THOUGHTS FROM 109 KILDEE
- Meat labels getting more scrutiny

NEWS
- USMEF web site has great export info
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DID YOU KNOW?
- 2007 Census of Agriculture on the way

FOR THE RECORD
- PQA Plus™ Advisor Training is popular

THOUGHTS FROM 109 KILDEE
Food labels getting more scrutiny
A new survey indicates that more Americans are checking the labels of meat and other food products since the recent increase in number of dangerous imports from various nations including China. The survey was conducted by the Sacred Heart University Polling Institute in Connecticut. More than two-thirds of the 1,000 Americans in the poll said they look at labels for nation or country of origin. That’s up from about 53 percent a year ago. And while most of those polled (87 percent) said they have confidence in American-made and distributed food and products, fewer than half (47 percent) express that same confidence in the U.S. ensuring safety and quality standards on imports. To those who make their living by raising and selling pigs or wholesome nutritious pork, the wavering confidence can be seen as a flashing warning sign. It also can be a steady light of opportunity. Reading and understanding food labels are good first steps for consumers, but no one should rely on a simple label as the ultimate in answers. It takes a concerted, united and continuing effort by all of us. And, keeping our pork customers here at home is a great way to maintain that connection. Here’s the URL on the SHUPI web site to a short article about the survey http://snipr.com/1r5xo

NEWS
USMEF web site has great export info
In past issues of this newsletter, I’ve referred you to the U.S. Meat Export Federation Web site for individual articles on specific subjects. But the site offers so much more that I’m sure you’ll want to take a look soon. I’d suggest starting with the section devoted to international markets at this URL http://www.usmef.org/TradeLibrary/Markets.asp It has a short synopsis of current opportunity in the export fields, including individual links to areas of the world where the U.S. exports red meat, each of which has market-specific reports, charts and overview articles. And, if you want a guide to the organization, content and use of the entire USMEF site, check out the Web guide from the link at the bottom of the left column – or just click on this http://snipr.com/1r5yo Lots of current and timely information, plus direction on how to use it – what more can you ask for?

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ISU fares well at National Barrow Show
ISU was a big winner at the recent National Barrow Show in Austin, Minn. with a plethora of awards in a variety of categories. For example, animals from the swine breeding farm brought home two super sires in the Progeny Test, first place in Lightweight, and Reserve Champion Crossbred Truckload; first place
Heavyweight, Champion Crossbred, and Grand Champion Truckload; and Overall Reserve Champion Duroc Gilt that also was the top selling gilt at $2600. Also, the swine teaching farm and coordinator Al Christian’s entries won champion Berkshire boar, and grand champion truckload of six pigs and first-place barrow in the Hawkeye Market Swine Show. And, the ISU livestock judging team finished fourth overall. Congratulations to all involved!

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Direction set for U.S. animal genetics work
A USDA-led task force has released a 10-year plan for research, education and extension in animal genomics that’s designed to meet existing needs in breeding and genetics. USDA’s Cooperative State Research, Education, and Extension Service (CSREES) and Agricultural Research Service (ARS) led the task force that developed the “Blueprint for USDA Efforts in Agricultural Animal Genomics 2008-2017.” It’s divided into three categories: Science to Practice; Discovery Science; and Infrastructure. CSREES says the document is intended to, “… guide and facilitate future budget development, resource allocation, implementation and coordination of research, teaching and extension programs by federal and university scientists and educators.” You can read the 20-page report at this URL http://snipr.com/1r6eq

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IT’S A DATE
Oct. 2-3. ISU Extension swine field specialist in-service training.

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Oct. 14-20. Homecoming Week at Iowa State. See all the details here http://snipr.com/1r64s

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Oct. 25. PQA Plus™ Advisor training session. This is full with a waiting list. Here’s the link to the registration form for the next IPIC-scheduled session on Dec. 13 http://snipr.com/1r68w

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DID YOU KNOW?
2007 U.S. Census of Agriculture on the way
In just over three months, the 2007 Census of Agriculture will begin. According to the census Web site, www.agcensus.usda.gov/ “Report forms for the 2007 Census of Agriculture will be mailed to farm and ranch operators on December 28, 2007 to collect data for the 2007 calendar year. Completed forms are due by February 4, 2008. Producers can return their forms by mail or, for the first time, they have the option of filling out the Census online via a secure web site.” The census, taken every five years, is a complete count of U.S. farms and ranches and the people who operate them. The survey asks about topics including land use and ownership, operator characteristics, production practices, and income and expenditures. It’s the only source of uniform, comprehensive agricultural data for every county in the nation. Records go back more than 160 years, to 1840. In addition to results, the Web site also offers a draft of the 2007 census form.

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FOR THE RECORD
PQA Plus™ Advisor Training is popular
Since the week of the official introduction of the PQA Plus™ program in early June, IPIC has offered six PQA Plus™ Advisor training sessions in Iowa. All six were filled to capacity with 30 registrants and waiting lists a regular occurrence. The next session scheduled for Oct. 25 already is full, with an eighth session set for Dec. 13. Interested in attending that one? Download the registration brochure from the IPIC Web site http://snipr.com/1r68w Be sure to get the form in soon, to be considered for that session.