

# The Power of Pork

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# Obesity is Increasing Concern

- 36% of U.S adults are obese
- 17% of U.S. children are obese

Source: Centers for Disease Control, January 2012



# Economic Impact of Obesity

- U.S. spending on direct medical costs - \$160 billion annually
- U.S. spending on all costs - \$450 billion annually

Source: McKinsey Quarterly October 2010

# Today's Pork

Pork is safer,  
leaner and more  
nutritious than  
ever before.





## In the Late 1970s

Americans became aware of the link between fat in their diet and health.

We began changing our diet:

- Between 1979 and 1985, demand for pork fell 4% per year
- Sales of chicken surged



# Pork Has Changed

- **Selective Breeding** – using traditional techniques that focus on selecting the best traits
- **Nutrition** – feeding a prescribed diet that provides the right nutrients at the right time
- **Animal Health** – keeping pigs healthy by preventing and controlling sickness



# 50 Years Ago





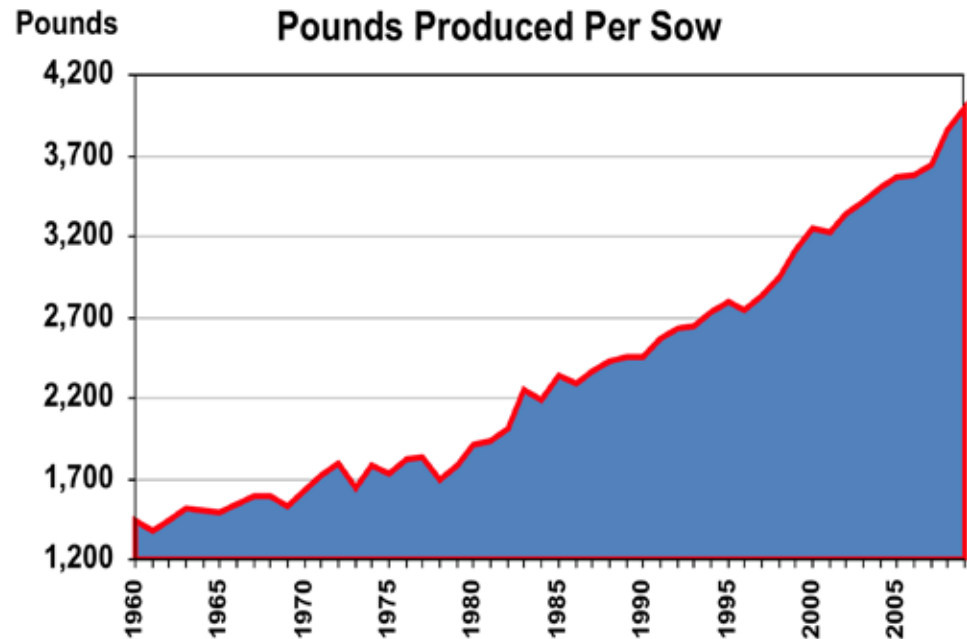
# Today





# Pork Has Changed

- Healthier Pigs = More Meat
- Annual Meat Production Per Sow More Than Doubled



Source: USDA/NASS - Ron Plain, MU



DOING WHAT'S RIGHT.







# Modern Barns





# Breeding and Birthing

- Sows are pregnant 114 days.
- Sows will produce 10 to 13 piglets per litter.
- Piglets are weaned 21 days after birth.





# Nursery





# Finishing





# Animal Health





# Animal Health

Treatment based on recommendations from veterinarians and in strict compliance with FDA rules.



DOING WHAT'S RIGHT.







# 2006 Milestone





# USDA Study Shows

- Pork tenderloin is as lean as skinless chicken breast.
- The seven most common pork cuts are 16 percent leaner than 25 years ago.
- Saturated fat has dropped 27 percent.





# American Heart Association Heart-Check Mark

## Pork Tenderloin Certified as Heart-Healthy Food Choice



**Extra Lean**

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CERTIFIED by  
**American Heart Association**  
[heartcheckmark.org](http://heartcheckmark.org)



# Today's Pork

Nutrient	% of Daily Value
Iron	5%
Magnesium	6%
Phosphorous	20%
Potassium	11%
Zinc	14%
Thiamin	54%
Riboflavin	19%
Niacin	37%
Vitamin B12	8%
Vitamin B6	37%



# Today's Pork – Better For You

Meat (3 oz)	Calories (Kcal)	Fat (g)	Cholesterol (mg)	Sodium (mg)
Pork Tenderloin, roasted	122	2.98	62	48
Chicken Breast, without skin, roasted	142	3.03	71	62
Pork - Ground, 96% lean broiled	157	5.27	72	75
Beef – Top Sirloin lean broiled	172	6.8	76	56

USDA National Nutrient Database for Standard Reference



# Leaner Pork = Less Cooking

As pork has changed so have cooking methods:

- Whole cuts of pork cooked to no more than 145 degrees (medium doneness)
- Center should be slightly pink

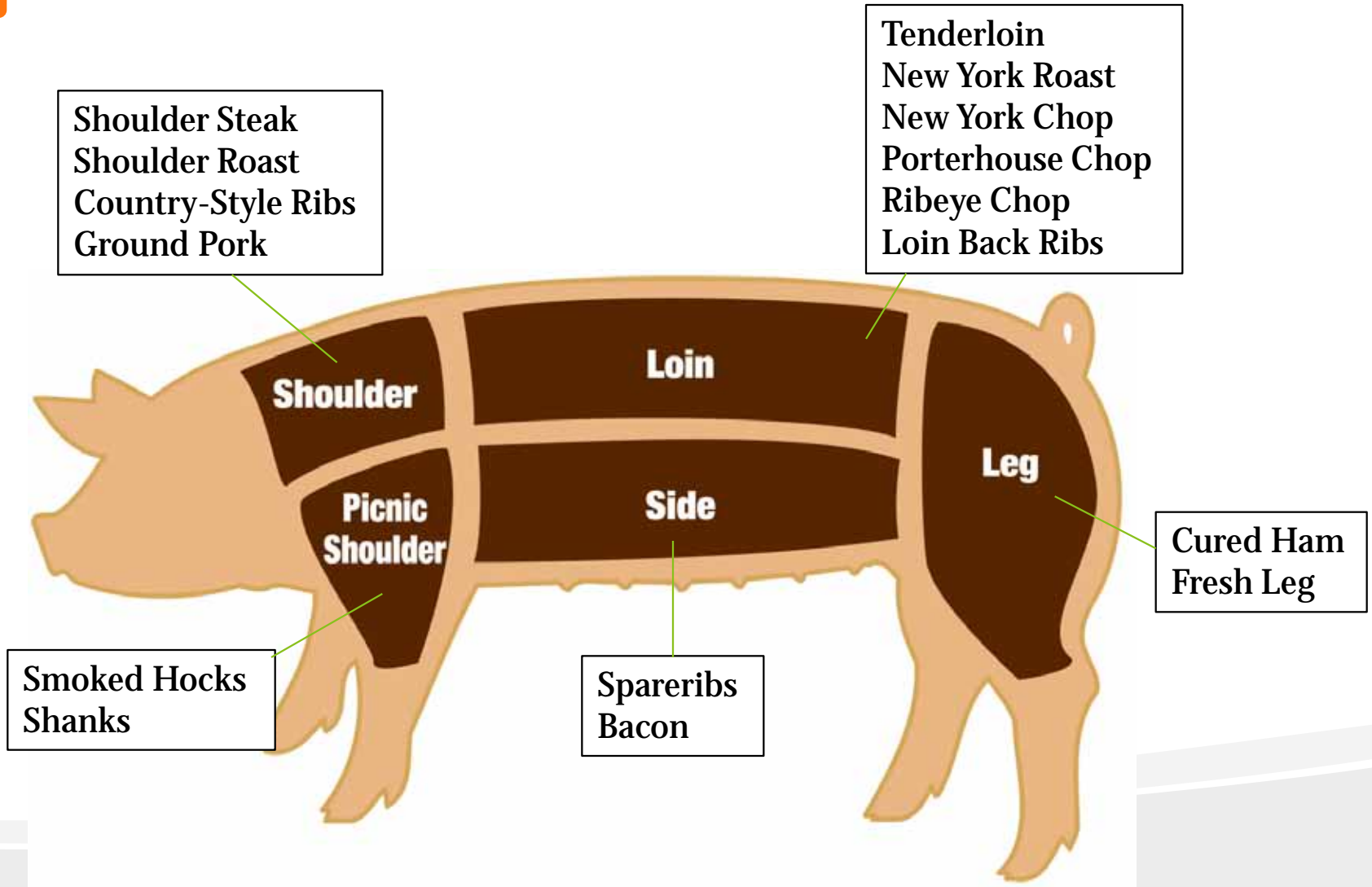




# Pork is Versatile

- Pork tenderloin can be used in place of boneless, skinless chicken breasts.
- Ground pork can be a good alternative for lean ground beef.
- Pork lends itself to a variety of cooking methods.
- Pork® Be Inspired<sup>SM</sup> Campaign

# Where Your Pork Comes From







# New Names for Pork Cuts



**Old: Top Loin Chop**  
**New: New York Chop**



**Old: Loin Chop**  
**New: Porterhouse Chop**



# New Names for Pork Cuts



**Old: Rib Chop**  
**New: Ribeye Chop**



**Old: Loin Roast**  
**New: New York Roast**

# New Package Labels

## The solution is simple

Speak the consumers' language by changing your label to include:

Consumer-Friendly Name

Cut characteristics

Added line tells consumers best preparation method or other helpful info

**Mike's Market**  
Chicago, IL 60642

2 03817 80391 0

Porterhouse Chops  
Pork, Loin, Bone In  
Grill for best results

Sell By: Feb 12, 2012

Net Wt/Ct	Unit Price	Total Price
1.12 lb	\$3.49/lb	\$3.91

PRODUCT OF US

**SAFE HANDLING INSTRUCTIONS**  
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND/OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS.

KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE. COOK THOROUGHLY.  
KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.



# Making the A List

Today's lean and nutritious pork continues to gain praise and make the A list in:

- Scientific Journals
- Health Publications
- National Consumer Media



# Nutrition Research

Fresh pork is a substantial source of key nutrients and helps limit calories eaten.

Volume 31. Issue 10 (2011)





# Federation of American Societies for Experimental Biology

People who consume lean/low fat meats such as pork tenderloin have a higher intake of total vegetables.



April 2010



# European Journal of Clinical Nutrition

A hunter-gatherer diet that includes lean meats such as pork tenderloin can significantly reduce total cholesterol.

August 2009





# Tufts University Health & Nutrition Letter

## 51 Healthy Foods You Can Say “YES” To

Pork Tenderloin - 3 oz serving delivers 32% of daily protein needs.

Special Report 2011

SPECIAL SUPPLEMENT TO THE  
TUFTS UNIVERSITY   
**Health & Nutrition Letter**  
THE FRIEDMAN SCHOOL OF NUTRITION SCIENCE AND POLICY  
YOUR GUIDE TO LIVING HEALTHIER LONGER

### 51 Healthy Foods You Can Say “YES” To

*Tired of being told what not to eat? Here’s a sampling of the many choices you can feel good about including as part of a balanced diet.*

**H**ARDLY A DAY GOES BY, it seems, without the news media reporting some food that’s been found to be bad for you. One day it’s processed meats; the next, it’s baked goods made with trans-fatty acids. Faced with this litany of “don’ts,” you can start to wonder whether any food is OK to eat.

In fact, scientists know of a whole cornucopia of healthy foods you can choose from. Not only are there plenty of food choices that are OK—many foods can actually give your body a boost. Your daily diet can supply everything from essential nutrients to compounds that have been positively associated with preventing diseases and minimizing the toll of aging. These are foods you can enthusiastically say “yes!” to as part of a well-rounded diet. Many of them have been covered in depth in previous issues of this newsletter.

But we’re not talking about so-called “superfoods.” Foods aren’t magic pills; eating spinach won’t cure what ails you any more than it will make you as strong as Popeye.

And even healthful foods like those mentioned in this Special Supplement are good for you only in the overall context of a balanced diet. Gorging on any one type of food, no matter how “healthy,” won’t give you the nutrients you need—regardless of what some fad diets would have you believe. Nor will simply adding healthful foods “fix” your diet: “Sprinkling nuts on top of a hot-fudge sundae, although nuts are ‘good’ for you, does not negate the saturated fat and calories in the sundae,” cautions Alice H. Lichtenman, DSc, Stanley N. Gershoff Professor of Nutrition in Tufts’ Friedman School of Nutrition Science and Policy.

Keep in mind, too, that even good food choices have calories. Robin B. Kanarek, PhD, a professor of nutrition and behavior at the Friedman School, cites the example of a friend who wanted to lose weight, and couldn’t understand why it wasn’t happening—she was eating only fruit. “The answer to why she wasn’t losing weight was quite simple: Fruit has calories, and seven cantaloupes, six apples, six oranges, etc., had as many calories as what she regularly consumed before.”

Some of the foods for which researchers have found positive health effects are particularly packed with calories; you should say “yes” to these only when saying “no” to other foods. Substitute nuts, for example, for candy bars when you need a snack—but if you just add nuts to your diet, you’re

upping your calorie intake. Similarly, vegetable oils can be a healthy choice instead of animal-derived fats such as butter or lard. That doesn’t mean drinking a cupful of canola oil every day is a good idea, though.

The 51 healthy foods to say “yes” to listed on these pages represent merely a sampling of the variety of foods you can choose in a nutritious diet. (We could pretty much list all fruits and vegetables, for instance, but that would make this list either long or boring or both.) This sampling is designed to give you ideas for meals and even snacks that point your eating plan in the right direction. Any one food on the list isn’t necessarily “better” for you than other choices, cautions Jeanne F. Goldberg, PhD, RD, professor of nutrition and director of the Center on Nutrition Communication at the Friedman School. Take salmon, for example. “While salmon does have omega-3s, other fish are quite low in fat,” Goldberg notes. So salmon isn’t “better” than, say, flounder—the key is to include more fish of all kinds in your diet than most Americans now do. (And remember to bake or broil your fish, not fry it—preparation matters, too!)

If this list simply gives you some new foods to try, that’s a big step in the right direction. Studies have shown the importance of eating a variety of healthy foods. But most Americans aren’t doing a very good job at diversifying their diets: Potatoes and head lettuce account for nearly half our vegetables, and only six fruit choices (orange juice, bananas, apples, watermelon, apple juice, grapes) total half of our fruit consumption. Check out our list for some fresh ideas.

It’s even OK—occasionally—to indulge, in moderation, in some of those foods you’ve been told to say “no” to. Don’t feel guilty, says Kanarek, about having a small piece of chocolate or a little ice cream.

But we think you’ll find some of these healthful choices—and the related options that they suggest—appealing enough that you might not even be tempted.

- 1 Acorn Squash**—A source of lycopene, folate and vitamins A and C, winter squash of all sorts also gives you dietary fiber. Plus acorn squash, for example, is rich in potassium—almost 900 milligrams per cup.
- 2 Almonds**—A good source of potassium, almonds, like other nuts, are low in saturated fat and high in unsatu-





# Nation's Restaurant News

## Pork: The “It” Protein

Product versatility and culinary creativity make pork the “it” protein of the moment.



January 2012



# Men's Health

## 6 Superfoods In Disguise

Pork contains 5 times the selenium of beef and 2 times that of chicken.

**Men's Health** men's **LIVING** Build a

TECHLIST THE BEST LIFE STYLE TODAY'S NEWS  
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**POWER FOODS YOU SHOULD BE EATING**

Improve your diet with these 6 healthy, but delicious, superfoods

**TODAY IN NUTRITION**  
Monday, April 16

**Poach, Scramble, And Fry Eggs Perfectly**  
Watch these three videos and never cook a bad egg again. ▶





**Eat MORE of THESE**

**Acquired Taste | Learn to Love the Anchovy**  
Why every man must reconsider the anchovy. ▶

**COOK DINNER FAST**

April 2012

# www.PorkandHealth.org




► PORK NUTRITION FACTS   ► NUTRITION MATERIALS   ► PORK PREPARATION   ► FOOD SAFETY

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### Expert Input

Mitzi Dulan, R.D.




[Advice from leading nutrition authorities on current nutrition issues.](#)

Eating healthy and living a more nutrition-conscious life are resolutions of countless Americans year after year. As a nutrition counselor, I have helped many clients take charge of their eating habits and move towards living a healthier lifestyle.

## For Health & Nutrition Professionals

Be inspired



2010 Dietary Guidelines  
Alliance Consumer Research

**Molasses Black Pepper Glazed Ham**  
Nothing could be easier than serving a boneless ham.

Timely Topic: Festive and Healthy Holiday Meals

### Recipes

Search for the latest recipes featuring our favorite ingredient...pork!


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Nutrition Filter:  
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Butterflying A Pork Loin Roast  
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This message funded by America's Pork Checkoff Program.

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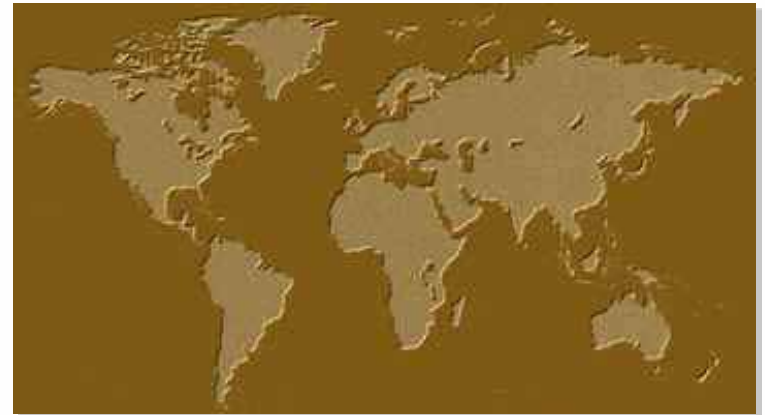


# Export Demand Increasing

## Export Dollars

- 1986 - \$2.00/Animal
- 2012 - \$60.00/Animal

*U.S. Meat Export Federation*



## Total Pork Exports 2012

- \$6.3 Billion

*U.S. Meat Export Federation*



DOING WHAT'S RIGHT.





# Raising Pork Responsibly





## Since the 1980s

The meat industry has reduced sodium levels in processed meats.

New low sodium products include:

- Hot dogs with 250 mg
- Deli meats, ham & sausage with 140 mg
- Very low sodium deli meats with 35 mg



# Processed Pork Facts

## Ham and Canadian Bacon:

- u Meet USDA labeling guidelines for lean meats
- u Provide high-quality protein, thiamin, B vitamins, phosphorus, niacin and zinc





# Antibiotic Use Is Not Routine







# Antibiotics & Federal Regulations



- Approves use only after vigorous review of safety to animals, humans and the environment
- Requires animals to be clear of antibiotics before entering the food supply
- Works with USDA to sample meat to ensure regulations are being followed



# Congressional Hearings on Antibiotics

There is no definitive study to link the use of antibiotics in animals to changes in antibiotic resistance in humans.

CDC & National Institute of Allergy and Infectious Diseases

House Energy and Commerce Subcommittee on Health: April 28, 2010



# Hormone Labeling Policy

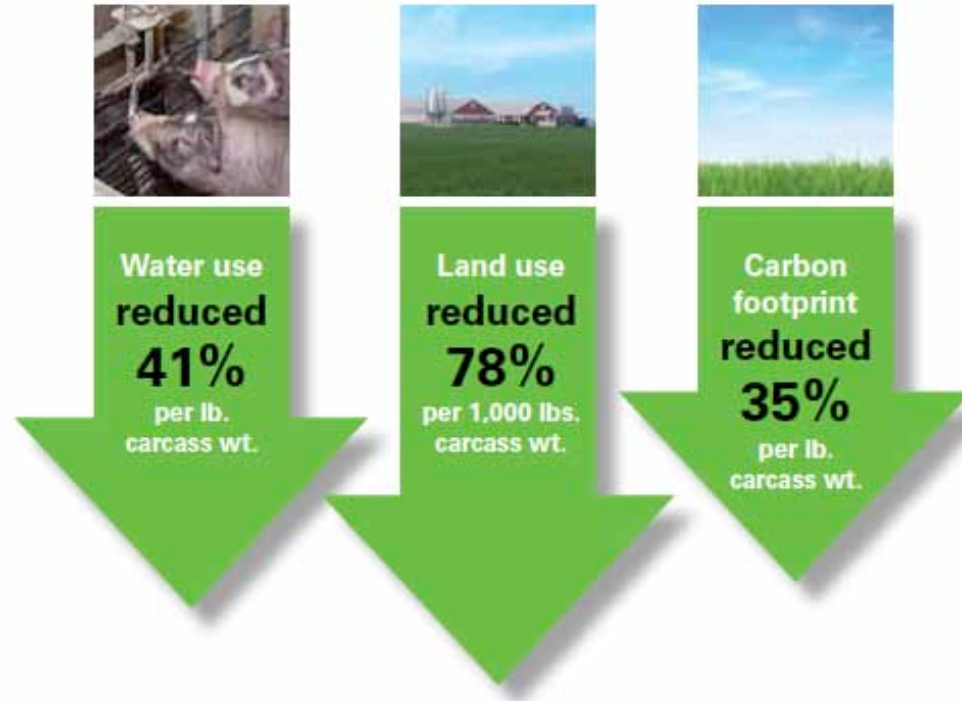
*Hormones are not allowed in raising hogs or poultry. Therefore, the claim "no hormones added" cannot be used on labels unless it is followed by a statement that says,*

*"Federal regulations prohibit the use of hormones."*

FSIS Fact Sheet Meat & Poultry Labeling Terms



# Modern Pork Production



**Since 1959**

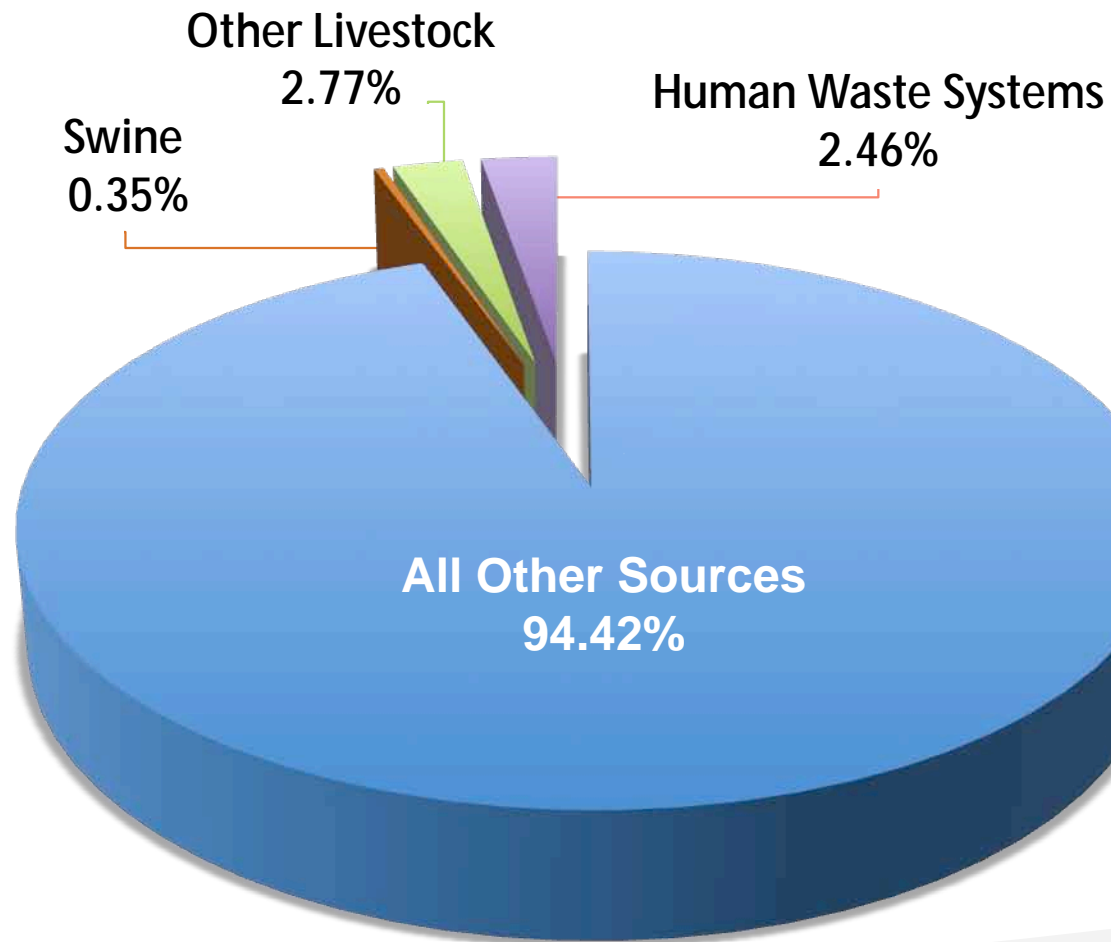
*Garth Boyd, Ph.D/National Pork Board 2012*



# Environmental Stewardship



# U.S. Greenhouse Gas Emission Sources



Source: EPA GHG Draft Inventory 2011



# Moving Pork Forward





# WE CARE About

- Producing safe and nutritious food
- Protecting the well-being of our animals
- Protecting the public health
- Providing a safe workplace
- Making our community a better place
- Safeguarding the environment we all live on







# QUESTIONS?



Support for this presentation was provided by the National Pork Board and the Pork Checkoff.