

MI Pork Sampler

May 2013



Pork Cuts Get New Consumer-Friendly Names at the Meat Case

Consumers are finding more consumer-friendly names on packages of fresh pork cuts in retail meat cases across the country. The new names, such as the porterhouse pork chop, are designed to allow retailers to differentiate and merchandise pork cuts more effectively while aiding shoppers in selecting and preparing pork.

“The new names will help change the way consumers and retailers talk about pork,” said Mary Kelpinski, Executive Director of Michigan Pork Producers Association (MPPA) who is in charge of MPPA’s Marketing and Promotion Programs. “But more importantly, the simpler names will help clear up confusion that consumers currently experience at the meat case, helping to move more pork in the long-term.”

New Cut Names Backed by Research

Before the renaming process took shape, the National Pork Board (NPB) and the National Cattlemen’s Beef Association collaborated on in-depth research over an 18-month period. The research

The *MI Pork Sampler* is MPPA’s new publication that will help you fill up on state and national pork news in between *Michigan Pork* helpings!

showed consumers are often confused by the different names for similar cuts of meat and, as a result, do not know how to cook a variety of cuts now available in the meat case.

To overcome this challenge, NPB is working to simplify pork cut names and include basic usage and preparation information on the package. Several cuts of pork will now match the names for similar beef cuts for easier consumer identification and preparation. New pork names to look for in the meat case include:

- Pork Porterhouse Chop (formerly loin chop)
- Pork Ribeye Chop, bone-in (formerly rib chop center)
- Pork Ribeye Chop (formerly a rib chop)
- Pork New York Chop (formerly top loin chop)

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New York Chop



Porterhouse Chop



Ribeye Chop

NPPC Update...

Group Distorts Resistance Data To Blame Farmers

Just days after the release of a Centers for Disease Control and Prevention (CDC) report showing that medical doctors annually are prescribing enough antibiotics to give them to 80 percent of Americans, the Environmental Working Group (EWG) was set to issue its own report, claiming that antibiotics use in food animals is the main cause for people developing antibiotic-resistant diseases.

According to National Pork Producers Council (NPPC), the EWG is using selective and incomplete 2011 government data on retail meat samples to blame America's livestock and poultry farmers for the growing problem of antibiotic-resistant illnesses in people.

In fact, 2000 to 2010 data from the federal National Antimicrobial Resistance Monitoring System show a very low incidence of pathogenic bacteria on meat and stable to declining rates of those bacteria that are resistant to antibiotics.

The EWG report was set to be released prior to congressional action on reauthorizing the Animal Drug User Fee Act (ADUFA). Many groups who support legislation to ban the use in food animals of antibiotics that prevent or control diseases and of ones that improve nutritional efficiency are weighing in on ADUFA, urging Congress to limit the animal health products available to livestock producers.

But, points out NPPC, numerous peer-reviewed risk assessments, including at least one from the U.S. Food and Drug Administration, have shown a

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“negligible” risk to human health of antibiotics use in livestock and poultry production.

“Pork producers use antibiotics in targeted ways, under a veterinarian’s supervision, to protect public health and the health of their animals and to produce safe food,” said NPPC President Randy Spronk, a pork producer from Edgerton, Minn. “The data doesn’t show what groups opposed to modern food-animal production claim; they continue to distort information to fit their agenda to end modern agriculture.”

NPPC wants an ADUFA reauthorization bill that’s free of amendments. The law allows FDA to collect fees from animal health companies for the timely review and approval of products.

“Taking care of our animals to produce safe food starts with Congress passing ADUFA and not letting it die because of controversial amendments,” Spronk said.

On April 9, 2013 the House Energy and Commerce Subcommittee on Health held an initial hearing on ADUFA.



Reform Biofuels Mandate, Pork, Beef Urge Congress

Representatives Bob Goodlatte (R-Va.), Jim Costa (D-Calif.), Steve Womack (R-Ark.) and Peter Welch (D-Vt.), announced that they would introduce the Renewable Fuel Standard Reform Act to “help ease concerns created by the ethanol mandate and protect consumers, energy producers, livestock producers, food manufacturers, retailers and the U.S. economy.”

NPPC President Randy Spronk said, “We applaud Congress, and especially Congressmen Goodlatte, Costa, Womack and Welch, for beginning this long overdue conversation on the RFS and for offering reasonable solutions to address problems associated with that mandate. We need to reform the RFS.”

National Cattlemen’s Beef Association and NPPC want a reform bill that ensures market stability, feed availability and the long-term sustainability of rural American economies.

Checkoff News...

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The new cut names will eventually align with the foodservice industry as well to provide a consistent consumer perception of pork at restaurants and at home.

“Grill Pork Like a Steak”

“Hand-in-hand with a simpler shopping experience comes simpler grilling advice. As the new cut names suggest by their alignment with popular beef steak names, pork is a great choice for the grill, and consumers can cook pork chops just like their favorite steaks,” said Kelpinski.

“Research shows that consumers are buying cuts

they are familiar with,” said Patrick Fleming, director of retail marketing for NPB. “Now, once they get their New York chop or ribeye chop home, they can grill it in the way they’re familiar with, too.”

For ideal chops, NPB recommends grilling to an internal temperature of 145 degrees Fahrenheit, followed by a three-minute rest. A digital cooking thermometer is recommended to help ensure an accurate final temperature.

Temperature/Color Guide

145° F Medium Rare.....	Warm, Pink Center
150° - 155° F Medium.....	Warm, Slightly Pink Center
155° - 160° F Medium Well.....	Hot, White Center
160° F+ Well-Done.....	Hot, Tough and Dry



*See It? Stop It!*SM Initiative Empowers Farm Workers Animal Care Initiative Provides Resources to Protect Animals

The Center for Food Integrity and the U.S. pork and dairy industries have launched *See It? Stop It!*SM *Animal care starts with you.* a proactive demonstration of agriculture’s commitment to farm animal care. The initiative empowers, and in fact, demands that if signs of animal abuse, neglect, mishandling or harm are witnessed, anyone working on a farm or in a farm setting has an obligation to report it immediately.

Though it is uncommon, when animal abuse, neglect, harm or mistreatment takes place, it is essential to give animal care providers resources to swiftly report what they witness. The *See It? Stop It!*SM initiative provides several options to enable employees to speak up to stop animal abuse. Ultimately, empowering animal caretakers and giving them responsibility to report animal abuse immediately will help assure the best care for animals.

It is the duty of farm leaders to convey the level



of commitment they have to responsible animal care, while empowering employees who work with or around animals to immediately report any signs of animal abuse, neglect, harm or mistreatment.

Both the U.S. pork and dairy industries have provided funding for the initiative and feel it is a great way to expand upon their already strong animal care programs.

“The *Pork Quality Assurance (PQA) Plus*[®] program outlines best practices for proper animal care,” said Sherrie Niekamp, director of animal welfare for the National Pork Board. “The *See it? Stop It!*SM initiative meshes well with the core principles of *PQA Plus*[®] that pork producers have followed for more than 20 years.”

“This initiative confirms the commitment of every farm owner and manager to do what’s right for animals,” said Dallas Hockman, vice president of governmental regulations for the National Pork Producers Council. “*See it? Stop it!*SM expands upon the industry’s *We Care*[®] program, which is grounded by ethical principles and well-being practices. *We Care*[®] helps further establish a culture that ensures proper animal care.”

Additional information about the program, including an employer checklist, guidance for integrating the program into existing animal well-being programs, posters for use in barns and guidance on employee training is available at www.SeeItStopIt.org.





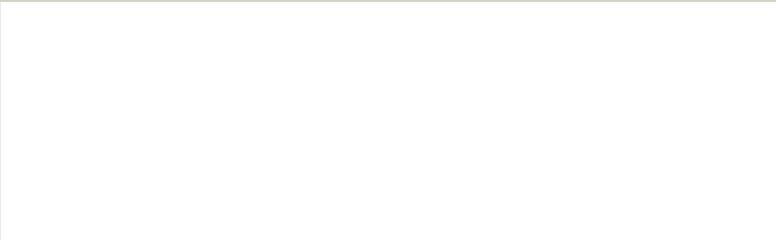
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Breakfast on the Farm has reached more than 40,500 children and adults since it began in 2009. At the event, farmers showcase what they do to produce safe and wholesome food, and people come from all over to learn about modern agriculture. Michigan Pork Producers Association will be attending Breakfast on the Farm events with our miniature replica finishing barn! Find a breakfast near you this summer and come visit our booth:

- June 15, Reid Dairy Farm LLC, Jeddo (St. Clair County)
- July 13, Walt Dairy Farm, Coopersville (Ottawa County)
- Aug. 17, Humm Farm LLC, Breckenridge (Gratiot County)
- Sept. 7, Black Locust Farms LLC, Stanton (Montcalm County)
- Sept. 21, Ferry Farms LLC, Litchfield (Hillsdale County)



For more information about Breakfast on the Farm please visit www.breakfastonthefarm.com. If you are involved with pork production and would like to volunteer at the pork booth please contact Megan Sprague at sprague@mipork.org or 517-853-3782