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Background

• National Pork Board Programs including:

Your role in the public perception of pork industry

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Change in number of farms over last 60 years

<table>
<thead>
<tr>
<th>Year</th>
<th>Farms</th>
<th>Acres¹</th>
<th>U.S. population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>5,647,800</td>
<td>1,202,019</td>
<td>151,860,000</td>
</tr>
<tr>
<td>1964</td>
<td>3,481,400</td>
<td>1,155,235</td>
<td>189,141,000</td>
</tr>
<tr>
<td>2007</td>
<td>2,080,000²</td>
<td>930,000</td>
<td>300,000,000</td>
</tr>
</tbody>
</table>

¹1,000 acres
² In 1993 USDA changed definition of a farm. Currently farm = $1,000 gross sales
55% of USDA farms have less than $10,000 in annual gross sales

Declining number of producers

Number of pig farms and inventory

<table>
<thead>
<tr>
<th>Farm size – hd.</th>
<th>Farms</th>
<th>Production - %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-99</td>
<td>52,445</td>
<td>1</td>
</tr>
<tr>
<td>100-499</td>
<td>7,079</td>
<td>3</td>
</tr>
<tr>
<td>500 – 1,000</td>
<td>3,620</td>
<td>4</td>
</tr>
<tr>
<td>1,000-1,999</td>
<td>4,048</td>
<td>8</td>
</tr>
<tr>
<td>2,000 – 4,999</td>
<td>5,397</td>
<td>24</td>
</tr>
<tr>
<td>&gt; 5,000</td>
<td>2,861</td>
<td>60</td>
</tr>
</tbody>
</table>

¹Farms, Land in Farms and Livestock Operations 2008 Summary, USDA 2009
Changing structure

1984: 431,680 hog farms: yellow columns
6.9 million kept for breeding, pig crop 93 million hd.

2008: 75,450 hogs farms: pink columns
6.2 million kept for breeding: pig crop 115 million hd.

Vast majority of Americans are at least three generations removed from the farm

• 1900 -- 36% of all U.S. occupations were "agricultural pursuits."

• 1950 -- 11.6% of all U.S. occupations were farmers, farm managers or farm laborers.

• In 2000 -- 0.7% of U.S. population was employed in farming, forestry or fishing.

• Eighty percent of U.S. population live in cities and urban areas


How do consumers connect to livestock production?

• Organic and naturally produced

• Demand environmental compliance

• Restrict production practices (gestation stalls)
  2002 Florida vote
  2006 Arizona vote (62%)
  2008 Proposition 2 California vote (70%)
  2007 Oregon legislation banned stalls (2013)
  2007 Colorado Pork Producers – 10 year
  2007 Smithfield – 10 year

• Concerns are driven by activists groups/NGO's
Important issue for consumers

- Attributes consumers feel are important
  - Environmentally friendly (high significance)
  - Animal friendly (high significance)
  - No antibiotics (low significance)
  - No hormones (low significance)
  - Locally produced (least valued attribute)

Grannan and Thilmany, 2002

Consumer attributes
- Environmentally friendly
- Animal friendly
- No antibiotics
- No hormones
- Locally produced

Activists issues
- Environment
- Animal welfare
- Antibiotic use
- Public health
- Industry structure

Grannan and Thilmany, 2002

Important issues

Issues important to you:
- Environment
- Animal care
- Antibiotic use
- Public health
- Industry structure

The issues are the same, the differences are in how we approach the concerns and communicate our views.

School teachers 45%
Veterinarians 35%
Physicians 15%
Farmers and Ranchers 15%
Clergy 12%
The Food and Drug Administration 12%
Food Retailers and Restaurant Managers 12%
Staff, Pork, Dairy and Poultry Processors 11%
Environmentalists 10%
The Media 9%
Large Corporate Farms 8%
Trial Lawyers 5%
Groups Active in Opposing Use of Animals for Food 0%

Favorable View of Groups

As the industry has consolidated

- The pork industry has lost its “farm owner” advocates
- But in turn it has gained:
  - Unit managers and employees
  - Contract growers
  - Feed mill employees and drivers
  - Field service managers
  - Farm managers
  - Office staff

Speaking out for the industry

Using issues to speak positively about pork industry
- Animal welfare
- Environment
- Antibiotic use
Animal welfare - Who Decides?

- Tremendous cultural confusion regarding the role and function of animals in our society.
- Horses:
  - Companions?
  - Competitors?
  - Meat animals?
- Which cultural norm guides our customers, consumers and public policy?

Animal Welfare – Dynamic Drivers

- Humane Society of the U.S. (HSUS)
- People for the Ethical Treatment of Animals (PETA)
- Other less prominent
  - Animal Freedom
  - Animal Compassion Foundation
  - Animal Welfare Institute

Well Funded organizations –

- 2007 HSUS budget: $120 million
- 2007 NPB checkoff income: $55 million

Large following

- HSUS 10 million members - more than twice the membership of NRA

Use key words stimulate one’s emotion

"Farm animals are social ... individuals, as capable of feeling pain and frustration, joy and excitement, as the dogs and cats we welcome into our families. Unfortunately... raised in factory farms, where their welfare often suffers as a result of intensive confinement, mutilations without painkillers, and inhumane slaughter practices."

Online at: www.hsus.org

Animal Welfare

Points to remember

- Animal welfare is emotional issue
  - Public is not interested in science
  - They want assurances you care about the animals you raise
- Animal care is a high priority on your farm
  - Sows are housed in gestation and farrowing stalls
  - Provide individualized care
- Many farms are participating welfare assurance programs
  - PQA Plus and TQA programs

Environment - Who’s Driving the Issue?

- Individuals and groups use the issue of environmental degradation to pursue other agendas
  - Locally base "Environmentally Concerned Citizen Organizations"
- Many of these groups and individuals lack the perspective needed to make fact-based decisions
- The effect has been to mischaracterize the pork industry as: unregulated, unsustainable, uninterested

Environment

- Remember:
  - The environment is important to you
    - Listen to individual concerns
    - Share information about your farm
    - Demonstrate your commitment to being responsible stewards of the environment
  - Remember, most producers run environmentally-friendly operations
Environment - Water

• Points to remember:
  – Swine manure is a sustainable fertilizer
  – Manure is applied to fields to meet the nutrient needs of the growing crop
  – When it is applied to fields it must be done in a manner that does not cause pollution
  – All livestock farms are accountable under the "Michigan Generally Accepted Agriculture Management Practices (GAAMP's)"

Environment - Odor

• Points to remember:
  – Farms are concerned about odor too
  – Planned to minimize odor impact on community
  – Handle manure to minimize odor associated with application
  – You work on the farm site – a well kept farm is important to you too
  – There is no documented evidence of air quality outside of the facility causing human health concerns

Antibiotic resistance

• Antibiotics are important to human health and the health of the animals we raise
• Bacteria can develop resistance to antimicrobials we use
• The link between antibiotic use in animals and antibiotic resistance in human disease organisms has not been proven, only speculated

Antibiotic resistance – Important points

• Manufacturer must demonstrate that the drug is safe for animals, safe for the environment and that food products from treated animals are safe for consumers
• Only those products approved by FDA are used for livestock production

Antibiotic resistance – Important points

• Livestock medications are used under the guidance of a Veterinarian
• Farm follows Pork Quality Assurance Plus (PQA+) guidelines

Communicating with public

• They are not interested in science behind an issue
• They do want to know you care about the environment and the animals you care for
• Avoid controversial, unproductive responses
Keys to communicating

- Talk about what you know – your farm
- Answer question on a personal level - not on a scientific level
- Don’t make stuff up or give answers containing half truths
- Give positive answers don’t discredit others in the industry
- If you don’t know the answer tell the questioner you’ll find the answer and get back

The world we live in today

- Your skills are judged by your mannerisms and actions
- We live in a world of cell phone photography, facebook and internet downloads
- Be aware of your actions
  
  Animal Abuse Will Not Be Tolerated

Questions?