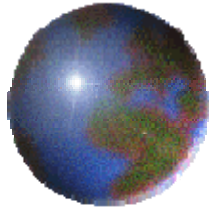


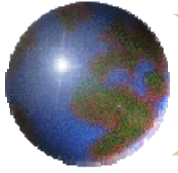


ADDRESSING GRAND CHALLENGES THROUGH SCIENCE



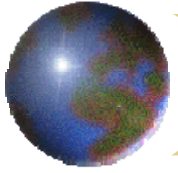
**Future Challenges &
Opportunities**

**M. Terry Coffey
Murphy-Brown LLC**



Categories

- Production efficiency: ADG, feed\$/gain, mortality/ p/s/y
- Consumer acceptability/demand: food safety, production practices, health
- Business threats: market access, government regulation

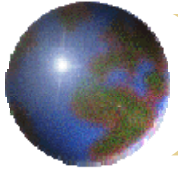


Production Efficiency

These are our traditional areas of focus to improve

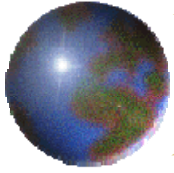
ADG, feed\$/gain, p/s/y, wt. marketed/sow:

- Important to improve competitive position relative to other proteins
- Need to consider potential impact of molecular biology to accelerate progress



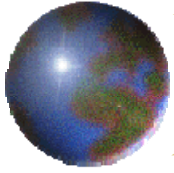
Production Efficiency

- Key Areas
 - Health
 - PRRS, emerging diseases
 - Preventative vs therapeutic
 - Implications to food safety



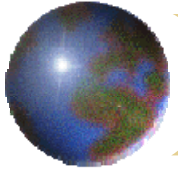
Production Efficiency

- Key Areas
 - Genetics
 - Fundamental technology re biological potential limit
 - Transgenetic approval only if human health benefit not production efficiency



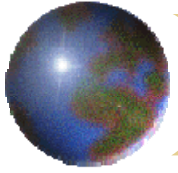
Production Efficiency

- Key Areas
 - Nutrition
 - Largest economic input
 - Renewable fuel alternatives
 - New strategies feed mfg, feeding methods (liquids, etc.) needed



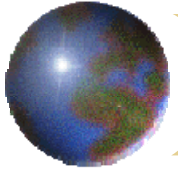
Consumer Acceptability/Demand

- Moving toward a more “consumer oriented” society; we need technological solutions to address the issues that concern our customers.
 - Key Areas
 - Food safety: SIV, MRSA, meat consumption/cancer



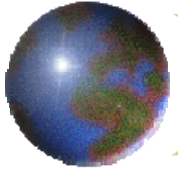
Consumer Acceptability/Demand

- Key Areas
 - Perception of production methods:
euthanasia, castration, confinement
housing, environmental impacts
 - Product quality and safety vs efficiency



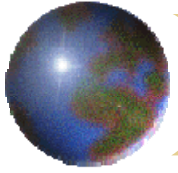
Business Threats

- Greatest potential economic risk. We must have sound science to deal with these issues.
Comparative advantage of U.S. industry to other countries at risk.
 - Key Areas
 - Government regulatory: Animal welfare, environmental (N, P, emissions/carbon), food safety (monitoring at farm level)



Business Threats

- Key Areas
 - Export market access: Focus on technical aspects such as phyto sanitary, foreign animal disease protection (marker vaccines)
 - NGO's: Ballot/initiatives, example UK/welfare laws
 - Labor needs: Automation



Summary

- Funding for research has been reduced or increased less for swine compared with other species (production efficiency).
- Future allocation of resources will have more of a people vs production efficiency perspective.
- In order to attract more resources, we will need to shift our focus to new priorities.