

TODAY'S PORK

50 YEARS of Improvements Make Today's Pork
More Sustainable Than Ever.

To meet a growing consumer demand, U.S. farmers have
nearly doubled pork production in the last 50 years...

Total pounds of pork
raised by farmers

1959

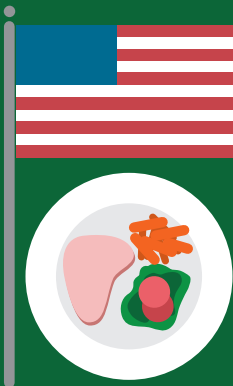
12.1B

LBS. OF PORK

2009

22.8B

LBS. OF PORK



**U.S. PIG
FARMERS**

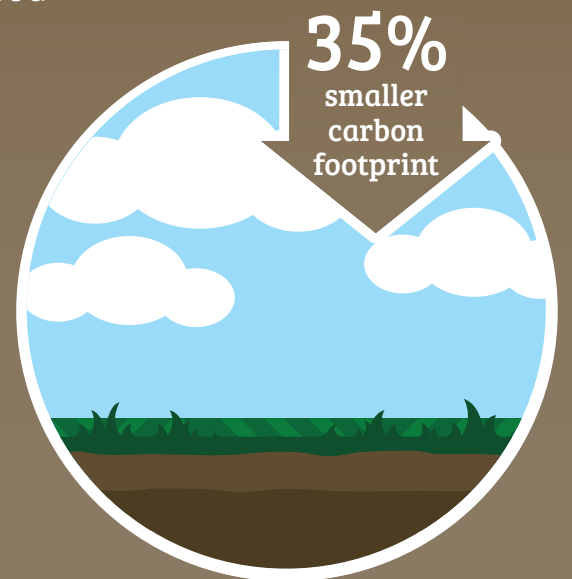
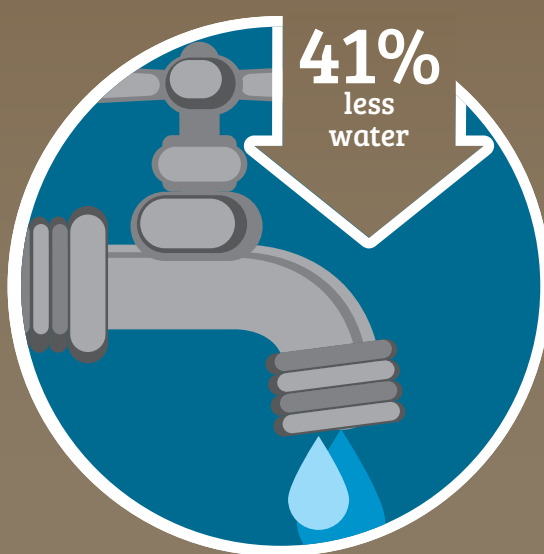
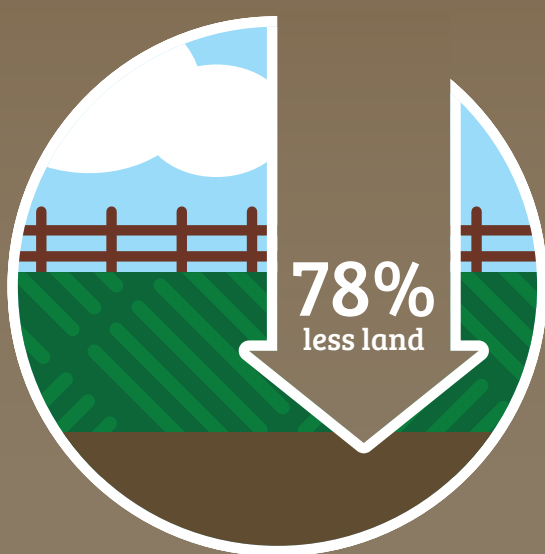
are feeding
more people
than ever
before.



Today's on-farm efficiency means that pound for pound
of pork, farmers are now using far fewer of our earth's
precious resources than they were in 1959.

Compared with 50 years ago, farmers are using less land
and water to produce pork. And, they are doing it with a
smaller carbon footprint.*

Per unit basis, such as a pound of pork produced



Over the decades, America's pig farmers have made
dramatic improvements in how they raise pigs:



Enhanced
protection from
harsh weather
and predators



Better genetics
and animal care



Improved diets
to better match
animals' needs

Effective measures:

All combine to reduce greenhouse
gas emissions and U.S. pork's
carbon footprint by 35% per
pound of pork.



**How crops
are raised**



How pigs are fed



**How nutrients
are recycled**



Earth-Friendly Choice...

A 2007 U.S. government report found that U.S. pork contributed to
only one-third of one percent of greenhouse gas emissions, making
U.S. pork a very responsible choice when choosing your next meal.



50 years of innovation demonstrates the commitment America's pig farmers have to sustainable
environmental principles as part of their We CareSM initiative. It's another example of how today's farmers
are ensuring a greener earth today and for generations to come.



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*A 50-Year Comparison of the Carbon Footprint and Resource Use of the U.S. Swine Herd: 1959–2009, Camco, 2012.