



Profitability Creates Excitement at 2010 World Pork Expo *20,000 Pork Producers Gather to Celebrate Return to Profitability*

Pork producers had a little spring in their step as they walked the Iowa State Fairgrounds last week. More than 20,000 producers and 400 exhibitors celebrated the pork industry's return to profitability during the 2010 World Pork Expo in Des Moines, Iowa, June 9-11.

The 2009 World Pork Expo fell in the midst of the H1N1 flu outbreak, and producers' spirits were lower than the hog prices. Now one year later, exports are up significantly, and many operations are back in the black. Excitement and optimism set the tone for the 2010 World Pork Expo as producers and exhibitors have finally seen the light at the end of a very long, dark tunnel.

"The mood has just been great," said National Pork Producer Council President Sam Carney. "Producers are excited, exhibitors are upbeat and the industry is back on track."

NPPC was eager to welcome international attendees back to World Pork Expo after H1N1-related travel bans prevented many from coming to last year's event. More than 30 countries were represented at the 2010 World Pork Expo.

Attendees from seven countries participated in the two-day industry tour held June 7 and 8. The sold-out tour stopped at PDI Inc., IVESCO, Hawkeye Renewables, Christensen Farms, Kinze Manufacturing and Cinnamon Ridge Farms, offering a glimpse of Iowa's agricultural industry and a taste of Midwestern hospitality.

"I have attended World Pork Expo since 1990. This is the first time I've participated in the industry tour, and I had a great experience," said Doug Richards, Swine Grower Finisher Specialist from the Canadian Ministry of Agriculture Food and Rural Affairs in Ontario, Canada. "The tour offered a snapshot of Iowa, and it presented a great opportunity to network and develop relationships with other international attendees."

While the industry tour provided a first-hand agricultural education, producers were also given opportunities to learn in a more traditional setting. The Educational Seminars, Marketing Information Center and PORK Academy enabled producers to learn about key issues from well-respected industry leaders. Animal welfare, the economic climate, environmental policies, herd health, international trade and politics were all included on this year's agenda. The seminars were well attended, and producers were armed with the information they need to make smarter business decisions and improve the efficiency of their operations.

Attendance up from last year

Despite stormy weather conditions on Thursday and Friday, attendees eagerly participated in new events and loyally supported their old favorites.

The People's Choice Barbeque Contest, sponsored by Pfizer Animal Health, debuted at the 2010 World Pork Expo. Three professional barbeque teams, Big T's Q Crew, Iowa Outlaws BBQ and

Ponderosa BBQ, fired up their smokers and prepared mouth-watering baby back ribs and pork sausages for the inaugural event. More than 1,000 people voted for their favorite recipe, and Iowa Outlaws BBQ smoked the competition in both categories.

Participation in the annual Junior National Swine Show was up 22 percent from 2009 to 2010. The Junior National Swine Association received more than 1,740 registrations from 630 exhibitors hailing from 27 states. Showmen between the ages of 2 and 21 proudly paraded their animals during the purebred and crossbred shows.

“We’re extremely excited about the growth of the event,” said National Junior Swine Association’s Director of Junior Activities Alan Duttlinger. “It is great to see mature, responsible kids caring for their animals and developing into young leaders.”

MusicFest is always the social highlight of the World Pork Expo, and this year was no exception. Attendees feasted at three Pig Pickin’ Hog Roast stations as they packed Grand Concourse on Thursday, June 10. Producers and exhibitors danced into the evening hours to live music performed by Tony Valdez and the Retro Rockets, Bryan White and the Classic Rock All Stars.

“This was the biggest turnout for MusicFest that I’ve ever seen,” said John Wrigley, General Manager of NPPC’s World Pork Expo for the past nine years. “It’s great to see producers and exhibitors laughing again. Everyone is breathing a little easier now that they have more revenue coming in.”

The 2010 World Pork Expo will be fondly remembered as a beacon of light after the industry’s darkest days. Photos from the event are available on World Pork Expo’s Facebook [page](#).

The barbeque smokers are barely cold, but it’s never too soon to start planning for the 2011 World Pork Expo! Mark your calendars, and join us in Des Moines, Iowa, on June 8-10, 2011, for more food, music and fun. Monitor www.worldpork.org for information about next year’s event.

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NPPC is the global voice for the U.S. pork industry, fighting for reasonable legislation and regulations, developing revenue and market opportunities and protecting producers’ livelihoods. For more information, visit NPPC’s website at www.nppc.org.