

We Care Introductory Notes

- Never has it been more important to promote our long-standing commitment to quality, safety, responsibility and continuous improvement.
- Today the marketplace holds business and industries to higher standards, particularly in terms of “social” issues (including environmental stewardship, employee welfare, animal care and food safety).
- This is particularly true for industries like ours, which involve food, animals and natural resources.
- The growing interest in these issues over the last few years has been fueled by:
 - Increased exposure and access to media through the internet and hundreds of channels of television;
 - The actions of special interest groups;
 - A population that is increasingly removed from agriculture; and
 - The erosion of confidence caused by last year’s economic meltdown.
- We must reach out to everyone (our neighbors, communities, consumers, retailers, foodservice operators, policy makers) to make certain they understand that we – more than anyone else – really do care about how pork is produced in America.
- We have come to recognize that we need to be more proactive and less reactive.
- Our message is this: The U.S. pork industry has a long history of demonstrating best principles and best practices.
- The truth is the U.S. pork industry has been committed to responsible practices and continuous improvement for decades. Examples include:
 - The Symbol Pig efforts of the 1980s and 1990s.
 - The Pork Quality Assurance (PQA) program, introduced 20 years ago, has become the model many other industries have built their quality assurance programs on, both here in the U.S. and around the world. (And PQA Plus, the next generation of PQA, was introduced in 2007.)



- The Transport Quality Assurance (TQA) Program.
- The Ethical Principles we formalized last year.
- Last February, a new Responsible Pork Industry Advisory Group was created, made up of 17 people from across the pork industry – including representatives from the National Pork Board, National Pork Producers Council, state pork associations and allied industry.
- This group has been charged with providing insight on how we might focus our efforts on the subject of “image” or “social responsibility.”
- Whatever you call it – it’s really about retaining the “public trust” and demonstrating our commitment.
- We all need to take some action so that together we can continue to manage the destiny of the U.S. pork industry.
- We need to get credit for our long-standing commitment to responsibility and improvement.
- We need to correct the myths and misinformation.
- Maintaining the public’s trust is a journey – not a destination. There is no one answer, no silver bullet.
- A critical step forward is your acceptance and endorsement of the industry’s Ethical Principles, the POA Plus program, TQA... and an understanding that these are things we all must live by every day.
- Honestly, every one of us needs to be a part of our overall effort to tell the positive story of pork production in America – and how committed the industry is to producing safe, wholesome pork in a socially responsible way.

