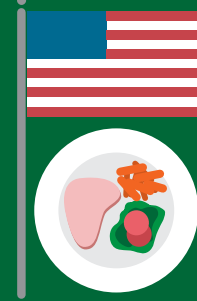
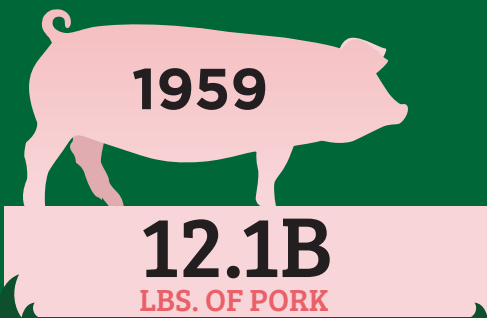


TODAY'S PORK

50 YEARS of Improvements Make Today's Pork More Sustainable Than Ever.

To meet a growing consumer demand, U.S. farmers have nearly doubled pork production in the last 50 years...

Total pounds of pork raised by farmers



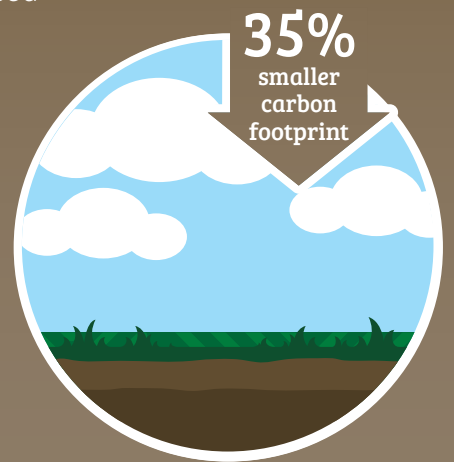
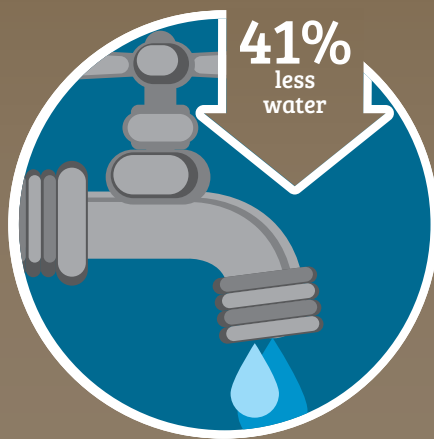
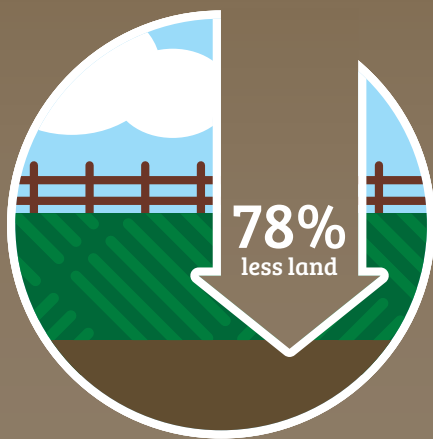
U.S. PIG FARMERS are feeding more people than ever before.



Today's on-farm efficiency means that pound for pound of pork, farmers are now using far fewer of our earth's precious resources than they were in 1959.

Compared with 50 years ago, farmers are using less land and water to produce pork. And, they are doing it with a smaller carbon footprint.*

Per unit basis, such as a pound of pork produced



Over the decades, America's pig farmers have made dramatic improvements in how they raise pigs:



Enhanced protection from harsh weather and predators



Better genetics and animal care



Improved diets to better match animals' needs

Effective measures:

All combine to reduce greenhouse gas emissions and U.S. pork's carbon footprint by 35% per pound of pork.



How crops are raised



How pigs are fed



How nutrients are recycled



Earth-Friendly Choice...

A 2007 U.S. government report found that U.S. pork contributed to only one-third of one percent of greenhouse gas emissions, making U.S. pork a very responsible choice when choosing your next meal.



50 years of innovation demonstrates the commitment America's pig farmers have to sustainable environmental principles as part of their We CareSM initiative. It's another example of how today's farmers are ensuring a greener earth today and for generations to come.



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*A 50-Year Comparison of the Carbon Footprint and Resource Use of the U.S. Swine Herd: 1959-2009, Camco, 2012.