterium bronchisepticum and Mycoplasma hyopneumoniae.

RESIDUE WARNINGS:
Cattle: Animals intended for human consumption must not be slaughtered within 28 days of 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, tissue 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 exposures. Individuals with a history of hypersensitivity to quinolones should avoid this product. In humans, there is risk of user photosensitivity within a few hours after excessive exposure to quinolones. If excessive accidental exposure occurs, avoid direct sunlight. For customer service or to obtain product information, including a Material Safety Data Sheet, call 1-800-633-3796. For medical emergencies or to report adverse reactions, call 1-800-422-9874.

PRECAUTIONS:
The effects of enrofloxacin on cattle or swine reproductive performance, pregnancy and lactation have not been adequately determined. The long-term effects on articular cartilage 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. Baytril® 100 contains different excipients than other Baytril® 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 25 mg/kg were administered for 10 to 15 days. Clinical signs of ataxia, incoordination and depression 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. 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 necropsy. An injection site study conducted in pigs demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue.

U.S. Patent No. 5,756,506

GHG121814 November, 2012
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21 Students Receive Pork Industry Scholarships

The Pork Checkoff recently awarded Pork Industry Scholarships to college students for the 2015-16 school year to help develop the next generation of pork professionals. The 21 student recipients, from 15 states and 15 different institutions, are majoring in nine different swine-related fields. This year’s top candidates were Kaylen Baker and Matthew Romoser, who will receive $5,000 and $3,500, respectively. The other students will each receive $2,000. To apply for the 2016-17 school year, watch for information on pork.org. The 2015 Pork Industry Scholarship recipients are:

<table>
<thead>
<tr>
<th>Recipient</th>
<th>City, State</th>
<th>Institution</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaylen Baker</td>
<td>Yukon, Okla.</td>
<td>Oklahoma State</td>
<td>Animal Science/Ag Communications</td>
</tr>
<tr>
<td>Matthew Romoser</td>
<td>Keota, Iowa</td>
<td>Iowa State University</td>
<td>Animal Science</td>
</tr>
<tr>
<td>Morgan Cox</td>
<td>Hope, Ind.</td>
<td>Purdue University</td>
<td>Animal Science</td>
</tr>
<tr>
<td>Hayden Williams</td>
<td>Iowa Falls, Iowa</td>
<td>Wabash College</td>
<td>Biology</td>
</tr>
<tr>
<td>Annie Clark</td>
<td>Overland Park, Kan.</td>
<td>Kansas State University</td>
<td>Animal Science</td>
</tr>
<tr>
<td>Danika Miller</td>
<td>Terre Haute, Ind.</td>
<td>Purdue University</td>
<td>Food Science</td>
</tr>
<tr>
<td>Taylor Owens</td>
<td>Boerne, Texas</td>
<td>Texas A&amp;M University</td>
<td>Animal Science</td>
</tr>
<tr>
<td>Kalynn Harlow</td>
<td>Rocky Mount, Va.</td>
<td>Virginia Tech</td>
<td>Animal Science</td>
</tr>
<tr>
<td>Darby Dillard</td>
<td>Starkville, Miss.</td>
<td>Mississippi State University</td>
<td>Animal Science</td>
</tr>
<tr>
<td>Allison Knox</td>
<td>Savoy, Ill.</td>
<td>University of Illinois</td>
<td>Animal Science/Pre-Vet</td>
</tr>
<tr>
<td>Nicole Gross</td>
<td>Johnson Creek, Wis.</td>
<td>University of Wisconsin</td>
<td>Animal Science</td>
</tr>
<tr>
<td>Grant Price</td>
<td>Tiffin, Ohio</td>
<td>The Ohio State University</td>
<td>Animal Science</td>
</tr>
<tr>
<td>Benjamin Smith</td>
<td>Aurora, Mo.</td>
<td>Iowa State University</td>
<td>Animal Science</td>
</tr>
<tr>
<td>Abigail Wehrbein</td>
<td>Plattsburgh, Neb.</td>
<td>University of Nebraska Lincoln</td>
<td>Animal Science/Meat Science</td>
</tr>
<tr>
<td>Morgan Pittz</td>
<td>Mineral Point, Wis.</td>
<td>Iowa State University</td>
<td>Animal Science</td>
</tr>
<tr>
<td>Garrit Sproull</td>
<td>Uhrichsville, Ohio</td>
<td>The Ohio State University</td>
<td>Animal Science/Production</td>
</tr>
<tr>
<td>Adam Krause</td>
<td>Clear Lake, S.D.</td>
<td>South Dakota State University Ag</td>
<td>Business</td>
</tr>
<tr>
<td>Kaleb Sargent</td>
<td>Clinton, N.C.</td>
<td>North Carolina State University</td>
<td>Animal Science/Ag Business</td>
</tr>
<tr>
<td>Sarah Marketon</td>
<td>Howard Lake, Minn.</td>
<td>University of Minnesota</td>
<td>Ag Education</td>
</tr>
<tr>
<td>Ellen Nieuwoudt</td>
<td>Washington, Kan.</td>
<td>Kansas State University</td>
<td>Animal Science</td>
</tr>
<tr>
<td>Cody Milbrath</td>
<td>Springfield, Minn.</td>
<td>South Dakota State University</td>
<td>Animal Science</td>
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NOW APPROVED to FIGHT E. COLI and for IM ADMINISTRATION

- Approved for the control of colibacillosis in groups or pens of weaned pigs where colibacillosis associated with *Escherichia coli* has been diagnosed
- Approved for intramuscular injection in swine
- New dilution schedule for small pigs

Baytril 100 is still the only enrofloxacin FDA-approved to treat and control SIX SRD-causing pathogens.

MORE WAYS WE’RE HELPING SAVE YOUR BACON

For use by or on the order of a licensed veterinarian. Extra-label use in food-producing animals is prohibited. Swine intended for human consumption must not be slaughtered within 5 days of receiving a single-injection dose.

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Tips for Fair Season
Follow Biosecurity Basics

With more than a million pigs born, bred and raised each year for U.S. show rings, all swine exhibitors need to follow good biosecurity measure to help protect both pigs and people from disease threats.

“Ensuring that youth exhibitors have biosecurity information is a priority for the Checkoff,” said Lisa Becton, DVM, director of swine health information and research for the Pork Checkoff. “Good biosecurity starts with knowing what steps to take at the farm, at the show and when returning home to reduce unnecessary health risks to pigs and people.”

To put the best possible biosecurity plan in place, exhibitors should work with their local veterinarian. The Checkoff’s booklet, A Champion’s Guide to Youth Swine Exhibition: Biosecurity and Your Pig Project, also offers information. It’s available at pork.org.

“The biosecurity basics remain the same, such as keeping all pens, feeders, waterers and other equipment clean, disinfected and dry between uses,” Becton said. “Minimize exposure of pigs to non-essential people and vehicles and take steps to keep wildlife away.”

Prior to attending a show, review your biosecurity plan. Some fairs and exhibitions may require health papers that list specific vaccines, such as for influenza, and may require targeted health testing, such as for Porcine Reproductive and Respiratory Syndrome virus.
Before Going to a Show:
- Work with your veterinarian to determine the appropriate vaccination schedule and testing needs for your pig.
- Complete required training and paperwork in a timely manner (i.e. Youth PQA Plus®).
- Ensure that your pig meets specific show requirements (identification, vaccinations, health papers).
- Take only clean and disinfected equipment to prevent the transfer of potential pathogens.
- Bring adequate supplies so you won’t have to borrow or share equipment.
- Never bring an unhealthy animal to a show, fair or exhibition. Evaluate your pig’s health on a daily basis prior to the show.

“Biosecurity is an ongoing process,” Becton said. “The Checkoff will continue to create new ways to help everyone involved in showing pigs do their part in keeping pigs healthy and growing like champions.”

Reduce Flu Risk

The Pork Checkoff has worked with many experts and other groups to help reduce the potential of spreading flu viruses and to keep pigs and people healthy at fairs.

“Our goal is to provide useful information and action steps to exhibitors and fairgoers,” said Jennifer Koeman, DVM, director of producer and public health director for the Pork Checkoff.

Flu-related materials, such as posters, fact sheets, signs and guidance for swine exhibitors, can be downloaded at pork.org/flu. Or call the Pork Checkoff Service Center at (800) 456-7675 or visit the Pork Store via pork.org.

SPECIALIZED SIRES
FOR THE RIGHT OUTPUT

HYPOR MAXTER

HYPOR MAGNUS

Every market is different, demanding a different output. Consumer demand varies from leanness to certain pork quality traits. Producers must consider the strengths of the different specialized sires. The choice of the right specialized sire line enhances the performance of the total system. Founded in 1960, the Hypor breeding program is focused on balanced breeding as the way to maximizing total system profitability. Our focus results in a portfolio of sire lines that deliver the right output you are looking for.
MISSING
SOETHING?

Commercial vaccines contain a generic selection of disease isolates from around the country. How can you be sure you are vaccinating with isolates antigenically similar to what is in your client’s herd?

Custom Made Vaccines from Newport Laboratories give you the confidence that your herd is vaccinated against the specific isolates found in your area and allows you to address strain variation. Combine that with the ability to customize your vaccine to fit your animal health program and you just found the missing piece.

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