

Pork Place

SEABOARD
foods

PRAIRIEFRESH
PREMIUM PORK

DAILY'S

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A Taste Like No Other®

New research reveals leanness of pork

Known for a long time as a healthy alternative to chicken, new data released this summer by the U.S.

Department of Agriculture allows pork tenderloin to make the claim it's just as lean as a boneless chicken breast. The USDA analysis found pork tenderloin contains 2.98 grams of fat per 3 ounce serving compared to 3.03 grams of fat for a boneless skinless chicken breast.

Nutrient database information is used by many processors as the standard nutritional content for labeling of fresh pork products.

This new USDA data will replace the existing nutrient values of pork in USDA's 2007 National Nutrient Database for Standard Reference.

Researchers collected samples of common cuts of fresh pork from retail stores in 12 different markets around the country. The study followed the protocol outlined in USDA's National Food



and Nutrient Analysis Program sampling plan.

Data will be updated for these common cuts:

- Pork tenderloin
- Pork top loin chop
- Pork top loin roast
- Pork center loin chop
- Pork center rib chop
- Pork bone-in sirloin roast
- Spare ribs
- Bone-in blade steaks
- Ground pork
- Loin country style ribs

This new published report for pork tenderloin matches more closely the already low fat levels of Natural PrairieFresh® Premium Pork tenderloin. Nutritional analysis completed for Natural

PrairieFresh® Premium Pork found total fat at 2.5 grams, saturated fat at 1 gram and cholesterol at 45 milligrams.

For retailers and food service operators, this new information provides an opportunity to educate consumers about the ease, versatility and healthfulness of pork. If you're interested in how you can promote this new information, Seaboard Foods will work with you on promotion ideas. In addition, the National Pork Board is offering retailers point-of-sale materials for in-store use. Contact your Seaboard Foods or Daily's® sales representative if you have an interest in learning more about these materials.

Natural PrairieFresh® Premium Pork Tenderloins Compared to New USDA Database

Pork Tenderloin	USDA Information (2006)	Natural Prairie Fresh® Premium Pork
Calories	120	120
Fat (g)	2.98	2.5
Saturated Fat (g)	1.02	1
Cholesterol (mg)	62	45

At a glance

- New USDA information allows pork tenderloin to make the claim it's just as lean as a skinless chicken breast.
- Retailers and food service can educate consumers about the healthfulness of pork to increase pork item sales.

New Web site provides separate areas for consumers, retailers and food service

Seaboard Foods launched three new Web sites in July for Seaboard Foods, Daily's® Premium Meats and PrairieFresh® Premium Pork.

These sites take a unique approach to the previous Seaboard Foods' Web sites in that the three are integrated. Visitors can self-identify as either consumer, retail or food service and then easily navigate from site to site to find information that's specifically designed for their segment.

For consumers, the Seaboard Foods Kitchen offers numerous pork cooking and preparation tips as well as a new and improved Recipe Finder with more than 1,000 pork-related recipes. Consumers also can save their favorite recipes by joining the Recipe Club and make weekly menus from recipes they select.

Retailers will find the new Retailer Center a resource for product information for both PrairieFresh® Premium Pork and Daily's® Premium Meats. Product descriptions as well as specification information are available in this area of the site. Program customers can order point-of-purchase materials from the Web site.

For the food service segment, the Food Service Center provides product information for Daily's®

Premium Meats and PrairieFresh® Premium Pork and a food service recipe finder. Product specification information, including nutrition information, is located in this part of the site, too.

“Our goal was to make it easy for consumers, retailers and food service to self-identify and then find information that would be useful,” says David Eaheart, Seaboard Foods director of marketing. “At the same time, we also wanted to make it easy for everyone to get information about a Daily's® product and then look up something about Seaboard Foods without having to navigate through multiple Web sites. On top of that, these integrated Web sites represent the connection of Seaboard Foods' integrated food system.”



Product Feature



Daily's® Hickory Smoked Boneless Ham with Natural Juices

Because of its versatility, this delicious natural juices ham works well in the retail deli case or for the food service operator needing a high-quality ham for center of the plate. Daily's® Hickory Smoked Boneless Hams with Natural Juices are cooked in stockinettes allowing the delicious hickory smoked flavor to penetrate the ham. This

ham has no rind making it ideal for the center of the plate or as thin slices for sandwiches. Each ham weighs seven to nine pounds and is D-shaped. Only inside and outside pork leg muscles are used to make this ham. These are the two highest quality muscles of the pork leg. Ask your Daily's® sales representative for more information about this ham.

Quality Circle Feature

Top of the Line Genetics

The Seaboard Foods Quality Circle represents an integrated food system focused on producing pork products with unsurpassed quality control and food safety. Eleven quality control points make up the Quality Circle and it begins where it ends with consumers. This issue of the *Pork Place* will highlight the important aspects of the genetics quality control point.

This Quality Circle Control Point uses a genetic selection system focused on consistent color, texture and flavor. Genetic selection decisions are based on in-depth research and the strict control of genetics increases pork consistency, leanness and tenderness.

"The genetics used in Seaboard Foods' integrated system are the foundation of our products and hence our quality," says Dr. Gregg Eckardt, Seaboard Foods director of research and development and lead geneticist. "Factors of pork quality such as color, pH, water-holding capacity, flavor, juiciness and tenderness are evaluated in the selection of our breeding stock. We do much more

than simply concentrate on the elimination of PSE (pale, soft and exudative) pork as much of the industry did. Our selection of boar lines are influenced greatly by superior eating qualities."



Pork Place is published by Seaboard Foods for retailers and food service operators.

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Need more information about PrairieFresh® Premium Pork or Daily's® Premium Meats? Give us a call or send an email to one of our sales offices.

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