U.S. Department of Agriculture
Agricultural Outlook Forum 2003
February 20 & 21, 2003

Competing in the 21st Century

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NPPC – The Organization

- **The Advocate**
  - In Legislation
  - In Regulation
  - In Legal Defense
  - In International Trade Policy

- To Achieve “Freedom to Operate”

- Separate from National Pork Board
Competing in the 21st Century

External Threats, Challenges & Opportunities

- Activists
- International Trade
- Country of Origin Labeling
- Environment
- Animal Welfare
- Antibiotics
Active Attacks 2002

- Animal Rights Ballot Issues
- Robert F. Kennedy Jr.
- Antibiotic Claims
- Fast-Food Restaurant Lawsuit
- PETA
PETA Billboard

 Poor Wiener = Dead Wiener = Limp Wiener

 Eating meat can make you impotent  GoVeg.com
International Trade

- Trade Promotion Authority
- High Import Tariffs
- Import Quotas
- Non-Tariff Barriers
International Trade

Mexican Anti-Dumping Case
Figure 1. Comparison of Prices Received by Hog Producers in the U.S. and Mexico
International Trade

Disease Outbreaks
- FMD UK
- BSE Japan
- END California & Nevada
US BEEF EXPORTS TO JAPAN
Monthly, Carcass Weight

Mil. Pounds

Jan 2001
Feb 2001
Mar 2001
Apr 2001
May 2001
Jun 2001
Jul 2001
Aug 2001
Sep 2001
Oct 2001
Nov 2001
Dec 2001

Livestock Marketing Information Center

I-N-37
01/19/03
Country of Origin Labeling (COOL)

- Included in Farm Bill
- "Born, Raised & Slaughtered"
- Costs
  - USDA - Record Keeping
    - $1.9 Billion
    - $1.0 Billion for Producers
Country of Origin Labeling (COOL)

Costs

- Full Traceback System for Pork
  - $10.22 per Head
  - $1.0 Billion

- Certification with Audit
  - Less Expensive
  - Devastating to Exports
    - 50% Lower by 2010
PROJECTED U.S. PORK EXPORTS UNDER CERTIFICATION, TRACEBACK AND A FAPRI BASELINE.
Environment - CAFO Rule

- Raises the “Environmental Bar”
- 1000 Animal Units
- Applies to 15,500 Livestock Operations
  - Up from 4,500
  - 11,000 Required to Apply by 2006
- New Requirements
Environment - Air Quality

NAS Study
- Requested by EPA & USDA
- Need for Science-Based Methods

Recommendations
- Develop methods for:
  - Measuring
  - Determining Spread
Animal Welfare

- Ballot Issues in OR & FL
- New Handling Requirements in Farm Bill
- FMI / NCCR Animal Welfare Committee
  - Audits
- National Pork Board
  - Swine Welfare Assessment Program
Antimicrobials

- New FDA Framework Document
- Guidance for Evaluating Antimicrobial Resistance
- Ability to Treat Groups
- Danish Experience
  - Banning Feed Antibiotics Increased Usage
Competing in the 21st Century

- External Threats
  - Environment
  - Trade Barriers
  - Legislation / Regulation

To achieve “Freedom to Operate”

Change
"We live in a moment of history where change is so speeded up that we begin to see the present only when it is already disappearing."

- R. D. Laing, *The Politics of Experience*