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JANUARY 27-28

2016

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Admission | Day of the Show Registration: \$10.00 | Non-exhibiting Suppliers: \$150.00

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## IOWA PORK PRODUCERS ASSOCIATION

### MISSION STATEMENT

The Iowa Pork Producers Association is an industry inclusive organization whose mission is to provide a unified voice to promote and educate for a sustainable, socially responsible, profitable and globally competitive pork industry.

## OFFICIAL NOTICE

# 2016 Iowa Pork Producers Association Annual Meeting

*The Annual Meeting of the Iowa Pork Producers Association will be held at 10 a.m. Tuesday, Jan. 26, 2016, in rooms 307-310 on the skywalk level of the Community Choice Credit Union Convention Center in Des Moines, Iowa. Delegate certification and registration will begin at 9 a.m.*

### MEETING AGENDA

Call to Order – 10 a.m.

Official Notification Review

2015 Annual Meeting Minutes

2015 Financial Report

Announcements and Agenda

President's "State of the Association" Address

County and Member Resolutions

2015 Committee Reports

Other Business

Adjournment

If you would like additional information, please contact any county or state officer of the Iowa Pork Producers Association at (800) 372-7675.

## 2015 Board of Directors

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## Welcome from the president

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**David Struthers**  
IPPA President

### Welcome to 'The Show'

The 2016 Iowa Pork Congress is the 44th annual convention and tradeshow presented by the Iowa Pork Producers Association. It's one of the longest running and most popular swine shows in the nation and we're pleased that you have chosen to join fellow producers from around the Midwest in attending.

One has to merely look at the list of seminars and exhibitors to know this is "the show" and why Iowa Pork Congress draws from such a wide area of the country. IPPA works hard each year to keep the show informative, educational and valuable for attendees.

IPPA is offering eleven "free" business seminars and covering a wide range of topics presented by some of the pork industry's leading experts. IPPA legal counsel Eldon McAfee will present his always popular regulations and nuisance case update on Jan. 27. Dr. Steve Meyer will provide his price and profitability outlook the same day. On Jan. 28, Dave Stender of Iowa State University will help producers prepare for the new Common Swine Industry Audit.

Panel discussions on pit foaming and producer safety, controlling emerging swine health challenges, alternative energy opportunities, what you can do to improve water quality and how you can decrease the impact of Porcine Reproductive and Respiratory Syndrome in your herd will be presented both days as well.

This year's keynote address will be presented by Dr. Patrick Moore of Ecosense. "The Sensible Environmentalist" will Discuss "Agriculture, Human Health and the Environment" on Jan. 27 at 2:15 p.m. Moore has been a leader in the environmental movement for 40-plus years and his policy is based on science and logic. I invite you to sit in on Dr. Moore's thought-provoking presentation.

Did I mention we have a tradeshow? Hy-Vee Hall is sold out with 285 swine-specific companies occupying more than 530 booth spaces. You will discover that many international companies are among the vendors exhibiting again this year because they recognize that this is "the show." Everything you need to be successful in pork production and more can be found at the tradeshow. Don't forget to check the New Product Showcase and visit the companies that are featuring new products and services this year.

Of course, there are many other activities and events being held during the week, including the 8th annual Youth Swine Judging contest on Jan. 28 at the Iowa State Fairgrounds. IPPA believes it's important to involve the youth who will be future producers and industry leaders and hold this event for our 4-H and FFA members around the state to learn more about the industry and compete for valuable scholarships.

The annual IPPA Taste of Elegance contest and reception will start the week on Jan. 25. The IPPA Annual Meeting will be held on Tuesday, followed by the annual Kickoff Reception and Auction. The Pork Congress Banquet is on Wednesday evening.

The Iowa Pork Congress is the seminars, tradeshow, social events and networking opportunities and it's all for you. We thank you for what you do and hope you enjoy "the show!"

Sincerely,

A handwritten signature in black ink that reads "David Struthers". The signature is written in a cursive, flowing style.

David Struthers  
IPPA President

## Iowa Pork Congress Facts

**2016 Iowa Pork Congress**  
**Jan. 27-28**

**Hy-Vee Hall, Iowa Events Center**  
**Des Moines, Iowa**

**Wednesday, Jan. 27 - 9 a.m. - 5 p.m.**

**Thursday, Jan. 28 - 9 a.m. - 4 p.m.**

- This is the 44th annual Iowa Pork Congress.
- The Iowa Pork Producers Association has held the Iowa Pork Congress each year since 1972.
- Iowa Pork Congress is the largest winter swine tradeshow in the U.S.
- Pork Congress is a great event for producers who are interested in upgrading their facilities and seeing the newest products and technologies. Agri-business representatives, high school and college students and anyone interested in the swine industry will find value in attending.
- All producers – from contract feeders to employees – are welcome to attend.
- The two-day show annually attracts approximately 5,000 visitors from more than a dozen states.
- The 2015 Iowa Pork Congress attracted 5,329 people from Iowa and around the Midwest.
- Nearly 300 Iowa, national and international companies will promote various products and services available to pork producers among 500 tradeshow booths.
- The Iowa Pork Congress offers several valuable educational seminars and workshops facilitated by industry experts.



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# 2016 Iowa Pork Congress Seminars and Events

(CCCU Convention Center refers to the Community Choice Credit Union Convention Center, which was formerly referred to as Veterans' Memorial Auditorium)

## Monday, Jan. 25, 2016

**6:30 p.m.** **Taste of Elegance Reception** (Invitation Only) – Marriott Hotel, Des Moines Room

## Tuesday, Jan. 26, 2016

**10 a.m.** **Iowa Pork Producers Association (IPPA) Annual Meeting** – CCCU Convention Center, meeting room level (skywalk level.), rooms 307-310

**Noon – 1 p.m.** **IPPA Annual Meeting Luncheon** (Sponsored by National Pork Board) – CCCU Convention Center, meeting room level (skywalk level), rooms 317-319

**5 p.m.** **Iowa Pork Congress Kickoff Reception & Auction** – CCCU Convention Center, meeting room level (skywalk level), rooms 316-320

## Wednesday, Jan. 27, 2016

**9 a.m. – 5 p.m.** **Tradeshow** – Hy-Vee Hall, show floor

**9 a.m. – Noon** **Iowa Pork Youth Leadership Team Contest Speeches** – Hy-Vee Hall, lower level, room 104

**9:15 a.m. – 10:30 a.m.** **Seminar - Iowa Regulations & Nuisance Case Update** – Eldon McAfee, Hy-Vee Hall, lower level, rooms 105 & 106

**10 a.m. – 12:30 p.m.** **Pork Quality Assurance Plus Training Session** – Hy-Vee Hall, lower level, room 103

**10:45 a.m. - Noon** **Seminar – Pit Foam and Producer Safety** – Dr. Dan Andersen, Dr. Renee Anthony and Leon Sheets, Hy-Vee Hall, lower level, rooms 107 & 108

**12:30p.m. – 2 p.m.** **Seminar – Controlling Emerging Swine Health Challenges** – Dr. David Schmitt, Dr. Paul Sundberg & Dr. Chris Rademacher, Hy-Vee Hall, lower level, rooms 105 & 106, *Underwritten by Pork Network*

**1 p.m. – 3:30 p.m.** **Transport Quality Assurance Training Session** – Hy-Vee Hall, lower level, room 103

**2:15 p.m. – 3:15 p.m.** **Keynote Presentation – Agriculture, Human Health and the Environment** – Dr. Patrick Moore, Hy-Vee Hall, lower level, rooms 107 & 108

**3:30 p.m. – 4:30 p.m.** **Seminar – Prices and Profitability: Economic Outlook** – Dr. Steve Meyer, Hy-Vee Hall, lower level, rooms 105 & 106, *Underwritten by National Hog Farmer*

**4 p.m. – 6 p.m.** **Iowa Pork Congress Producer Recognition Reception** – CCCU Convention Center, 3rd floor pre-function area – *Presented by Alltech*

**6 p.m. – 9 p.m.** **Iowa Pork Congress Banquet** – CCCU Convention Center, Grand Ballroom Pre-Function Area

**9 p.m.** **Iowa Pork Congress Dessert Social** – CCCU Convention Center, 3rd floor pre-function area – *Presented by Zoetis*

## Thursday, Jan. 28, 2016

**8 a.m. – 1 p.m.** **Iowa Pork Congress Youth Swine Judging Contest** – Iowa State Fairgrounds, Livestock Pavilion

**9 a.m. – 4 p.m.** **Tradeshow** – Hy-Vee Hall, show floor

**9:15 a.m. – 10:15 a.m.** **Seminar – Investigating Alternative Energy Opportunities** – William Haman, Jason Russell & Joel Huber, Hy-Vee Hall, lower level, rooms 107 & 108

**9:30 a.m. – 10:15 a.m.** **Seminar - Farmchat: Connecting Farms with Classrooms** – Cindy Hall, Hy-Vee Hall, lower level, room 104

**10 a.m. – Noon** **Confinement Site Manure Applicator Training Session** – Dr. Dan Andersen & Jeff Prier

**10:30 a.m. – Noon** **Seminar – Agriculture Taking Action: Scaling Up Farmer Led Efforts to Improve Water Quality** – Dr. Matt Helmers, Sean McMahon, John Weber & Rob Stout, Hy-Vee Hall, lower level, rooms 105 & 106

**12:15 p.m. – 1:15 p.m.** **Seminar – Consumer Insights on Trust Building Transparency** – J.J. Jones, Hy-Vee Hall, lower level, rooms 107 & 108

**1:30 p.m. – 3 p.m.** **Seminar – Decreasing PRRS Impacts on Your Farm** – Dr. Daniel Linhares, Dr. Amber Stricker, Dr. Bill Hollis & Austin Baker, Hy-Vee Hall, lower level, rooms 105 & 106

**3 p.m. – 4 p.m.** **Seminar – The Future for Antibiotics** – Dr. Jennifer Koeman & Dr. Carissa Odland, Hy-Vee Hall, lower level, rooms 107 & 108

**4 p.m.** **Convention Concludes**





*Bill Jesina Jeff Jesina*

Bill & Jeff Jesina  
Pork & Grain Producers  
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# Iowa Pork Producers Association Snapshot



The Iowa Pork Producers Association is the state trade association representing and supporting all Iowa pork producers. The IPPA mission is to “promote and educate for a sustainable, socially responsible, profitable and globally competitive pork industry.” Through promotion, research, education, consumer information, environmental initiatives, market development, public relations/communications and more, IPPA collaborates with the Pork Checkoff and the National Pork Producers Council to ensure your continued success.

## Membership



4,400+  
County, state recruitment  
Leadership development  
Delegate body  
15 Committees

## Foreign Market Development



Host foreign trade teams  
Co-sponsor trade missions  
Asia, Mexico, Canada, S. America Missions  
Enhanced trade relations

## Promotions



Advertising  
Consumer TV & Radio Shows  
Consumer Events  
Retail Promotions  
Out-of-state Promotions

## Producer Education

Iowa Pork Congress Seminars  
Environmental Workshops  
Risk Management Seminars  
Bio-security Basics Workshop  
Iowa Pork Regional Conferences  
PQA Plus® Producer Certification  
TQA® Certification  
Master Pork Producer Awards  
Iowa Environmental Steward Award  
Watershed Projects



# Public Relations/ Communications

Iowa Pork Producer Magazine  
Headlines Newsletter  
E-Newsletters  
www.iowapork.org  
Social Media  
News Releases  
Editorials  
Media Relations



## Research

12 Projects Funded  
in 2015  
Pit Foaming  
MRSA  
PEDV  
Swine Housing  
Heat Stress  
Air Quality

## Marketing/ Programs



Taste of Elegance  
Iowa Pork Tent  
Best Breaded Pork  
Tenderloin Contest

## Youth Involvement



Youth Leadership Team  
Swine Judging Contest  
State Fair Skill-a-Thon  
14 Iowa Pork Foundation Scholarships  
FFA Tours

## Public Policy



Political Voice  
Regulatory Rule-making  
Protect Producer Interests  
Positive Legislation  
Grassroots Involvement



# Service through **education & research**

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- Employee management
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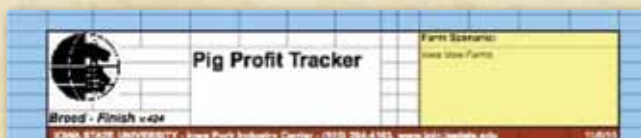
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- Plans, permits & regulations



## **Discuss** recent applied research results with ISU graduate students

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- Gilt development
- Physiology of heat stress in pigs

## **Ask** about our software, calculators and other decision tools for production and financial records



## **Meet the IPIC team**

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Iowa Agriculture Literacy Foundation



## Agriculture literacy advances across Iowa

They say that 'if you eat, you are involved in agriculture.' Agriculture provides food for our dinner plates, fiber for our clothing, and fuel for our vehicles – things all Americans use every day. With this intricate network of connectedness, it becomes essential for all people to have an awareness and understanding of the agriculture industry and how it affects the quality of daily life.

Through a local support grant offered by the Iowa Agriculture Literacy Foundation, 22 organizations across Iowa were able to start agriculture literacy programs or expand existing programs. These programs reached a total of 4,459 students and 1,650 adults in 2015.

These educational outreach programs included activities like 4-H Growing in the Garden curriculum, a 4th grade agriculture and conservation day, an animal learning day, a biotechnology awareness program, farm tours and much more.

Poweshiek County Iowa State University Extension focused its program on encouraging students to pursue careers in agriculture. They toured a seed research facility, the World Food Prize Hall of Laureates, a meat locker and a dairy farm. At each stop, they discussed the career options available to students. Students discovered the wide array of agriculture career opportunities in science, management, research, food processing and business.

"This learning experience equipped our participants to become agriculture advocates," said Lauren Haglund of Poweshiek County Extension. "Our participants were able to make connections with agriculture professions. We hope to see them continue networking with area professionals as they seek to advance themselves professionally."

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## Special Events and Attractions



### Kickoff Reception & Auction

**Tuesday, Jan. 26, 5 p.m.**  
**Community Choice**  
**CU Convention Center,**  
**skywalk level, rooms**  
**316-320**

You're invited to join in the fun and excitement

of the Iowa Pork Foundation's Kickoff Reception and Auction for student scholarships. You can enjoy free cocktails and a pork buffet and then bid on and purchase a wide variety of donated items, from feed to farm toys. The live auction is sure to generate some laughs, so bring your checkbook and help us raise money for scholarships!



### Keynote Presentation – Dr. Patrick Moore

**Wednesday, Jan. 27, 2:15 – Hy-Vee Hall, lower level, rooms 107 & 108**

The "Sensible Environmentalist" will deliver the keynote presentation at the 2016 Iowa Pork Congress. With more than 40 years as an environmental leader, Dr. Patrick Moore is committed to using science and

logic to find balanced solutions to our environmental issues. He'll discuss the future of agriculture and the environmental issues associated with growing our food and fiber.



### Producer Recognition Reception

***Presented by Alltech***  
**Wednesday, Jan. 27,**  
**4 p.m.**  
**Community Choice CU**  
**Convention Center, 3rd**  
**floor pre-function area**

We invite you to join us as we recognize producers and other stakeholders for their leadership in the pork industry. We'll also informally recognize public policy efforts and involvement. Many of our state lawmakers will be in attendance and you can enjoy a cocktail and hors d'oeuvres in a relaxed atmosphere.



### Banquet

**Wednesday,**  
**Jan. 27, 6 p.m.**  
**Community Choice**  
**CU Convention**  
**Center, Grand**  
**Ballroom**  
**pre-function area**

The formal banquet

is your chance to show support for your pork industry peers who will be recognized and presented various awards by IPPA. Meet the newest class of Master Pork Producers, the Pork All American, Master Seedstock Producer and the Honorary Master Pork Producers. Watch the crowning of the new Iowa Pork Queen and the introduction of the new Youth Pork Ambassadors. The program begins after you enjoy a delicious pork dinner.



### Dessert Social

***Presented by Zoetis.***  
**Wednesday, Jan. 27,**  
**9 p.m.**  
**Community Choice**  
**CU Convention Center,**  
**3rd floor**  
**pre-function area**

Before you call it

a day, make sure you stop by for dessert and quiet reflection on the day's events. Help yourself to a delicious assortment of after-dinner favorites. You can enjoy a cocktail and chat with the new IPPA president and get to know the new Iowa Pork Youth Leadership Team.



### Youth Swine Judging Contest

**Thursday, Jan. 28,**  
**8 a.m. – 1 p.m.**  
**Livestock Pavilion,**  
**Iowa State Fair**  
**grounds**

Iowa 4-H and FFA members are invited

to participate in IPPA's 8th annual Youth Swine Judging Contest. Students can learn more about the pork industry, test their judging skills, earn valuable college scholarships and visit the Iowa Pork Congress tradeshow.

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# Pork part of record-breaking day in Iowa City



The University of Iowa held a unique sporting event on Nov. 14 in Iowa City and the Iowa Pork Producers Association put your Checkoff dollars to work and played a significant role in the record-breaking day.

"We had excellent signage at the meet and we all know that people support companies/organizations that support them," said IPPA District 8 Director and PR Committee member Heather Hora of Washington. "I can guarantee

the pork industry's We Care trailer in the Krause Family Plaza outside the stadium the entire day and more than 20 pork producers from Washington, Delaware, Hamilton and Tama counties promoted pork from "Takedown to Touchdown." Fans had an opportunity to sample pork brats, loins and ham; register for prizes; and take the pork challenge.

"I thought we got a lot of exposure," said Ken Ries, IPPA vice president of operations and NE Region director. "Countless people took the sample I offered then with some reservation then, after they tasted it, they would comment, 'Hey, this is good. 'What is it?'"

Producers engaged with fans starting in the morning before "Grapple on the Gridiron" until kickoff that evening for the football game between the Hawkeyes and the Minnesota Golden Gophers that drew 70,000 fans.

"The whole day was a huge success for pork," said Hora.



The day started with "Grapple on the Gridiron" as the third-rated Hawkeyes hosted No. 2 Oklahoma State in a dual wrestling meet on the field at Kinnick Stadium. A crowd of more than 42,000 witnessed the Iowa victory, the largest crowd ever to see an NCAA dual wrestling meet.

nobody walked out of there wondering who the sponsor was."

The IPPA Promotions Committee had

It wasn't bad for Iowa either. As you already know, Iowa defeated Minnesota, making it a clean sweep on the day.

The IPPA Public Relations Committee sponsored the wrestling meet and had logos and messaging on signs and message boards in the stadium during the event. IPPA also received a mention on the radio broadcast of the meet.





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### Dozen producers to be honored by IPPA



Excellence in pork production will pay off for a dozen different producers as the Iowa Pork Producers Association presents its 2015 producer award winners at the 2016 Iowa Pork Congress Banquet in Des Moines on Jan. 27.

The 74th class of Master Pork Producers, Master Pork Partners, the Pork All-American, the Master Seedstock Producer and two Honorary Master Pork Producers will be profiled and recognized during the banquet.

Eight Master Pork Producers have been selected for 2015 and each will receive the prestigious belt buckle, symbolic of the award, at the banquet. The recipients are nominated by their neighbors and peers and recognized for their innovation, attention to quality, efficiency and production records within their farm business.

IPPA also will introduce two new Master Pork Partner Award winners. Created in 2014, this award recognizes production company employees who have demonstrated positive impacts in their production systems and a commitment to the We Care ethical principles, but who don't have active daily roles at a specific production site.

A young producer who is recognized as a successful and dedicated

businessperson and a community leader will receive the 2015 Pork All-American Award, the highest honor an Iowa pork producer can receive.

The Iowa Purebred Swine Council will name the winner of its Master Seedstock Producer Award for 2015. The award recognizes an outstanding seedstock producer who has proven to be a notable example of integrity, leadership and success in the production and promotion of the purebred swine industry.

In addition to the producer awards, two people who have provided

outstanding and distinguished service to the betterment and success of Iowa's pork industry will receive the Honorary Master Pork Producer Award.

The Iowa Pork Congress Banquet will be held at the Veterans' Memorial Community Choice Credit Union Convention Center starting at 6 p.m. and all IPPA members are invited to attend. Tickets are \$32 each and can be purchased from IPPA.



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# New state Environmental Steward to be named by IPPA

Most pork producers know the importance of maintaining our natural resources and go above and beyond to be good environmental stewards. One Iowa hog farmer excelled in that respect in 2015 and will be presented the Environmental Steward Award by the Iowa Pork Producers Association.

The 2015 winner will be introduced during the banquet at the Veterans' Memorial Community Choice Credit Union Convention Center on Jan. 27 in Des Moines.

IPPA presents the award to an Iowa producer who demonstrates positive contributions to our natural environment. There are no limits to the size or type of production system.

All award nominations are reviewed and selected by a committee comprised of pork producers, pork industry environmental professionals, Iowa State University Extension representatives and natural resource organizations. The nominees are scored in seven key areas: general production, manure/nutrient management, soil and water conservation, air quality, public and neighbor relations, wildlife and environmental management innovations.

The winner will receive a \$2,500 cash prize and be featured in advertising, banquet and Iowa Pork Congress displays, and in the March issue of the *Iowa Pork Producer* magazine.

IPPA started selecting a state environmental steward award winner in 2007.

Greene County producers Brian and JoAnne Hunter of Scranton were presented with the IPPA's 2014 Environmental Steward Award.

**Environmental  
Steward  
Award**



*Brian and JoAnne Hunter of Scranton receive IPPA's 2014 Environmental Steward Award from IPPA President David Struthers of Collins.*

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# 2016 Iowa Pork Congress Seminar Schedule

All seminars and training sessions are hosted on the lower level of Hy-Vee Hall.

## Wednesday, Jan. 27

### Seminars

- **Iowa Regulations & Nuisance Case Update**  
Eldon McAfee, Brick Gentry Law Firm  
9:15 a.m. – 10:30 a.m.  
Hy-Vee Hall, lower level, Rooms 105 & 106
- **Pit Foam & Producer Safety**  
Dr. Dan Andersen, Iowa State University  
Dr. Renée Anthony, Great Plains Center for Agricultural Health  
Leon Sheets, Iowa Pork Producer  
10:45 a.m. – Noon  
Hy-Vee Hall, lower level, rooms 107 & 108
- **Controlling Emerging Swine Health Challenges**  
Dr. David Schmitt, Iowa Department of Agriculture & Land Stewardship  
Dr. Paul Sundberg, Swine Health Information Center  
Dr. Chris Rademacher, Iowa State University  
12:30 p.m. – 2 p.m.  
Hy-Vee Hall, lower level, rooms 105 & 106  
*Underwritten by Pork Network*
- **Agriculture, Human Health & the Environment Keynote Presentation**  
Dr. Patrick Moore, Ecosense  
2:15 p.m. – 3:15 p.m.  
Hy-Vee Hall, lower level, Rooms 107 & 108
- **Prices & Profitability: Economic Outlook**  
Dr. Steve Meyer, Express Markets, Inc. Analytics  
3:30 p.m. – 4:30 p.m.  
Hy-Vee Hall, lower level, rooms 105 & 106  
*Underwritten by National Hog Farmer*

### Training Sessions

- **Pork Quality Assurance® Plus certification**  
Colin Johnson, Iowa State University Extension & Outreach  
10 a.m. – 12:30 p.m.  
Hy-Vee Hall, lower level, room 103
- **Transport Quality Assurance® certification**  
Mark Storlie - Iowa State University Extension & Outreach  
1 p.m. – 3:30 p.m.  
Hy-Vee Hall, lower level, room 103

## Thursday, Jan. 28

### Seminars

- **Investigating Alternative Energy Opportunities**  
William Haman, Iowa Energy Center  
Jason Russell, Iowa Pork Producer  
Joel Huber, Iowa Pork Producer  
9:15 a.m. – 10:15 a.m.  
Hy-Vee Hall, lower level, rooms 107 & 108
- **Farmchat: Connecting Farms with Classrooms**  
Cindy Hall, Iowa Agriculture Literacy Foundation  
9:30 a.m. – 10:15 a.m.  
Hy-Vee Hall, lower level, room 104
- **Agriculture Taking Action: Scaling Up Farmer-led Efforts to Improve Water Quality**  
Dr. Matt Helmers, Iowa State University  
Sean McMahon, Iowa Agriculture Water Alliance  
John Weber, Iowa Pork Producer  
Rob Stout, Iowa Pork Producer  
10:30 a.m. – Noon  
Hy-Vee Hall, lower level, rooms 105 & 106
- **Consumer Insights on Trust-building Transparency**  
J.J. Jones, Center for Food Integrity  
12:15 a.m. – 1:15 p.m.  
Hy-Vee Hall, lower level, rooms 107 & 108
- **Decreasing PRRS Impacts on Your Farm**  
Dr. Daniel Linhares, Iowa State University  
Dr. Amber Stricker, Suidae Health and Production  
Dr. Bill Hollis, Carthage Veterinary Service, Ltd.  
Austin Baker, Hog Slat, Inc.  
1:30 p.m. – 3 p.m.  
Hy-Vee Hall, lower level, rooms 105 & 106
- **The Future for Antibiotics**  
Dr. Jennifer Koeman, National Pork Board  
Dr. Carissa Odland, Pipestone Veterinary Services  
3 p.m. – 4 p.m.  
Hy-Vee Hall, lower level, rooms 107 & 108

### Training Sessions

- **Confinement Site Manure Applicator certification**  
Jeff Prier, Iowa Department of Natural Resources  
Dan Andersen, Iowa State University  
10 a.m. – Noon  
Hy-Vee Hall, lower level, room 103
- **Preparing for the Common Swine Industry Audit**  
David Stender, Iowa State University  
1 p.m. – 3 p.m.  
Hy-Vee Hall, lower level room 103



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# IPPA builds on market relationships through China, Japan visits

Japan and China continue to be critical markets for U.S. pork, each offering unique potential for market growth.

Iowa Secretary of Agriculture Bill Northey, the Iowa Pork Producers Association, the Iowa Beef Industry Council and the Iowa Corn Promotion Board were pleased to join the Iowa Economic Development Authority on a recent Iowa trade mission to Guangzhou, China, and Tokyo, Japan. Representing IPPA were President Dave Struthers, Vice President of Resources and District Two Director Gregg Hora and IPPA State Public Policy Director Tyler Bettin.

The Iowa delegation received briefings from Agricultural Trade Office and U.S. Meat Export Federation staff members in both countries. USMEF staff planned and led meeting coordination for visits with meat purchasers, packers and retailers to establish and maintain relationships, exchange information and discuss issues and opportunities for U.S. pork.

“IPPA offers sincere gratitude to Iowa Secretary of Agriculture, Bill Northey, the Iowa Economic Development Authority and USMEF for their assistance on these visits,” Struthers said. “These visits offered tremendous opportunities to better understand market issues and opportunities while continuing long-lasting and important relationships for Iowa producers.”

The strong value of the U.S. dollar coupled with relatively low-cost pork from the EU, due to Russian market closures, has resulted in additional U.S. product cost challenges in both China and Japan. U.S. pork was priced higher than domestic product in both countries. While many in the Chinese market view U.S. product of superior quality and consistency, Japan consumers still tend to favor domestic product. Online food product sales continue to grow significantly in both countries as well.

China has 11 people to feed for each hectare (2.47 acres.) of arable land, more than twice the world average of 4.4. Food security and safety are top policy priorities in China with sustainability and environmental constraints also requiring attention.

Roughly 500 million hogs are slaughtered in China each year making it, by far, the largest pork producing country

in the world. Pork also is the most widely consumed meat with roughly 70 lbs. consumed annually for each person. With a population of nearly 1.36 billion, even a small percentage growth in market share offers great opportunity. A growing middle class and increased meat consumption also could allow for increased market potential. Agriculture contributes 10 percent of China’s GDP and 31.4 percent of the labor force.

While China is not accepting pork from hogs fed Ractopamine, visits with those in China were positive as purchasers were encouraged by recent U.S. and Iowa plants being relisted to ship to the Chinese market. Iowa pork export numbers to China totaled \$10.97 million in January through August of 2015, down 70 percent from 2014 numbers. Total U.S. pork exports total \$326.89 million over this same period, down 17.3 percent from 2014.



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Japan constitutes \$1.93 billion of \$6.67 billion of total 2014 U.S. pork exports, making it the highest value U.S. pork customer. Roughly 20 percent of pork sold in Japan originates from the U.S. although U.S. pork has lost some market share to competitors, down 5 percent from 2013–2014. Iowa pork exports from January through August of 2015 totaled \$328.54 million, down 23.8 percent from the same period in 2014. U.S. pork exports totaled more than \$1.1 billion over this same period, down 19.7 percent from 2014.

Japan showcases high quality meat and agricultural products with a strong emphasis on appearance, traceability and food safety. In many cases, domestic product can be traced directly to a specific producer. Ninety-five percent of Japan is middle-class and 24 percent of disposable income is spent on food with Japanese consumers willing to pay higher prices for quality and convenience.

Increasing average farmer ages and high land prices continue to fuel a decline and consolidation of domestic production, which is down 1 percent from last year.

Japan is 40 percent self-sufficient on food production making an important market dependent on imports. Government encouragement of red meat continues to help fuel consumption growth of U.S. red meat products, which is up 75 percent from 2008 to more than \$3.5 billion annually. Total pork consumption in Japan is up 3.4 percent over the last five years.

Japan continues to see a declining population. However, tourism growth continues to increase significantly, nearly quadrupling over the last five years with the Olympics also scheduled for



*Iowa Secretary of Agriculture Bill Northey (far right) and the Iowa Pork Producers delegation showcase U.S. pork and Gochipo sauce at a USMEF retail promotion in Japan.*

2020. Further developments with the Trans Pacific Partnership free trade agreement offer growth opportunities for U.S. pork to better compete with other countries exporting to Japan.

“Japan and China continue to be incredibly important markets for

U.S. pork products with unique growth opportunities in each country,” Hora said. “While prices and competition create some challenges, U.S. pork quality, safety and consistency should continue to position U.S. pork well in Japan, China and other markets.”



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Terry Schuiteman - Sioux Center, IA

# Hogs give young SE Iowans start in farming

One of the best ways for young people to get a start in farming today is through livestock production and a southeast Iowa family has done just that to bring their children back to the farm.

Jim & Joan Sterling, their son, Josh, and their daughter and son-in-law, Jaime and Andrew Vandehaar, of Farson Livestock, LLC, have added two new hog buildings to their family farm near Hedrick to give the kids the start they need raising pigs on contract for JBS Live Pork, LLC.

The family opened the barns to friends, neighbors and community members for an open house hosted by the Coalition to Support Iowa's Farmers on Nov. 23. A crowd of around 270 people turned out to tour and learn more about the 2,480-head computer and environmentally controlled wean-to-finish facilities and modern hog production and to enjoy a complimentary pork lunch.

"This farm has been in our family since my grandparents purchased it in 1946," said Jim Sterling. "Our family's farming history goes back to when my great-great grandfather purchased land in 1869 in Compentine Township, Wapello County. Livestock has always been

a big part of our family operation and we're proud to keep the tradition going. Contributing to our community has always been important to us."

CSIF staff also provided insight into interpreting rules and regulations impacting animal agriculture, enhancing relationships with neighbors and choosing good locations for new barns and feedlots. CSIF assistance is available to farm families at no charge.

Contract pork production is enabling the Sterlings and Vandehaars to begin farming for themselves much earlier than what would ordinarily be possible for most.

"When you start out, you have no cash, no assets," said Josh. "The contract arrangement guarantees a return with little risk."

"It's good to have the family back home and for them to have this opportunity," said Jim.

The open house was sponsored by CSIF; JBS Live Pork; Precision Structures; Farm Credit Services of America; and the Iowa Pork Producers Association.



*Pictured from left are Jim and Joan Sterling, Jaime and Andrew Vandehaar and Josh Sterling*

## **Injectable Baytril® 100** (enrofloxacin)

**100 mg/mL Antimicrobial Injectable Solution**  
For Subcutaneous Use In Beef Cattle, Non-Lactating Dairy Cattle  
For Intramuscular Or Subcutaneous Use In Swine  
Not For Use In Female Dairy Cattle 20 Months Of Age Or Older  
Or In Calves To Be Processed For Veal

**BRIEF SUMMARY:**  
Before using Baytril® 100, please consult the product insert, a summary of which follows:

**CAUTION:**  
Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian.

Federal (U.S.A.) law prohibits the extra-label use of this drug in food-producing animals.

To assure responsible antimicrobial drug use, enrofloxacin should only be used as a second-line drug for colibacillosis in swine following consideration of other therapeutic options.

**INDICATIONS:**  
**Cattle - Single-Dose Therapy:** Baytril® 100 is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni* and *Mycoplasma bovis* in beef and non-lactating dairy cattle; and for the control of BRD in beef and non-lactating dairy cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, *H. somni* and *M. bovis*.

**Cattle - Multiple-Day Therapy:** Baytril® 100 is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida* and *Histophilus somni* in beef and non-lactating dairy cattle.

**Swine:** Baytril® 100 is indicated for the treatment and control of swine respiratory disease (SRD) associated with *Actinobacillus pleuropneumoniae*, *Pasteurella multocida*, *Haemophilus parasuis*, *Streptococcus suis*, *Bordetella bronchiseptica* and *Mycoplasma hyopneumoniae*. Baytril® 100 is indicated for the control of colibacillosis in groups or pens of weaned pigs where colibacillosis associated with *Escherichia coli* has been diagnosed.

### RESIDUE WARNINGS:

**Cattle:** Animals intended for human consumption must not be slaughtered within 28 days from the last treatment. This product is not approved for female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

**Swine:** Animals intended for human consumption must not be slaughtered within 5 days of receiving a single-injection dose.

### HUMAN WARNINGS:

**For use in animals only. Keep out of the reach of children.**  
Avoid contact with eyes. In case of contact, immediately flush eyes with copious amounts of water for 15 minutes. In case of dermal contact, wash skin with soap and water. Consult a physician if irritation persists following ocular or dermal exposures. Individuals with a history of hypersensitivity to quinolones should avoid this product. In humans, there is a risk of user photosensitization within a few hours after excessive exposure to quinolones. If excessive accidental exposure occurs, avoid direct sunlight. For customer service or to obtain product information, including a Safety Data Sheet, call 1-800-633-3796. For medical emergencies or to report adverse reactions, call 1-800-422-9874.

### PRECAUTIONS:

The effects of enrofloxacin on cattle or swine reproductive performance, pregnancy and lactation have not been adequately determined.

The long-term effects on articular joint cartilage have not been determined in pigs above market weight.

Subcutaneous injection in cattle and swine, or intramuscular injection in swine, can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter.

Baytril® 100 contains different excipients than other Baytril® products. The safety and efficacy of this formulation in species other than cattle and swine have not been determined.

Quinolone-class drugs should be used with caution in animals with known or suspected Central Nervous System (CNS) disorders. In such animals, quinolones have, in rare instances, been associated with CNS stimulation which may lead to convulsive seizures. Quinolone-class drugs have been shown to produce erosions of cartilage of weight-bearing joints and other signs of arthropathy in immature animals of various species. See Animal Safety section for additional information.

### ADVERSE REACTIONS:

No adverse reactions were observed during clinical trials.

### ANIMAL SAFETY:

In feeder calves, clinical signs including depression, incoordination, muscle fasciculation and inappetence have been observed at higher than approved label dosages. In swine subcutaneous safety studies, incidental lameness of short duration and musculoskeletal stiffness have been observed at higher than approved label dosages.

In swine intramuscular safety studies, transient decreases in feed and water consumption were observed after each treatment. Mild, transient, post-treatment injection site swellings were observed in pigs receiving the 37.5 mg/kg BW dose. Injection site inflammation was found on post-mortem examination in all enrofloxacin-treated groups.

U.S. Patent No. 5,756,506

GHG101615

December, 2014

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Baytril 100 is still the only enrofloxacin FDA-approved to treat and control SIX SRD-causing pathogens:

*Mycoplasma hyopneumoniae*  
*Bordetella bronchiseptica*  
*Actinobacillus pleuropneumoniae*  
*Pasteurella multocida*  
*Haemophilus parasuis*  
*Streptococcus suis*

### **MORE WAYS WE'RE HELPING SAVE YOUR BACON**

For use by or on the order of a licensed veterinarian. Extra-label use in food-producing animals is prohibited. Swine intended for human consumption must not be slaughtered within 5 days of receiving a single-injection dose.



### Wednesday, Jan. 27



#### **Iowa Regulations & Nuisance Case Update**

Eldon McAfee, Brick Gentry Law Firm  
9:15 a.m. – 10:30 a.m.  
Hy-Vee Hall, lower level,  
Rooms 105 & 106

McAfee will discuss practical aspects of compliance with Iowa DNR regulations as well as other environmental compliance and protection. Eldon will discuss current Iowa environmental regulations and provide an update of current nuisance cases across Iowa.

#### **Pit Foam & Producer Safety**

Dr. Dan Andersen, Iowa State University  
Dr. Renée Anthony, Great Plains Center  
for Agricultural Health  
Leon Sheets, Iowa Pork Producer  
10:45 a.m. – Noon  
Hy-Vee Hall, lower level, rooms 107 & 108



Foaming manure and manure gas dangers continue to raise questions and receive strong attention from pork producers. This session will highlight foaming manure research to date, producer safety recommendations and share a producer experience from an actual barn fire. Speakers also will highlight recognition and evaluation of potential gas hazards and discuss methods to improve indoor air quality in your barns.

#### **Controlling Emerging Swine Health Challenges**

Dr. David Schmitt, Iowa Department of Agriculture & Land Stewardship  
Dr. Paul Sundberg, Swine Health Information Center  
Dr. Chris Rademacher, Iowa State University  
12:30 p.m. – 2 p.m.  
Hy-Vee Hall, lower level, rooms 105 & 106  
**Underwritten by Pork Network**

Pork industry experiences with Porcine Epidemic Diarrhea Virus, and now increased prevalence in Seneca Valley Virus, has reinforced the need to enhance proactive



efforts to better understand and control potential emerging health challenges in the pork industry. This session will share experiences and lessons learned from recent Iowa disease response, discuss efforts of the Swine Health Information Center and provide producers with key information and action steps for diagnosis and management of Seneca Valley Virus.



#### **Agriculture, Human Health & the Environment – Keynote Presentation**

Dr. Patrick Moore, Ecosense  
2:15 p.m. – 3:15 p.m.  
Hy-Vee Hall, lower level,  
rooms 107 & 108

Known as “The Sensible Environmentalist,” Dr. Patrick Moore has been a leader in the environmental movement for more than 40 years and is committed to finding solutions to our environmental issues by striking a balance between the needs of people and the need to protect the environment. His environmental policy is based squarely on science and logic. From pesticides to fertilizer to genetic modification, Dr. Moore makes the case for using science and technology to improve the nutrition and productivity of our food production systems.



#### **Prices & Profitability: Economic Outlook**

Dr. Steve Meyer, Express Markets, Inc.  
3:30 p.m. – 4:30 p.m.  
Hy-Vee Hall, lower level,  
rooms 105 & 106  
**Underwritten by National Hog Farmer**

Dr. Meyer will evaluate many factors that may impact producer profitability in the coming year, including grain and livestock prices, exports, domestic demand, slaughter capacity, health challenges and more! Don't miss this popular Iowa Pork Congress staple.



**Thursday, Jan. 28**

### Investigating Alternative Energy Opportunities

William Haman, Iowa Energy Center

Jason Russell, Iowa Pork Producer

Joel Huber, Iowa Pork Producer

9:15 a.m. – 10:15 a.m.

Hy-Vee Hall, lower level, rooms 107 & 108



Alternative energy sources from wind and solar power continue to receive increased interest among pork producers. This session will investigate funding opportunities, estimated payback timelines, net metering and other important considerations when looking at alternative energy options for your farm.



### Farmchat: Connecting Farms with Classrooms

Cindy Hall, Iowa Agriculture Literacy Foundation

9:30 a.m. – 10:15 a.m.

Hy-Vee Hall, lower level, room 104

Want to help students in your community learn about agriculture?

Learn how to use your smart phone and

Skype to create a virtual fieldtrip that brings your farm into their classroom. Through FarmChat, students can take a look inside your barns, learn how you care for livestock, and even ask you questions about farming.

### Agriculture Taking Action: Scaling Up Farmer-led Efforts to Improve Water Quality

Dr. Matt Helmers, Iowa State University

Sean McMahon, Iowa Agriculture Water Alliance

John Weber, Iowa Pork Producer

Rob Stout, Iowa Pork Producer

10:30 a.m. – Noon

Hy-Vee Hall, lower level, rooms 105 & 106

Strong, farmer-led and collaborative efforts continue to drive positive momentum for Iowa water quality improvements. This seminar will explore the challenges and opportunities Iowa faces and highlight developments within Iowa State University and the Iowa Agriculture Water Alliance, funded

by IPPA. This will be followed by shared experiences from innovative Iowa pork producers, demonstrating valuable conservation practice implementation, including cover crops on manure-applied acres, saturated buffers and more.



### Consumer Insights on Trust-building Transparency

J.J. Jones, Center for Food Integrity

12:15 a.m. – 1:15 p.m.

Hy-Vee Hall, lower level, rooms 107 & 108

Consumer trust and perceptions continue to drive change all across agriculture. The Center for Food Integrity, to which IPPA is a contributing member, works to evaluate this trust and develop messages that can improve consumer perceptions moving forward. J.J. will share preliminary data from CFI's 2015 consumer research and discuss how these messages may be used to more effectively introduce technical information into the public discussion and the social decision-making process.

### Decreasing PRRS Impacts on Your Farm

Dr. Daniel Linhares, Iowa State University

Dr. Amber Stricker, Suidae Health and Production

Dr. Bill Hollis, Carthage Veterinary Service, Ltd.

Austin Baker, Hog Slat, Inc.

1:30 p.m. – 3 p.m.

Hy-Vee Hall, lower level, rooms 105 & 106



The PRRS Virus continues to create significant management challenges for pork producers. This rapid-fire session will highlight

## 2016 Iowa Pork Congress Seminars



potential filtered barn design, discuss recent challenges with PRRS variant 174 and share opportunities for producers to reduce time to achieve a negative herd, limit

effects in wean-to-finish production and enhance breed-to-wean virus elimination protocol This strong group of panelists is sure to provide valuable applications for all producers.

### The Future for Antibiotics

Dr. Jennifer Koeman, National Pork Board  
Dr. Carissa Odland, Pipestone Veterinary Services  
3 p.m. – 4 p.m.  
Hy-Vee Hall, lower level, rooms 107 & 108



This session will review recent FDA guidance #209 and #213 as well as the recent rule on Veterinary Feed Directives (VFDs). Presenters will share veterinary

and producer perspectives for on-farm application of a systems approach to comply with these changes.

## 2016 Iowa Pork Congress Training Sessions

### Wednesday, Jan. 27

#### Pork Quality Assurance® Plus certification

Colin Johnson, Iowa State University Extension & Outreach  
10 a.m. – 12:30 p.m.  
Hy-Vee Hall, lower level, room 103

The Iowa Pork Producers Association and Iowa State University Extension are teaming up to offer PQA Plus® certification at no charge! For more information, contact Tyler Bettin, IPPA state public policy director, at (800) 372-7675 or [tbettin@iowapork.org](mailto:tbettin@iowapork.org)

The purpose of this program is to encourage producers to be proactive in providing the best possible care for



their animals and show commitment to the ethical principles of pork production as outlined in the We Care responsible pork initiative.

#### Transport Quality Assurance® certification

Mark Storlie, Iowa State University Extension & Outreach  
1 p.m. – 3:30 p.m.  
Hy-Vee Hall, lower level, room 103

IPPA and ISU Extension are teaming up to offer TQA® training at no charge! This is an excellent opportunity for producers or their employees to learn about proper animal handling and movement. For more information, contact Tyler Bettin, IPPA state public policy director, at (800) 372-7675 or [tbettin@iowapork.org](mailto:tbettin@iowapork.org)



### Thursday, Jan. 28

#### Confinement Site Manure Applicator certification

Jeff Prier, Iowa DNR  
Dr. Dan Andersen, Iowa State University  
10 a.m. – Noon  
Hy-Vee Hall, lower level, room 103

This workshop qualifies for the two hours of annual continuing education required for confinement site applicators. Producers are encouraged to pre-register. For more information or to pre-register, please contact Tyler Bettin at (800) 372-7675 or [tbettin@iowapork.org](mailto:tbettin@iowapork.org). Applicators should bring their manure applicator certification card to the workshop.

#### Preparing for the Common Swine Industry Audit

David Stender, Iowa State University Extension & Outreach  
1 p.m. – 3 p.m.  
Hy-Vee Hall, lower level room 103

The Common Swine Industry Audit platform is being utilized by packers to create consistency and clarity within audit processes for pork producers. All pork producers and production employees are invited to this training session. Attendees will receive detailed information regarding the audit process, expectations and scoring criteria. All attendees will receive a binder and flash drive with additional information to assist with standard operating procedure development, audit implementation and records organization.



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# SwineCast to archive 2016 Pork Congress proceedings

The Iowa Pork Producers Association is teaming up with SwineCast to record all of the Iowa Pork Congress seminars and make the audio available at SwineCast.com/ConferenceConnection for later reference.

Eleven different seminars and several panel discussions on critical pork industry topics are being offered during the two-day

show. If you can't make it to all of the seminars, you can still access all of the information online at your convenience after the show.

The audio recordings will be synced up with each speaker's PowerPoint presentation to provide the best possible educational experience.

Details on how to access the archived proceedings will be



available on notepads provided at each session!

This service is sponsored by IPPA, SwineCast and the Pork Checkoff.





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# New Product Showcase

These are the new products being introduced at Pork Congress.

## Automated Productions System

Booth # 611  
1004 East Illinois St  
Assumption, IL 62410  
(217) 226-4449  
[www.automatedproduction.com](http://www.automatedproduction.com)  
Contact: Brian Rieck  
(217) 226-5412  
E-mail: [briec@gsiag.com](mailto:briec@gsiag.com)

## EDGE Controller



EDGE is a single platform that is versatile and intuitive, allowing it to handle all control applications, including breeding, farrowing, nursery and finishing.

## BarnVista™

Booth # 1109  
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Emmetsburg, IA 50536  
(712) 852-2712  
[www.barnvista.com](http://www.barnvista.com)  
Contact: Derrick Sleezer  
(712) 261-5684  
E-mail: [dsleezer@barnvista.com](mailto:dsleezer@barnvista.com)

## BarnVista™



BarnVista is a web-based program that manages resources, energy and effort demands (i.e., work orders, protocol/policy, and audit documentation, including Common Swine Industry Audit prep.

## Bazooka Farmstar

Booth # 619  
800 East 7th St  
P.O. Box 869  
Washington, IA 52353  
(800) 775-7448  
[www.bazookafarmstar.com](http://www.bazookafarmstar.com)  
Contact: Linda Quigley  
E-mail: [lquigley@bazookafarmstar.com](mailto:lquigley@bazookafarmstar.com)

## Titan Series Coulter Till Toolbar



The Titan Series Coulter Till Toolbar incorporates various innovative features, including the front-folding wing design, making manure injection easier than ever before.

## Boehringer Ingelheim Vetmedica, Inc.

Booth # 1013  
3902 Gene Field Rd  
St. Joseph, MO 64506  
(866) 638-2226  
[www.bi-vetmedica.com/swine](http://www.bi-vetmedica.com/swine)  
Contact: Sarah Jorgensen  
(614) 499-1275  
E-mail: [sarah.jorgensen@boehringer-ingelheim.com](mailto:sarah.jorgensen@boehringer-ingelheim.com)

## New 250-dose sizes – Ingelvac PRRS® MLV & 3FLEX®



In 2016, Ingelvac PRRS MLV and 3FLEX will be available in 250-dose bottles, providing another convenient option for effective PRRS, PCV2 and M. hyo control.

## Engineered Products Company (EPCO)

Booth # 324  
5401 Smetana Dr  
Minnetonka, MN 55343  
[www.engproducts.com](http://www.engproducts.com)  
Contact: Allen Guidry III  
(952) 767-8755  
E-mail: [aguidry@engproducts.com](mailto:aguidry@engproducts.com)

## ProSeries LED Utility Luminaire

The 15-watt LED Luminaire and Luminaire Upgrade provide higher lumen output at 1,200+ lumens, lower power consumption, 79 lm/W efficacy and 5,000 – 5,400K daylight color.



# New Product Showcase

## **Euroduna Americas, Inc.**

Booth # 226  
P.O. Box 1138  
Plymouth, MA 02362  
[www.euroduna-americas.com](http://www.euroduna-americas.com)  
Contacts: Jeff McCalla or  
Tony Shepherd  
(715) 440-5410, (508) 863-0636  
E-mail: [jeff.mccalla@euroduna.com](mailto:jeff.mccalla@euroduna.com);  
[tony.shepherd@euroduna.com](mailto:tony.shepherd@euroduna.com)

## **Axcelera-P**



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## **Gingerich Well & Pump Service, LLC**

Booth # 738  
1331 Hwy. 1  
Kalona, IA 52247  
(319) 656-2664  
[www.gingerichwell.com](http://www.gingerichwell.com)  
Contact: Jill Williams  
E-mail: [gingwell@gingerichwell.com](mailto:gingwell@gingerichwell.com)

## **Well Drilling**



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## **Hog Slat, Inc.**

Booth # 301  
1112 20th Street  
North Humboldt, IA 50548  
(515) 332-4014  
[www.hogslat.com](http://www.hogslat.com)  
Contact: Dale Kenne  
E-mail: [dkenne@hogslat.com](mailto:dkenne@hogslat.com)

## **Hog Slat Feed Bins**



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## **Ketchum Manufacturing, Inc.**

Booth # 113  
1245 California Ave.  
Brockville, ON, Canada K6V 7N5  
(613) 342-8455  
[www.ketchum.ca](http://www.ketchum.ca)  
Contact: Kevin Dalrymple  
E-mail: [kevind@ketchum.ca](mailto:kevind@ketchum.ca)

## **Automated Tattooer**

Ketchum has developed a 7-digit ear tattooer that runs of standard airlines. It's ideal for farms that send early wean pigs across state lines. The tattoo is designed to attach to piglet collection carts and produces easy reading tattoos.

## **MPSAGRI, Inc.**

Booth # 138  
309 Court Ave  
Suite 823  
Des Moines, IA 50309  
(719) 691-9189  
[www.mpsagri.com](http://www.mpsagri.com)  
Contact: Robert Drew  
E-mail: [robert@mpsagri.com](mailto:robert@mpsagri.com)

## **ESF Training Station**



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## **Once, Inc.**

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[www.onceinnovations.com](http://www.onceinnovations.com)  
Contact: Nikki Roycraft  
(612) 400-2768  
E-mail: [nroycraft@onceinnovations.com](mailto:nroycraft@onceinnovations.com)

## **VPX6**

The VPX6 is a rugged LED Jelly Jar replacement kit designed for easy installation and long life in existing Jelly Jar fixtures. The lamp screws easily into an existing Jelly Jar fixture and eliminates both the bulb and the glass cover.

## **PigEasy, LLC**

Booth # 122  
31423 Jade Ave,  
Templeton, IA 51463  
(888) 354-0112  
[www.pigeasy.com](http://www.pigeasy.com)  
Contact: Katie Holtz  
(515) 556-4414  
E-mail: [Katie@pigeasy.com](mailto:Katie@pigeasy.com)

# New Product Showcase

## MealMeter+



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Contact: Kristy Smith  
(605) 368-9007  
E-mail: [kristym@rmsroller-grinder.com](mailto:kristym@rmsroller-grinder.com)

## Bearing Temp Monitoring System



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## Veterinary Sales & Service

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Contact: Todd Mezera  
(800) 617-0503  
E-mail: [todd@vetsales.net](mailto:todd@vetsales.net)



## SV-1 Wireless Ultrasound Scanner

The SV-1 Wireless Ultrasound Scanner provides exceptional quality pregnancy and back-fat images. The iPad application is easy to use and the probe is extraordinarily durable!

A large advertisement for Prairie Systems. It features a man in a green baseball cap and a denim jacket standing in a field with his arms crossed. In the background, there is a large wooden barn and a metal grain silo. A tractor is visible in the distance. The text 'The Future of Food Traceability' is written in a script font at the top. Below it, 'EASY. EFFECTIVE. EMPOWERING.' is written in a bold, sans-serif font. Underneath that, 'A WEB-BASED, MOBILE FRIENDLY LIVESTOCK FEED MANAGEMENT APPLICATION' is written in a smaller, sans-serif font. At the bottom left, there is a logo for Prairie Systems and the text 'VISIT US AT'. To the right of the logo, 'PrairieSystems.com' is written in a large, bold, sans-serif font. In the bottom right corner, there is a QR code.

The Future of Food Traceability  
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# 2016 Iowa Pork Regional Conference

## Topics and Speakers



### **Practical PRRS Management Strategies**

**Dr. Daniel Linhares**

**Assistant Professor and Director of Graduate Education – Iowa State University College of Veterinary Medicine**

The PRRS virus continues to create challenges for pork producers across

the country. New to Iowa State University, Dr. Linhares will share his expertise and take a closer look at PRRS 174 vs. other variants and discuss valuable strategies to minimize losses following a PRRS infection.



### **Understanding Seneca Valley Virus**

**Dr. Chris Rademacher**

**Swine Extension Veterinarian – Iowa State University College of Veterinary Medicine**

Seneca Valley Virus has shown an increase in prevalence throughout the past year. Due to symptom

resemblance to Foot and Mouth Disease, special precautions must be taken when suspecting an infection in your herd. Dr. Rademacher will share key information and action steps for proper diagnosis and management of Seneca Valley Virus to minimize potential impacts on your farm and prevent issues at market points.



### **Positioning Your Operation for Future Success**

**Mark Greenwood**

**Senior Vice President, Relationship Management - AgStar Financial Services**

With many years of experience in agricultural lending, Mark will take a closer look at current market

situations, indicators and forecasts to give a sense of what 2016 may have in store for pork producers and how you can best position yourself to manage through potential challenges. He also will share strategies and techniques you can implement today to better position you for the long

haul and teach ways you can take control of approaches best for your situation.

### **Applied Antibiotic Use Considerations ISU Extension Swine Specialists**

Antibiotic use in livestock production continues to receive significant scrutiny from customers and the regulatory environment. ISU swine specialists will take a closer look at FDA guidance #209 and #213 and the recent rule on Veterinary Feed Directives (VFDs) with particular attention to on-farm applications and compliance.

### **PQA Plus® Training**

ISU Extension swine specialists will offer PQA Plus training from

9:30 a.m. - Noon prior to each regional conference. These sessions are sponsored by the Iowa Pork Producers Association and will be free for those who pre-register. For more information or to pre-register, contact IPPA at (800) 372-7675 or [tbettin@iowapork.org](mailto:tbettin@iowapork.org).



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# ferences



Mark Your Calendars!  
February 22-25



Conferences are free for those who pre-register or \$5 at the door. To pre-register for any location or for more information, contact the Iowa Pork Producers Association at (800) 372-7675 or [tbettin@iowapork.org](mailto:tbettin@iowapork.org).



## Who Should Attend?

Owners/operators  
Contract growers  
Production employees  
Veterinarians  
Swine industry stakeholders

## Dates and Locations

Monday, Feb. 22

Sheldon

Northwest Iowa Community College

603 West Park St.

Building A, Room 116/119

1 p.m. – 4:30 p.m.

Tuesday, Feb. 23

Carroll

Carroll Co. Extension Office

1205 W. US Hwy. 30, Ste. G

1 p.m. – 4:30 p.m.

Wednesday, Feb 24

Nashua

The Borlaug Learning Center

3327 290th St.

1 p.m. – 4:30 p.m.

Thursday, Feb. 25

Iowa City

Johnson Co. Extension Office

3109 Old Hwy. 218 S.

1 p.m. – 4:30 p.m.

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# IPPA “Dine on Us!” promotion returns for Pork Congress

The Iowa Pork Producers Association is again teaming up with several Des Moines-area restaurants for a special promotion during the 2016 Iowa Pork Congress.

The success of last year's “Dine on Us!” promotion with restaurants has prompted the IPPA Promotions Committee to hold it again in 2016. Eighteen restaurants participated in 2015 and more than 800 coupons were redeemed.

The promotion was created to entice people to enjoy a pork meal as well as to put a face on pork production.

During Pork Congress, Iowa pork producers along with Iowa Pork Youth Leadership Team contestants will be stationed throughout the downtown skywalk system on Jan. 27 to visit with consumers and hand out \$5 “Dine on Us!” discount coupons. Recipients can use the coupons to reduce the cost of a pork meal at any of the participating restaurants into February.

There's no cost to restaurants to participate. IPPA only requests that the restaurants feature pork and showcase pork and the pork industry with promotion signage and table tents. IPPA reimburses the restaurants for all redeemed coupons.



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## Chefs to tackle pork shoulder at 2016 Taste of Elegance

Iowa chefs competing in the Iowa Pork Producers Association's 2016 Taste of Elegance competition will be required to create their best pork entrée using Boston Butt/Pork Shoulder.

Using a featured cut of pork is something new the IPPA Restaurant and Foodservice Committee is trying this year and is excited to see what the chefs will do.



During the afternoon, chefs from many of Iowa's top restaurants will prepare a pork entrée for judging by a panel of three food industry professionals that will critique each dish on taste, originality and presentation. One judge is a professional chef, another is a culinary instructor and the third judge is a self-proclaimed foodie who is representing the Food Bank of Iowa.

The judges will select and announce the winners at the formal, invitation-only reception in the evening.

The first-place chef will be named *Chef Par Excellence* and be invited to the national Pork Summit in St. Helena, Calif., this spring. The 2nd and 3rd place chefs will receive *Superior Chef* and *Premier Chef* honors. Cash prizes and plaques will be awarded to the top three chefs. The invited guests will select one chef for the People's Choice Award.

The event will be held at the downtown Des Moines Marriott Hotel, with the reception beginning at 6:30 p.m. in the Hall of Cities Ballroom. The committee hopes to feature several Iowa wines and beers during the reception.

Anyone interested in attending the Taste of Elegance reception should contact IPPA's Kelsey Sutter. The event



is semi-formal and invited guests can enjoy samples of the various pork entrees, hors d'oeuvres, fine wines and brews from local Iowa businesses.

IPPA is partnering with the Food Bank of Iowa for a hunger-free Iowa this year and will be accepting free-will donations at the door. The association will match every dollar donated to benefit the Food Bank's Backpack Program™.

The Restaurant and Foodservice Committee holds the contest to inspire chefs to create new and innovative pork dishes at the state's best restaurants.



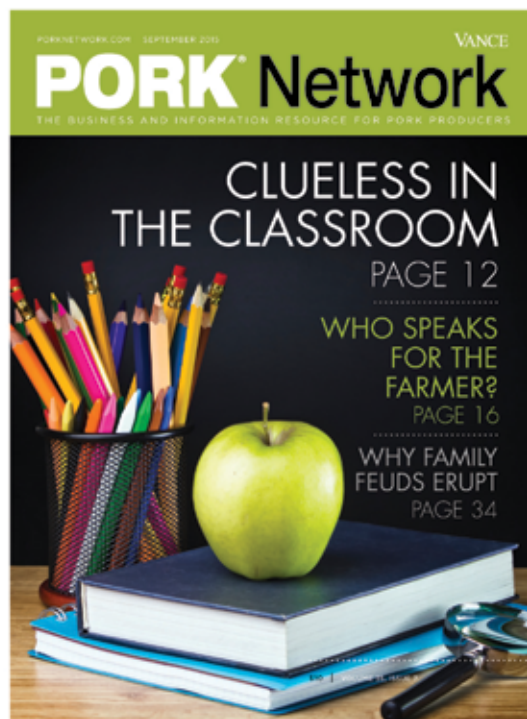


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Corn acres for grain \_\_\_\_\_

Soybean acres \_\_\_\_\_

Corn acres for silage \_\_\_\_\_

Total acres \_\_\_\_\_

### LIVESTOCK ACTIVITY No activity? Write "NONE".

Number of slaughter hogs sold annually \_\_\_\_\_

Number of young pigs sold/transferred annually \_\_\_\_\_

Number of hogs/pigs sold/transferred annually for breeding \_\_\_\_\_

Number of sows normally on this farm \_\_\_\_\_

### WHAT IS YOUR TITLE?

VETERINARIAN

- 16 ☐ Veterinarian (Private)  
17 ☐ Veterinarian (Company)  
18 ☐ Veterinarian (Govt/ Univ)  
19 ☐ Veterinarian (Student)  
15 ☐ Veterinarian (Other)

### NUTRITIONIST

- 20 ☐ Nutritionist (Private)  
21 ☐ Nutritionist (Company)  
22 ☐ Nutritionist (Student)  
14 ☐ Nutritionist (Other)

- 05 ☐ Consultant  
01 ☐ Owner/ Co-Owner/ Officer  
03 ☐ Manager  
11 ☐ Farrowing Manager  
12 ☐ Nursery Manager  
05 ☐ Foreman/ Supervisor  
08 ☐ Herdsman/ Hired Hand  
10 ☐ Contract Grower  
98 ☐ Other

### DO YOU OWN OR WORK ON A HOG OR PIG OPERATION?

- 05 ☐ FARROW TO WEAN  
01 ☐ FARROW TO FINISH  
02 ☐ WEAN TO FINISH  
06 ☐ FINISH ONLY  
07 ☐ SEEDSTOCK  
09 ☐ CONTRACTOR  
08 ☐ OTHER \_\_\_\_\_

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- ☐ PORK Network Daily  
☐ PORK Network Week-In-Review  
☐ PORK Network Alerts  
☐ PORK Network Magazine Issue Announcement

The publisher reserves the right to serve only those individuals who meet the publication qualifications

PROMO CODE: IPC16

## 2016 Iowa Pork Youth Leadership Team candidates

The Iowa Pork Producers Association's annual Iowa Pork Queen and Premier Pork Youth Ambassador contests have been combined into one competition. IPPA will select the queen and two ambassadors from among the young competitors listed below. Each new team member will receive a \$4,000 scholarship from the association. The youth leadership team will represent IPPA at various pork promotional and educational events throughout 2016.



**Olivia Bisbee**  
Stacyville  
Mitchell Co.



**McKenna Brinning**  
Keota  
Washington Co.



**Holly Cook**  
Winthrop  
Buchanan Co.



**Kimberly Dornbier**  
Garner  
Hancock Co.



**Mitchell Juhl**  
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Grundy Co.



**Jill Kessenich**  
Le Mars  
Plymouth Co.



**Kalee Leistikow**  
Readlyn  
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**Heather Schnitker**  
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**Ashley Smeby**  
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**Michael Tupper**  
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**Angela Wilson**  
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**Emma Wilson**  
Guthrie Center  
Guthrie Co.



**Laura Yoder**  
Kalona  
Washington Co.



**Elizabeth Zuber**  
Marengo  
Iowa Co.



# 2016 Iowa Pork Congress



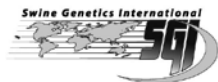
## Youth Swine Judging Contest

- Who:** 4-H, FFA students
- When:** Jan. 28, 2016
- Time:** Registration 8 a.m. - 9:30 a.m.  
Contest starts at 10 a.m.
- Where:** Pioneer Livestock Pavilion  
Iowa State Fairgrounds, Des Moines
- Classes:** 1 Keep/Cull Gilt Class  
1 Live Carcass Evaluation  
1 Market Hog Class  
1 Commercial Gilt

### Commercial Pork Production and Meat Quality

**exams:** Students will be asked to take part in two small assessments containing approximately 12 questions each. The first will focus mostly on general farm practices when it comes to pork production. The second will focus on meat quality and characteristics as they relate to pork production.

### Sponsors:



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## **February 27, 2016**

### **Hansen Ag Student Learning Center**

The *Cyclone Swine Spectacular* is an exciting event held before the ISU Block & Bridle Spring Market Hog Show that is designed for youth ages 8 to 18 who are as crazy about pigs as we are!

There will be a variety of contests and workshops to test your knowledge of the swine industry. The more you participate, the more points you will earn toward the Sweepstakes! The Sweepstakes winner in each age division will win a custom belt buckle! Each contest will have opportunities to win prizes and every participant will re-



*For more information on contest rules and prizes visit:*  
**[www.iowapork.org](http://www.iowapork.org)**



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*- Don Johnson, Vice President  
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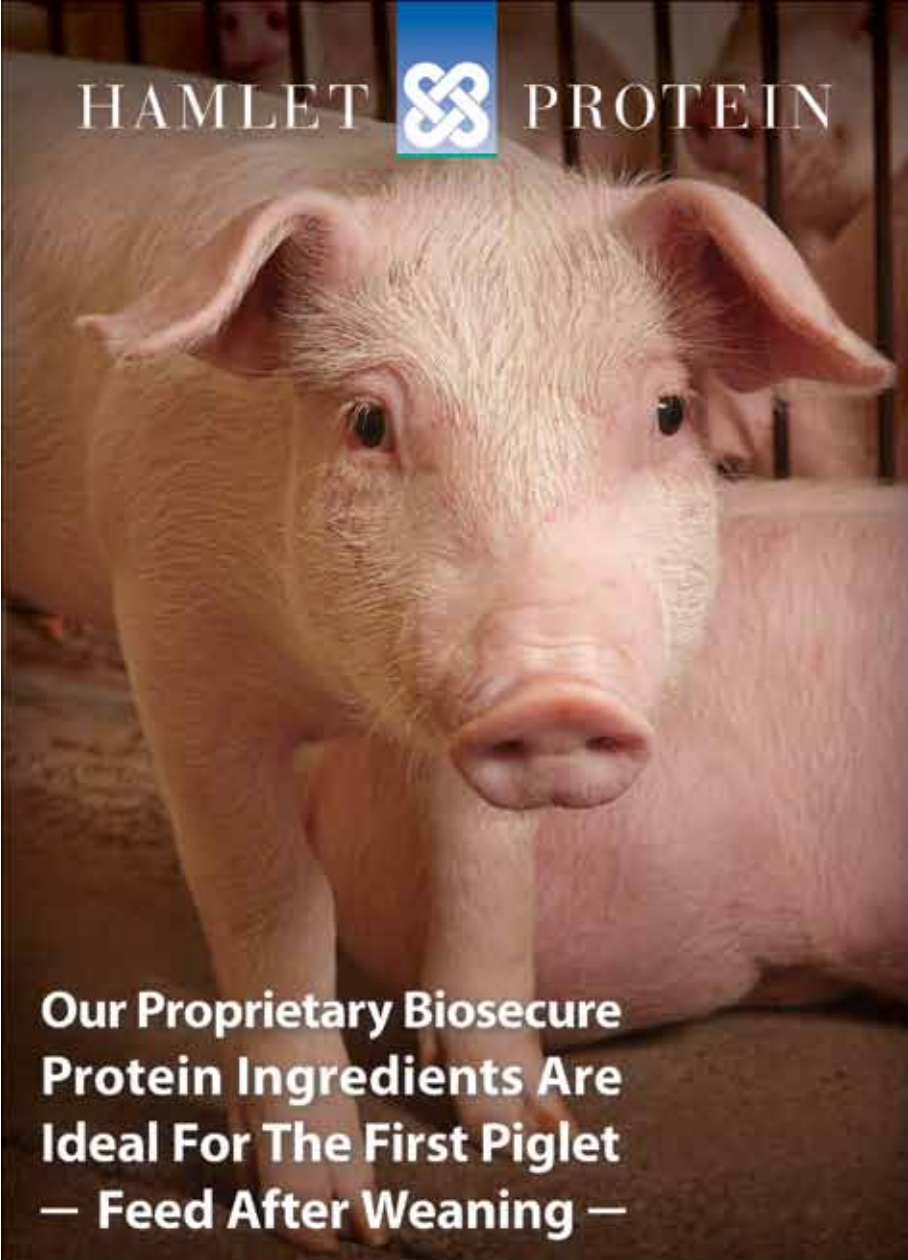


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## Using infrared cameras to measure sow temperature can lower piglet mortality

Does the sow have a high temperature and is she on her way to getting sick? This is important information – particularly when the sow has just given birth and the lives of the newborn piglets depend on her health. Researchers at Denmark's Aarhus



University have developed a method that uses an infrared camera to remotely measure the temperature of the sow more accurately. In practice, this means that any health problems around the time of farrowing could be prevented without unnecessary disturbance to the sow.

The person responsible for the development of the method is Dennis Dam Sørensen from the Aarhus Department of Animal Science. The very first thing he did in this PhD study was to map how the technique needed to be improved.

"It's very important to know the heat radiation of the skin – or the so-called emissivity – if the infrared measurements are to be converted to a body temperature," Sørensen said.

If the emissivity reading has a margin of error of just 32.09 F., this produces an error in the body temperature estimate of around 32.9 F. He took both infrared pictures of sows and measured their body temperature in the traditional way with a thermometer. By relating the infrared pictures to knowledge of the actual body temperature at the time they were taken, he could work out a set of references.

When you measure the temperature of a sow remotely, you also have to take into account air particles that can disturb the measurements. Sørensen's next step was to measure whether ammonia and dust affected the measurements. It turned out that there was an inverse relationship between the amount of ammonia and dust in the air and the temperature measured.



"This indicates that the infrared radiation from the sow was absorbed by the particles in the air, said Sørensen.


He also examined the influence of the sow's hair and the dampness of the skin on measurements. The presence of hair had no effect, but wet skin gave – perhaps not surprisingly – lower temperature readings.

"This shows that it's important to measure the temperature on dry skin if you want an accurate figure, Sørensen said. "It's also important to measure the temperature in the right place on the sow." His study showed that the best place to measure was at the root of the ear rather than the shoulder or the udder.

A cost-benefit analysis showed that the use of infrared heat measurements for measuring fevers in sows can lead to considerable savings for the farmer, particularly if the technique is used in automatic monitoring systems. The PhD study focused on sows around the time of farrowing and on the clinical health complex PPDS (Postpartum Dysgalactia Syndrome in Sows) that encompasses a number of problems in sows, such as mastitis, metritis and agalactia, or lack of milk production (MMA). Early detection of the problem using temperature measurements can save the lives of piglets and reduce the use of antibiotics.

"A systematic or automatic monitoring of all sows with an infrared camera would be very useful for detecting the sows that may have problems, and then to follow this up with a more accurate measurement with a thermometer," said Sørensen.


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1. When compared to previous formulations of the same products in Purina Animal Nutrition trials: WF007, FT142N-15, Correlation of Weaning Numbers to Finishing Productivity. Summary of data from Purina Animal Nutrition Center, August 14, 2015.



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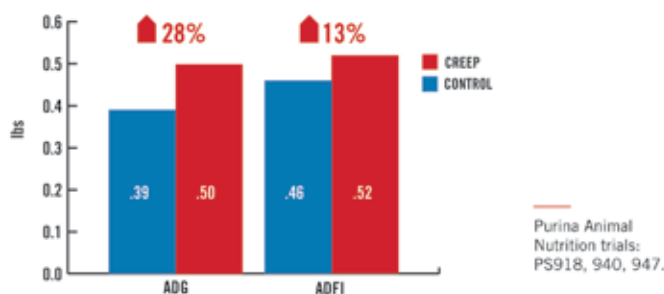
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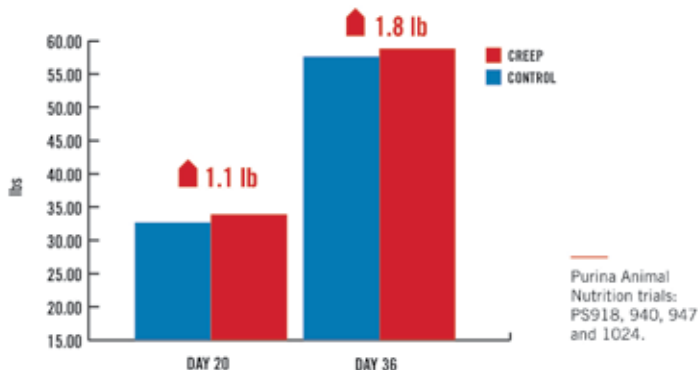
Figure 1: Introducing pigs to dry feed pre-weaning, supports gut integrity and supports immune system functioning.



EFFECT OF CREEP FEEDING ON PHASE 1 (Day 0-7) NURSERY PERFORMANCE



EFFECT OF CREEP FEEDING ON NURSERY WEIGHTS



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Offering creep feed while pigs are nursing has been shown to ease the gut transition from liquid to dry feed.<sup>1</sup>

This is because introducing pigs to dry feed stimulates the evolution of enzymes in their digestive tracts. Creep feeding stimulates the development of amylase to give the pig a head start on digesting dry feed.

If pigs aren't ready to transition to dry feed, their gut linings can become inflamed, which can lead to scours, dehydration and productivity set-backs immediately post-weaning.<sup>2</sup> Pigs that avoid digestive irritation can eat more and stay on track toward full production potential.

## CREEP FEED TO INCREASE INTAKE

In a recent Kansas State University study, 68% of the pigs fed creep became eaters pre-weaning versus 28% of the pigs fed only the sow's milk. The pigs that became eaters during pre-weaning then gained 6.2% better ( $P < 0.01$ ) and had greater average daily feed intake ( $P < 0.002$ ) post-weaning than non-eaters. Also, eaters had improved post-weaning feed intake, average daily gain, body weight uniformity and reduced post-wean lag.<sup>3</sup>

Similar performance benefits were measured in trials at the Purina® Animal Nutrition Center.

In these feed trials, data collected about creep-fed pigs indicated early and sustained gains in the nursery compared to pigs that weren't creep fed. Creep feeding resulted in 28% higher average daily gains and 13% higher average daily feed intake during the first week after weaning as compared to pigs not offered creep.<sup>4</sup>

These advantages were maintained throughout the nursery. As compared to pigs not offered creep, data suggests pigs provided creep feed were 1.1 pound heavier at 20 days post-weaning and 1.8 pound heavier at day 36.<sup>5</sup>

To learn more, contact your Purina® Animal Nutrition representative or visit [www.progresstoprofit.com](http://www.progresstoprofit.com).

1. "Immunity and Gastrointestinal Function of Weaning Pigs," Purina Animal Nutrition website, accessed Sept. 24, 2015.  
2. Gadd, John. "Aspects of creep feeding not to ignore." PigProgress. Web. 5 Nov. 2015. <http://www.pigprogress.net/SpecialFocus/Piglet-Feeding/Aspects-of-creep-feeding-not-to-ignore>.  
3. R. C. Sulabo, M.D. Tokach, J.R. Bergstrom, J. M. DeRouchey, R. D. Goodband, S. S. Dritz, and J. L. Nislesen. 2009. Effects of Creep Diet Complexity on Individual Consumption Characteristics and Growth Performance of Neonatal and Weaning Pigs. Kansas State University, Agricultural Experiment Station and Cooperative Extension Service, Swine Day 2009 Report.

4. Purina Animal Nutrition trial: PS1041.  
5. Purina Animal Nutrition trials: PS918, 940, 947.  
6. Summation of Purina Animal Nutrition trials: PS1041, PS1035, WFO06, WFO07, FT142N-15 and PMI Nursery-Grower Transition Pak research.



PROGRESS TO PROFIT™

# New development in PRRS battle ‘encouraging’

A team of University of Missouri, Kansas State University and Genus, plc, researchers has bred pigs that are resistant to Porcine Reproductive and Respiratory Syndrome and the early-stage results of this research are promising.

PRRS was first detected in the U.S. in 1987. It has plagued U.S. pig farmers since and costs the industry more than \$660 million annually.

“Once inside the pigs, PRRS needs some help to spread; it gets that help from a protein called CD163,” said Randall Prather, distinguished professor of animal sciences in the U. of Missouri College of Agriculture, Food and Natural Resources. “We were able to breed a litter of pigs that do not produce this protein, and as a result, the virus doesn’t spread. When we exposed the pigs to PRRS, they did not get sick and continued to gain weight normally.”

“It’s certainly an encouraging sign that we might be able to confer some innate genetic resistance to infection, but a lot has to happen between now and then,” said Iowa Pork Producers Association SE Region Director Mike Paustian, a hog farmer from Walcott who also holds a doctorate in microbiology. “I think we’re a long ways from bringing production animals to market on this.”

Pigs that contract the disease have extreme difficulty reproducing, don’t gain weight and have a high mortality rate. To date, no vaccine has been effective.

“It’s a very exciting development in that this is the first time where an intervention for PRRS completely prevented infection when PRRS-naïve pigs were experimentally challenged with the PRRS virus and there was no evidence that the pig was infected with PRRS,” said Dr. Chris Rademacher, Iowa State University Extension swine veterinarian.

The University of Missouri has signed an exclusive global licensing deal for potential future commercialization of virus-resistant pigs with Genus, plc. If the development stage is successful, the commercial partner will seek any necessary approvals and registration from governments before a wider market release.

“The demonstration of genetic resistance to the PRRS virus by gene editing is a potential game changer for

the pork industry,” said Jonathan Lightner, Genus chief scientific officer and research and development head. “There are several critical challenges ahead as we develop and commercialize this technology.”

“At the end of our study, we had been able to make pigs that are resistant to an incurable, untreatable disease,” said Kevin Wells, co-author of the study and assistant professor of animal sciences at MU. “This discovery could save the swine industry hundreds of millions of dollars every year. It also could have an impact on how we address other substantial diseases in other species.”

“The technology, while promising, is at least five years and probably longer away from becoming a reality in commercial swine production,” Rademacher added.

Genus plc, the U.S. Department of Agriculture and University of Missouri’s Food for the 21st Century Program provided funds for the research.



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# Search for nation's best pig farmer is on

The Pork Checkoff began the search for the next America's Pig Farmer of the Year<sup>SM</sup> on Jan. 1 and pork producers are encouraged to apply for this high-profile pork industry spokesperson role.

Nominations are now being accepted at [www.americaspigfarmer.com](http://www.americaspigfarmer.com). Anyone can provide contact information for a pig farmer they think should apply and the Checkoff will contact the producer with application information.

Producers can begin applying for the award on Feb. 1 at [www.americaspigfarmer.com](http://www.americaspigfarmer.com). Applications will be accepted through March 13.

The Checkoff has made some program improvements for 2016. The application time frame is earlier in the year to avoid conflicts with planting season. The online application is much shorter and easier to complete and only three farm photos are required and can be uploaded with the application.

The National Pork Board created the America's Pig Farmer of the Year award to recognize the best of the best in pig farming.

Tipton, Indiana, pig farmer Keith Schoettmer was the recipient of the 2015 award and continues to be featured in news stories,

television and radio interviews, online and in print, as well as on [porkcares.org](http://porkcares.org).



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# Survey finds Iowans gaining confidence in farm practices

Iowans' confidence in farmers and how they farm endures according to the Iowa Food & Family Project's annual Consumer Pulse Poll.

The November survey asked 351 Iowans about their opinions regarding a variety of food and farming topics. The majority of respondents was female, affluent, highly educated and make the majority of their household's food purchases.

Now in its fourth year, the survey showed continued improvement in how food-minded Iowans perceive today's farming practices, their knowledge of how food is grown and self-assessed interest in learning more about what farmers do.

Eighty-four percent have a positive impression of farming, the highest in the survey's history.

Nearly three-quarters of respondents ranked farmers as doing a good to great job in caring for their livestock.

More than half (56%) ranked farmers near the top on a five-point rating scale when asked about their commitment to animal care, environmental stewardship and overall impression of the job farmers do.

"These results are a testament to the fact that people know and trust farmers," said Shannon Latham, vice president of Latham Seeds who also blogs frequently about food and farming topics. "Despite the media spotlight on the ag industry this past year, consumers continue to recognize Iowa farmers' dedication to producing safe food and protecting our natural resources."

Three-quarters of the respondents find food labels helpful, up from 46 percent two years ago. Among the food labels viewed most positively by consumers: "local" ranks highest (65%), followed by "hormone-free" (45%) and "antibiotic-free" (40%). Labels declining in consumer support are "GMO-free" (28%), "organic" (25%) and "natural" (22%).

The survey's margin of error was 5.2 percent.

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# October pork exports show improvement in down year

October pork exports show improvement in down year U.S. pork exports in October edged higher than the previous month, but were still down from a year ago, according to data released by USDA and compiled in early December by the U.S. Meat Export Federation.

Pork exports were down 3 percent year-over-year in volume to 177,191 metric tons (mt), and fell 21 percent in value to \$447.8 million, reflecting lower global pork prices. Through the first 10 months of the year, exports were down 4 percent in volume (1.76 million mt) and were 17 percent lower in value (\$4.65 billion).

Similar to the previous two months, pork muscle cut exports improved significantly year-over-year in October, increasing 8 percent to 141,923 mt. But the total results were again held back by weak variety meat exports, which fell 31 percent to 35,268 mt (see editor's note below).

October pork exports to Mexico edged slightly lower than a year ago, but remained strong at 59,766 mt. Exports to Canada improved 2 percent year-over-year in volume (16,689 mt) in October, while value fell 15 percent to \$62.9 million.

October exports to China/Hong Kong improved from last year's low levels, posting the largest volume (32,899 mt,

up 23 percent) since early 2014, while export value was down 3 percent to \$64.3 million. October exports also trended higher for the Philippines (4,724 mt, up 73%), Australia (3,575 mt, up 62%), the Caribbean (3,619 mt, up 15%) and Taiwan (2,162 mt, up 123%), albeit from very low levels last year.

Pork demand remains sluggish in leading-value market Japan, with October exports down 10 percent from a year ago in volume (29,849 mt) and value falling 45 percent to \$117.2 million.

January-October exports accounted for 24 percent of total pork production and 21 percent for muscle cuts only, down from 27 percent and 22

percent, respectively, during the same period in 2014. Export value per head slaughtered averaged \$48.84, down 23 percent year-over-year.

#### NOTES:

Source: USDA/FAS (includes exports and sales of whole muscle cuts). Percent change is compared to the previous four-week average, unless otherwise noted. Export is defined as an actual shipment from the U.S. to a foreign country. Export sale is defined as a transaction entered into between a reporting exporter and a foreign buyer. Sales can be cancelled or adjusted in following weeks, thus "net" sales are reported as the difference between new sales and any cancellations or adjustments.

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# Congress repeals 'COOL' meat labeling provision

With the Dec. 18 passage of a fiscal 2016 catch-all federal spending bill that included repeal of the meat labeling provision of the U.S. Country of Origin Labeling law, the United States avoided harmful retaliation from its two biggest trading partners.

The National Pork Producers Council, which had earlier drafted and sent to congressional lawmakers a letter signed by 248 other organizations urging labeling repeal, welcomed the move.

Canada and Mexico brought cases against COOL to the World Trade Organization, which ruled that it violated U.S. international trade obligations, discriminating against Canadian and Mexican livestock sent to the United States to be fed out and processed. The decision authorized Canada and Mexico to put retaliatory tariffs on U.S. goods going to those countries – the No. 1 and No. 2 U.S. export markets. The WTO set the retaliation level at \$1 billion annually.

Congress approved the so-called omnibus bill with language repealing the labeling provision for beef and pork, thus avoiding retaliation. The Senate and House Agriculture Committee chairmen, Sen. Pat Roberts, R-Kan., and Rep. Michael Conaway, R-Texas, were instrumental in getting the repeal language added to the spending measure.

"America's pork producers are grateful that lawmakers, particularly Chairman Roberts and Chairman Conaway, recognized the economic harm we faced from retaliation because of the WTO-illegal COOL law," said NPPC President Dr. Ron Prestage, a veterinarian and pork producer from Camden, S.C. "I know tariffs on U.S. pork would have been devastating to me and other pork producers."

According to Iowa State University economist Dermot Hayes, the average U.S. pork producer currently is losing money on each hog marketed, and those losses would have been exacerbated significantly under retaliation from Canada and Mexico.

The COOL statute requires meat to be labeled with the country where the animal from which it was derived was born, raised and harvested. (It also applies to fish, shellfish, fresh and frozen fruits and vegetables and certain nuts.)



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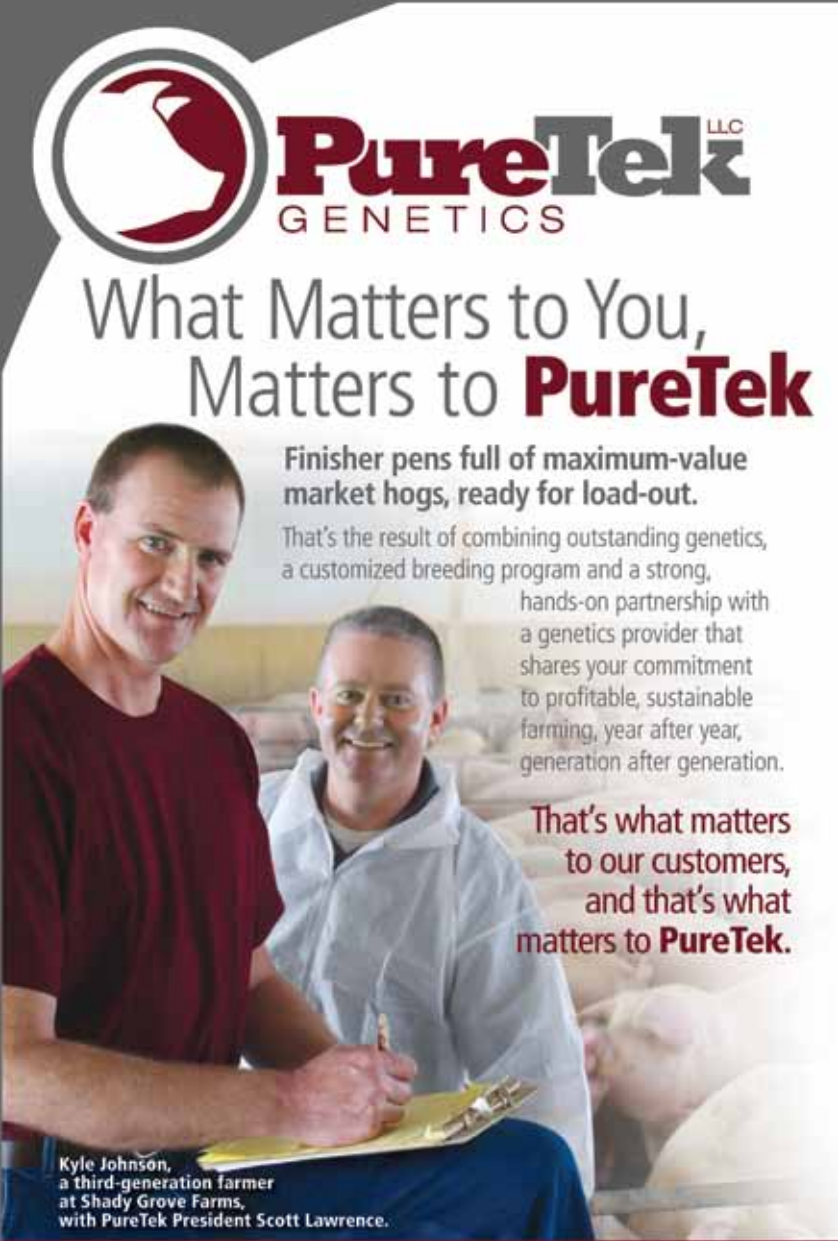
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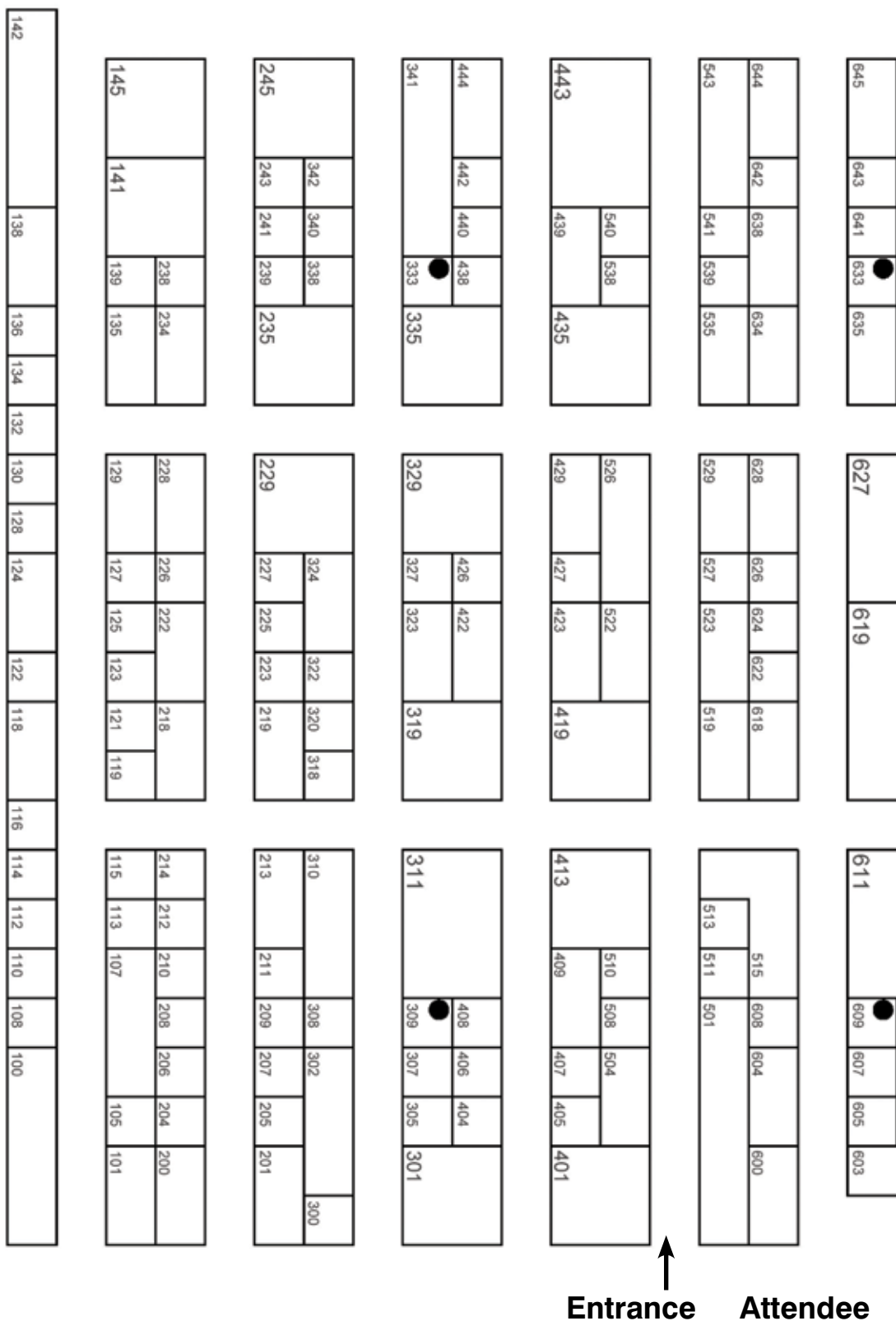
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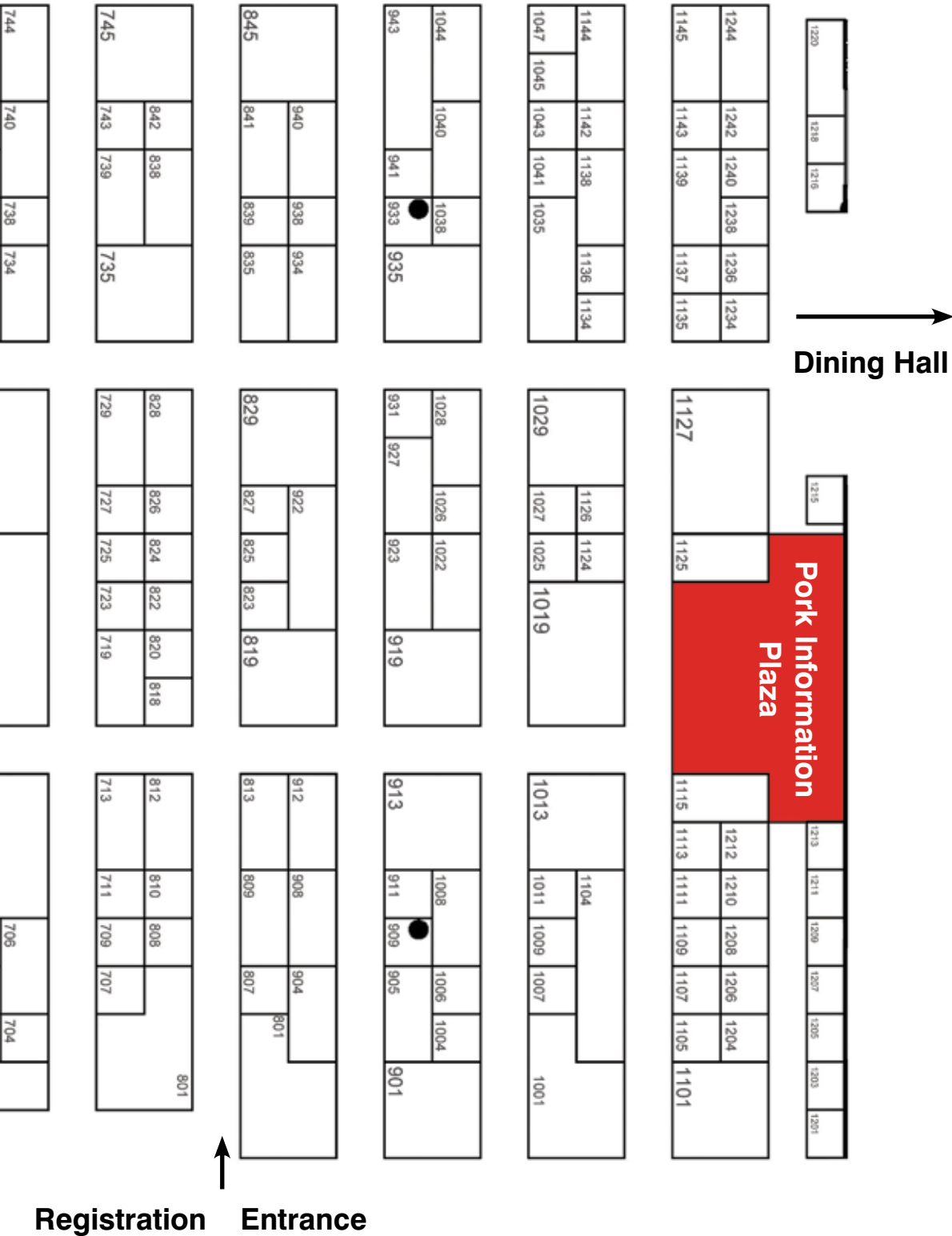


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<sup>1</sup> Guidance for Industry No. 213, December 2013, U.S. Food and Drug Administration Center for Veterinary Medicine.

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