

Tennessee Pork News

13994 Versailles Road Rockvale, TN 37153

December 2009

Taste of Elegance – A Premiere Pork Event...

Sponsored by Tennessee's Pork Producers and Cargill Meat Solutions, the Taste of Elegance is a culinary competition designed to inspire innovative and exciting ways to menu pork. The competition brings talented chefs together from around our state to highlight pork. The program not only provides an elegant occasion to highlight the increasing popularity of pork on America's menus but helps to strengthen chefs' preference for pork as a flavorful and versatile meat. This year chefs from the Gaylord Opryland Hotel, the Wildhorse, Loew's Vanderbilt Plaza and others are competing for top honors. We look forward to some of our favorite wineries from the area joining us for sampling. The Tennessee Taste of Elegance Chefs' competition is scheduled for Tuesday evening Jan. 19, 2010 at the Doubletree Hotel in Murfreesboro, TN. The reception for invited guests begins at 5:30 p.m. (CST). Call the Doubletree Hotel (615-895-5555) prior to December 20, 2009 for hotel reservations with the TPPA conference rate.

Pork Sampling for 2010

The TPPA continues to sample pork at area sporting events. We enjoy sharing new pork recipes and nutrition information with consumers at these family activities. See below for upcoming promotions. As always, if you would like to join us for the fun and promotion, please call the TPPA office at 615-274-6533. Game times are 1 hour following the sampling.

QUICK CALENDAR OF EVENTS

DEC 20, 1:00 PM. MTSU vs. W. KY – WOMEN'S BASKETBALL PORK PROMOTION – MURPHY CENTER, MURFREESBORO, TN

JAN 19, 2:00 P.M. EXECUTIVE COMMITTEE MTG. 5:30 P.M. TASTE OF ELEGANCE 6 P.M. PIZZA & POOL PARTY FOR JR. MARKET HOG SHOW PARTICIPANTS - MURFREESBORO, TN – DOUBLETREE HOTEL

JAN 20, STATE JR. MARKET HOG SHOW – TN LIVESTOCK CTR, MTSU

FEB 9, 5 P.M. – PORK SAMPLING VANDY vs. UT MEN'S BASKETBALL

FEB 20, 4 P.M. – PORK SAMPLING VANDY vs. KY MEN'S B'BALL

It's Hog Show Time...

The photo below is from the 2009 State Fair Jr. Market Hog Show in Nashville, TN. Currently, 4-H and FFA members from across the state are preparing for the 2010 4-H and FFA State Jr. Market Hog Show scheduled for Wed., Jan. 20, 2010 at the TN Livestock Center in Murfreesboro, TN. Come watch the show and see how the young people have gained an appreciation for the pork industry with their market hog project.



Poster Contest, Pizza & Pool Party for 2010... For all youth participating in the State Jr. Market Hog Show, you are also invited to participate in the poster contest. All posters need to be on ½ size standard sheet of poster board. The title for all grades this year... **"Celebrating 25 Years of the Pork Checkoff"**...in 2010 the pork checkoff celebrates a 25 year anniversary. Posters can be turned in Tuesday or early Wednesday morning (Jan. 19-20) at the show. The Pizza/Pool Party for hog show participants begins at 6 p.m. on Tues. Jan. 19. Adults need to accompany youth to this activity at the Doubletree Hotel.

Pork recipes & nutrition info. are always popular at County Ag Days -



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Feel free to contact the above for questions about the TPPA.

Industry Issues...

The recent Swine Forecast Webinar provided a number of details about pork consumption in our world. Some of the latest information includes... from the time span 1961-2007 global per capita meat consumption increased from 52 lbs. to 94 lbs. As our world's population increases, so does meat consumption. Individuals total available amount of dollars to spend on food also drives protein purchases— when the global economic situation returns to a more positive state, people spend more on meat products. These facts are simply presented to remind us of the cycles in the livestock industries.

Again – Thank You for sending your email address as we add more to our internet directory. And thanks for continuing to submit your \$20 annual dues to the address above!

Tennessee Pork Producers Association
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State Fair Hog Show Winners...

Receiving Grand Champion at the 2009 State Fair Jr. Market Hog Show (Sept. 13, 2009) was Bailey Walker of Lincoln Co. and named Reserve Champion was Chad Lewis of Lauderdale Co. TPPA was one of numerous sponsors of the awards.

Pork Scholarships Available

Four \$2,500 scholarships are being sponsored by the Chicago Mercantile Exchange for the 20th year. Check www.nppc.org/programs/scholarship.htm for details. Applications must be postmarked by January 15, 2010.

Recent Appointment...

Congratulations to Dr. Jer Geiger, DVM with PIC USA in Hendersonville, TN. He has been appointed to the National Pork Board's Animal Welfare Committee. This group works to develop programs about the pork industry's tradition of responsible animal care.

Animal Ag Summit Planned

Livestock owners continue to hear about activities of animal activist groups like the Humane Society of the US. What can animal agriculture do to review existing rights and laws in our state about livestock? Plan to attend the Thursday, Jan. 21, 2010 meeting at the Embassy Suites in Murfreesboro, TN 10 a.m. to noon. Please call the TPPA office to register. Kay Johnson Smith of the Animal Ag Alliance is the keynote speaker.

