

# Pork Checkoff Report

Winter 2015 • Vol. 34 • No. 4

*People. Pigs. Planet.™*

## Connections Count

Keith Schoettmer reaches  
beyond the farm gate  
to build consumer trust... page 12



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# Pork Checkoff Report

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Keith Schoettmer



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## Bright Lights, Big Rewards

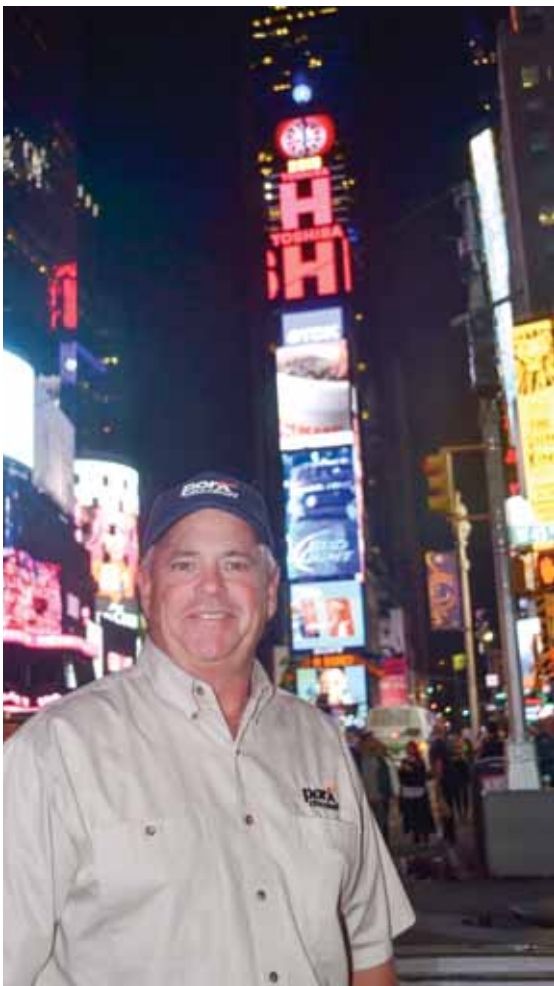
The massive light displays that greet you at New York City's Times Square are always impressive, especially if you're like me and grew up on a farm near a town with one traffic light (Audubon, Iowa). Keith Schoettmer, named America's Pig Farmer of the Year<sup>SM</sup>, recently made his first trip to New York City on behalf of the nation's pork producers. The city of bright lights and millions of people offered an ideal venue to share producers' commitment to responsible pork production.

Through interviews with key media, the Indiana producer relayed the message that pig farmers are doing the right thing every day in their barns. The eight desk-side media interviews and 27 satellite interviews generated: 19.25 million impressions; 270 web, radio and TV airings; and 416 news release placements, including 176 websites. The total potential audience reached was 170 million consumers.

As consumers continue to ask about how their food is raised, programs, such as the America's Pig Farmer of the Year award, and other initiatives that provide assurance are essential. The pull-out antibiotic infographic in the center of this issue is a new tool that the Pork Checkoff is using to let consumers know that the pork on their tables is safe for their families. The infographic illustrates how U.S. pork producers work with their veterinarians to use antibiotics responsibly to help keep people, pigs and the planet healthy.

We invite pork producers to join the conversation with consumers. **Share** on social media how you care for animals on your farm using #RealPigFarming. **Speak up** for pork by becoming an Operation Main Street speaker. In January, **apply** to be the next Pig Farmer of the Year award winner. Collectively, producers can reap big rewards as they work together to build consumer trust.

— Jan Jorgensen, editor



## Pork Checkoff Report

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# Checkoff Speaks Up for Producers

*Exports, Subway and new cancer claims make headlines*

By Chris Hodges



Chris Hodges,  
National Pork  
Board CEO

**D**omestic demand continues to carry the pork markets. Fall prices have held strong, with some recovery in foreign demand. Our industry is producing good products, and many consumers and restaurants are buying more today than five years ago.

It's been quite a season for announcements: Subway stepped out on a limb with its antibiotics position; the International Agency for Cancer Research (IARC) elevated the cancer risk of red and processed meats; and USDA announced more U.S. plants will be able to export pork to China.

Let's start with the good news. Exports to China in September surged 83 percent from last September, but the European Union continued to take market share away from the United States.

Efforts of the National Pork Board, the National Pork Producers Council (NPPC), the U.S. Meat Export Federation and the North American Meat Institute (NAMI) to get more plants approved for pork exports to China is paying off (page 29). Now the real work starts as feed mills, producers and packing plants must ensure that no ractopamine is found in products sent to China.

As I've stated previously, the decision to use ractopamine or not is up to individual producers and their arrangement with their packer and feed mill.

## Message to Subway in Wall Street Journal Ad

Subway's announcement that it would only buy meat products produced without the use of ANY antibiotics was unexpected. National Pork Board staff visited Subway's offices twice in the last year, and one of their employees recently visited a pig farm.

The announcement was a lightning bolt coming from nowhere, but we did not let it go unchal-

lenged. Nor are we deterred from our mission to inform the public, educate producers and fund research on antibiotic use in pork production.


The National Pork Board and NPPC placed an open letter to Subway in *The Wall Street Journal* on Oct. 29. The letter outlined why antibiotics are important for farmers and veterinarians in their commitment to raising healthy pigs and safe food. The Checkoff's robust social media network, connections with pig farmers and excellent relations with ag and national media also were deployed.

The IARC announcement was anticipated by the National Pork Board, NPPC and NAMI. This was another example of using bad and unreliable data to attribute cancer to the consumption of red and processed meats.

The IARC singled out red and processed meats as an elevated cancer risk. A study like this one attempts to track consumer food consumption patterns with human-health outcomes.

When a correlation was found, it was reported as a potential cause, but it's only a correlation. I can tell you that there is a high correlation between drinking water and cancer, but that does not mean drinking water causes cancer.

The Pork Board created a page dedicated to pork's role in nutrition and health on [porkcares.org](http://porkcares.org). The web page has been shared with food-chain partners and interested consumers. The information also was shared on social media to expand its outreach.

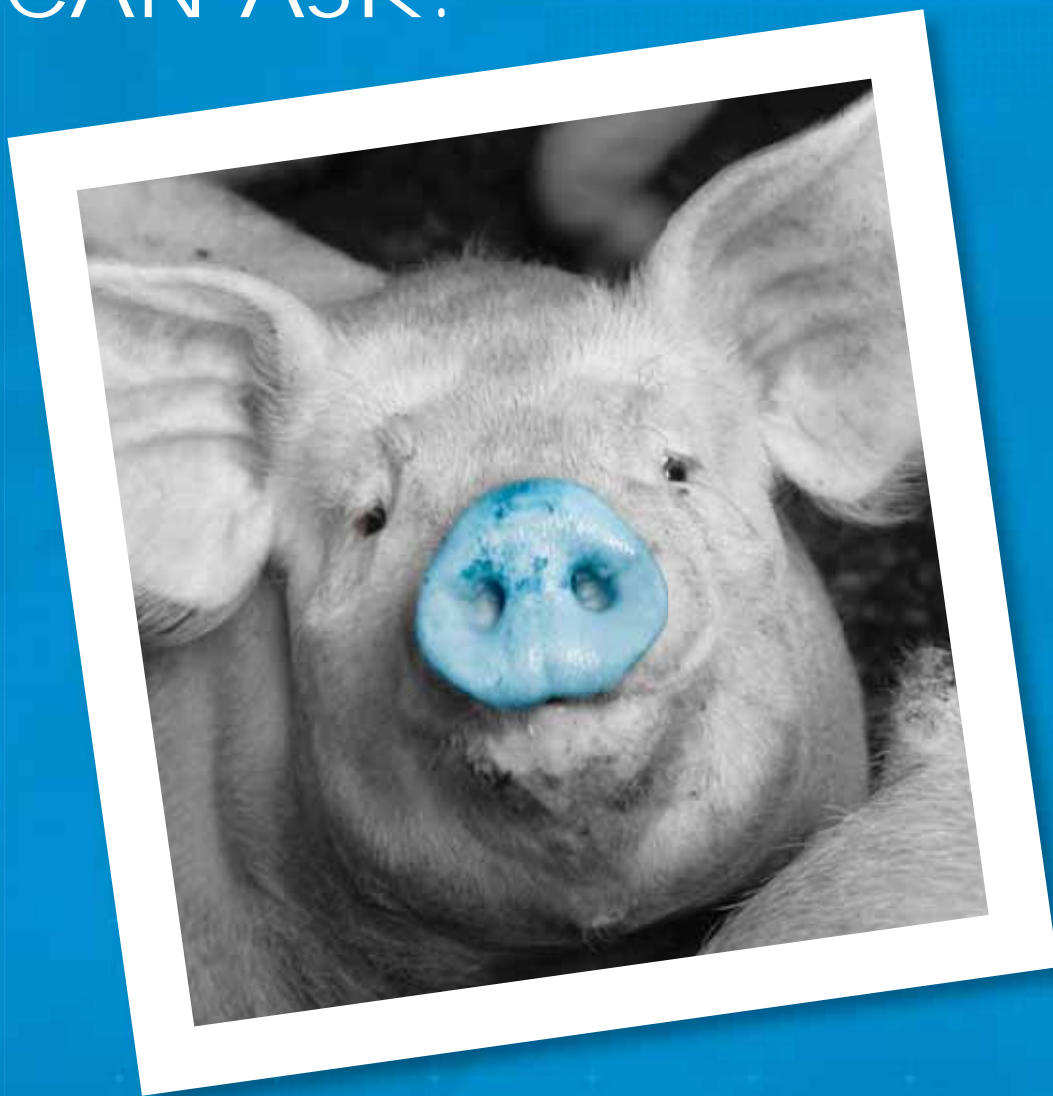
Our industry continues to grow, and our future is bright. We must not lose sight of the fact that pork is a preferred protein for many customers. We will not step back from the challenges we face from those who seek to harm our industry. Our producers and consumers deserve better. 



Join the conversation by using  
**#RealPigFarming** on your  
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# Blue-Ribbon Panel to Help Prioritize Antibiotic Research and Education

By Kevin Waetke

The National Pork Board recently announced its blue-ribbon panel on antibiotics, which is an outcome of the Pork Checkoff's antibiotics stewardship plan. The third-party experts will review antibiotic use on U.S. pig farms and help prioritize Checkoff antibiotic research and producer education.

They also will help identify ways to improve antibiotic practices and offer guidance in how to enhance antibiotic stewardship.

"The critical role antibiotics play in pig farming is one of the most misunderstood facets of food production today," said National Pork Board CEO Chris Hodges. "We thank these leaders for their assistance and appreciate their range of expertise. From rigorous scientific study to foodservice and retail management, these experts will help us continue to build con-

sumer trust and confidence in pork production."

To facilitate that, the Pork Board has hosted meetings with its food chain partners,

former director of the Centers for Disease Control and Prevention's office of antimicrobial resistance, said, "The science is complicated, but

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**"We need to better translate complex information about antibiotic use for the benefit of the food consumer and the medical community."**

*Steven Solomon, M.D., public health consultant*

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sharing the innovation of current production practices and efforts to use antibiotics responsibly.

"We are advancing in antibiotic stewardship, but antibiotics remain a vital part of our ability to address animal welfare and food safety issues," said Michael Apley, a veterinarian and professor in clinical sciences at Kansas State University. "We can raise some animals without antibiotics, but not all."

Steven Solomon, M.D., a public health consultant and

we do know how to improve the use of antibiotics in both human and animal medicine. We need to better translate complex information about antibiotic use for the benefit of the food consumer and the medical community."

## Sharing our Story

The Pork Board's three-point action plan, outlined on the facing page, focuses on five research priorities. The intent is to shape educational outreach to pig farmers and broadly share information with the retail and foodservice industries and pork consumers.

"We're focused on sharing our story of innovation and excellence in pork production," said National Pork Board President Derrick Sleezer, Cherokee, Iowa. "The bottom line is simple: safe food comes from healthy animals."

He added, "Farmers are experts in animal care and sustainable farming, including responsible antibiotic use. Our goal is to protect the health and well-being of people, pigs and the planet. ✓"

## Blue-Ribbon Panel Named

- Mike Apley, D.V.M. and Ph.D., food animal production medicine, Kansas State University
- Bonnie Buntain, D.V.M., coordinator, veterinary medical and surgical program, University of Arizona
- Mike Chaddock, D.V.M., associate dean, College of Veterinary Medicine, Michigan State University
- Chris Cochran, senior manager, food sustainability, Walmart
- Jim McCollum, protein purchasing manager, Independent Purchasing Cooperative, Inc.
- Justin Ransom, senior director, quality systems U.S., McDonald's
- Steve Solomon, M.D., public health consultant and former director of the Centers for Disease Control and Prevention's office of antimicrobial resistance



## Antibiotic Three-Point Action Plan Based on Research Priorities



### Research

Investing \$750,000 in new research projects that span five distinct priorities intended to provide data for animal and public health outcomes (pig health/welfare, human health/safety, environmental impact and pork quality).

### Education

Updating the Pork Quality Assurance<sup>®</sup> Plus (PQA Plus<sup>®</sup>) farmer certification program in 2016 and investing up to \$400,000 in education and awareness programs to ensure pig farmers understand and adopt new Food and Drug Administration rules for the use of medically important antibiotics (to treat human illness) in feed and water.



### Communications

Gathering industry leaders for meetings on responsible antibiotic use and sharing the U.S. pork industry's story of continuous improvement with producers and consumer media through outreach, byline articles and advertisements.

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# Sleezer Won't Settle for Par

*National Pork Board president focuses on continuous improvement*

By Jan Jorgensen

**G**rowing up on his family's Aurelia, Iowa, hog farm, National Pork Board President Derrick Sleezer learned early that doing what's best for pigs, people and the planet is a moving target.

"We helped from the time we were young, getting up early to do chores before school," Sleezer said. "My family was always looking for ways to do a better job of raising and caring for pigs, and it provided a great sense of accomplishment to see the progress we made."

Today, Sleezer, Inc., the family's 700-sow farrow-to-finish operation markets 15,000 hogs annually. They

also farm 2,000 acres of corn and soybeans.

Sleezer's focus on improvement was honed while obtaining a marketing degree at Drake University in Des Moines, Iowa. As a member of the Drake golf team, he worked constantly to refine and better his game.

"I rarely have time to play today, but I love golf and the life lessons it teaches," said Sleezer, whose college team members included Zach Johnson, winner of the 2007 Masters and the 2015 Open Championship. "I apply a lot of what I learned from the sport to my work today on behalf of pork producers."

For example, golf teaches

that balance is important, and that you need to work on all areas of your game, he explained.

"It's great to be driving the ball really well, but if your putting is off, your whole game suffers," said Sleezer, whose daughter, Brianna, is a high school sophomore.

"Likewise, in pork production, it isn't just about raising pigs," Sleezer said. "Are we following the We Care<sup>SM</sup> principles in our barns? Are we using antibiotics responsibly? Are we taking care of employees? Are we sharing our farm's story with consumers? Are we continually trying to be more productive and efficient? All are critical; all matter."

## **In the Rough? Have a Plan**

In raising pigs, like golf, what you do when you "land in the rough," is critical, Sleezer said.

"A few years out of college, I returned to the farm to be involved in the business planning and marketing aspects of the family's new boar stud," Sleezer said. "We grew it to a capacity of over 300 boars, but when PRRS and high corn prices hit, we made the decision to not restock."

While still involved in the family farm, Sleezer

**"Pork producers are always improving in order to do what's best for pigs, people and the planet."**





now also works for Kerber Company in Emmetsburg, Iowa. He is involved in the development of BarnVista, which will help improve the management of remote pork production facilities.

The pork industry showed its tenacity in the face of a major opponent when porcine epidemic diarrhea virus (PEDV) hit pork farms. Once PEDV was identified, understanding more about the virus became a priority in order to expedite effective control and prevention.

“With a coordinated industry effort, practical on-farm solutions were quickly developed to help farmers and their veterinarians fight this costly disease,” he said. “And now we’re using what we learned from PEDV to plan for other possible emerging diseases.”

Sleezer also appreciates how the industry came together to develop the Common Swine Industry Audit.

“Working with our food-chain partners, we devel-



oped a tool to let consumers know that we are doing a good job of raising pigs and that they can have confidence in the pork on their tables,” Sleezer said.

#### Going for a Hole in One

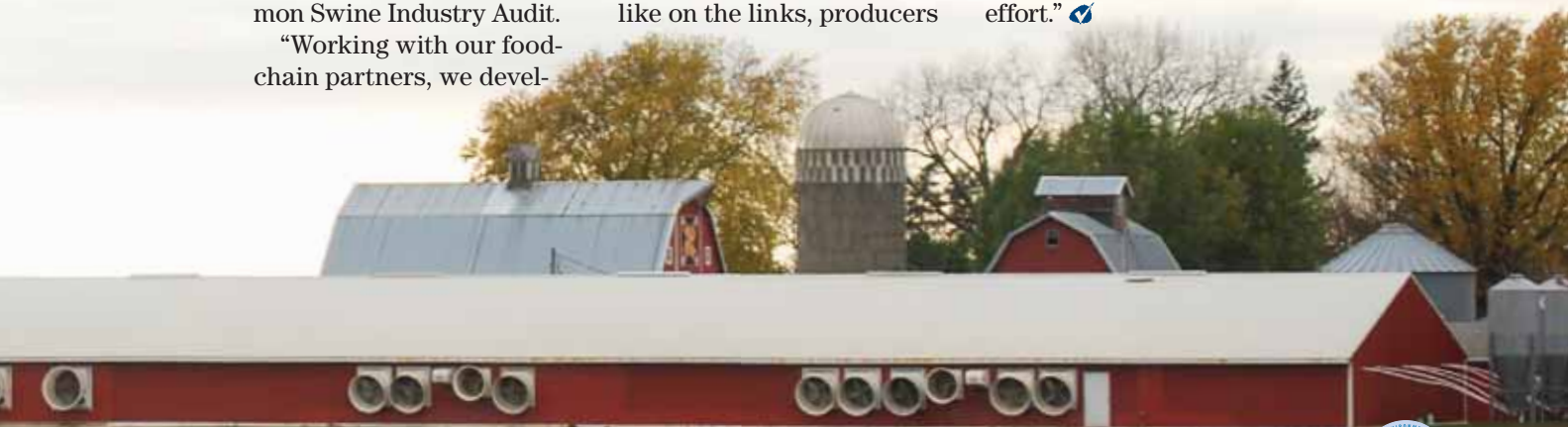
“Aside from an elusive hole in one, there’s always room for improvement in golf,” Sleezer said. “And just like on the links, producers

never quit striving to do a better job in our barns.”

Sleezer invites all producers to help share the message of continuous improvement with consumers.

“Serve on a state or national committee, speak up as an Operation Main Street speaker or talk with consumers on social media,” he said. “We all benefit from the team effort.”

**“Consumers need to know that pig farmers genuinely care about their animals,” Sleezer says.**



# Connections Count:

*Keith Schoettmer reaches beyond the farm gate to build consumer trust*

By Darcy Maulsby



Keith Schoettmer had always said that he could die a happy man without ever seeing New York City. But that philosophy was turned upside down when he was recently named the first America's Pig Farmer of the Year<sup>SM</sup> winner.

To help put a face on pig farming and build consumer connections, Schoettmer traveled to New York City in October for a round of desk-side and satellite media tour (SMT) interviews.

Schoettmer and his daughter, Kristin Flora, join other producers in following the We Care<sup>SM</sup> principles in their barns.



The SMTs were worthwhile, said Schoettmer, who completed more than 30 interviews for television, radio and other media outlets. He was joined by Chris Soules, an Iowa pork producer, past star of “The Bachelor” and “Dancing with the Stars” and a judge for the America's Pig Farmer of the Year competition.

“We had a new interview every 10 minutes and had no idea which way the questions would go,” said Schoettmer, whose interviews alongside Soules generated coverage from network TV affiliates and outlets such as People.com, Today.com and Fox 411. “It was a great way for the pork industry to reach audiences we couldn't access before.”

## No Preaching to the Choir

Traveling to metropolitan areas, working with media and reaching millions of

consumers with the pork industry's story are becoming second nature for Schoettmer, who runs a farrow-to-finish farm near Tipton, Indiana. He is a quick study who represents his fellow producers well, said Mike King, director of science communications for the Pork Checkoff and manager of the award program.

“Keith excels at raising pigs and cares about people and the planet,” King said. “He can tell his farm's story to the public in a relatable way. His New York visit and subsequent appearances and media interviews are raising awareness about how America's pork producers do the right thing every day.”

The messages are resonating far beyond farm country with media and consumers nationwide. An Oct. 7 news release related to America's Pig Farmer of the Year, for example, received cover-



age on 176 websites, with a potential audience of nearly 170 million visitors per day.

The next day, the successful “Building Trust in American Pig Farming” SMT interviews led to widespread media references to the America’s Pig Farmer of the Year program. This resulted in more than 270 television, radio and digital broadcasts nationwide of this message.

“Investing Pork Checkoff dollars to get this kind of exposure has been invaluable,” Schoettmer said.

#### Providing Answers

Some of the media coverage dove deeper into what the America’s Pig Farmer of the Year award is all about and why consumers can trust pork producers.

“Keith Schoettmer explained that his message is for consumers to know how their food is produced and to let them know there

are real people behind the products put on the market,” noted OK! TV.

The International Business Times, whose U.S. publications include Newsweek, explained that Schoettmer founded his family’s farm, Schoettmer Prime Pork, with his wife, Darla, in 1987 and now markets 23,000 pigs annually. “But what exactly is pig farming?” asked the media outlet. Schoettmer noted that the job entails raising a safe, nutritious, sustainable product for consumers around the world.

“The first step is animal welfare,” said Schoettmer, who was quoted extensively

by the International Business Times. “We take that responsibility very seriously. Our passion is to raise a pig that’s comfortable every day. We know that the products we put on the market are going to be safe, because we work very hard at keeping pigs healthy and comfortable.”

Some media outlets noted how Schoettmer is using his new platform to inform consumers about the pride pig farmers take in their work.

“We want to let people know how their food is raised,” he said. “I want to show how much we care about what we do.”

This is what the award is

**“Many people I’ve met have no idea how pigs are raised today. It’s important for us to open the barn doors.”**

– Indiana producer Keith Schoettmer



**"We need to let consumers know that we are raising their food responsibly," says Schoettmer, who is in the barns daily to care for pigs.**

all about, said National Pork Board CEO Chris Hodges.

"Keith is showing consumers what 'right' looks like," Hodges said. "He is a great example of today's pig farming, and he knows how to connect effectively with consumers."

### **Norm, Not the Exception**

The America's Pig Farmer of the Year award honors a U.S. farmer who excels at raising pigs using the We Care<sup>SM</sup> ethical principles and wants to share with the public how he or she does that. Schoettmer relishes the opportunity to educate audiences far removed from agriculture as he speaks on behalf of America's more than 62,000 pig farmers.

"People tend to be afraid of what they don't understand," Schoettmer said. "Many people I've met have no idea how pigs are raised today. It's important for us to open the barn doors."

One of his key messages is producers' commitment to following the We Care

principles in his barns.

"I emphasize that we're the norm, not the exception," Schoettmer said. "Farmers across the country join me in being committed to responsible pork production every day."

For Schoettmer, these principles took root in the 1970s growing up in Indiana. As a high school student he worked for a local purebred Angus producer and decided to study bovine production at Purdue University. During college, he worked part-time for Delmar Guard, a local pig farmer who taught him the fine points of pork production.

After earning his animal science degree from Purdue in 1980, Schoettmer spent seven years managing Ivan Miller's purebred Duroc farm in Illinois.

"I've had great mentors in Delmar and Ivan, who prepared me for success," Schoettmer said.

This success is reflect-

ed in Schoettmer Prime Pork, which includes eight employees. Sharing common goals keeps everyone focused on caring for the pigs in the best way possible, Schoettmer said.

"We're not focused on getting bigger; we're focused on getting better," he said.

### **"We're Getting It Right"**

As America's Pig Farmer of the Year, Schoettmer has set a new goal – reach a wider audience by highlighting producers' commitment to responsible pig farming.

"People are skeptical about their food today," Schoettmer said. "I want to give them peace of mind that pork producers are getting it right."

In November, Schoettmer traveled to Washington, D.C., to speak at a Congressional briefing with the American Humane Association on the humane treatment of farm animals. "These people are allies," he said. "I couldn't be more

**“People are skeptical about their food today. I want to give them peace of mind that pork producers are getting it right.”**

– Keith Schoettmer

excited to share pork’s message and show how much we have in common.”

What messages does he share with these audiences? Lessons he has learned from a lifetime of caring for livestock, including:

- **Pork production is a family business.** Schoettmer notes that his family farm is not unique, saying that raising pigs offers a way to bring the next generation back to the farm.

- **Pork producers are proud of their profession.** Schoettmer has found that people are curious about how pigs are raised, and he’s happy to share his story.

“Most people are interested in our industry,” Schoettmer said. “When I did the media tour in New York City, I expected a lot of challenging questions. Instead,

people were very supportive and wanted to learn more.”

### Putting a Face on Pig Farming Is Critical

Schoettmer’s personable style and sincerity make him a great spokesman, said National Pork Board President Derrick Sleezer.

“We appreciate the dialogue Keith is creating as he travels around the country,” Sleezer said. “We need to connect with consumers, telling them how we raise their food in an ethical and transparent way. Keith’s interest in sharing his farm’s story – and putting a face on today’s pig farming – will help us reach this goal.”

To learn more about Schoettmer’s farm and the America’s Pig Farmer of the Year award program, visit [americaspigfarmer.com](http://americaspigfarmer.com). ✓

Keith, his wife, Darla, and their employees host farm tours to help consumers make the farm-to-fork connection. The group gathers here with Iowa farmer and celebrity Chris Soules, on the far right.



Keith Schoettmer encourages all producers to get involved. Here he conducts media interviews with Chris Soules in New York City.

## Make a Difference

For Keith Schoettmer, getting involved in his community has always been a priority. The Tipton, Indiana, producer encourages other producers to make a positive difference for their communities and offers these tips.

**1. Find small ways to give back.** For 20 years, Schoettmer has donated pork sausage to St. John the Baptist Catholic Church in Tipton for the congregation’s monthly sausage breakfasts. Through free-will offerings, these events have raised thousands of dollars that the church donates to local charities.

“I’m not a member of this church but am happy to help out the community,” Schoettmer said. “It has worked out well.”

**2. Don’t wait for people to call.** If a local organization needs a hog for a hog roast or a local 4-H club or FFA chapter is having an event, see if you can contribute.

“Being proactive and giving back demonstrates that we care,” Schoettmer said. “It also shows that pork production is about more than making a profit.”

**3. Be a mentor.** In addition to training his employees, Schoettmer also works with students from the local high school’s vocational agriculture program and hires interns from a nearby university.

“There’s a lot of value in introducing more people to pork production and showing them the many opportunities in this industry.”



# “Pass the Pork” Blogger Tour Opens the Barn Doors

By Claire Masker

Consumers have never been more interested in how and where their food is grown and raised. To help consumers learn about today’s pork production, the *Pass the Pork* blogger tour recently was held at Brenneman Pork farm in Washington, Iowa.

“As pork producers, we’re proud of what we do,” Rob Brenneman said. “We have to be willing to open up our barn doors and show the public how we raise pigs to gain back the confidence some may have lost in us.”

The tour, held just before National Pork Month, was sponsored by the Pork Checkoff, the Iowa Pork Producers Association and the National Pork Producers Council. The bloggers have a combined online audience of nearly 1.5 million readers.

“With the growing importance of social networks, bloggers play a key role in connecting consumers with

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**“I was worried that the barns would smell and that the pigs wouldn’t be comfortable, but that wasn’t the case at all. The modern barns were clean, quiet and provided a nurturing environment for the pigs.”**

– Blogger Lauren Grier, [climbinggriermountain.com](http://climbinggriermountain.com)

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their food and the farmers who raise it,” said Kevin Waetke, vice president of strategic communications for the Pork Checkoff. “Providing firsthand access to experts and farms will help the food-engaged influencers provide accurate information to their readers about pork production.”

The bloggers posted updates during and after the *Pass The Pork* tour on multiple social media channels. Posts resulted in nearly 7.8 million impressions – the number of people who saw the content. These impressions include Facebook posts, Tweets, pictures on Instagram and blog posts.

## Nothing Off-Limits

“When we first got to the farm, we were told that no question or part of the Brenneman’s farm was off limits,” said Lauren Grier, who is from Denver and blogs at Climbing Grier Mountain. “This openness put all of us at ease. We knew we were welcome and that everyone was willing and committed to answering every question we had.”

The tour showed the bloggers what it takes to raise pigs today from insemination on a sow farm, to seeing and assisting in the farrowing process, to a finishing barn and finally to seeing how manure is applied to crop ground to raise corn and soybeans to feed the pigs.

“I was worried that the barns would smell and that the pigs wouldn’t be comfortable, but that wasn’t the case at all,” Grier said. “The modern barns were clean, quiet and provided a nurturing environment for the pigs.”

## Touting Pork’s Versatility

The bloggers also participated in a pork fabrication demonstration and a cooking experience that showcased the versatility of

### Visit the Participants’ Blogs

|                   |  |
|-------------------|--|
| Lynne Feifer      | <a href="http://365daysofbakingandmore.com">365daysofbakingandmore.com</a> |
| Lauren Grier      | <a href="http://climbinggriermountain.com">climbinggriermountain.com</a>   |
| Taylor Kiser      | <a href="http://foodfaithfitness.com">foodfaithfitness.com</a>             |
| Kristen Kubert    | <a href="http://comfortablydomestic.com">comfortablydomestic.com</a>       |
| Sandra McCollum   | <a href="http://adashofsanity.com">adashofsanity.com</a>                   |
| Jen Nikolaus      | <a href="http://yummyhealthyeasy.com">yummyhealthyeasy.com</a>             |
| Cathy Pollak      | <a href="http://noblepig.com">noblepig.com</a>                             |
| Ashley Prescuitti | <a href="http://wishesndishes.com">wishesndishes.com</a>                   |
| Emily Roemmich    | <a href="http://busy-mommy.com">busy-mommy.com</a>                         |
| Sandra Schaffer   | <a href="http://thefoodieaffair.com">thefoodieaffair.com</a>               |



Participants showered-in to a sow farm and were able to assist with the farrowing process.

pork across the menu. Chris Soules, from ABC TV's "The Bachelor," joined the bloggers for the pork cooking experience. He shared about his work with the Pork Checkoff as a judge for the 2015 America's Pig Farmer of the Year<sup>SM</sup> contest.

"I didn't realize how versatile pork is," said Lynne Feifer, who is from Phoenix and blogs at 365 Days of Baking & More. "All I remember

growing up was a pork chop that was super dry and not enjoyable to eat. I'm excited to share with my readers that a little pink in the middle of your pork chop is the best way to enjoy it and all the different ways that pork can be used in recipes."

Brenneman said, "The blogger tour was extremely successful and hit home the point that we need to continue to share our story." ✓

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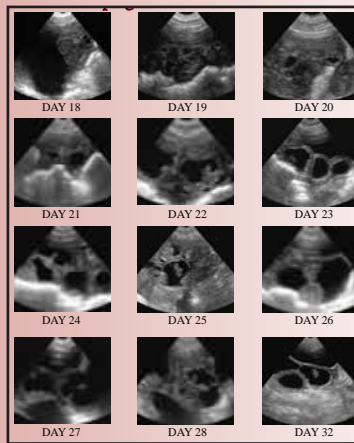
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# Operation Main Street Shares Pork's Message with Veterinary Audience

Checkoff program surpasses 8,000 presentations

On Oct. 24, Operation Main Street (OMS) speaker Bill Hollis, D.V.M., presented the 8,000th OMS speech at the Illinois State Veterinary Medical Association's Annual Convention in Springfield, Illinois. He is one of 92 OMS-trained veterinarians extending the program's outreach to professional veterinary associations, colleges of veterinary medicine and veterinary technical schools.

"I'm excited to be part of OMS and to carry the banner for this important program milestone," said Hollis, owner of Professional Swine Management LLC and Carthage Veterinary Services in Carthage, Illinois. "There is a strong need for swine veterinarians to engage with small-animal veterinarians. They get questions every day about farm animals."

## Filling Knowledge Gaps

Future animal care professionals in veterinary colleges and technical schools also are key outreach targets.

"Many veterinary students have never been in a barn or understand what it takes to run a pig farm," Hollis said. "And, they have no idea of the diseases we have eliminated through modern swine veterinary medicine and pig farming practices."

OMS speakers, such as Monty Moss, D.V.M., in Indiana and Gene Nemechek, D.V.M., in North Carolina, pioneered today's program

**"This presentation made me more confident in supporting the pork industry from a veterinary perspective."**

*Quote from a University of Florida College of Veterinary Medicine student following an OMS presentation by Lucinda Galina, D.V.M., Tennessee*

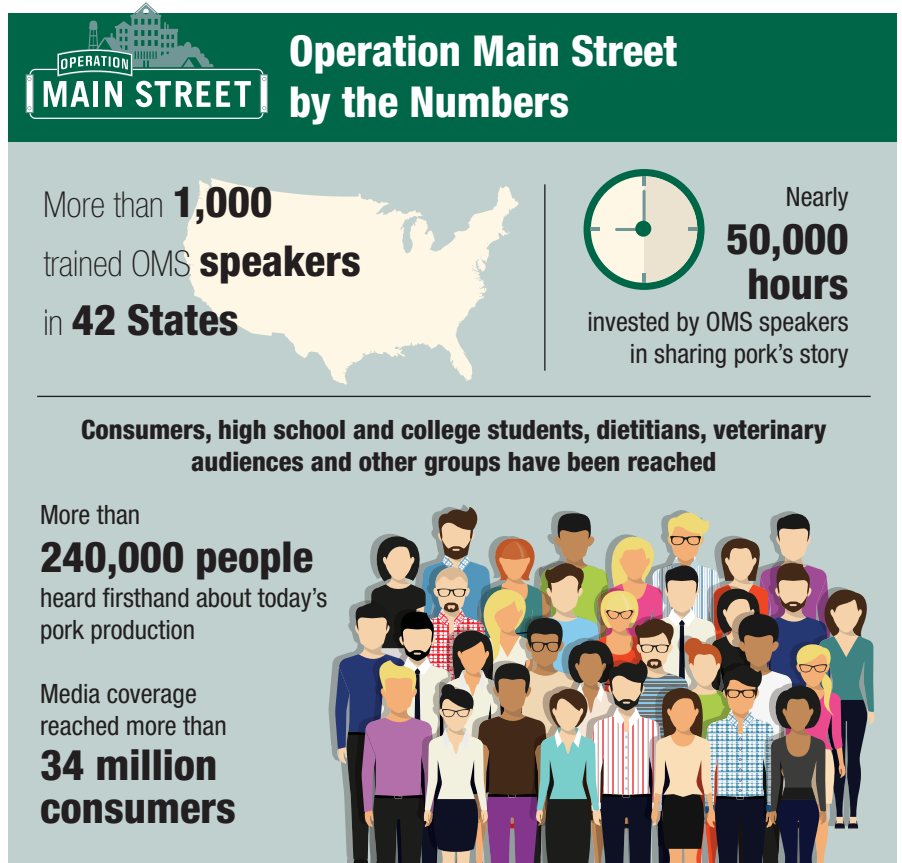
by pushing for outreach to veterinary colleges. In 2011, the National Pork Board partnered with the American Association of Swine Veterinarians (AASV) to launch an effort to have OMS-trained veterinarians speak at the 30 accredited colleges of veterinary medicine in the U.S.

In 2013, OMS extended its reach to state veterinary medical associations and national veterinary medical

conferences. In 2014, the program expanded again to include veterinary technician programs at community colleges and universities.

To date, OMS presentations have been made at 26 of the 30 schools of veterinary medicine. Almost 170 OMS speeches have been made at professional veterinarian association meetings, veterinary colleges and veterinary technical schools. ✓

Interested in speaking up for pork as an OMS speaker? Call (800) 456-7675 for details.





# TREAT SRD WITH CONFIDENCE



**Enroflox<sup>®</sup> 100 Injection**  
(enrofloxacin)

**Approved for the treatment and control of Swine Respiratory Disease (SRD) associated with *Actinobacillus pleuropneumoniae* (APP), *Pasteurella multocida*, *Haemophilus parasuis* and *Streptococcus suis***

- FDA-approved, one-dose Swine Respiratory Disease (SRD) treatment
- Same active ingredient found in Baytril<sup>®</sup> 100
- Approved for pigs of all ages



For use by or on the order of a licensed veterinarian. Federal law prohibits the extra-label use of this drug in food-producing animals. Swine intended for human consumption must not be slaughtered within 5 days of receiving a single-injection dose. Use with caution in animals with known or suspected CNS disorders. Observe label directions and withdrawal times. See product labeling for full product information.

**FOR VETERINARY USE ONLY**

[www.norbrookinc.com](http://www.norbrookinc.com)

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ANADA 200-495, Approved by FDA

**Enroflox<sup>®</sup> 100**  
(enrofloxacin)

100 mg/mL Antimicrobial  
Injectable Solution

**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<sup>®</sup> 100, consult the product insert, a summary of which follows.

**CAUTION:** Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian. 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 - Single-Dose Therapy:** Enroflox 100 is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni* and *Mycoplasma bovis* in beef and non-lactating dairy cattle; and for the control of BRD in beef and non-lactating dairy cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, *H. somni* and *M. bovis*.

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

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

**RESIDUE WARNINGS:**

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

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

**HUMAN WARNINGS:** For use in animals only. Keep out of the reach of children. Avoid contact with eyes. In case of contact, immediately flush eyes with copious amounts of water for 15 minutes. In case of dermal contact, wash skin with soap and water. Consult a physician if irritation persists following ocular or dermal 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. For customer service, to obtain a copy of the Material Safety Data Sheet (MSDS) or to report adverse reactions, call Norbrook at 1-866-591-5777.

**PRECAUTIONS:**

The effects of enrofloxacin on cattle or swine reproductive performance, pregnancy and lactation have not been adequately determined.

The long-term effects on 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 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 depression, inappetence 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,  
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101 March 2015

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# Productivity Is Wild Card for 2016 Supplies

By Steve Meyer



**Steve Meyer is vice president of pork analysis for Express Markets, Inc. Analytics.**

Steady progress in productivity has been a hallmark of the U.S. pork industry for about as long as anyone can remember. The gains have pushed output higher while using fewer resources and, in the process, made U.S. pork more competitive with other proteins. This has established the U.S. as one of the lowest-cost suppliers of high-quality, wholesome pork.

But productivity gains have been harder to come by recently. One reason, of course, is that early improvements are easier to accomplish than are later ones. The “law of diminishing marginal returns” applies to pig productivity. Easy, inexpensive innovations can make a big difference early on, but each successive gain usually is more difficult and costly to accomplish.

Changing from a rotational to a terminal breeding system allowed dramatic improvement in many productivity measures. But future improvements depend on slower, more difficult changes, such as genetic selection. The latter gains take longer to accomplish and generally cost more.

The chart below shows data from USDA’s Hogs and Pigs reports. The pigs per breeding animal

numbers are annualized, with the quarterly value multiplied by four. The relationship of the high value on each vertical axis is 2.2 times the low value of each axis, so increases over time are comparable in percentage terms. A few things jump out at us:

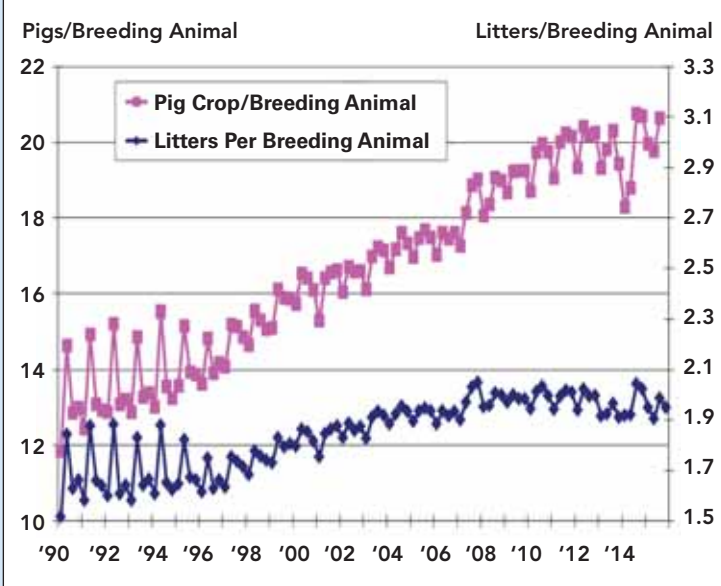
- **Structural changes in the 1990s** removed a lot of seasonal variation. Before, seasonal, outdoor farrowing and “single litter” systems in many areas meant that a higher proportion of the March 1 breeding herd farrowed in March-May quarter. The variation in litters per breeding animal drove the variation in pigs per breeding animal.

- **Progress has been made in both litters per breeding animal and pigs per litter**, but the latter has been much more dramatic. Pigs per breeding animal has grown at about twice the percentage rate as litters per breeding animal.

- **Gains in litters per breeding animal** have stagnated since 2007. I think that is a good example of the law of diminishing marginal returns. However, we need to remember that if every sow in the herd nursed a litter for 21 days and bred back in seven this number would be 2.57 instead of about 2.0. Such perfection is not going to happen, of course, but there still appears to be room for improvement.

- **Pigs per breeding animal** took a hit from porcine epidemic diarrhea virus (PEDV). However, a new record was set in June-August 2014, and we are near that level this year. Litter size growth of near 2 percent is once again in the cards pending PEDV’s impact this winter.

## U.S. Sow Productivity Measures



### Better Stewards of Scarce, Valuable Resources

What does all of this mean? First, pork producers, helped by their remarkable animals, have become increasingly better stewards of scarce, valuable resources. Efficiency is the way to feed a growing world population.

Second, the variability of the past couple of years makes predicting hog and pork supplies a bit tricky. The big issue is PEDV. The consensus seems to be that it may be a bit worse this year, but I am not making year-on-year supply adjustments for PEDV until we see evidence of a bigger impact than last year.

Beyond that, I’ll use the industry’s remarkable record of productivity gains as my guide for the future. A modestly growing sow herd will provide more pigs and pork from Q3-2016 onward. ✓

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*- Don Johnson, Vice President  
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# New Pork Innovation Group Aims to Grow Demand Here and Abroad

By Angela Anderson

This past summer, the Pork Checkoff formalized its strategy to fuel innovation in the food chain. By reorganizing staff, the new Pork Innovation Group (PIG) is focused on expediting the adoption of domestic and global culinary trends by the retail marketplace.

Staff experts have been reorganized into a group whose single function is aimed at driving retail and foodservice outreach. The team also is focused on communicating the U.S. pork industry’s commitment to social responsibility.

Since June, the team has been working to define and establish metrics of success, said Jarrod Sutton,

vice president of channel marketing, innovation and social responsibility for the Checkoff.

“We want to set a new bar for product innovation that inspires shareholders to aim high,” Sutton said. “We want to corral meat scientists, marketers, purveyors, processors and international and domestic purchasers to fuel pork innovation.”

As part of the new innovation strategy, National Pork Board CEO Chris Hodges has challenged the PIG to develop two new domestic and two new international pork products yearly.

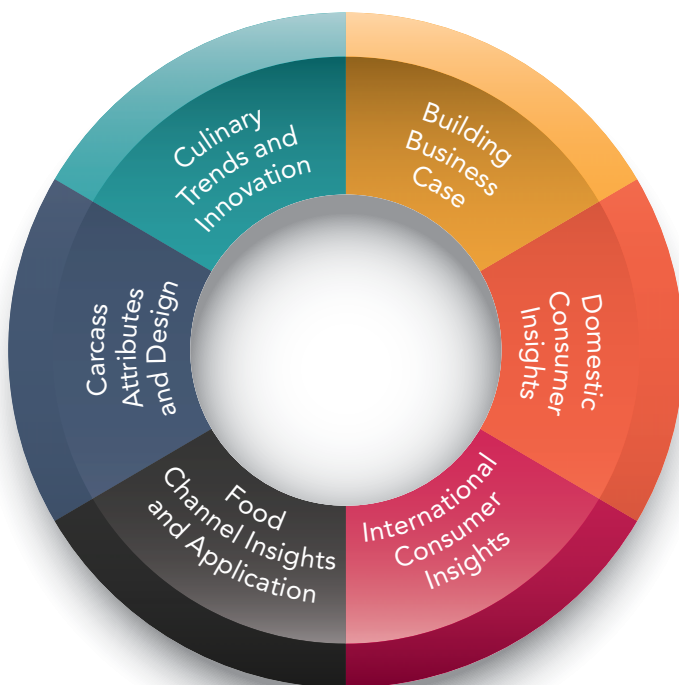
“While this is an aggressive goal for the industry, it’s a great opportunity on behalf of pig farmers to

highlight underutilized cuts and demonstrate the versatility of pork,” Sutton said. “The goal is to increase demand and, ultimately, cut-out values,” Sutton said.

To lead these efforts, PIG’s cross-departmental experts and areas of focus are:

- **Domestic consumer insights** – Ceci Snyder, vice president of consumer marketing, Pork Checkoff
- **International consumer insights** – Becca Nepple, vice president of international marketing, Pork Checkoff; Paul Clayton, senior vice president of export services, U.S. Meat Export Federation
- **Food channel insights and application** – the Pork Checkoff’s Sutton and Stephen Gerike, director of foodservice marketing and innovation, Pork Checkoff
- **Carcass attributes and design** – Steve Larson, director of pork safety, Pork Checkoff; and Chris Hostetler, director of animal science, Pork Checkoff
- **Culinary trends and innovation** – Stephen Gerike, director of foodservice marketing and innovation, Pork Checkoff
- **Building business cases** – Patrick Fleming, director of market intelligence and innovation, Pork Checkoff

The PIG will work closely with the Pork Checkoff foodservice marketing and innovation team to identify early trends in foodservice



and work to build a solid business case for new product ideas.

“By pork building a business case for early trends, packers and processors can be confident in taking a risk on new products and expedite the timing from white tablecloth restaurants to neighborhood grocery stores,” Sutton said.

The key for packers and processors is not only developing a new product, but understanding when the

time is right to introduce it to consumers to secure high acceptance, Sutton said.

“Adding variety by introducing new cuts will drive sales and ultimately increase producers’ profit potential,” Sutton said. “With the Checkoff providing product development groundwork, consumer/marketing insight and a research-focused business case, we expect packers and processors to bring new products to the table

faster. This is going to be a game changer.”

National Pork Board CEO Chris Hodges agrees.

“Pork’s innovation strategy is ambitious in providing a design for pork to break away from competing proteins,” Hodges said. “Also, this commitment to product innovation will return value to pork producers by helping accelerate new products and uses for pork through both foodservice and retail channels.”



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# Trend Mapping: How Pulled Pork Hit It Big

By Angela Anderson

**P**ulled pork has gone from a regional cuisine to one of the fastest-growing pork product categories today, according to Technomic, Inc.'s 2015 Volumetric Assessment of Pork in Foodservice. This restaurant menu must-have has made its way into the retail meatcase. And it's no wonder – pulled pork is tender, flavorful and versatile for chefs and home cooks alike.

But how does an idea such as pulled pork find its way into the mainstream?

“Mapping the popularity of pulled pork (below) demonstrates how new menu innovations grow to become a trend,” said Stephen Gerike, director of foodservice marketing and innovation for the Pork Checkoff. “Beginning in cutting-edge foodservice kitchens, trends eventually become universally known and available in retail supermarkets.”

In the case of pulled pork, Aaron Franklin of Franklin Barbecue in Austin, Texas, and other chefs were serving it in 2008 out of roadside barbecues and food trucks. Carnitas were growing in popularity at restaurants featuring authentic street tacos, such as Chicago's Big Star. And DiNic's in Philadelphia was getting attention as its iconic Italian roast pork sand-

wich challenged the popularity in the City of Brotherly Love's cheesesteak hoagie.

“Observing the pulled pork revival at food trucks and independent restaurants, the Pork Checkoff spent the next few years driving the emerging trend into the mainstream,” Gerike said.

## Pork Checkoff Gets Behind the Trend

Pork Checkoff print and digital advertising highlighted pulled pork and featured it as the up-and-coming trend at editorial-focused events, such as pork crawls, which are culinary pork immersions for foodservice trade media. At the Checkoff's Pork Summit, new product innovations were developed with restaurant chain partners Quiznos and Firehouse Subs.

Next, industry and gourmet food publications began featuring the pulled pork trend, including features in *Restaurant Business*, *QSR* magazine, *Food Management* and *Nation's Restaurant News*. Mainstream women's magazines and online sites, including *Southern Living*, *Food Network* magazine, *EveryDay with Rachael Ray* and [allrecipes.com](http://allrecipes.com), also joined in.

## The Path from Obscurity to a Universal Favorite...



- Fine dining
- Independent restaurants
- Ethnic
- Food trucks

- Industry/gourmet food media
- Specialty retail

- Mainstream women's magazines
- Recipe websites

- Full-service chain restaurants
- Food TV

- Quick-service restaurant menus
- Mainstream grocery

The culinary trend path outlines how food trends begin in foodservice and become adopted by consumers. Monitoring these paths, the Pork Checkoff identifies trends that are ready to be pushed toward becoming universal.



Subway, Which Wich, Corner Bakery Café, and Papa John's Pizza.

**Pulled Pork Is the New Bacon**

“Pulled pork has had found its way into mainstream supermarkets, featured in such brands as Oscar Mayer,” Gerike said. “And this June, the digital news outlet Quartz declared that ‘Pulled pork is the new bacon.’ This menuing concept truly had found its place in the U.S. mainstream.”

As part of the new Pork Innovation Group (see page 22), the Pork Checkoff foodservice marketing team and innovation group members are monitoring other pork trends.

“The universal adoption of the pulled pork trend is a successful model that we can replicate with other pork cuts and products,” Gerike said. “Innovation is a win-win for producers and their customers alike.”

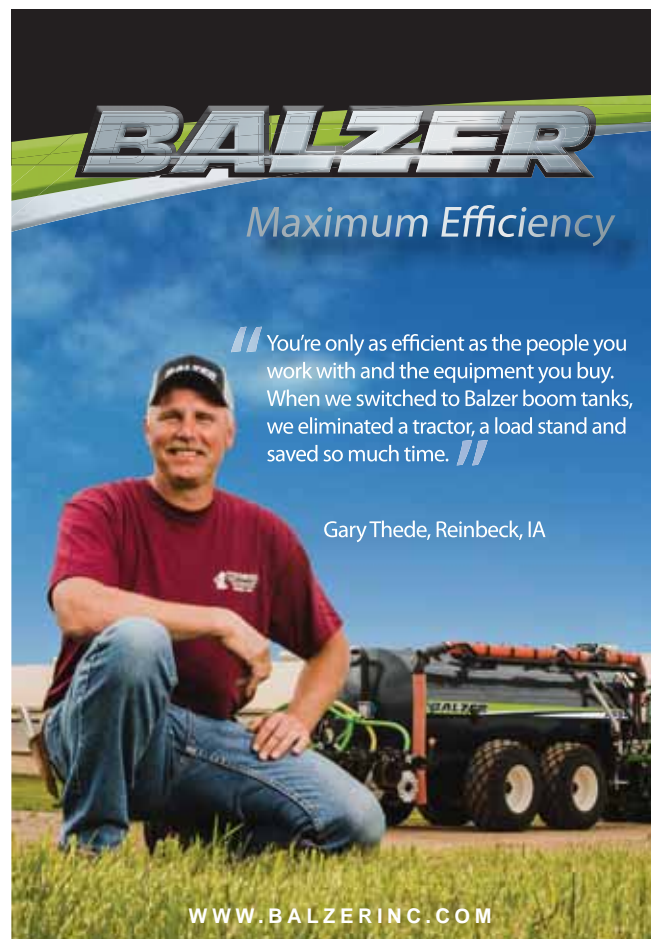
“For a trend to go truly mainstream, it must be adopted by full-service chain restaurants, as well as be visible on food TV,” Gerike said. “At this level, consumers can connect with the food trend at home and try it at their neighborhood restaurants.”

As the momentum grew, Rachael Ray featured a braised pork taco recipe on Rachael Ray’s Week in a Day on the Food Network. And in 2013, TGI Friday’s featured a pulled pork sandwich tossed in its signature Jack Daniel’s sauce, Rock Bottom Brewery featured a BBQ pork slider and Grand Lux Café offered a Carolina BBQ sandwich featuring slow-roasted pulled pork and honey-chipotle barbecue sauce.

**Pulled Pork Expands Pork on Menus**

The final stage of a food trend is becoming available in quick-service restaurants (QSR) and supermarkets. Prior to the beginning of the pulled pork trend, QSR menus didn’t feature much pork beyond breakfast, bacon and the McRib as a limited-time feature at McDonald’s, Gerike said.

But by 2014, pulled pork was featured on numerous QSR menus, including McDonald’s, Burger King, Wendy’s, Noodles & Company, Potbelly Sandwich Shop, KFC,



# Costco Celebrates **Pork Month**

By Angela Anderson

**T**his fall, the Pork Check-off partnered with Costco Wholesale Corporation, to celebrate October as National Pork Month. Costco has over 680 international warehouses, including 480 in the United States and Puerto Rico. With over 81.3 million members, Costco represents 44.6 million potential households that are hungry for savings on pork.

New this year, Costco and the Pork Checkoff celebrated an extra week of Pork Month to offer discounted

pork features to members for five weeks starting the end of September. Featured pork cuts included bone-in rib chops, bone-in loin chops, pork sirloin tip roast, boneless loin chops/roast, pork tenderloin and pork loin.

### Pork Demos Boost Sales

Costco is known for its in-store product demonstrations, which allow members to taste and try products before they buy.

“The Checkoff and state

pork associations conducted 1,250 pork demonstrations at Costco in 2015, which is the most for any year to date,” said Melissa Rosenbauer, retail marketing and innovation manager for the Pork Check-off. “This helped increase pork purchases, a true win-win for Costco members and America’s pork producers.”

Joyce Hoppes, promotions director for the Iowa Pork Producers Association, said, “Partnering with Costco and supporting in-store pork demos has been an excellent way to showcase pork and share pork meal ideas with consumers.”

A one-page advertorial appeared in the *Costco Connection* magazine, which has a circulation of over 8.75 million people and is available to members online, in-store, and by mail. With the theme, “Flavor That Brings People Together,” the advertorial promoted using boneless pork chops in a honey-chipotle pork kabob and smoky hot chop recipe.

Costco also promoted National Pork Month by featuring short videos that promoted the featured pork cuts and **Pork Be inspired®** recipes on its Facebook page.

“Our partnership with Costco continues to be an important part of our retail marketing efforts,” Rosenbauer said. “Through the Pork Month promotion, we were able to showcase pork as the go-to protein for members today.”

A full-page advertorial promoted pork sales to over 8.75 million Costco *Connection* magazine readers during October Pork Month.

## Flavor That Brings People Together

It's time to get together and pork is perfect for everything you've got planned. From smoky grilled pork chops at the backyard barbecue to savory pulled pork sandwiches at the tailgate, it's easy to serve incredible flavor in countless ways.

**Easy, Breezy Honey-Chipotle Pork Kabobs**  
Fire up the grill for kabobs made with boneless pork chops, sweet potatoes, fresh vegetables and scallions brushed with honey-chipotle barbecue sauce and sprinkled with goat cheese and cilantro.

**Smoky Hot Chops with Cool Cucumber-Tomato Salad**  
A Hot-and-Cool Combo  
Spicy grilled boneless pork chops rubbed with smoked paprika, hot sauce and cayenne pepper, paired with a refreshing cucumber-tomato salad.

**Cook to Perfection**  
The secret to delicious pork every time? Don't overcook it. The National Pork Board recommends cooking fresh pork to an internal temperature between 145° F (medium-rare) and 160° F (medium), with a three-minute rest. Use a digital cooking thermometer for the best results.

**Did You Know?**  
Pork is high in protein and a great choice for better-for-you recipes. Ounce for ounce, pork tenderloin is as lean as a skinless chicken breast. In total, six pork cuts meet the USDA guidelines for "lean," with less than 10 grams of fat, 4.5 grams of saturated fat and 95 milligrams of cholesterol per serving.

**Quick Kabob Tips**  
Delicious and easy to make, kabobs are a party favorite. Whether backyard grilling or tailgating, try these simple tips:

1. Soak wooden skewers in water to prevent charring on the grill.
2. Leave space between each ingredient when threading the skewers to assure even cooking.
3. Weather not ideal? Broil kabobs on a preheated broiler pan 3-5 inches from the heat source, using the doneness and cook time from your recipe.

**pork Be inspired®**  
Find these delicious recipes and more at [PorkBeInspired.com](http://PorkBeInspired.com)

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# Millennials Call for New Menu Ideas

By Angela Anderson

**M**ore than one-third of Americans today are millennials (ages 18 to 34), making this generation the largest in the workforce. Gaining in purchasing power, millennials are beginning to impact product innovation and marketing in foodservice and retail industries.

Millennials were the focus of this August's Flavor, Quality and American Menus (FQAM) invitation-only leadership retreat held in St. Helena, California. The Pork Checkoff was a sponsor of the annual event, which connects foodservice and ag leaders. The goal is to stimulate innovative thinking about agriculture's future and to focus on flavor, quality and diversity-driven menu research and development.

Topics at this year's FQAM retreat included understanding millennials' decision

making and food preferences, as well as their potential impact on menus.

"Millennials are conscious consumers who care about sustainability, nutrition and responsible sourcing," said Neel Sahni, foodservice marketing and innovation manager for the Pork Checkoff. "However, they also want their food at a great price."

Together with members of the Pork Checkoff's foodservice marketing and innovation staff, Brad and Peggy Greenway, who are pork producers from Mitchell, South Dakota, attended on behalf of the U.S. Farmers & Ranchers Alliance.

"One-on-one conversations with foodservice chefs and culinary experts at FQAM provided the opportunity to share pork's social responsibility story," Brad Greenway shared. "As a farmer, I was



able to provide chefs continued confidence in how we and other farmers raise and care for our animals."

The retreat included a hands-on market basket experience at the Culinary Institute of America's Teaching Kitchen. Keeping with the theme of the conference, participants were challenged to develop recipes and a menu highlighting commodity agricultural products, such as pork, for millennials.

Pork Checkoff foodservice marketing and innovation managers Sahni and David Bottagaro worked with attendees, demonstrating new ways to menu and market pork. One result was a build-your-own rice bowl using braised pork belly.

"The market basket challenge generated a lot of new menuing ideas for millennials," Bottagaro said. "Fostering relationships with foodservice chefs and culinary experts at events like this is invaluable." 🍴

**South Dakota producers Brad and Peggy Greenway participated in the market basket challenge, using the opportunity to share their farm's story with attendees.**

From online grocery shopping to food truck dining, millennials are impacting retail and foodservice product innovation.

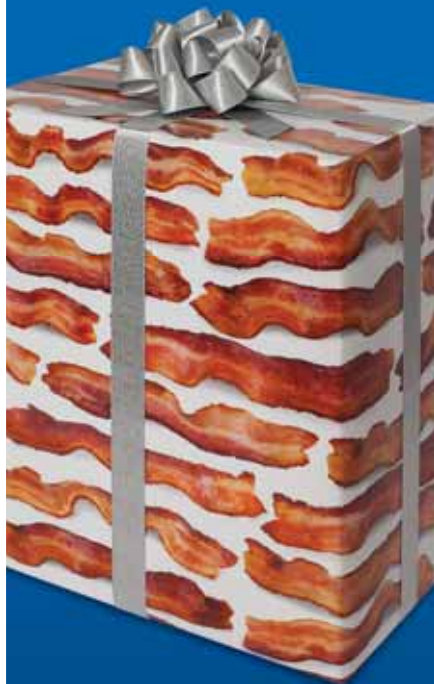


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## Consumers Invited to Celebrate "Porksgiving"

This holiday season, the Pork Checkoff is inspiring people across the country to say thank you to those who have given to others all year long by celebrating "Porksgiving," a season for giving back with pork.

"There's no better way to show someone your appreciation than with a home-cooked meal, and there's no better meal than one made with pork," said Randy Brown, chair of the Pork Checkoff Domestic Marketing Committee and a pig farmer from Nevada, Ohio. "We want to inspire everyone to celebrate those who selflessly give back to others with flavor-filled pork meals."

The print ad on the right encourages consumers to celebrate Porksgiving. It is appearing in *Better Homes and Gardens*, *Family Circle*, *People*, *Taste of Home*, *Food Network*, *Rachael Ray Everyday* and *Relish*.

This Porksgiving season, the Checkoff is inviting consumers to visit [PorkBeInspired.com/Porksgiving](http://PorkBeInspired.com/Porksgiving) for recipe inspiration and ideas on how to give back with juicy, tender pork. The site shares Porksgiving stories that highlight how pork fans are showing their gratitude with the gift of pork. Visitors also can learn about how producers give back throughout the year, such as pork donated to food banks, support given to the military and funds raised for those in need.



Celebrity chef and cookbook author Doreen Colondres is helping share Latino-inspired recipes this holiday season.

### Chicago Bears' Jordan Mills Teams with Illinois Pork Producers

One Porksgiving story shares how the Illinois pork producers teamed up with Chicago Bears right tackle Jordan Mills last December to donate meals to the Emergency Food Network. More than 1.9 million people in Illinois rely on the Emergency Food Network, made up of soup kitchens, food pantries and shelters stocked by the Greater Chicago Food Depository each year.

Mills led Chicagoland residents in a food drive that raised more than 17,000 pounds of food. Illinois pork producers matched that donation pound for pound with ground pork, resulting in almost 10,000 meals being donated to the Emergency Food Network.

As part of the Pork Checkoff's multicultural outreach, the Porksgiving campaign includes a targeted effort to inspire Latinos with partner Doreen Colondres, a Hispanic celebrity chef and cookbook author. The promotion includes videos featuring Latin-inspired pork recipes on [PorkTeInspira.com/InspirateADar](http://PorkTeInspira.com/InspirateADar). The Spanish-language site also features a collection of pork-inspired "Inspirate a Dar" digital greeting cards, allowing consumers the opportunity to give back to those in need every time they personalize and share a card on social media.

"All the creative possibilities with pork make it the perfect ingredient in dishes this holiday season," Brown said. "Our goal is to continue to inspire pork-passionate cooks and expand demand." 🍖

# Porksgiving.



Sharing a great meal with family and friends is just the start.  
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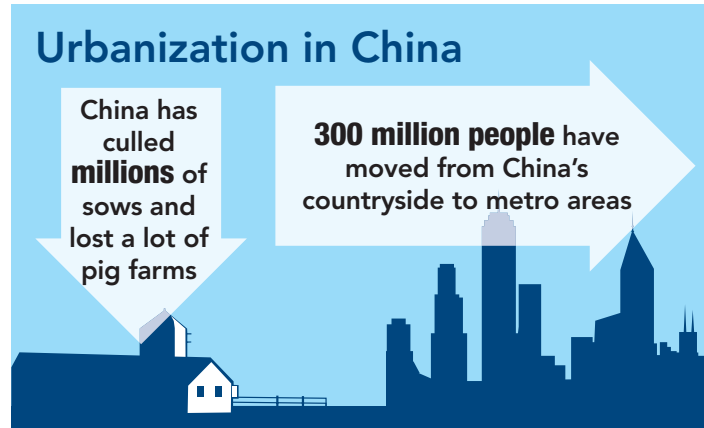
# China's Growing Appetite for Pork Offers Opportunities to U.S.

By Darcy Maulsby

**S**taggering might be the most accurate word to describe the market potential for U.S. pork in China.

"If China would import 1 percent more of its pork consumption, it would equate to five percent of the United State's total annual pork production," said Becca Nepple, vice president of international marketing for the National Pork Board. "The importers we've talked to are hungry for U.S. pork and want to build relationships with U.S. packers."

Nepple, National Pork Board CEO Chris Hodges, Nebraska pork producer Bill Luckey and other industry representatives traveled to China in September. During the 13-day trip, the group met with high-ranking Chinese government officials, food importers, representatives of the U.S. Meat Export Federation, the U.S. ambassador to China,



Population shifts in China are opening up new marketing opportunities for U.S. pork.

Chinese business executives and other top officials.

"I wanted to see for myself how much China has changed," said Luckey, a Columbus, Nebraska, pork producer who traveled to China 12 years ago. "Today, there's a growing middle class, and the Chinese have more disposable income to spend on food."

China is the world's largest consumer and importer of pork, ranking fourth on

the list of top U.S. pork importers.

"The Chinese like U.S. pork and want to buy more," Hodges said. "They are confident that U.S. pork is safe. They also value U.S. pork's flavor and high quality."

This was evident when a multi-billion-dollar meat processor from China asked Hodges who he could work with to buy more U.S. pork.

"While we're early in the process of developing these opportunities, we're working with our industry partners to link distributors in China with U.S. pork," Hodges said.

## China Relists U.S. Pork Plants

**C**hina recently agreed to make imports from U.S. pork processing plants and cold storage warehouses eligible for shipment there again. China bans the widely used, FDA-approved feed supplement, ractopamine. Imports from the U.S. (and other nations) were banned earlier this year after some meat was found to have traces of ractopamine. Since those cases were detected, two USDA programs were developed to prevent other positive tests.

"The ban cost U.S. pork producers up to \$10 per head marketed this year," said Becca Nepple, vice president of international marketing for the Pork Checkoff.

"China's decision to relist plants could boost exports in the coming years," said Brian Zimmerman, a pork producer from Beatrice, Nebraska and chair of the Pork Checkoff's International Trade Committee.

## Urbanization in China Creates Opportunities

China would like to be self-sufficient with pork production, but this is proving difficult. In recent years, 300 million people moved from China's countryside to metro areas, including 130 cities with populations of more than 1 million people, Nepple said.

Massive urbanization continues to transform China,

which has an average of two pig farms per village.

“China has decreased its hog numbers by millions in the last five years,” said Hodges, adding that Chinese pork producers have been losing money for several years. “Although China is starting to expand and modernize its pork industry, the process is slow.”

He added, “China is trying to fill the gap with larger swine farms. Pork demand is growing so fast though that their supply can’t keep up.”

Other nations see these opportunities in China. Europe controls over 70 percent of the Chinese import market.

“But China’s healthy demand for U.S. pork is promising, Hodges said. “Our goal is to better understand and develop this key market.”

**Building Partnerships**

Positive trends are already occurring from relationships built on this trip and in past trade missions.

“We met with major players in China’s pork industry,” Hodges said. “Building partnerships will help U.S. pork gain a larger share of the lucrative Chinese market.”

Luckey appreciated the opportunity to represent U.S. pork producers in Asia.

“We need to be able to tell our story at home and abroad,” Luckey said. “I encourage other farmers to get involved, because it means a lot when foreign buyers meet a pork producer.”

## Trans-Pacific Partnership Deal Positive for U.S. Pork Exports

The 12 nations involved in negotiations for the Trans-Pacific Partnership (TPP) recently reached an agreement on the regional trade deal. The TPP countries, which include Japan, Vietnam and Australia, represent a substantial market for U.S. pork exports. Their combined population of over 805 million represents 40 percent of the world’s gross domestic product (GDP), a primary indicator used to gauge the health of a country’s economy.

Free trade agreements are important for pork producers because they help to reduce or eliminate trade barriers and open foreign markets for U.S. pork. Iowa State economist Dermot Hayes estimates that the TPP could increase U.S. pork exports exponentially and help create more than 10,000 U.S. jobs. In 2014, pork exports to these countries reached almost \$4.7 billion.

“The Checkoff played an important role by providing analysis on the impact of the TPP to pork producers,” said the Pork Checkoff’s Becca Nepple.

Timing for implementation of the TPP remains uncertain; the governments of the participating countries must ratify the agreement, each subject to its own political process. The agreement may not be implemented until as late as 2018.



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# Learning from the Past, Preparing for the Worst

By Marlys Miller



Life is full of lessons, some harsher than others. Any producer who dealt with porcine epidemic diarrhea virus (PEDV) following its 2013 introduction into the U.S. swine herd knows all too well the devastating loss of piglets and emotional lessons that the disease imposed.

But if a foreign animal disease (FAD), such as classical swine fever (CSF and also known as hog cholera),

African swine fever (ASF) or foot-and-mouth disease (FMD) entered the United States, PEDV might look like a

walk in the park, according to Patrick Webb, director of swine health programs for the Pork Checkoff.

**How the poultry industry dealt with recent avian influenza offered lessons for pork.**

“A FAD left undetected and unaddressed for even a short period of time could spread great distances and immediately halt pork exports once discovered. This would drive down prices by 40 percent or more and cause serious disruptions to production,” Webb said.

He added, “A big lesson from the poultry industry’s recent outbreak of high-pathogenic avian influenza, a FAD of poultry, is that it is important to have on-farm plans to deal with temporary ‘stop movements,’ euthanasia and carcass disposal.”

This is especially true in the event of a FAD outbreak, where state and federal resources are stripped because these types of activities could ultimately fall to the industry to accomplish.

“Planning by producers for a potential FAD is important,” Webb said. “A cross-species

FAD, such as FMD, would have even more complicated, long-term effects.”

Another disease test for the pork industry was an increased incidence of Seneca Valley virus (SVV) this past summer (page 34). It produces symptoms and lesions similar to FMD. Although SVV has been found within the United States since 1988, cases have been sporadic (less than five a year). However, nearly 60 cases were confirmed nationwide during the summer months.

On a positive note, the recent emergence of these non-regulatory diseases has provided a FAD test run.

“We need to apply the lessons learned and continue to search for more answers,” Webb said. “What PEDV and SVV have taught us is that it’s just as important to have plans for emerging diseases as for FADs.”

*continued on page 34*

**Table-top drills help the pork industry prepare for a foreign animal disease.**



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## What You Need to Know about Seneca Valley Virus

**S**eneca Valley virus (SVV) is not new to the United States, but due to very limited cases, most producers and even veterinarians are unfamiliar with the virus. SVV is in the same family as foot-and-mouth disease virus and swine vesicular disease virus.

Most cases occur between spring and fall. It remains unclear why, but 2015 was an unusual year, with a nearly 10-fold increase in reported cases. Infected pigs develop blisters around the nose, mouth and hooves. Lameness is common, and general symptoms of illness, such as fever, lethargy and anorexia, may occur.

“SVV causes blisters in pigs that are clinically indistinguishable from foot-and-mouth disease, swine vesicular disease, vesicular stomatitis and vesicular exanthema of swine virus – all considered classical foreign animal diseases,” said Paul Sundberg, D.V.M., executive director of the Swine Health Information Center (SHIC). “Producers and veterinarians need to follow foreign animal disease response protocols until a FAD can be ruled out.”

Proven prevention and control methods are lacking. SVV’s ability to survive in the environment and virus transmission routes are not well understood. Although efficacy of disinfectants against SVV is not well known, protocols for foot-and-mouth disease should be followed. These issues are being researched with SHIC funding support.

Morbidity and mortality rates of infected herds are not well defined. There are no SVV vaccines available, but infected swine develop natural immunity. Pigs with illness or active SVV lesions should not be marketed. There is no national surveillance for SVV, and there are no import/export restrictions currently in place.

“There are many gaps associated with SVV,” Sundberg said. “The SHIC was developed to help address a scenario like this; we will work with industry and government agencies to direct research and define this virus.”

For more information, go to <http://swinehealth.org/fact-sheets/>. Producers also can contact the Pork Checkoff Service Center (800) 456-7675 for more details on SVV. Also, “Recommendations for Swine with Potential Vesicular Disease” will be available from USDA’s Animal Plant Health Inspection Service.



*continued from page 32*

### What PEDV Taught Us

PEDV showed that there were holes in biosecurity protocols on the farm and elsewhere. As a result, many producers now take a more stringent on-farm approach.

Transporting animals and hauling manure, as well as risks at packing plants, have all come under review. Still, questions linger about how PEDV entered the U.S.

Feed and ingredients came under scrutiny, but investigations produced mixed results. Recent studies have shown that ingredients, such as soybean meal, can permit virus survival for extended periods of time.

To better understand and develop tools to deal with these risks, research for PEDV in feed and within feed systems continues. Recently, USDA research has shown that, on an experimental basis, PEDV can survive on mesh-material totes commonly used to ship feed ingredients and other items.

### Totes May Be Carriers

“Since these totes and other containers are not routinely disinfected and are reused, the potential exists for them to carry disease, such as FADs,” said Lisa Becton, Pork Checkoff’s director of swine health information and research. “More research is needed to verify the survivability of other diseases to better understand risks and implement mitigation strategies.”

One silver lining from PEDV is that it motivated



swine veterinarians to put premises identification numbers on diagnostic laboratory submission forms, Webb noted. That's a first step in linking the kind of data that state veterinarians would need in a FAD emergency.

"We have a lot of information stored in many different databases – federal, state, producers, packers – that would be beneficial in a disease response," Webb said. "But, it's not all linked together, and that's a significant vulnerability. Add other species to the mix and that vulnerability grows."

To build toward integration, the Pork Checkoff is working with AgConnect™, a data coordination technology at the Institute for Infectious Animal Diseases at Texas A&M University. It supports the entire emergency cycle, including planning, preparedness, mitigation, response and recovery. The goal is to support decisions to help maintain business continuity and perform risk management during a FAD outbreak.

"We're using AgConnect in the Secure Pork Supply Plan, connecting the data that animal health officials would need to make decisions through premises ID numbers," Webb said.

"Producers enrolled in

Secure Pork could demonstrate that they have certain biosecurity, surveillance and traceability measures in place and that their pigs don't have the disease, which would allow them to continue to operate and market hogs once approved by officials," he said.

This concept was reinforced this spring when a similar program, the Secure Egg Supply Plan, allowed poultry producers untouched by avian influenza to main-

tain business continuity once compliance was verified by animal health officials.

"If pork producers would start using premise ID numbers in their production records, on testing forms and even on bills of lading when marketing hogs, it would help in the event of a FAD," Webb said.

#### Research and Real Life

Since 1999, the Pork Checkoff has funded 29 FAD-related research proj-

## Drive the Lessons Home

**P**roducers, barn workers, veterinarians and packers are all critical in ensuring that the pork industry is informed and prepared for a foreign animal disease (FAD). Quick recognition, reporting and response will minimize the impact.

The Pork Checkoff offers a tool to help aid the process – FAD Push Packs. Each kit includes sturdy, moisture-proof posters with symptoms and information for foot-and-mouth disease, classical swine fever, African swine fever and swine vesicular disease. Additional charts outline visitor and employee biosecurity protocols, as well as steps to take if a FAD is diagnosed in the United States.

The kits are available at no cost to producers. To order, go to the Pork Store on [pork.org](http://pork.org). Also on the website are fact sheets and brochures that explain FAD procedures, such as emergency action plans and how to report a FAD.



Available in English and Spanish



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**BRIEF SUMMARY:**

Before using Baytril® 100, please consult the product insert, a summary of which follows:

**CAUTION:**

Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian.

Federal (U.S.A.) law prohibits the extra-label use of this drug in food-producing animals.

To assure responsible antimicrobial drug use, enrofloxacin should only be used as a second-line drug for colibacillosis in swine following consideration of other therapeutic options.

**INDICATIONS:**

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

**Cattle - Multiple-Day Therapy:** 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*, *Haemophilus parasuis*, *Streptococcus suis*, *Bordetella bronchiseptica* and *Mycoplasma hyopneumoniae*. Baytril® 100 is indicated for the control of colibacillosis in groups or pens of weaned pigs where colibacillosis associated with *Escherichia coli* has been diagnosed.

**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. For customer service or to obtain product information, including a 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 joint cartilage have not been determined in pigs above market weight.

Subcutaneous injection in cattle and swine, or intramuscular injection in swine, 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 feeder calves, clinical signs including depression, incoordination, muscle fasciculation and inappetence have been observed at higher than approved label dosages. In swine subcutaneous safety studies, incidental lameness of short duration and musculoskeletal stiffness have been observed at higher than approved label dosages.

In swine intramuscular safety studies, transient decreases in feed and water consumption were observed after each treatment. Mild, transient, post-treatment injection site swellings were observed in pigs receiving the 37.5 mg/kg BW dose. Injection site inflammation was found on post-mortem examination in all enrofloxacin-treated groups.

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

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## SWINE HEALTH

ects. Of course, other animal health studies have provided ideas and guidance as well, and joint efforts with other industry and government groups have extended producers' investment further.

Just this year, the Pork Checkoff joined with the

collaboration among various universities and researchers provided answers quickly, and that same expedited effort is being applied to Seneca Valley virus."

The new Swine Health Information Center (SHIC) will select and fund research

**"A FAD left undetected and unaddressed for even a short period of time could spread great distances and immediately halt pork exports once discovered, driving down prices by 40 percent or more... Planning by producers for a potential FAD is important."**

*Pork Checkoff's Patrick Webb, D.V.M.*



Center of Excellence for Emerging and Zoonotic Animal Diseases (CEEZAD), a Department of Homeland Security Science and Technology Center of Excellence, to identify swine-related FAD studies. In this new venture, the two groups funded five research projects in 2015 on a 50/50 split.

CEEZAD receives Department of Homeland Security funding, and the pork industry is the first livestock segment to secure this cooperation.

"The goal is to fund research that will aid in early detection and rapid response to trade-limiting FADs," Webb said. "We will select and fund additional research in 2016."

The fast-track research approach used to find answers for PEDV has proven to be another benefit that can be applied elsewhere.

"We have learned so much about PEDV in a very short period of time," Becton said. "The cooperation and

aimed at identifying changes in SVV or its pathogenicity. Projects also will focus on developing improved diagnostic tools to make it quicker and more accurate to differentiate SVV from FMD and to learn more about its distribution within the United States.

"The stipulation is that research results are available within six months of funding," said Paul Sundberg, D.V.M., executive director of SHIC.

"Although SVV is not considered to be a major production-limiting infection, its resemblance to FMD is cause for vigilance," Sundberg said. "SVV has underscored the importance of careful observation and immediate reporting if questionable clinical symptoms or out-of-ordinary events occur."

### Drills Offer Lessons

To provide a real-world view of a FAD episode, the Pork Checkoff has long conducted table-top exercis-



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es where pork, beef, dairy and sheep industry representatives take a hands-on approach to an outbreak. This summer, a session was held with more than 60 crisis-communication representatives in Texas.

“Teams work through a response to a scenario using a scale model of rural America. It’s about as close to real-life as you can get,” Webb said.

“It’s especially helpful with FMD because so many species and people would be involved,” he said. “It’s important to ensure consistent messaging and communication, including assuring consumers and the public that FMD presents no food safety concerns.”

### Future Steps

Although much progress has been made in terms of FAD planning, there’s still more to do. USDA has response plans for the “big three” swine FADs – foot-and-mouth disease, African swine fever and classical swine fever.

“Producers can be assured that we have industry plans that coincide with federal and state plans so that we’re all singing from the same hymnal,” Webb said.

As for producers, it remains critical to build awareness on the farm, to know what FADs look like in pigs and to draw site-based plans. A good place to start is with Pork Quality Assurance® Plus, which offers

sections on agroterrorism and FADs.

“Investigate your state animal health agency’s guidelines for carcass disposal options,” Webb said. “With avian influenza, many poultry producers lacked on-site carcass disposal plans. Producers need to know what to do before that day arrives.”

There is still a void in regard to active FAD surveillance programs.

“We currently have one for CSF, and we had a pilot program for FMD and ASF for this year, but the funding ran out,” Webb said.

The surveillance shortage is particularly worrisome now that SVV is on the scene.

“Producers and their veterinarian are the first-line of defense for FMD. When they see blisters, they need to report them to their state or federal animal health official,” Sundberg said. “We can’t afford to be complacent; we need to be sure it’s not FMD.”

Finally, a bright spot can be found in the area of FAD oral-fluid research. Checkoff-funded research is underway that will aid USDA and the National Animal Health Laboratory Network validate the technology and substrates for these tests.

“This would be a huge step in our ability to detect and respond quickly to a FAD outbreak,” Webb said. “My hope is that oral fluid testing for the “big three” in a nationally coordinated surveillance program is a reality within a year to 18 months.”



## Employee Safety Toolkit to Help Lower Injury Rates

Preliminary 2014 Bureau of Labor Statistic data show that the non-fatal injury and illness incidence rate for hog production is nine per 100 full-time workers. This rate is 2.8 times higher than all industry averages, 2.5 times higher than construction and 1.6 times higher than crop production.

To help improve these statistics, the Pork Checkoff is revising worker safety training materials to better address the hands-on, highly visual learning styles of barn workers. The new Employee Safety Toolkit will be available in early 2016 and will have a format that's similar to the Safe Animal Handling Toolkit. The new kit will cover 21 key safety topics, ranging from hazardous gases to good housekeeping.

To accommodate different training environments and needs, the training materials will be flexible, interactive and reflective of barn realities. The materials, available in both English and Spanish, will include video, PowerPoint presentations, supplemental knowledge checks and practical skill testing ideas. For information about ordering the new toolkit, call the Pork Checkoff Service Center at **(800) 456-7675**.

## Pork Information Gateway Receives Major Face-lift

Go to [porkgateway.org](http://porkgateway.org) to check out the Pork Information Gateway's new website, which hosts hundreds of fact sheets, how-to guides, short videos, and references. The website's content is grouped into 17 categories that cover all aspects of the pork industry.

A new robust search feature offers drill-down guide capabilities that can be used to find results quickly. The Pork Information Gateway encourages pork producers, students, Extension and allied industry to use this free resource, which is managed by the U.S. Pork Center of Excellence.



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1. When compared to previous formulations of the same products in Purina Animal Nutrition trials: WF007, FT142N-15.



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