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**MARKET OPPORTUNITIES AND THREATS TO THE U.S.
PORK INDUSTRY POSED BY TRACEABILITY SYSTEMS**

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ABSTRACT

This paper demonstrates that the U.S. pork industry is lagging its principal international competitors and major international customers in terms of developing programs for traceability, transparency, and assurance (TTA). The primary areas of weakness in U.S. TTA programs are at the producer level and in the area of providing consumers quality assurance regarding inputs used in producing pork products. We conclude that the U.S. pork industry may diminish its competitive advantage in world pork markets if it fails to enhance its TTA programs.