

# Understanding the Pork Industry Profitability Challenge

Lenders Education

December 11, 2008 • St. Joseph, Mo.



## Agenda

### 9:00 a.m. Situation Analysis

#### Mike Laughery, National Pork Board

Mike will provide a short and long term view of what lies ahead for the pork industry. Attendees will be able to utilize this information when serving their pork clients needs.

### 10:00 a.m. Market Outlook — Grain and Pig Prices

#### Steve Meyer, Paragon Economics

Grain and soybean meal prices are in uncharted territory and hog futures are following. For the first time in 30 years the agricultural market is being driven by macro-economic factors, global economic growth, international credit and monetary policy, energy markets and related policies on climate and biofuels. This presentation will look at these factors and participants will learn how this affects the pork industry.

### 11:00 a.m. The Glass is Half Full

#### John Green, National Pork Board

The demand for pork in the U.S. and abroad is strong and growing. This presentation will detail the domestic demand growth of pork at restaurants and at the local

grocery store. In addition, the international market for U.S. pork has been expanding at a record pace in 2008. Can these trends continue and what does that mean for U.S. pork producers in 2009 and beyond?

### Noon LUNCH

### 1:00 p.m. Risk Management

#### Tom Clark, CME Group

Risk Management has always played a key role in a successful agri-business. Today's producers face unprecedented price, volatility and uncertainty in the markets. Tom will discuss how producers can use futures and options for risk management, to lock-in production price levels and input costs by hedging.

### 2:00 p.m. Responsible Pork Initiative

#### Dallas Hockman, National Pork Producers Council

### 3:00 p.m. ADJOURN

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## Lenders Education Conference

Stoney Creek Inn | 1201 Woodbine Road, St. Joseph, MO 64506

### There are Three Ways to Register for this FREE Seminar!

**Call:**  
800-456-PORK

**Fax:**  
515-223-2646

**Mail:** National Pork Board  
Attn: Lender Education  
1776 NW 114<sup>th</sup> St, Clive, IA 50325

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

### Conference and Hotel Location:

#### Stoney Creek Inn

1201 Woodbine Road  
St. Joseph, MO 64506  
[stoneycreekinn.com](http://stoneycreekinn.com)  
816-901-9600

Room reservations need to be made by November 8th to receive the room rate of \$82.00. Please mention the *Lenders Education Seminar* when calling to reserve your room to receive the reduced rate.

