



# IOWA Pork Producer *Headlines*

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# 2014

# IOWA



# PORK

# CONGRESS

# JANUARY 22-23, 2014

Iowa Events Center  
Des Moines, Iowa

Seminars • Tradeshow • Networking



# 2014 Iowa Pork Congress Preview

## Jan. 22-23, 2014 – Iowa Events Center, Downtown Des Moines

The U.S. pork industry's largest winter conference and tradeshow is back! The Iowa Pork Producers Association will host the 2014 Iowa Pork Congress Jan. 22-23 at the Iowa Events Center in Des Moines! All with a genuine interest in the pork industry have something to gain from the Iowa Pork Congress. The Iowa Pork Congress features more than 300 tradeshow exhibitors, top-notch seminars, youth activities, social events and outstanding networking opportunities. Mark your calendars and plan to attend the 2014 Iowa Pork Congress!

### Tradeshow

Wednesday, Jan. 22 – 9 a.m. – 5 p.m.

Thursday, Jan. 23 – 9 a.m. – 4 p.m.

Hy-Vee Hall

Producers and allied industry representative travel from around the Midwest to see what the many Iowa Pork Congress exhibitors have to offer. The tradeshow floor will again be filled with nearly 500 booths from 300 pork industry exhibitors! Check out what new technologies companies have released through the New Product Showcase and enjoy the many special networking activities at the 2014 Iowa Pork Congress tradeshow!

### Keynote Presentation – “Tell that to the Crunchy Momma”

Trent Loos, Loos Tales

Wednesday, Jan. 22, 2 p.m.

Hy-Vee Hall, lower level

Yesterday's soccer mom has been relabeled "Crunchy Mom." They are well educated, but the problem is much of what they know just isn't so. How do we re-educate them, and other customers, about modern food production? With a little humor thrown in, Trent will walk you through his personal experiences. Trent is back at the Iowa Pork Congress by popular demand so don't miss your chance to catch up with him at the show!



**2014 IOWA PORK CONGRESS**

PRESENTED BY THE IOWA PORK PRODUCERS ASSOCIATION

**JANUARY 22-23, 2014**

Iowa Events Center  
Des Moines, Iowa

Seminars • Tradeshow • Networking

Register today at [www.IowaPorkCongress.org](http://www.IowaPorkCongress.org)

IOWA PORK CONGRESS  
A MIDWEST PORK SYMPOSIUM

### Training Sessions

IPPA will host Pork Quality Assurance Plus® (PQA Plus®) and Transport Quality Assurance® (TQA®) Wednesday, Jan. 22, during the 2014 Iowa Pork Congress.

Confinement site manure applicator certification and social media training for producers also will be offered Thursday, Jan. 23. Contact Tyler Bettin at (800) 372-7675 or [tbettin@iowapork.org](mailto:tbettin@iowapork.org) for more information or to pre-register.



**2014 Iowa Pork Congress Seminars**  
Hy-Vee Hall, lower level



**Wednesday, Jan. 22**

**Iowa Regulations & Nuisance Case Update**  
Eldon McAfee - Beving, Swanson & Forrest

**Managing the Margin: Economic Outlook**  
Dr. Lee Schulz – Iowa State University

**Understanding PEDv: Diagnostics, Impacts & Biosecurity**  
Dr. Rodger Main – Iowa State University  
Dr. Rodney “Butch” Baker – Iowa State University

**Washington Update: Will Dysfunctional Washington Ever Function?**  
Dr. Jim Wiesemeyer – Informa Economics

**Thursday, Jan. 23**

**Strengthening Agriculture’s Commitment to Water Quality: The Iowa Nutrient Reduction Strategy**  
The Honorable Bill Northey – Iowa Secretary of Agriculture  
Dr. John Lawrence – Iowa State University  
Matt Lechtenberg – IDALS

**Food Safety & Antibiotics: Perceptions vs. Reality**  
Richard Raymond, M.D. – Former Undersecretary for Food Safety, USDA

**Connecting the Dots: Animal Health, Well-Being & Productivity**  
Dr. John Deen – University of Minnesota

**Employee Care Assistance & the Affordable Care Act**  
Jim Lummus – National Pork Board  
Joseph Folsom – U.S. Small Business Administration

**Farm Transitions & Beginning Farmer Opportunities**  
David Baker – ISU Beginning Farmer Center

**4-H & FFA Swine Judging contest**  
**Thursday, Jan. 23 – Iowa State Fairgrounds, Livestock Pavilion**

IPPA is excited to host the 5th annual Youth Swine Judging Contest and all Iowa 4-H and FFA members are invited to participate! Students can learn more about Iowa’s pork industry, test hog judging skills, earn valuable college scholarships and visit the Iowa Pork Congress tradeshow. Contact Kelly Sheets today at (800) 372-7675 or ksheets@iowapork.org for more information or to register!

**2014 Iowa Pork Congress**  
**Pre-registration Form**

This form must be completed in its entirety and postmarked by Jan. 9, 2014.  
You also can register online at [www.iowaporkcongress.org](http://www.iowaporkcongress.org).

- IPPA Member (free admission)
- Non-member (\$5)

The admission fee at the door is \$10.

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

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

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

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

E-mail address: \_\_\_\_\_

**Are you a pork producer?**  Yes  No

**If yes, which best describes your swine operation?**

- Farrow-to-finish  Multiplier
- Production employee/Partner
- Wean/Feeder-to-finish  Seedstock

If no, what is your relationship to the pork industry?

- Veterinarian  Allied Business
- Educator  Other

**Registration** **Total Cost**  
No. of people attending \$ \_\_\_\_\_

Pork Congress Banquet  
(Wed. Jan. 22, \$32 per person)

No. of Tickets: \_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL ENCLOSED** \$ \_\_\_\_\_



Please make check payable to: Iowa Pork Congress

Mail to:  
Iowa Pork Congress Registration  
PO Box 71009 • Clive, Iowa 50325-0009



Iowa Pork Producers Association  
P.O. Box 71009  
Clive, IA 50325-0009

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# Attention parents:

Get your kids involved at Iowa Pork Congress

**4-H & FFA Swine Judging contest - Thursday, Jan. 23 – Iowa State Fairgrounds, Pioneer Livestock Pavilion**

All Iowa 4-H and FFA members are invited to participate in Iowa's fifth annual Swine Judging Contest for a chance to learn more about judging hogs, earn valuable college scholarships and visit the Iowa Pork Congress tradeshow. Contact Kelly Sheets today at (800) 372-7675 or [ksheets@iowapork.org](mailto:ksheets@iowapork.org) for more information or to register!

