



IOWA

# Pork Producer *Headlines*

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# IOWA PORK CONGRESS

Presented by  
the Iowa Pork  
Producers  
Association

JANUARY

28-29

2015

Iowa Events Center  
Des Moines, Iowa

Seminars • Tradeshow • Networking

IOWA  
PORK  
CONGRESS  
A MIDWEST PORK SYMPOSIUM

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



# 2015 Iowa Pork Congress Preview

## Jan. 28-29, 2015 – Iowa Events Center, Downtown Des Moines

The Iowa Pork Producers Association will host the 43rd annual Iowa Pork Congress Jan. 28-29 at the Iowa Events Center in Des Moines! The 2015 Pork Congress promises to be bigger and better than ever with 300 tradeshow exhibitors, valuable free seminars, youth activities and social events. If you're involved in pork production, this show is for you! We hope you plan to join us at the 2015 Iowa Pork Congress!

### Tradeshow

Wednesday, Jan. 28 – 9 a.m. – 5 p.m.

Thursday, Jan. 29 – 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 2015 Iowa Pork Congress tradeshow!

### Keynote Presentation - Damian Mason

Agriculture: Trends, Topics, Tomorrow



Wednesday, Jan. 28, 2 p.m.

Hy-Vee Hall, lower level

Damian Mason has spoken to more than 1,600 crowds in all 50 states and eight foreign countries. He is sure to deliver a provocative yet positive look at issues impacting contemporary agriculture. Damian will dive into modern ag trends to

highlight what we're up against and what lies ahead as we continue educating consumers on the realities of ag. This informative, high energy and humorous keynote presentation is sure to be entertaining for all in attendance.

A promotional graphic for the Iowa Pork Congress 2015. It features a large white pig silhouette on a textured, brown background. The text "IOWA PORK CONGRESS" is prominently displayed in orange and white. Below it, "JANUARY 28-29 2015" is written in large, bold letters. At the bottom, it says "Iowa Events Center • Des Moines, Iowa" and "Seminars • Tradeshow • Networking". There is also a QR code and a small logo for "IOWA PORK CONGRESS A MIDWEST PORK SYMPOSIUM". A teal banner in the top right corner says "Presented by the Iowa Pork Producers Association".

### Farmland

Thursday, Jan. 29, 2:30 p.m.

Hy-Vee Hall, lower level



With funding support from the U.S. Farmers and Ranchers Alliance, *Farmland*, a film by award-winning director James Moll, takes an intimate look at the lives of six young American farmers and ranchers as they take responsibility for the operation of their business. The Iowa Pork Congress is excited to host this special film viewing as attendees are invited to close out

the show with pop and popcorn while celebrating this real-life story of modern agriculture.

### Training Sessions

IPPA will host PQA Plus® and TQA® certification sessions on Wednesday, Jan. 28. Confinement site manure applicator certification and social media training for producers will be offered Thursday, Jan. 29. Contact Tyler Bettin at (800) 372-7675 or [tbettin@iowapork.org](mailto:tbettin@iowapork.org) for more information.

**2015 Iowa Pork Congress Seminars**  
Hy-Vee Hall, lower level



**Wednesday, Jan. 28**

**Iowa Regulations & Nuisance Case Update**

Eldon McAfee - Beving, Swanson & Forrest

**PEDv to Date: Reporting, Control & Biosecurity**

Dr. David Schmitt– IDALS  
Dr. Matt Anderson – Suidae Health and Production  
Dr. Darin Madson – Iowa State University

**Foaming at the Pit: A Research Update**

Dr. Steve Hoff – Iowa State University  
Dr. Dan Andersen – Iowa State University  
Dr. Brian Kerr - USDA

**Profit Tracker 2015: Economic Outlook**

Dr. Steve Meyer – Paragon Economics  
*Underwritten by National Hog Farmer*

**Thursday, Jan. 29**

**Evaluating & Addressing Consumer Trust**

Allyson Perry – Center for Food Integrity

**Policy Directions Impacting Animal Agriculture**

Steve Kopperud – Policy Directions  
*Underwritten by National Pork Producers Council*

**Building Traceability: Health Monitoring & Animal Care Audits**

Dr. Patrick Webb – National Pork Board  
Sherrie Webb – National Pork Board

**Showing Transparency through Social Media & Farm Tourism**

Erin Brenneman – Washington County, Iowa, Pork Producer  
Jon Hoek – Belstra Milling Company/ Fair Oaks Pig Adventure  
*Underwritten by Pork Network*

**4-H & FFA Swine Judging contest**

**Thursday, Jan. 29 – Iowa State Fairgrounds, Livestock Pavilion**

All 4-H and FFA members are invited to participate to increase their pork knowledge, test hog judging skills, earn valuable college scholarships and attend the Pork Congress tradeshow. Contact Stephanie Carlson at (800) 372-7675 or scarlson@iowapork.org for more information or to register!

**Registration**

Register now to attend the Pork Congress. Visit [iowaporkcongress.org](http://iowaporkcongress.org) or use the attached form.

**2015 Iowa Pork Congress**  
**Pre-registration Form**

This form must be completed in its entirety and postmarked by Jan. 9, 2015.  
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**

No. of people attending \_\_\_\_\_

**Total Cost**

\$ \_\_\_\_\_

Pork Congress Banquet

(Wed. Jan. 28, \$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:

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## Get your kids involved at Iowa Pork Congress

**4-H & FFA Swine Judging contest - Thursday, Jan. 29 – Iowa State Fairgrounds, Pioneer Livestock Pavilion**  
All Iowa 4-H and FFA members are invited to participate in Iowa's seventh 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 Stephanie Carlson today at (800) 372-7675 or [scarlson@iowapork.org](mailto:scarlson@iowapork.org) for more information or to register!

