

WE CARE ACTION PLAN

The U.S. pork industry has a longstanding commitment to responsibility and continuous improvement. From animal care and the environment to food safety and quality, pork producers have demonstrated best principles, best practices and a spirit to doing what is right in producing pork for decades. And the responsibility to continue this tradition rests on you. It depends on the participation of individuals industrywide and it underscores the importance of staying current with various industry education and training programs. Are you doing your part to continue the tradition?

✓ STEP 1: UPHOLD ETHICAL PRINCIPLES EVERY DAY

U.S. pork producers recognize our obligation to build and maintain the trust of customers and the public in our products and our practices. To promote confidence in what we do and how we do it, we affirm the following ethical principles:

PRODUCE SAFE FOOD

- Use management practices consistent with producing safe food
- Manage the health of the herd to produce safe food
- Manage technology to produce safe food

PROTECT AND PROMOTE ANIMAL WELL-BEING

- Provide feed, water and an environment that promotes the well-being of our animals
- Provide proper care, handling and transportation for pigs at each stage of life
- Protect pig health and provide appropriate treatment, including veterinary care when needed
- Use approved practices to euthanize, in a timely manner, those sick or injured pigs that fail to respond to care and treatment

ENSURE PRACTICES TO PROTECT PUBLIC HEALTH

- Use management practices consistent with producing safe food
- Manage the use of animal health products to protect public health
- Manage manure and air quality to protect public health

SAFEGUARD NATURAL RESOURCES IN ALL OF OUR PRACTICES

- Manage manure as a valuable resource and use in a manner that safeguards air and water quality
- Manage air quality from production facilities to minimize the impact on neighbors and the community
- Manage our operations to protect the quality of natural resources

PROVIDE A WORK ENVIRONMENT THAT IS SAFE AND CONSISTENT WITH OUR OTHER ETHICAL PRINCIPLES

- Provide a work environment that promotes the health and safety of employees
- Educate employees on the Ethical Principles for U.S. Pork Producers and prepare them to meet their obligations consistent with these principles
- Provide a work environment where employees are treated fairly and with respect

CONTRIBUTE TO A BETTER QUALITY OF LIFE IN OUR COMMUNITIES

- Recognize that being welcomed and appreciated by the community is a privilege that must be earned and maintained
- Acknowledge that our practices affect the trust our community has in pork production and our operations
- Operate in a manner that protects the environment and public health
- Play an active role in helping to build a strong community
- Acknowledge community concerns and address them in an honest and sincere manner



✓ **STEP 2: OBTAIN PQA PLUS® CERTIFICATION**

Pork Quality Assurance Plus® (PQA Plus®) is the industry's leading food safety and animal well-being education program. To become PQA Plus Certified, an individual must attend a PQA Plus Certification training session conducted by a certified PQA Plus advisor.

✓ **STEP 3: REGISTER FOR PREMISES IDENTIFICATION**

The goal of the Swine ID Plan and the National Animal Identification System (NAIS) is to standardize premise registration numbers, animal identification and animal tracing across the United States in order to help streamline and strengthen the animal health infrastructure that exists today.

✓ **STEP 4: SCHEDULE PQA PLUS® SITE ASSESSMENT**

After PQA Plus® Certification has been obtained, producers should arrange for a PQA Plus advisor to conduct an on-farm site assessment of animal well-being practices to achieve PQA Plus Site Status. Or, producers can earn PQA Plus Site Self-Assessment Endorsement, which requires additional training from a PQA Plus advisor, an examination and a self-assessment. Once PQA Plus Site Status is assigned to a production site, it stays with that site for three years from the date of the assessment.

✓ **STEP 5: ENCOURAGE TQASM CERTIFICATION**

Transport Quality AssuranceSM (TQASM) is a program that helps swine transporters, producers and handlers understand how to handle, move and transport pigs and the potential impacts of those actions on pig well-being and pork quality. Anyone who handles or transports pigs, or sets protocols for handling pigs, is a potential influencer of animal well-being and pork quality.

For information on all of these programs call (800) 456-PORK or visit www.pork.org.

