



IOWA PORK
PRODUCERS ASSOCIATION

2009 Elections District One Director Candidate



Greg Lear, Clay County



Greg raises hogs in Clay County and has a feeder pig and wean-to-finish operation. He is a member of the Clay County Pork Producers and served as the group's secretary for three years. He is a past winner of the Clay County Pork Producers Hog Wild Award.

At the state level, he is a member of the IPPA Board of Directors and serves as vice president of market development and District 1 representative. He serves on the Executive Committee, as well as the Iowa Pork Congress, Producer Education and Foreign Market Development committees. He also has been a delegate to the National Pork Forum.

Greg is a member of Farm Bureau, a 4-H volunteer and serves as the open swine show superintendent.

Why are you a candidate?

I believe our industry has a strong and bright future, but we have a lot of challenges ahead of us. I believe that if you get involved you can make a difference. Serving on the board of directors the last several years has taught me that we have a lot of good people that believe in our industry. Our association has a great staff, rival to any in our state office. If you believe in the industry that you are in, you must get involved with people that are as passionate as you.

What is your opinion on current pork industry issues?

Currently, our industry is in an exciting and changing time. We have to be willing to look at and evaluate new technologies and management practices and change with the times. If we do not embrace the changes that work, we will be left behind. I believe our biggest challenge is the animal welfare issue. PETA has more money and more people than we can imagine. We as an association have gone on the offense to take our message to the public and especially the kids to educate them. Our kids are either our future consumer, or our future producer.



Nominating Committee Candidate

Derrick Sleezer – Cherokee County

Derrick is a farrow-to-finish pork producer with a 250-head boar stud and a grain farmer in Cherokee County. As a member of the Cherokee County Pork Producers, he assists the county with grillings and various tasks.

At the state level, Derrick is a member of the Iowa Pork Congress, Promotion and Foreign Market Development committees. He has attended Pork 101 and has been president and treasurer of the Earl Mobley Swine Seminar Group. He is a delegate to the National Pork Forum and is a Pork Ambassador. Derrick is involved in Operation Main Street, having given more than 40 presentations to area civic groups. He also is a member of the 2009 Pork Leadership Academy class.

Derrick graduated from Drake University with a degree in marketing. He has one child.

Why are you a candidate?

I am a candidate because I believe it is important to be active and provide input to the industry leaders. I enjoy contact with many pork producers and gain valuable knowledge from them. I feel that by running, this will allow me the opportunity to interact and learn from even more producers and, in turn, provide input to the state leaders.

What is your opinion on current pork industry issues?

The issues I think are very important at this time are demand enhancement and animal welfare. I feel demand enhancement is important in order to continue to provide all producers the opportunity to participate in the industry no matter what size. By strengthening demand, it will provide the ability to choose your market, being niche, specialty, or foreign markets and individual growth.

The second issue I would like to touch on is animal welfare. With the many organizations working against the industry, we need to be proactive in sending our message to the public. Pork producers take very good care of our animals because it is important to us. We take pride in the environment we create for the animals to grow and mature. By being proactive and telling our story, we can create a positive image for the industry and provide for a sound future.



2009 Elections District Two Director Candidate



Jamie Schmidt – Hancock County



Jamie is a partner in a family owned farrow-to-finish and grain operation near Garner. He is a member of the Hancock County Pork Producers.

Jamie is currently the District 2 director on the Iowa Pork Producers Association's Board of Directors. He has served as a voting delegate at IPPA's Annual Meeting and has been a voting delegate at the National Pork Industry Forum. Jamie currently serves on the IPPA Research and Budget committees and he chairs the Environmental Committee. He is involved in pork promotions at the county, state and national levels. He is a past county president of the Iowa Farm Bureau and is currently serving as a

voting delegate.

Jamie has a degree in farm operations from Iowa State University. He and his wife, Beth, have three children.

Why are you a candidate?

I feel that being from a family owned swine operation that involves three generations gives me a good background to help Iowa pork producers. I would serve on the IPPA Board to help guide it to provide the information needed to strengthen pork production, marketing skills and environmental stewardship.

What is your opinion on current pork industry issues?

I believe that the continued development of export markets has to be an emphasis of our efforts to improve the long-term profitability of the pork industry. Producers have improved the environmental impact of pork production by adopting modern practices. These practices need to be shared with our communities to inform everyone of what improvements have been made and how pork production helps sustain our state. As pork production and management practices advance, the ability for the next generation to learn these skills in a classroom setting becomes more important and we need to ensure that this opportunity is provided.



Nominating Committee Candidate

Jay Gunderson – Emmet County

Jay is a pork producer from Emmet County. He and his wife, Roslyn, have a wean-to-finish facility and also raise corn and soybeans in their row crop grain operation.

Jay is a member of the IPPA Membership/Leadership Committee. He was an industry representative of the Iowa DNR Construction Permit Kaizen Process to help improve the new facility permitting process. Jay also is a member of the Iowa Farm Bureau.

Jay attended Iowa Lakes Community College.

Jay and Roslyn have three children.



2009 Elections District Three Director Candidate



Mark Meirick – Howard County



Mark is a pork producer and grain farmer from Howard County, where he and his wife, Wendy, have a hog finish operation. He is a member of the Howard County Pork Producers.

A member of the Iowa Pork Producers Association's Board of Directors, Mark serves as the District 3 director. Being a district director is an exciting challenge as a producer, consumer and tax payer in the state of Iowa.

Mark is a member of Iowa Corn Growers Association, Iowa Soybean Association and the Ag Business Association of Iowa (AAI).

Mark has an ag/business degree from Iowa State University. He and his wife have three children.

Why are you a candidate?

To become more involved in local and state issues related to pork production.

What is your opinion on current pork industry issues?

There are many important current issues facing our industry, including regulation and local control, environmental concerns, packer capacity, country of origin labeling, profitability of producers, ethanol advantages and disadvantages, and more. The future will bring new and different concerns, problems and opportunities.

Nominating Committee Candidate

Tom Floy – Cerro Gordo County



Tom is a pork producer from Cerro Gordo County and has a farrow-to-finish operation. He is a member of the Cerro Gordo County Pork Producers and is a past president of the organization. On the state level, Tom is currently serving on the IPPA Producer Education Committee. He is a past president of IPPA and past director of the National Pork Board.

Tom has a degree in animal science from Iowa State University.

Why are you a candidate?

We need to find good people to make good decisions for the Iowa Pork Producers Association.

What is your opinion on current pork industry issues?

Keeping producers profitable is one of the top priorities and increasing consumer demand for pork, both domestic and for export.



IOWA PORK
PRODUCERS ASSOCIATION

2009 Elections District Four Director Candidate



Don Toale – Buchanan County



Don is a pork producer and grain farmer from Buchanan County. He has an 800-sow farrow-to-finish operation at home with his son and brother. He is a partner in New Horizons Pork, a 2,500-sow farrow-to-finish-operation in Fayette County. The family also raises corn and soybeans on 2,200 acres of ground. Don is a member of the Buchanan County Pork Producers and has served on the board of directors and as president. During his time on the county board, he helped initiate the county grilling team and start a food booth at the county fair. Don has served on the 4-H Swine Committee for 10 years.

He is a member of the IPPA Board of Directors and has served as the District 4 representative for two terms. Don is on several committees and is currently chairman of the Promotion Committee. He has been a delegate to the National Pork Forum for three years and has participated in two of the “The Other White Meat” tours. In the past, Don was a four-year member of the Kirkwood Community College Swine Advisory Committee.

Don is a member of the Corn and Soybean Growers associations and the U.S. Chamber of Commerce. His awards include 1990 Master Pork Producer and he has received his county’s Hog Wild Award. Don has a degree in agriculture from Iowa State University.

He and his wife have three children and three grandchildren.

Why are you a candidate?

In the last 30-some years, the pork industry has been very good to me and my family. It is an industry I truly believe in and want to see prosper. Since our children have grown and started their own families, my wife and I feel it is time to be more involved and give something back.

What is your opinion on current pork industry issues?

It used to be that all you had to do was work hard and you could make a good living in agriculture. Today’s hog industry has many more challenges and a producer must constantly stay on top of the game. You must manage low profit margins, high input costs, animal rights activists and environmentalist, just to name a few. Family farmers are smaller pork producers and we must constantly adapt to the new technologies and an ever-changing industry. All pork producers must strive for more demand in the market. Today’s producers are facing tough times, but there are exciting changes for the future and I want to be a part of it. We not only believe in the industry, but want it to be a viable future for our grandchildren should they decide to be our family’s 4th generation of pork producers.



Nominating Committee Candidate

Shirley Helmrichs - Delaware County

Shirley is a member of the Delaware County Pork Producers and the Delaware County Porkettes and has served as president, secretary, treasurer and historian. She's been involved as the County Pigskin Contact for more than 20 years and has served as secretary/treasurer for the Delaware County Joint Board.

On the state level, Shirley served on the State Porkette Board of Directors for six years and on many committees. She has grilled and helped at the Iowa Pork Tent since 1983.

In addition to her pork organization involvement, Shirley also is a member of the Iowa Farm Bureau. She has received numerous awards, including the Friend of Ag Award through the Chamber of Commerce, Friend of the Delaware County Fair Award, Pigskin Promoter of the Year, Belle Ringer, Delaware County Pork Achievement Award, 4-H Alumni and I Dare You awards. Shirley and her husband, Otis, were inducted into the Iowa 4-H Hall of Fame at the 2009 Iowa State Fair.

Shirley and Otis have two children and one grandson.

Why are you a candidate?

I believe in the future of the pork industry in Iowa and Delaware County. We need good leadership on our boards. I feel I can help find those leaders to nominate.

What is your opinion on current pork industry issues?

Pork production has undergone huge changes in the last 30 years. We still have many family pork farms and the number of 2,400-head finishers has grown. Delaware County has three 5,400-head finishers now. More "off-farm" investors have become partners. We all need to work together to promote quality pork and the pork industry.



IOWA PORK
PRODUCERS ASSOCIATION

2009 Elections District Five Director Candidate



Curtis Meier – Page County



Curtis raises hogs and along with his wife, son and son-in-law, owns and operates Meier Family Farms, Inc. The Meiers operate a diversified farming operation that includes a 170-sow farrow-to-finish business.

Curtis served as the president of the Iowa Pork Producers Association in 2003 and is currently a member of the Promotion, Foreign Market, Environmental, Public Policy and Public Relations committees. He also has served on several National Pork Board committees. Curtis enjoys being a presenter for Operation Main Street. He is PQA Plus-certified and has completed his PQA Plus site assessment. Curtis' involvement in local activities includes the Iowa Cattlemen's Association, Corn and Soybean Growers, Farm Bureau, church and school. He also is the Page County Fair Board swine superintendent. Curtis is an elected commissioner for the Page County Soil and Water Conservation District and also serves as a township trustee.

Some of Curtis' achievements include being a 1974 Master Pork Producer, 2007 *Wallace's Farmer* Master Farmer, 2008 Shenandoah Chamber and Industry Association Farm Family of the Year. He received the 2004 Page County Farm Bureau Outstanding Leadership and Service Award and the 2007 Page County Fair Board Continued Support of the 4-H Program Award.

Why are you a candidate?

I have a great interest in the pork industry. I feel by serving on the board, I have an opportunity to represent producers in my district and develop policy that affects all producers regardless of size and operation. Since we are a grassroots organization, it would be my duty to be the link between the producer and the board.

What is your opinion on current pork industry issues?

Issues such as disease control, odor, community relations, legislative, environmental, animal welfare and profitability are all issues that need to be dealt with. We as producers must promote our product, whether it's at our local grocery store or by putting a producer's face along with the Iowa pork product in a foreign market. Our goal as producers should be to produce a quality product in an environmentally responsible way that is welfare friendly and that will create profit. Under current market conditions, I feel it is more important now than ever that we support the efforts of the National Pork Board and the National Pork Producers Council.



Nominating Committee Candidate

Susan Carlson – Montgomery County



Susan Carlson is a pork producer and grain farmer from Montgomery County. Susan and her husband, Dennis, have a farrow-to-finish operation. They also have a small cow/calf herd. She is a member of the Montgomery County Pork Producers and presently serves as treasurer and membership chair. She also has served as president. On the state level, Susan recently completed a term as the IPPA SW Region director. She currently serves on the Restaurant and Foodservice, Promotion and the Membership/Leadership committees. She also assists with the Pork Tent during the Iowa State Fair.

Susan has a degree in business from the CE School of Commerce in Omaha, Nebraska, and she works full-time at the Red Oak Internal Medicine Clinic as the insurance and billing clerk.

She is a member of the Montgomery County Farm Bureau, Mills-Montgomery County Cattlemen, and the Iowa Cattlemen's Association. She also is a member of the First Covenant Church of Red Oak.

Susan and Dennis have two children.

Why are you a candidate?

I believe if you are a part of the pork industry, you need to get involved and help at the local and state levels to promote our product. You need to be active in the operation of your own farm and always be aware of what is going on in the industry.

What is your opinion on current pork industry issues?

We need to improve the pork industry image in Iowa. We must be very positive on the way we handle our stewardship of the land and water, providing good examples to our urban counterparts. We must be pro-active in our activities and we need to have a unified voice with other farm organizations in our industry.



IOWA PORK
PRODUCERS ASSOCIATION

2009 Elections District Six Director Candidates



Chris Cornell – Warren County



Chris is a pork producer and grain farmer from Ackworth, where he manages a finishing operation. He is a member of the Iowa Pork Producers Association and holds the title of District 6 director on the IPPA Board of Directors. Chris is a member of the IPPA Pork Tent Committee and is a past chairman of the committee.

Among his other involvement activities, Chris is a member of the Warren County Farm Bureau and he has held the positions of treasurer and vice president and he is past vice-chair of the Iowa Farm Bureau Young Farmers Committee. His awards include Iowa Master Soybean Competition and “Dealer of the Year” for Golden Harvest Seed Corn.

Chris has a degree in Ag Business/Farm Management from Iowa State University. He and his wife, Stacy, have three children.

Why are you a candidate?

I am a candidate for this position because this is a challenging time in agriculture and in pork production. Our state organization has the opportunity to help lead the way with educating the consumer about our industry. Being the District 6 director on the IPPA Board of Directors has helped me learn more about the organization and the vital roll every board member plays in determining the future course for IPPA. I would make decisions based on views from the members of my district then report back to them. Our board needs to take a proactive approach in helping our producers overcome the current economic situation.

What is your opinion on current pork industry issues?

I feel we must tell our story about how safe the meat supply we provide is and how compassionately we treat our animals. Continuing our support of the Coalition to Support Iowa’s Farmers is very important to our state industry. Keeping up the fight in the Legislature to curb new regulations and educating children in the schools on the importance of meat in their diets also is important.

Eugene Moody – Story County



Eugene is a Story County grain farmer and pork producer with a swine finishing operation. He has been a member of the Story County Pork Producers for the past 49 years and has served as secretary/treasurer for the last 14 years. Eugene also has served as membership chair and president. At the state level, he served on the IPPA Board of Directors for two years, the Pork Tent Committee for six years and the Promotions Committee for six years. At the national level, Eugene has been a delegate to the National Pork Forum for five years and has annually worked the big grill at World Pork Expo. He is a member of the Iowa Corn and Soybean associations, Farm Bureau, and the Iowa and American Simmental associations. His awards include 2004 Master Pork Producer.

Eugene attended Iowa State Teaching College in Cedar Falls.

He and his wife have four children.

Why are you a candidate?

I have always been a strong believer in promotion. As a district director, I would have the opportunity to expand on this belief. Serving in this capacity would help me better understand the nuts and bolts of how IPPA and the national associations operate. Being a small producer, but having been involved in all phases of production, from seedstock to contract feeding, should give me insight into many of the problems within the industry. I enjoy working on problems and trying to improve them.

What is your opinion on current pork industry issues?

I have no magic answers for the issues within the industry. We must work to maintain high export numbers. Health issues are very important and we must work hard to make the public aware that PORK is safe to eat and very good for you. As for the H1N1 virus, our biggest challenge is to get the media to STOP using the term “swine flu.” PROFITS: This is a cycle that has to run its course. Very similar to when we sold hogs for .09 cents. Numbers must be lowered to balance the need. Packers must be phased out of production if the independent producer is to survive. At the present time, someone in the meat industry is making BIG bucks.



Nominating Committee Candidate

Linda Brewer – Dallas County



Linda is a pork producer and grain farmer from Dallas County. She and her husband have a 10,000-head custom finisher operation.

She is a member of the Dallas County Pork Producers and has served as secretary on and off for 20 years. She also is a member of the Iowa Farm Bureau and the Iowa Cattlemen's Association.

Linda has her BSN and RN in nursing from Northeast Missouri State University.

Linda and her husband have two grown children.

Why are you a candidate?

Linda believes we all need to be involved/educated on issues affecting agriculture. We at times are too complacent while groups who work to oppose agriculture seem to never tire and remain well-funded.

What is your opinion on current pork industry issues?

As "urban" livestock producers, we have strived to educate our new neighbors on the measures we take to be good neighbors. It is up to us to tell our story. The most "recent" attack seems to be the question of applying manure to soybean acres. I believe we need to enlighten our neighbors on all that we do as environmentalists.



2009 Elections
District Seven Director Candidate



No Candidate



Nominating Committee Candidate

No Candidate



IOWA PORK
PRODUCERS ASSOCIATION

District 8 District Eight Director Candidate



Mike Deahr – Muscatine County

Mike is a Master Pork Producer and grain farmer near West Liberty in Muscatine County. He is a member of the Hancock County Pork Producers as well as the Iowa Farm Bureau.

An active participant at the state and national levels of the industry, Mike has served as a voting delegate at IPPA's Annual Meeting as well as the National Pork Industry Forum. He is currently active in the state association as a member of the IPPA Environmental Committee and participates in the National Pork Producers Council's LEADR program.

Mike is a graduate of Hawkeye Community College with a degree in ag business. He also earned a degree in farm operations from Iowa State University.

He and his wife, Susan, have two children.

Why are you a candidate?

I am interested in representing the medium-size family pork producer at the local, state and national levels of the industry. With my corporate production experience as a field supervisor, owning and operating my own swine management/genetic and consulting company, my current row crop operation, and my 3,000-sow SEW system, I feel I am uniquely qualified to represent this segment of the pork industry.

What is your opinion on current pork industry issues?

1. Pork is too often used as a political negotiating tool by foreign countries.
2. The lack of a free trade agreement process is an unprecedented turn in free trade agreements.
3. The slow adoption of the industry's PQA Plus program needs to be rapidly completed.
4. I think NPPC needs to have a supply risk management program.
5. Humane animal management. With Michigan banning sow stalls, we are being pressured into unnecessarily changing our production systems. We might want to show more contrasting production systems.



Nominating Committee Candidate

Mark Ledger – Van Buren County

Mark is a pork producer from Van Buren County. Mark has a farrow-to-finish operation. Mark is a member of the Van Buren County Pork Producers and is on the Van Buren County Farm Bureau Board. He is on the Iowa Pork Producers State Membership/Leadership Committee. He has also served on the Jefferson County 4-H Youth Committee.

He and his wife have three children. Their oldest is a sophomore at ISU, and the younger two are juniors in high school. He attended Kirkwood Community College.

Why are you a candidate? I know a lot of producers in SE Iowa. We feed pigs in several different counties. Our family has always been very involved in the state, local and national organizations.

What is your opinion on current pork industry issues? The pork industry faces a lot of issues. I think the biggest issue we face is to try to educate the general public, we are trying to produce a safe and wholesome product. We also need to let them know we are not ruining the environment and that we care. We need to get our message out, the general public is our consumers. Today the producers are a very small group of people compared to our consumer and the general public. They need to hear the truth about who the producers are and how pigs are raised and that we care about pigs, the environment and our communities. The IPPA needs to evaluate the county structures of the pork producers. Some counties are not letting producers participate in the organization because of how they produce pigs.