

National Pork Board

P.O. Box 9114 Des Moines, Iowa 50306 USA Phone: 515-223-2600 Fax: 515-223-2646



February 2, 2007

Dear Jennifer,

I'm writing in response to your concern about the legal correspondence from the National Pork Board requesting that your organization discontinue the use of the slogan "the other white milk". Please understand the letter was in no way intended to challenge your cause or demean breastfeeding or those who support it. We sincerely apologize if that is how the letter was interpreted.

Jennifer, this letter was about the National Pork Board doing its job on behalf of 70,000 US pork producers to protect pork industry investments. "The Other White Meat®" is a pork industry trademark whose value was built slowly and thoughtfully through 20 years of marketing investments, the funds for which were producer's hard-earned dollars. Any infringement on that mark would substantially lessen its value and impact for US pork producers.

It's also important to understand that the National Pork Board cannot pick and choose which infringement challenges it decides to address. We have a responsibility to the industry to challenge all viable infringements (and we do so on a weekly basis) or face the possibility of losing trademark protection and allowing the industry's valued trademark to become public domain, and thus worthless.

Again, the National Pork Board takes no issue with your important cause. Our only interest is in protecting US pork producer's investment in The Other White Meat trademark. We apologize if the tone of the letter was impersonal or harsh, and will use your feedback to improve our communication processes in the future. Thank you for bringing your concerns to our attention. We wish you and your Lactivist program great future success.

Sincerely,

Steve Murphy
Chief Executive Officer
The National Pork Board