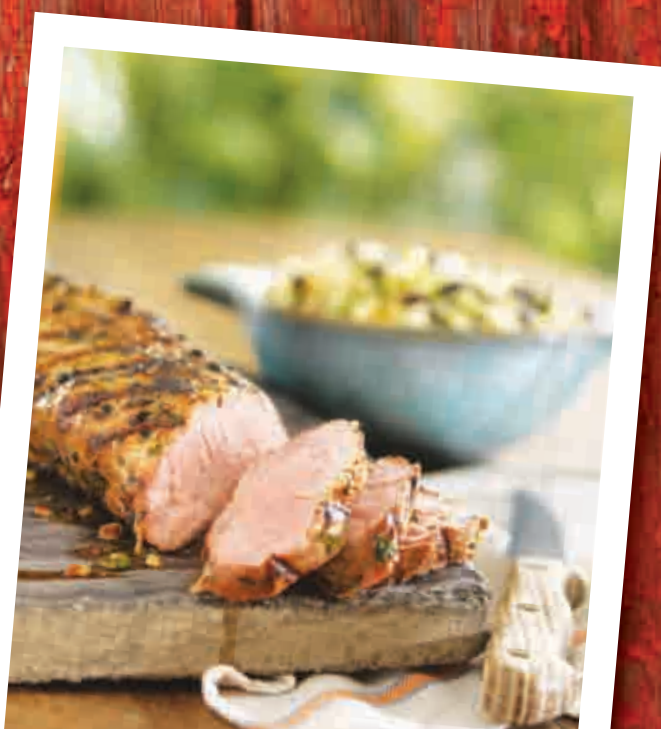


Be Inspired

pork California
Pork Producers
Association



**From our farms
to your table**

Pork For Everyone

Be inspired by the meat you eat

When you bite into a crispy strip of bacon or a juicy pork chop, you might not think about where that tasty meat comes from — whether it came from a California farm or who worked to make sure it was safe for you to eat. Thinking about how that pork makes its way onto your plate is important, because consumers should know what goes into making pork tasty, versatile and healthy to make the best choices about the food they are eating. From the quality of care for their animals, to the environmental impact of their farms, to the safety of their product — pork farmers across the state and country are doing their part to make sure you and your family can enjoy a safe, healthy pork product.

In 2010, California pork farmers produced over 56 million pounds of pork — and a lot goes into getting a pound of pork. California farmers have to make sure their pigs stay comfortable and healthy, so the pigs grow and consumers can enjoy a safe, wholesome pork product. While some pigs are raised outdoors, most pigs raised today are sheltered in barns where they can be protected from extreme weather, predators and parasites. A University of Missouri study concluded raising pigs indoors is healthier for the animal and allows for a higher quality product. Pork farmers also are striving to meet the public's expectations of quality care for their animals, as well as making sure they are continually employing the latest science and best practices.

But pig farming isn't just about the pigs. According to the National Pork Producers Council, more than 800,000 jobs are made possible by pig farming. California pork farmers benefit neighboring communities by employing locals and investing in the surrounding economies. In 2010, pork farmers brought in over \$36 million into the California economy thanks in part to every bite of bacon, every rib, every tenderloin, happily enjoyed by consumers.

The environment also is a top concern for pork farmers. While the agricultural industry in the United States accounts for 2.8 percent of total greenhouse gas emissions, current research shows only 0.3 percent of those emissions are caused by the pork industry. The National Pork Board, lead the way to determine the pork industry's carbon footprint by developing a plan in 2008 to assess and determine how to reduce pork's carbon footprint even further.

So the next time you sit down to enjoy a few crispy strips of bacon or a bite of that pulled-pork sandwich, take a second to think about where it comes from and how much goes into making it a quality product. After all, pork farmers are definitely thinking about you.

From the quality of care for their animals, to the environmental impact of their farms, to the safety of their product — pork farmers across the state and country are doing their part to make sure you and your family can enjoy a safe, healthy pork product.



The California Pork Producers Association



The California Pork Producers Association (CPPA) was created in 1959 to keep its members informed on pertinent issues and changes in their niche agricultural industry. The organization is comprised of producers of all sizes — from large-scale farms to small, family farms.

CPPA works with the National Pork Board and the National Pork Producers Council to inform its members of the best practices, quality-assurance methods and improve the overall production process. CPPA puts on education seminars, livestock shows and youth activities to not only educate existing producers, but create avenues for young producers to succeed in the agricultural world.

The CPPA also is committed to educating the general public about the California pork industry to promote the sale of pork and to help consumers make the best choices about the foods they are eating.

The Passion's In The Pork

Young farmer realizes dream in raising pigs

Photo Courtesy of Corey Carpenter



Pig Photos Courtesy of California Pork Producers Association



When Corey Carpenter was in high school, he realized his passion for raising pigs. Carpenter grew up on a pig and dairy farm. He worked all day long to care for his family's 80 sows, geared toward the production of show pigs for 4-H and Future Farmers of America members in the western United States.

"When pigs are your livelihood, this way of life gets in your blood, it's just been something that I have always known and done and it will certainly continue to be my passion in life."

Carpenter says he wouldn't want to have been brought up any other way than on a farm. "When you grow up on a farm, you learn and experience things most kids never get the chance to. I consider myself lucky."

This passion for farming and pigs pushes Carpenter to take on leadership roles in the pork and agriculture industry, including a current position as the California Pork Producers Association Youth Pork Ambassador. Carpenter says this position, in particular, allows him to advocate for his fellow farmers and the swine industry, as well as the general public. "It has been a great honor and privilege to have had the opportunity to be so deeply immersed within the pork industry and I take full advantage of any opportunity I get," Carpenter says, adding that without these experiences and the people who mentored him, he would not be the person that he is today.

Carpenter stresses that consumers should understand where their meat is coming from, "Unless everyone would like to own their own livestock, to be able to receive the irreplaceable benefits of meat animal protein, a general understanding of where your meat is coming from is essential."

Carpenter says most people don't realize how smart and clean pigs are. "Contrary to popular belief, they are incredibly clean animals and at an early age, exhibit behavior that reflects their level of intelligence."

For Carpenter, the most important part of pork farming is applying the We Care® philosophy to raising his animals. "We Care® is not a program or an organization, it's a way of farming," Carpenter says, explaining how he strives to take the best care of his animals, not only because healthy, well cared for pigs produce more, but for moral reasons.

By applying these principles, Carpenter says, pork farmers are publicly acknowledging their responsibility to produce safe food, protect and promote animal well-being, ensure practices to protect public health, safeguard natural resources in all practices, provide a work environment that is safe and consistent with other ethical principles, and contribute to a better quality of life in their communities.

But to Cory, the best part of raising pigs is the contribution he is making to society. "We, as agriculturalists, contribute to the well-being of humans three times a day. I don't know that it can get any

more satisfying than that."

Carpenter is a fourth-year student studying animal science at California State University, Chico. He is very active within the agriculture college, including memberships in clubs, such as the Young Cattlemen's Association and Alpha Zeta Academic Agriculture Fraternity. He hopes to attend graduate school later this year at Oklahoma State University, where he plans to study animal science with an emphasis in swine nutrition. Carpenter's ultimate goal is to become a university professor, who teaches animal science.

"When pigs are your livelihood, this way of life gets in your blood, it's just been something that I have always known and done and it will certainly continue to be my passion in life."

*Corey Carpenter
Student Herdsman,
CSU Chico Swine Farm*

The Life Cycle of A Pig



1 A sow becomes pregnant and after nearly 4 months, gives birth to a litter of 10 to 12 piglets.



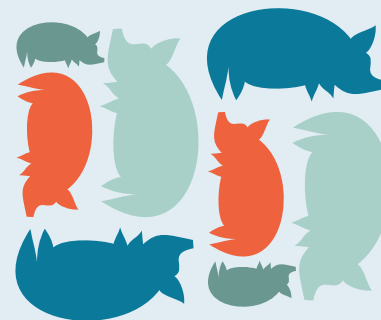
2 The piglets and their mother are kept safe and observed in a farrowing pen until the piglets are 4 weeks old and have reached 15 pounds. Then, the piglets can be weaned.



3 The weaned piglets are moved to a nursery or a "wean-finish" house, where they are introduced to a grain and plant-based diet. The piglets stay here until they reach 40 to 60 pounds at about 8 to 10 weeks old.



4 The adolescent pigs are moved to a "grow-finish" house where they can grow to their full size or their market weight. Pigs at this stage grow from 60 pounds to their market weight of 240 to 265 pounds.



Being A Better Farmer

California Pork Producers Association supports farmer who runs unique pork production operation

In third grade, Scott Long read *Charlotte's Web* and decided he wanted to raise pigs. He always enjoyed animals and helped his father raise hogs growing up. This spurred his involvement in 4-H at 9 years old.

In 1976, Long graduated from high school and started raising more pigs with his father. It wasn't until the mid 1980s that the Long's pig-farming operation took off. For over 20 years, Long and his father ran Long Ranch, based in Manteca. When his father died six years ago, Long continued to run the business, which employs four full-time employees.

Long's day starts at 5:30 a.m. and ends at 6 p.m. He oversees the raising of the pigs and runs the whole production operation. Long Ranch takes in pigs when they are 40 pounds, receiving 200 pigs each week. Each day, Long hauls feed to the pigs and walks the barn. Once a week, he replaces straw in the pig pens.

"When you raise animals on a bigger scale, you have to have a passion for it," he says. "There are a lot of people that would say it is just business, but you have to have the passion and know the animal — that's what makes it all work."

Although pork is produced year-round and people can buy from Long Ranch any time, Long says the busiest season at Long Ranch stretches from November to February because of the many New Year's celebrations. The ranch sells 800 pigs per month to high-end restaurants, but the majority of pigs are sold and harvested on the ranch.

Long says he appreciates California Pork Producers Association (CPPA) because it informs consumers about pork products — myths and all. He is quick to point out that big farms do not deserve a negative reputation.

"Without the big farms, the people would starve. A small person like me can't feed the world, but I provide a product for a niche market."

The most unique aspect of his state-inspected ranch, Long says, is that people can come in and pick out a pig and have it harvested.

This farm-to-table aspect is appealing to many consumers, Long says, adding that some families come a few times a year in a "big affair" to pick out a pig.

For Long, the best part of his job is spending time with his pigs in the barn. "When you go out early and walk the barn, it's a good feeling to see the pigs you are raising, the pigs come up to you. ... I just love my job." He goes on to explain how important the comfort of his animals is to him and how he walks a fine line of not getting too attached to the pigs.

Long is thankful for the CPPA because he can learn through

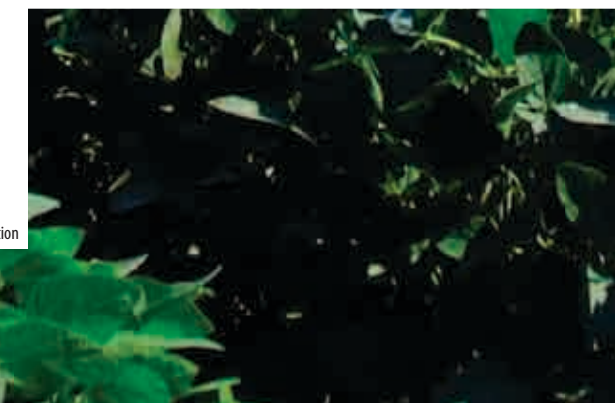
its classes and from other pork producers. Long says the CPPA is important because it provides a platform to educate the farmers and consumers about the pork production process. It also links farmers in a peer-to-peer program, giving them resources of others' experiences and helping them connect with people who share a common passion. "The [California Pork Producers Association's] programs help farmers be a better farmer."

"When you raise animals on a bigger scale, you have to have a passion for it. There are a lot of people that would say it is just business, but you have to have the passion and know the animal — that's what makes it all work."

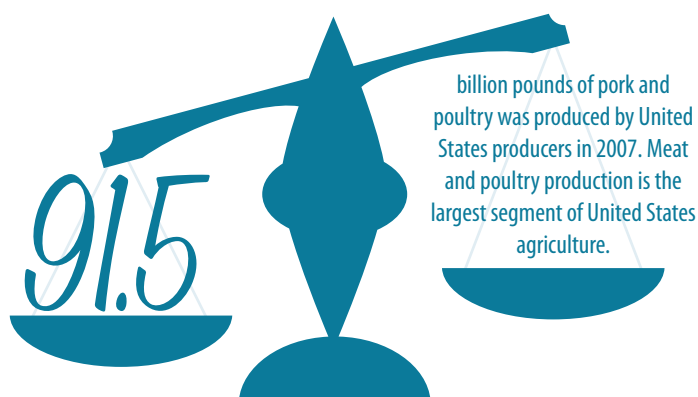
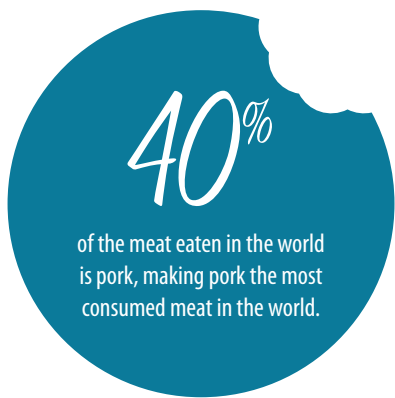
Scott Long

Owner,

Long Ranch



Photos Courtesy of California Pork Producers Association



Perfecting Your Pork

Experienced pork farmer talks about the business of pork

Dwight Potter first joined Circle Four, one of the largest pork producers in the country, 25 years ago in the accounting department. Since then, he's risen through the ranks to become general manager of Circle Four Farms in Milford, Utah. Today, his farm produces 1.1 million market hogs each year, most of which end up in processing plants in California. Potter says pork farmers like Circle Four go to great lengths to take care of their animals and ensure their food is safe.

Besides being subject to inspection by the United States Department of Agriculture, the pork industry also implemented the Pork Quality Assurance Plus® (PQA Plus®) program. The program consists of training by a certified PQA Plus® adviser, an objective assessment of on-farm animal well-being, and a survey designed to evaluate the implementation of PQA Plus® within the pork industry. Additionally, the Transport Quality Assurance® program helps workers understand the proper way to handle, move and transport pigs and understand how the pig's well-being can affect the quality of the product.

Potter says these programs help demonstrate pork farmers commitment to quality standards for their animals. "Our farm has no higher priority than ensuring the well-being of our animals," Potter says. "We carry out unannounced animal care audits on all of our farms annually to monitor and track our performance. We [also] have independent third-party experts conduct external audits of our animal care programs."

But what about the environmental impact? Potter says large pork farmers also are taking steps to improve that too. One thing large pork farmers are doing is looking at ways to reduce their power use. Potter says their farms use compact fluorescent light bulbs, optimized ventilation and Circle Four has recently partnered with another company that collects manure from their farms to convert into energy. They also lease their property for windmill power generation.

In addition to their quality standards and reduced carbon footprint, Potter says Circle Four has a positive impact on the local economy, employing 460 people in the surrounding area, with an annual payroll of \$20.5 million. It is estimated Circle Four has a local economic impact of \$53 million annually and that Circle Four spends \$33 million annually with local vendors. But despite all their efforts, Potter says large pork farmers still get portrayed negatively in the media.

"Pork farmers are responsible people," Potter says. "We take pride in caring for our animals, producing safe food and helping to feed a hungry world. We have a passion for the communities in which we work and live. We support them through charitable contributions to and participation in educational, nonprofit and civic organizations. ... The vast majority of U.S. pork farmers do the right thing every day and take care of their animals to ensure safe food."

"We take pride in caring for our animals, producing safe food and helping to feed a hungry world."

*Dwight Potter
General Manager,
Circle Four Farms*

Socially Responsible Production

California pork farmers are committed to providing high-quality products that you can feel good about consuming through socially responsible production. As part of this safe, responsible production process, pork farmers adhere to a system of self-checks and audits, following guidelines implemented in 2007 with the industry's food-safety program, Pork Quality Assurance Plus®. The program was created in response to an overwhelming desire amongst consumers to know about the food products they were buying and what went into the production process.

The PQA Plus® is an integrated food-safety and animal well-being program. Its content includes selected PQA "Good Production Practices" and the Swine Welfare Assurance Program, "Care and Well-Being Principles," as well as material from the industry's responsible antibiotic use program, "Take Care — Use Antibiotics Responsibly." The three main components of PQA Plus® are pork farmer education, an on-site assessment of animal well-being and a third-party audit. The neutral audits ensure the pork farmers' and the program's credibility for customers.

Cutting The Fat

Answers to Common Questions About Pork

Who are today's pork farmers?

Today's pigs are raised by farmers who have dedicated their life to providing for the best in health, well-being and safety of their animals and the safety of the food they produce. Pork producers are like the vast majority of all Americans. When it comes to managing their farms, they do what's right and strive for continuous improvement. When mistakes are made, they fix them immediately.

What is a pig farm like?

Modern pork production facilities of all sizes provide animals with an environment designed especially for them to keep them safe, healthy and comfortable. This means they don't get chilled in harsh winter weather or swelter during hot summers, which can predispose them to disease.

Are pig farms environmentally friendly?

Pork farmers believe in continuous improvement. If they can improve the product, or the way they raise their pigs, or the things they do to keep the environment safe for their families and their neighbors, they do it.

Do pork farmers really care about the food that they provide, and do they eat the product of their farms themselves?

Yes, pork farmers are committed to producing safe, wholesome pork in a socially responsible way. No one cares more than pork farmers about producing high-quality products, taking care of their animals and natural resources, and contributing to their communities. Pork farmers are proud to be good neighbors, and they and their families enjoy the food produced on their farms.

What does the pork industry do to assure safe food and vibrant communities in which they live?

The "We Care" initiative, a joint effort of the Pork Checkoff through the National Pork Board, and the National Pork Producers Council, helps pork farmers demonstrate their accountability to established ethical principles and animal well-being practices. Specifically, "We Care" helps pork farmers demonstrate their commitment to:

- Produce safe food
- Safeguard natural resources
- Provide a work environment that is safe and consistent with the other ethical principles
- Contribute to a better quality of life in their communities
- Protect and promote animal well-being
- Protect public health

What temperature am I supposed to cook pork to?

Cook pork to a final internal temperature of 145 degrees Fahrenheit as measured on a food thermometer, followed by a three-minute rest time. Apply the 145-degree temperature guideline to pork whole muscle cuts (loin, chops and roasts) only. Ground pork — like all ground meat — should be cooked to 160 degrees.

Is pork healthy to eat?

A study released in 2006 by the USDA reveals six common cuts of fresh pork are leaner today than they were fifteen years ago — on average about 16 percent leaner in total fat and 27 percent leaner in saturated fat. What's more, pork tenderloin is as lean as skinless chicken breast. The study found a 3-ounce serving of pork tenderloin contains only 2.98 grams of fat, whereas a 3-ounce serving of skinless chicken breast contains only 3.03 grams of fat.



Photos Credit: California Pork Producers Association

Pork Tenderloin *With* Oregano & Coriander Rub

Prep Time: 5 minutes

Cook Time: 25 minutes

Marinate Time: 8 hours

Ingredients:

- 1 pound pork tenderloin
- 1 teaspoon dried oregano, crushed
- 1 teaspoon ground coriander
- 1/2 teaspoon dried thyme, crushed
- 1/2 teaspoon ground cumin
- 1/2 teaspoon curry powder
- 1/4 teaspoon salt, coarse
- 2 tablespoons fresh parsley, chopped

Cooking Directions:

Trim any fat from pork. For dry rub, combine oregano, coriander, thyme, cumin, curry powder and salt in small bowl. Moisten pork tenderloin with water; coat with dry rub. If desired, place pork in shallow dish; cover and marinate in refrigerator for 8 hours or overnight.

Heat oven to 450 degrees F. Place pork on rack in shallow roasting pan. Roast about 20-27 minutes or until an instant-read thermometer inserted near center reads 145 degrees F. Remove from oven and loosely cover pork with foil. Let rest for 5 minutes. Slice pork; arrange slices on a serving plate. Sprinkle with parsley.

Makes 4 servings.

Nutrition:

Calories: 119 calories
Protein: 23 grams
Fat: 3 grams
Sodium: 192 milligrams
Cholesterol: 63 milligrams
Saturated Fat: 1 gram
Carbohydrates: 1 gram
Fiber: 1 gram

Local Chef Talks Pork



"Pork is not the other white meat, but *the* white meat. Pork can be used in so many ways. To get the juiciest pork possible, we brine our chops and steaks ... At the restaurant, we would have a sauce, gravy or chile to serve with it. If I am cooking at home though — after the pork is cooked — I put a nugget of butter in the same pan and brown it with some chopped garlic, then squeeze half a lemon in to make a pan sauce. Check for salt and pepper and pour it right on top."

Patrick Mulvaney
Owner, Mulvaney's B&L

Photo Courtesy of Patrick Mulvaney

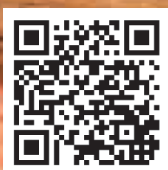


Photo Credit: California Pork Producers Association

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Pulled Pork Tostadas with Slaw & Chipotle Cream

1 lb. cooked pulled pork, warm or room temperature
3 or 4 limes
2 tbs. canola oil, or other neutral-flavored oil
8 cups shredded cabbage, or 1 10-ounce bag coleslaw mix
3/4 cup fresh cilantro, coarsely chopped
1/4 red onion, thinly sliced
Salt
1 cup sour cream
1/2 chipotle chile from a can of chipotle chile in adobo sauce, seeded and finely minced
6 8-inch Tostadas, (flat, crisped corn tortillas)
2 tomatoes, diced
3 radishes, cut into wedges

Halve and squeeze 1 or 2 of the limes to yield 2 tablespoons of juice. In a large bowl, combine the lime juice and oil. Add the cabbage, onion, and cilantro, tossing to combine. Add salt to taste. Cut the remaining 2 limes into 6 wedges each. Set the slaw and lime wedges aside.

In a small bowl, combine the sour cream and chipotle pepper. Season with salt and set aside.

Arrange the tortillas on plates. Top with the pork, slaw, sour cream mixture, and tomatoes. Arrange the lime and radish wedges alongside and serve. Makes 6 servings.



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