
The Pork Industry: Shaping our future

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PQA PLUS™

Our Responsibility. Our Promise.



pork
checkoff™

Swine Welfare Assurance

- Work began in 2000
- 2003 SWAP introduced
 - Science-based
 - Education and assessment program
 - No audit component



Customers believed SWAP lacked credibility...

and the pork industry believed AWAP was unworkable and unaffordable.

Board of Directors Action

- A plan was developed and approved by the Board and the USDA
- The plan was initiated with a discovery meeting with all segments of the food-chain
- The Coalition Discovery Team included:
 - NPB
 - NPPC
 - Producers
 - Packers
 - Customers (Foodservice & Retail)

Coalition Results

What we have done...put us “in position” to resolve an animal welfare issue with our customers.

What we have not done...solve ALL welfare issues.

- A clear understanding of the welfare challenge from each segments’ perspective has been reached.
- Agreed to the fundamental concept that in order for a solution to be sustainable, it had to be **credible, workable and affordable** for each segment of the food chain.
- Established a framework from which a solution can be created.
- Strong relationships have been established with customers of the industry.
- SWAP and PQA will be merged
 - Education
 - Assessment

Program Objectives

- Continuous improvement in pork production practices
- Demonstrate that pork producers are accountable for the way we produce pork



PQA Plus

- Voluntary Program
 - Producer Education
 - On-Farm Assessment
 - Third Party Verification
- 3 year phase in from PQA

PQA Plus – Producer Education

■ 10 Good Production Practices

- Food Safety
- Animal Well Being



■ Producer Certification

- 10,140 individuals

PQA Plus – On-Farm Assessment

- Well-Being Assessment
 - Animal observation
 - Facilities
 - Air quality
 - Euthanasia
 - Body space
 - Body condition
 - Recordkeeping



Letter to Suppliers



6360 Flank Drive
Suite 100
Harrisburg, PA 17112-2766
717-635-2833 Office
717-635-2831 Fax

Country View Family Farms, Inc.

June 11, 2007

Dear Hatfield Hog Producer:

By now, you may have read or heard about a new certification program developed by the National Pork Board. The PQA Plus will replace the current PQA Level III. We've attached some information on this new program. Just like PQA, Hatfield Quality Meats will require ALL hog suppliers to become PQA Plus certified with the site assessment.

Prior to your PQA Level III expiring, you'll be required to become certified in the new PQA Plus program. As previously stated, you'll need to complete and on farm assessment. Hatfield will allow a grace period of 90 days for the site assessment after becoming certified in the PQA Plus program. State Swine Specialists, Veterinarians and trained Extension Agents will be available to provide you site assessment assistance and

access to the Pork Board website and will verify that both components of the PQA Plus program have been completed prior to scheduling your hogs after your current PQA Level III expires.

If you have any questions, please contact us.



PQA Plus – 3rd Party Verification

- The goal of verification is to measure the effectiveness of the welfare assurance system/program, not to find farms not in compliance.
- Evaluate farms to achieve a 99% confidence level that at least 95% of farms have successfully implemented the animal well-being principles of PQA Plus.

Timeline

- We're on a 5 year time table for completion.

March/06	Awareness of issue introduced at Forum
June/06	Public announcement of coalition plan
Summer/06	Beta test program material
Fall/06	Finalize PQA Plus revisions
Feb/07	PQA Plus Trainer training
Spring/07	PQA Plus Advisor training
March/07	Early positioning of PQA Plus at Forum
June/07	Launch of new PQA/SWAP
???	Critical mass for starting 3 rd party verification?
June/10	PQA Plus fully implemented



TQA

TRANSPORT QUALITY ASSURANCE™
HANDBOOK

*A quality assurance program
designed specifically for
TRANSPORTERS,
PRODUCERS AND
HANDLERS of pigs.*



TQA Basics

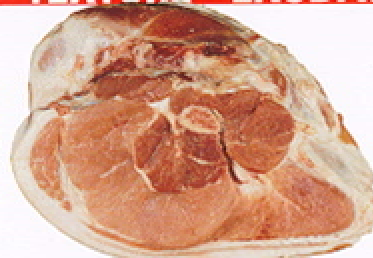
- Pork Checkoff Funded
- Voluntary
- Certification
- Awareness of Pork Quality and Animal Welfare



COLOR - TEXTURE - EXUDATION



PSE Pale pinkish gray, very Soft and Exudative. Undesirable appearance and shrinks excessively.



RFN Reddish pink, Firm and Non-exudative. "IDEAL". Desirable color, firmness and water-holding capacity.



DFD Dark purplish red, very Firm and Dry. Firm and sticky surface, high water-holding capacity.

TQA Candidates

- Transporters
- Producers
- Load Crews
- Pork Production Employees
- Packing Company Employees



Enhancements with Version 3 TQA

■ Name

- From Trucker Quality Assurance™ to Transport Quality Assurance™

■ Content

- Multi-phase, not just market hogs
- Worker safety
- Biosecurity additions
- Emergency response enhancements
- Facilitation introduction

■ Delivery

- Online training available for current Instructors

■ Terms

- From Instructor to Advisor
- TQA certified individual = TQA Handler



Emergency Response



Results of a Truck Rollover

- Lawsuits & Legal Charges
- Unwanted or Uneducated Help
 - Emergency First Responders
 - Passers by with good intentions
 - Animal advocacy groups
 - » HSUS – state directors
 - “...establish and build upon professional working relationships with government agencies. Implement disaster plan. Promote and coordinate emergency and disaster response teams and/or coalitions for assigned states...”
 - » PeTA – response teams
 - » State humane organizations

Results of a Truck Rollover

Media

“The trailer lurched as the tow trucks pulled it over the crushed guardrail and onto the pavement, breaking the legs of several animals. The pigs’ dirty, bloodstained faces watched officials and panicked as their limbs, caught in the holes on the side of the trailer, were crushed.” — Las Vegas Review Journal



No

Disaster Recovery - Prevention

- Driver – TQA
 - Truck Maintenance
 - Driver Fatigue
- Reporting Database
 - Concept phase
 - Objectives
 - » Learn more about the incidence of
 - » Identify opportunities for education
 - » Provide feedback on trailer design
 - Potential Hurdles
 - » Asking the right questions
 - » Participation



Disaster Recovery - Preparation

- What to do if uninjured
 - Call appropriate contacts
 - Set up cones, flares, etc.
 - Animal containment
 - Accident pictures/documentation
 - Information control

- First Responders, what do they need to know?
 - How to handle live animals
 - How to euthanize compromised animals
 - How and when to extract

Disaster Recovery - Response

- Emergency Response Network
 - Murphy Brown
 - Cargill
- How do we create a national network that includes everyone?
 - Identifying ideal locations for placement
 - Training a response team
 - 1-800 hotline
 - Informing emergency first responders

Trust and Image of the Industry

- Product vs. Production
- Defining Who We Are
- Ethical Principles
 - We affirm our obligation to:
 - » produce safe food.
 - » protect and promote animal well-being.
 - » safeguard natural resources in all of our practices.
 - » ensure our practices protect public health.
 - » provide a work environment that is safe and consistent with our other ethical standards.
 - » contribute to a better quality of life in our communities.

Responsible Pork Initiative: Putting the Pieces Together



Questions?

