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Official IPPA Annual Meeting agenda	4
IPPA President's Welcome	5
Pork Congress facts	6
2017 Seminar and Event Schedule	8
IPPA Snapshot	10
Iowa Pork Industry Center News	12
Iowa Ag Literacy Foundation News	14
Special Pork Congress events and attractions	16
IPPA makes way for more Pork Congress exhibitors	18
Sixteen awards to be presented by IPPA.	20
IPPA set to announce state's top environmental steward.	21
2017 Iowa Pork Congress seminar schedule	22
Changes mark the 31st Taste of Elegance	24
Three ways to pave a path to optimal swine nursery performance	26
2017 IPPA Swine Spectacular	28
2017 Iowa Pork Congress seminars	30
IPPA, SwineCast partnership continues	34
New Product Showcase	36
2017 Iowa Pork Regional Conferences preview	40
IPPA to invite consumers to "Dine on Us"	42
U.S. pork industry committed to 'One Health' approach	44
Your 2017 Youth Leadership Team candidates	46
Youth Swine Judging Contest	47
Pork industry well represented in annual ISU awards	48
Hogberg honored for leadership in animal agriculture.	50
Northey requests \$500,000 for emergency animal disease preparation	52
ISU seeking state help in funding new VDL.	54
IPPA president addresses Chinese pork producers	56
October exports reach best volume since 2014	58
New ISU Extension swine specialist feels right at home	60
Pork Checkoff addresses growing pork supply	61
Thank you to Pork Congress sponsors	62
Alphabetical exhibitor listing	66
Tradeshow floorplan	82
Des Moines skywalk and parking map	84
Advertiser's Directory	85
Producers' Market	86



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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

2017 Iowa Pork Producers Association Annual Meeting

The Annual Meeting of the Iowa Pork Producers Association will be held at 10 a.m. Tuesday, Jan. 24, 2017, 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

2016 Annual Meeting Minutes

2016 Financial Report

Announcements and Agenda

President's "State of the Association" Address

County and Member Resolutions

2016 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.

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Welcome from the president



Al Wulfekuhle,
IPPA President

On behalf of the Iowa Pork Producers Association Board of Directors and staff, I welcome you to the 2017 Iowa Pork Congress. This is our 45th convention and tradeshow and it seems like the show just keeps getting bigger and better every year.

The tradeshow's popularity with companies who market to pork producers has never been greater and we've taken steps this year to expand and give you more options to consider. The area known as the Pork Information Plaza has been relocated to Hall "A" immediately north of the main tradeshow floor at the Iowa Events Center. IPPA, the Pork Checkoff, the National Pork Producers Council, the Coalition to Support Iowa's Farmers, Iowa State University and several other organizations are changing locations to allow for more commercial exhibitors.

Continued strong attendance by producers from Iowa and around the Midwest has made this expansion possible. We thank the companies who exhibit with us year after year and are pleased that we can bring new companies into the show.

The tradeshow is always a major draw for attendees, but the seminars also are extremely popular and well attended. IPPA staff has scheduled another strong lineup of offerings this year with equally impressive speakers and I believe you will find these sessions timely and informative.

Margin management, the Veterinary Feed Directive and swine health trends are just a few of the topics being covered in the 10 seminars scheduled. Dr. Chris Rademacher, Pat Von Tersch and Dr. Rodger Main are among the expert presenters. Several producers also will provide personal perspective in some of the seminars.

Dr. Lowell Catlett believes this is the best time to be in agriculture, but there are five trends that he feels will make it even better. Dr. Catlett will provide a thought-provoking keynote presentation that will both inspire and entertain. He's an exciting futurist you will want to hear at 2:15 p.m. on Jan. 25.

With all of the activities held each year, you could easily spend most of the week with us. It all starts on Monday, Jan. 23, with the annual Taste of Elegance reception. The IPPA Annual Meeting and Pork Congress Kickoff Reception and Auction will follow on Tuesday. We will hold the annual awards banquet on Jan. 25 and the 9th annual Youth Swine Judging contest will be held on Jan. 26 at the Iowa State Fairgrounds.

We're happy to offer Pork Congress each year and are excited about the 2017 version. I invite you to take advantage of as many of the activities and seminars as possible. Pork Congress is a great place to learn and share ideas and it's our hope that you gain new insights and knowledge of pork production that will enable you to become even more successful in the industry.

Enjoy the show!

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

Al Wulfekuhle
IPPA President

Iowa Pork Congress Facts

2017 Iowa Pork Congress
Jan. 25-26

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

Wednesday, Jan. 25 - 9 a.m. - 5 p.m.
Thursday, Jan. 26 - 9 a.m. - 4 p.m.

- This is the 45th 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 2016 Iowa Pork Congress attracted 4,987 people from Iowa and around the Midwest.
- The sold-out tradeshow features nearly 300 Iowa, national and international companies that 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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2017 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. 23

6 p.m. **Taste of Elegance Reception (Invitation Only)** – CCCU Convention Center, meeting room level

Tuesday, Jan. 24

10 a.m. **Iowa Pork Producers Association 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. 25

9 a.m. – 5 p.m. **Tradeshow** – Hy-Vee Hall, Hall A-C

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 – VFDs Are Here, What Have You Done?** – Dr. Chris Rademacher, Dr. Paul Thomas and Jeff Verzal – Hy-Vee Hall, lower level, rooms 107 & 108

12:30 p.m. – 2 p.m. **Seminar – Manure Nutrient Utilization & Water Quality** – Dr. Dan Andersen, Rick Juchems - Hy-Vee Hall, lower level, rooms 105 & 106

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 – Best Time Ever To Be In Agriculture** – Dr. Lowell B. Catlett - 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 4th floor pre-function area – *Presented by Alltech*

6 p.m. – 9 p.m. **Iowa Pork Congress Banquet** – CCCU Convention Center Grand Ballroom

9 p.m. **Iowa Pork Congress Dessert Social** – CCCU Convention Center 4th floor pre-function area – *Presented by Zoetis*

Thursday, Jan. 26

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, Hall A-C

9:15 a.m. – 10:15 a.m. **Seminar – Evaluation of Antibiotic Alternatives for Nursery Pigs** – Dr. Nick Gabler - Hy-Vee Hall, lower level, rooms 107 & 108

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

10:30 a.m. – Noon **Seminar – Managing Margins in Market Downturns** – Ron Durre, Pat Von Tersch, and Al Wulfekuhle - Hy-Vee Hall, lower level, rooms 105 & 106

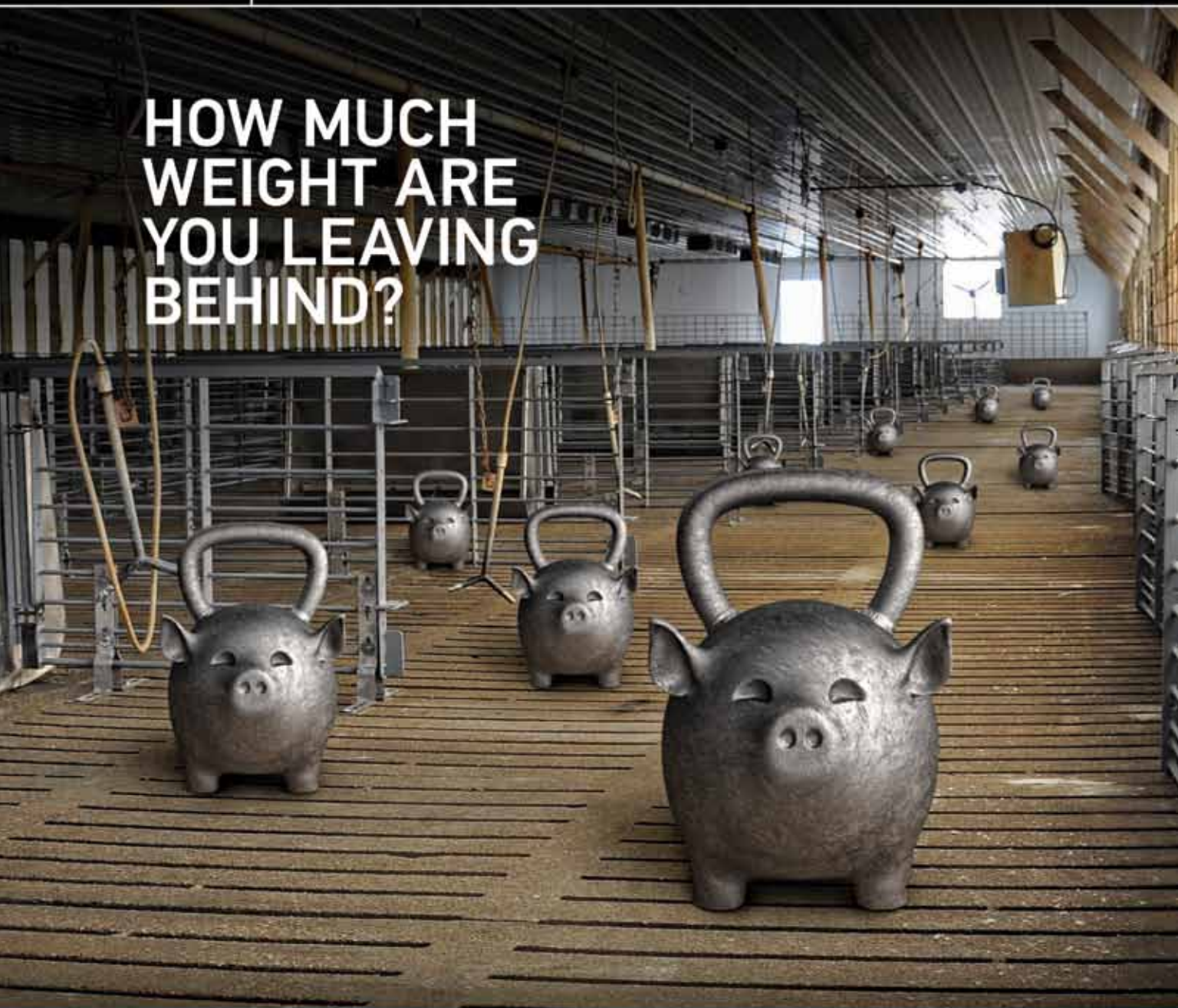
12:15 p.m. – 1:15 p.m. **Seminar – The Consumer Connection: A Producer Perspective** – Cristen Clark, Jarrod Bakker, Gary Sovereign - Hy-Vee Hall, lower level, rooms 107 & 108

1:30 p.m. – 3 p.m. **Seminar – Swine Health Trends: Iowa State Veterinary Diagnostic Lab** – Dr. Rodger Main, Dr. Pablo Pineyro - Hy-Vee Hall, lower level, rooms 105 & 106

3 p.m. – 4 p.m. **Seminar Opportunities Abound: A Toolbox for Beginning Farmers** – Colin Johnson, Dr. William Edwards – Hy-Vee Hall, lower level, rooms 107 & 108

4 p.m. **Convention Concludes**

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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



4,300
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
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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

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Headlines Newsletter
E-Newsletters
www.iowapork.org
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News Releases
Editorials
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Research



Pit Foaming
MRSA
PEDV
Swine Housing
Heat Stress
Air Quality

Marketing/ Programs

Taste of Elegance
Iowa Pork Tent
Best Breaded Pork Tenderloin Contest



Youth



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

Public Policy



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Regulatory Rule-making
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Grassroots Involvement



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Veterinary Feed Directive - Resources and FAQ for pork producers

Effective Jan. 1, the U.S. Food and Drug Administration enacted a new set of guidelines to modify the use of antibiotics in all livestock species. These regulations, requiring the use of a Veterinary Feed Directive (VFD), are intended to ensure judicious use of antibiotics deemed to be important for human use. By now, pork producers should have contacted their veterinarians to set up a VFD for each medically important antibiotic they want to use for treatment, control or prevention of bacterial swine disease.

The Iowa Pork Industry Center has assembled an online collection of resources to help pork producers and their veterinarians. You can access these resources at <https://www.ipic.iastate.edu/vfd.html>. Because we know there are still questions concerning specifics about the VFD and prescription process, we address some of these in a Q&A scenario document (<https://www.ipic.iastate.edu/info/VFDfaq.pdf>).


Here are some common questions we get about VFDs and related topics:

- How often will my veterinarian have to visit to establish a VCPR?
- If I use two or more pulses of medicated feed for the same group of animals, can you still do this?
- How do water soluble antibiotics fit into this picture?
- Who needs to retain the feed distribution records that tie back to each VFD?
- If I grind my own feed, what do I need to do?
- How do VFD records have to be stored?



- What is the difference between a “letter of intent to distribute” and a “letter of acknowledgement?”
- How close do I need to get to the label on duration of feeding?

In addition to using the resources on the IPIC website, consider attending the VFD seminar at Iowa Pork Congress: “VFDs Are Here, What Have You Done?” It’s set for Wednesday, Jan. 25, from 10:45 a.m. to noon in the lower level of Hy-Vee Hall. Presenters at this session include ISU Extension swine veterinarian Chris Rademacher and Jeff Verzal with the Iowa Department of Agriculture and Land Stewardship. Take this opportunity to learn more about audits for FDA and what to expect at an audit of your operation.

A photograph of two men, Bill and Jeff Jesina, standing in a golden field under a blue sky with clouds. Bill is on the left, wearing a denim jacket and a baseball cap. Jeff is on the right, wearing a red hoodie. Both are smiling.

Bill & Jeff Jesina

Bill & Jeff Jesina
Fork & Grain Producers
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Iowa Agriculture Literacy Foundation



Teaching pork production to lower elementary students

In 2014, the National Agriculture in the Classroom organization adopted a series of grade level benchmarks titled the National Agriculture Literacy Outcomes. These benchmarks help guide teachers to know what types of agriculture they should be teaching at specific grade levels. Education is progressive and students need to build on prior knowledge.

For kindergarteners through second graders, learning about agriculture can help set the groundwork for their later studies in science and social studies. Specifically, students should learn about the lifecycles of plants and animals. This includes the birth of piglets, weaning, maturation and ultimately, marketing swine for meat products. Students at this age also should be able to identify animals involved in production agriculture and how they are used.

At this age level, it is appropriate to conduct show-and-tell with the students by bringing in a variety of pork products and by-products and have them connect the

product with the source – the pig. Teachers can use common products like bacon, sausage and ham. They can use other products that the students might not associate with pigs like violin strings, bone china, pet food, linoleum and others.

Lower elementary students also study the food that animals eat and how it is different (or similar) to human food. Teachers can showcase corn and soybeans as the bulk of the pig's diet and connect that to the primary crops grown in Iowa. Students should learn about natural resources and how farmers can help protect those natural resources. Students should be able to identify types of animals found on farms and compare them with animals found in the wild.

Lesson plans and other resources to help teach these concepts can be found on the Iowa Agriculture Literacy Foundation website or the National Agriculture in the Classroom website.

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Special Events and Attractions



Kickoff Reception & Auction

Tuesday, Jan. 24, 5 p.m.
Community Choice
CU Convention Center,
skywalk level, rooms
316-320

Is there any better way to get ready for Pork

Congress than the Iowa Pork Foundation's Kickoff Reception and Auction? We'll be raising money for student scholarships in a live auction of 33 donated items and you don't want to miss the fun. It's an enjoyable evening and we will provide a free pork buffet and cocktails. We'll also recognize the 2016 scholarship winners.



Keynote Presentation – Dr. Lowell Catlett

Wednesday, Jan. 25, 2:15 –
Hy-Vee Hall, lower level,
rooms 107 & 108

Dr. Lowell Catlett believes this is the best time to be in agriculture, but there are five trends that he feels will make it even better.

Dr. Catlett will provide a thought-provoking keynote presentation that will both inspire and entertain at the 2017 Iowa Pork Congress. He's an exciting futurist you will want to hear.



Producer Recognition Reception

Presented by Alltech
Wednesday, Jan. 25,
4 p.m.
Community Choice CU
Convention Center, 4th
floor pre-function area

Help us recognize producers and other stakeholders for their grassroots public policy fundraising efforts and industry leadership at this late afternoon reception. Several state lawmakers will attend to give you a chance to discuss public policy with our elected officials. Free cocktails and hors d'oeuvres will be served.



Banquet

Wednesday, Jan. 25,
6 p.m.
Community Choice
CU Convention
Center, grand
ballroom

Please join us in meeting and

honoring the newest class of Master Pork Producers, the Pork All American, Master Seedstock Producer, Master Pork Partner and the Honorary Master Pork Producer at this formal banquet. IPPA will introduce the 2017 Iowa Pork Queen and Youth Pork Ambassadors who will form the new Iowa Pork Youth Leadership Team. This ticketed event features a delicious pork dinner.



Dessert Social

Presented by Zoetis.
Wednesday, Jan. 25,
9 p.m.
Community Choice
CU Convention
Center, 4th floor
pre-function area

After attending the banquet and enjoying a wonderful pork entrée, you will likely need some dessert! And, do we have the desserts. You will have a wide assortment of mouth-watering choices to help satisfy your sweet tooth. You can enjoy an after-dinner drink and get to know the new IPPA president and Youth Leadership Team.



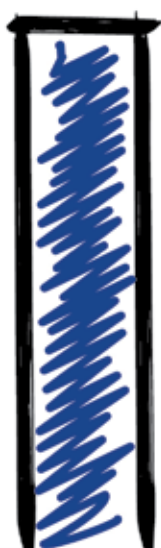
Youth Swine Judging Contest

Thursday, Jan. 26,
8 a.m. – 1 p.m.
Livestock Pavilion,
Iowa State
Fairgrounds

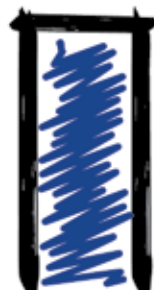
IPPA will hold the 9th annual Youth Swine Judging Contest and all Iowa 4-H and FFA members are invited to participate. Students can learn more about the pork industry, test their judging skills, earn valuable college scholarships and visit the Iowa Pork Congress tradeshow after the contest.

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IPPA makes way for more Iowa Pork Congress exhibitors

The Iowa Pork Producers Association's booth will be in a different location at the 2017 Iowa Pork Congress.

The "Pork Information Plaza" is moving into Hy-Vee Hall's Hall "A" at the Iowa Events Center from the north end of the main tradeshow floor. The space also will house the dining hall.

IPPA, the Pork Checkoff, the National Pork Producers Council, the Coalition to Support Iowa's Farmers, Iowa State University and a host of other partner organizations are changing locations to allow additional commercial exhibitors into the Hy-Vee Hall tradeshow.

"We've had a number of companies on a waiting list and felt this was a good time to expand the tradeshow floor and give producers even more options to consider," said Doug Fricke, tradeshow marketing manager. "We're pleased that so many companies have interest in the Iowa Pork Congress and it's because of the great attendance by producers from Iowa and across the Midwest."

The Pork Information Plaza will offer information and marketing and educational resources and IPPA leadership will be available to visit with attendees about the association and its various programs and services. The association also will be handing out free sharps disposable containers to those who complete the IPPA Producer Education survey that can be found in the Pork Congress program.



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INDICATIONS
Swine
DRAXXIN 25 Injectable Solution is indicated for the treatment of swine respiratory disease (SRD) associated with *Actinobacillus pleuropneumoniae*, *Pasteurella multocida*, *Bordetella bronchiseptica*, *Haemophilus parasuis*, and *Mycoplasma hyopneumoniae*; and for the control of SRD associated with *Actinobacillus pleuropneumoniae*, *Pasteurella multocida*, and *Mycoplasma hyopneumoniae* in groups of pigs where SRD has been diagnosed.
Suckling Calves, Dairy Calves, and Veal Calves
BRD • DRAXXIN 25 Injectable Solution is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis*.

DOSEAGE AND ADMINISTRATION
Swine
Inject intramuscularly as a single dose in the neck at a dosage of 2.5 mg/kg (1 mL/22 lb) body weight (BW). Do not inject more than 4 mL per injection site.

Table 1. DRAXXIN 25 Swine Dosing Guide (25 mg/mL)

Animal Weight (Pounds)	Dose Volume (mL)
10	0.5
15	0.7
20	0.9
25	1.1
30	1.4
50	2.3
70	3.2
90	4.0

Calves
Inject subcutaneously as a single dose in the neck at a dosage of 2.5 mg/kg (1 mL/22 lb) body weight (BW). Do not inject more than 11.5 mL per injection site.

Table 2. DRAXXIN 25 Calf Dosing Guide (25 mg/mL)

Animal Weight (Pounds)	Dose Volume (mL)
50	2.3
75	3.4
100	4.5
150	7.0
200	9.0
250	11.5

CONTRAINDICATIONS
The use of DRAXXIN 25 Injectable Solution is contraindicated in animals previously found to be hypersensitive to the drug.

WARNINGS
FOR USE IN ANIMALS ONLY.
NOT FOR HUMAN USE.
KEEP OUT OF REACH OF CHILDREN.
NOT FOR USE IN CHICKENS OR TURKEYS.

RESIDUE WARNINGS
Swine
Swine intended for human consumption must not be slaughtered within 5 days from the last treatment.
Calves
Calves intended for human consumption must not be slaughtered within 22 days from the last treatment with DRAXXIN 25 Injectable Solution. This drug is not for use in ruminating cattle.

PRECAUTIONS
Swine
The effects of Draxxin 25 Injectable Solution on porcine reproductive performance, pregnancy, and lactation have not been determined. Intramuscular injection can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter.
Cattle
The effects of Draxxin 25 Injectable Solution on bovine reproductive performance, pregnancy, and lactation have not been determined. Subcutaneous injection can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter.

ADVERSE REACTIONS
Swine
In one field study, one out of 40 pigs treated with DRAXXIN Injectable Solution (100 mg/mL) at 2.5 mg/kg BW exhibited mild salivation that resolved in less than four hours.
Calves
In one BRD field study, two calves treated with DRAXXIN Injectable Solution (100 mg/mL) at 2.5 mg/kg BW exhibited transient hypersalivation. One of these calves also exhibited transient dyspnea, which may have been related to pneumonia.

Post Approval Experience
The following adverse events are based on post approval adverse drug experience reporting for DRAXXIN Injectable Solution (100 mg/mL). Not all adverse events are reported to the FDA CVM. It is not always possible to reliably estimate the adverse event frequency or establish a causal relationship to product exposure using these data. The following adverse events are listed in decreasing order of reporting frequency in cattle: Injection site reactions and anaphylaxis/anaphylactoid reactions. For a complete listing of adverse reactions for DRAXXIN Injectable Solution or DRAXXIN 25 Injectable Solution reported to the CVM see: <http://www.fda.gov/AnimalVeterinary>.
NADA 141-349, Approved by FDA

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To report a suspected adverse reaction or to request a safety data sheet call 1-888-963-8471. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or online at <http://www.fda.gov/AnimalVeterinary/SafetyHealth>. For additional DRAXXIN 25 product information call: 1-888-DRAXXIN or go to www.DRAXXIN.com

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To learn more about how you can protect your small pigs, speak with your Zoetis representative or visit www.DRAXXIN.com.

Important Safety Information

Withdraw DRAXXIN/DRAXXIN 25 five (5) days prior to slaughter in swine.
Do not use in animals known to be hypersensitive to the product.

See full Prescribing Information on the next page.

Sixteen awards to be presented by IPPA



The Iowa Pork Producers Association has been honoring pork producers for outstanding production for decades and it will be proud to present 16 more awards at the 2017 Iowa Pork Congress in Des Moines on Jan. 25.

IPPA will recognize the 75th class of Master Pork Producers and introduce the Master Pork Partners, the Pork All-American, the Master Seedstock Producer and an Honorary Master Pork Producer at the Iowa Pork Congress Banquet.

Site visits were completed this fall and nine producers will be named Master Pork Producers. 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.

Three individuals will receive the Master Pork Partner Award. This award was created in 2014 to recognize 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.

The 2016 Pork All-American Award will be presented to a

young producer who is recognized as a successful and dedicated businessperson and a community leader.

The Iowa Purebred Swine Council will name the winner of its Master Seedstock Producer Award for 2016. 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, an individual who has 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 in advance from IPPA.

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IPPA set to announce state's top environmental steward



Environmental stewardship continues to be a critical public relations issue for the Iowa pork industry and producers' efforts to protect our natural resources have never been more important. The efforts of producers who go above and beyond doing what's right in protecting the environment is what continues to inspire the Iowa Pork Producers Association to select a producer each year for its Environmental Steward Award.

IPPA will present the award to one deserving pork producer during the Iowa Pork Congress Banquet at the Veterans' Memorial Community Choice Credit Union Convention Center on Jan. 25 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.

The association named Joel and Laura Huber of Wellman as the winners of the 2015 Environmental Steward Award.



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2017 Iowa Pork Congress Seminar Schedule

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

Wednesday, Jan. 25

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
- **VFDs Are Here, What Have You Done?**
Dr. Chris Rademacher - Iowa State University
Jeff Verzal – Iowa Department of Agriculture & Land Stewardship
Dr. Paul Thomas – AMVC
10:45 a.m. – Noon
Hy-Vee Hall, lower level, rooms 107 & 108
- **Manure Nutrient Utilization & Water Quality**
Dr. Dan Andersen – Iowa State University
Rick Juchems – Iowa pork producer
12:30 p.m. – 2 p.m.
Hy-Vee Hall, lower level, rooms 105 & 106
- **Keynote Presentation - Best Time Ever to Be in Agriculture**
Dr. Lowell B. Catlett, professor emeritus – New Mexico State University
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.
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**
Mark Storlie - Iowa State University Extension & Outreach
10 a.m. – 12:30 p.m.
Hy-Vee Hall, lower level, room 103
- **Transport Quality Assurance certification**
Dave Stender - Iowa State University Extension & Outreach
1 p.m. – 3:30 p.m.
Hy-Vee Hall, lower level, room 103

Thursday, Jan. 26

Seminars

- **Evaluation of Antibiotic Alternatives for Nursery Pigs**
Dr. Nick Gabler – Iowa State University
9:15 a.m. – 10:15 a.m.
Hy-Vee Hall, lower level, rooms 107 & 108
- **Managing Margins in Market Downturns**
Ron Durre – Farm Credit Services of America
Pat Von Tersch – Professional Ag Marketing
Al Wulfekuhle – Iowa pork producer
10:30 a.m. – Noon
Hy-Vee Hall, lower level, rooms 105 & 106
- **The Consumer Connection: A Producer Perspective**
Cristen Clark – Iowa pork producer & food blogger
Jarrod Bakker – Iowa pork producer
Gary Sovereign – Iowa pork producer
12:30 p.m. – 1:30 p.m.
Hy-Vee Hall, lower level, rooms 107 & 108
- **Swine Health Trends: Iowa State University Veterinary Diagnostic Lab**
Dr. Rodger Main – Iowa State University
Dr. Pablo Pineyro – Iowa State University
1:45 p.m. – 2:45 p.m.
Hy-Vee Hall, lower level, rooms 105 & 106
- **Opportunities Abound: A Toolbox for Beginning Farmers**
Colin Johnson – Iowa State University
Dr. William Edwards – Iowa State University
3 p.m. – 4 p.m.
Hy-Vee Hall, lower level, rooms 107 & 108

Training Session

- **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

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Changes mark the 31st Taste of Elegance

The Iowa Pork Producers Association's 2017 Taste of Elegance competition and reception is changing locations and pork cuts.

The 31st annual culinary contest is being moved to the Iowa Events Center for 2017 after being held at the downtown Des Moines Marriot for several years. The competing chefs also will be creating their best entrée using pork tenderloin.

The IPPA Restaurant and Foodservice Committee instituted the new rule last year, requiring competitors to use the Boston Butt/Pork Shoulder cut in their dishes.

The competition will be held during the afternoon. Participants will prepare an original pork tenderloin entrée for judging by a panel of three food industry professionals. The judges will critique each dish on taste, originality and presentation and then select the *Chef Par Excellence*, *Superior Chef* and *Premier Chef*. The winners will be announced at the formal, invitation-only reception in the evening.

The first-place chef will be eligible to attend the national Pork Summit in St. Helena, Calif., next 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 reception will begin at 6 p.m. in rooms 316-320 of the Community Choice Credit Union Convention Center. 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 wineries and breweries.

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

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



The Taste of Elegance is a culinary competition designed to inspire innovative and exciting ways to menu pork. Funded through the Pork Checkoff, hundreds of similar competitions have been held across the U.S. to inspire talented chefs to highlight pork in their restaurants.



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The Walk



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¹Summation of Purina Animal Nutrition trials: PS1041, PS1025, WF006, WF007 and FT142N-15.

Three ways to pave a path to optimal swine nursery performance

Have you been looking for ways to save input costs on your wean-to-finish or grower/finisher operation? Before you start cutting, take a hard look at how well you are managing transitions. You might find a low-cost change in management could save more money than a cut to inputs in the long run.

Carefully managed transitions support optimal returns on investment, says Dan McManus, DVM, young animal swine specialist with Purina Animal Nutrition.

“Smooth transitions help pigs stay focused on intake and feed conversion for optimal gut health and overall performance,” McManus says. “If you manage the environment to limit transitional challenges, you can help your pigs build on their weaning weights for optimal end of nursery weights.”

Weaning weights and end-of-nursery weights are strong predictors of finishing weights, according

to Purina Animal Nutrition Center research. In an 18-month study involving 1,770 pigs, results indicated each additional pound at weaning was correlated to an increase of 1.8 pounds at Day 32. Each additional pound at Day 32 post-weaning correlated to 2.1 additional pounds at finishing on Day 110.

Here are three areas to evaluate to help pigs build on their weaning and end-of-nursery weights through optimal transition management:


1. Know what your pigs need before arrival

The more accurate information you can get from the source farm, the better care you can give your pigs when they arrive. Be sure to confirm the exact number of head and arrival dates, the ages and weights of the pigs and the percentage of health-challenged pigs. Good communication with the sow farm will allow you to be prepared and anticipate any issues that might come up in the first few weeks after weaning.

“The more you know about the way the source farm operates, the better job you can do minimizing changes for the pigs,” McManus says. “Every change you eliminate is one less hurdle for them to jump.”

2. Minimize stress with a spotless environment

One simple, low-cost way to promote healthy pigs is to be diligent when cleaning before new groups arrive, McManus says. Clean your barn top to bottom, inside and out. This includes cleaning slats, feeders, gating, inlets, fans and curtains, as well as office equipment, boots, rattle paddles and sorting panels. All surfaces should be disinfected and dried before new pigs arrive. Consider inspecting the facility when cleaning is finished to make sure it meets your expectations.

 RECOMMENDED STOCKING DENSITIES	
WEIGHT	SPACE
Wean to 50 lbs	2.8 sq. ft. per pig
Wean to 75 lbs	3.6 sq. ft. per pig
75 to 265 lbs	7.3 sq. ft. per pig
> 265 lbs	8.5 sq. ft. per pig

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"Thorough cleaning and management of the environment will help reduce stress factors including disease risk," McManus says. "This helps give arriving pigs the opportunity to perform their best, avoiding potential performance lags," he explains.

3. Manage each pig's needs

"Have a plan in place to stock your pens," McManus says. "Then be ready to be flexible. When the pigs come off the truck, they might not fit exactly into the plan you created. A well thought out plan that you can adapt when challenges come up will help you be ready for success in any situation."

You can expect 10 percent of the delivered pigs to be smaller than desirable. Plan ahead to manage these pigs differently. Separating small pigs from the main population will allow you to feed and manage to their needs to help them perform their best.

Communicating with the source farm, thoroughly cleaning the barn and developing a well thought out stocking plan can be effective tools to help provide a smooth nursery transition. By managing the environment, you are helping pigs to maintain and build on their weaning weights to reach their optimal weights at end-of-nursery. The more you can remove obstacles for your pigs, the smoother transition they will have, and the better return you can get on your input investment.

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Feb. 25, 2017

**Hansen Ag Student Learning Center
Iowa State University campus, Ames**

The Iowa Pork Producers Association is planning to host its 4th annual Swine Spectacular. This is a pork education event for youth ages 8 to 18. It will be held before the ISU Block and Bridle Club's annual Spring Market Hog Show. We will offer workshops and contests that will allow participants to win prizes. Every participant will receive a free t-shirt.

Essay and photo entries are due Feb. 13 to Kelsey Byrnes at kbyrnes@iowapork.org.
Additional details will be announced soon. Visit www.iowapork.org to register.



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Wednesday, Jan. 25



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

Eldon McAfee is back to lead off the Iowa Pork Congress seminar slate. He 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. This is your chance for more time with the attorney!

VFDs Are Here, What Have You Done?

Dr. Chris Rademacher - Iowa State University
Jeff Verzal – Iowa Department of Agriculture & Land Stewardship
Dr. Paul Thomas – AMVC
10:45 a.m. – Noon
Hy-Vee Hall, lower level, rooms 107 & 108



In an effort to bring antimicrobials used in food-producing animals under increased veterinarian supervision, the FDA has issued guidance #209, #213, and a final rule on the Veterinary Feed Directive (VFD). Dr. Chris Rademacher from ISU will give an overview of the on-farm changes that will have been in effect since Jan. 1. Jeff Verzal, a livestock compliance investigator for IDALS, will give the perspective of an auditor and how the rules will be interpreted on your farm. Dr. Paul Thomas will discuss the systems approach AMVC has taken to comply with these changes.

Manure Nutrient Utilization & Water Quality

Dr. Dan Andersen – Iowa State University
Rick Juchems – Iowa pork producer
12:30 p.m. – 2 p.m.
Hy-Vee Hall, lower level, rooms 105 & 106

An increasing number of farmers are using manure as a source of organic nutrients for their cropping enterprise as part of a proactive approach to manure management and



ensuring soil health and sustainability efforts. ISU's Dan Andersen will explain how to put a dollar value on manure, how to offset commercial fertilizer costs with manure, and timing application to maximize nutrient utilization. Rick Juchems, an Iowa pork producer, will offer insight on how he has incorporated manure into his cover crop program.



Best Time Ever to Be in Agriculture – Keynote Presentation

Dr. Lowell B. Catlett, professor emeritus, New Mexico State University
2:15 p.m. – 3:15 p.m.
Hy-Vee Hall, lower level,
Rooms 107 & 108

Dr. Lowell Catlett retired as a regent's professor in Agricultural Economics and Agricultural Business and Extension Economics and the dean and chief administrative officer of the College of Agricultural, Consumer and Environmental Sciences at New Mexico State University in July 2015. He is an exciting futurist whose knowledge of technologies and their implications on the way we will live and work is addressed in his varied and upbeat presentations. His vast knowledge astounds corporate and association audiences both nationally and internationally. His presentations are thought-provoking and highly-entertaining.



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

Back by popular demand, Dr. Meyer will evaluate many factors that may impact producer profitability in the coming year, including grain and livestock prices, exports, domestic demand, additional slaughter capacity, health challenges and more!

Training Sessions

Pork Quality Assurance Plus certification

Mark Storlie - 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 Drew Mogler, IPPA producer education director, at (800) 372-7675 or dmogler@iowapork.org.

Transport Quality Assurance certification

Dave Stender - Iowa State University Extension & Outreach

1 p.m. – 3:30 p.m.

Hy-Vee Hall, lower level, room 103



The Iowa Pork Producers Association and Iowa State University Extension are teaming up to offer Transport Quality Assurance 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 Drew Mogler, IPPA producer education director, at (800) 372-7675 or dmogler@iowapork.org.

Thursday, Jan. 26



Evaluation of Antibiotic Alternatives for Nursery Pigs

Dr. Nick Gabler – Iowa State University

9:15 a.m. – 10:15 a.m.

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

In the coming years, there will almost certainly be an increase in the use of feed-grade antibiotic alternatives in swine production due to restrictions on feed-grade antibiotics for pig performance.

Thus, there is a need to understand effective ways to evaluate dietary antibiotic alternatives in swine production. This presentation will provide an overview and evaluation of published data to known antibiotic alternatives that may influence nursery pig growth performance. The antibiotic alternatives evaluated and discussed will include prebiotics, probiotics, resistant starch/fiber, botanicals, organic acids, lysozymes, oligosaccharides, yeast, and zinc and copper.

Managing Margins in Market Downturns

Ron Durre – Farm Credit Services of America

Pat Von Tersch – Professional Ag Marketing

Al Wulfekuhle – Iowa pork producer

10:30 a.m. – Noon

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



The American pork industry raised a record-breaking amount of pork in 2016. As we begin 2017, the market is still riding that high wave of supply, which has tested the financial fortitude of many of our producers. This session offers several perspectives on how producers can manage their margins in this tough economic time. Ron Durre will talk about starting the courageous conversation with your lender going into another tough year. Pat Von Tersch will offer some risk management strategies to protect your margins, and Al Wulfekuhle will bring the producer perspective of cost-cutting strategies to stay afloat. The combined experience in the swine industry of this panel of speakers is sure to have an impact.

The Consumer Connection: A Producer Perspective

Cristen Clark – Iowa pork producer & food blogger

Jarrod Bakker – Iowa pork producer

Gary Sovereign – Iowa pork producer

12:30 p.m. – 1:30 p.m.

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

The disconnect between farmers and consumers continues to be a big challenge to our industry. We need to continue telling our story and finding shared

2017 Iowa Pork Congress Seminars



values with the consuming public to build trust. In this session, we will highlight several producers who are engaging with consumers in various ways that are easy for any producer to do. Cristen will discuss how she shares her farm-to-table story, Jarrod will talk about his experience being nominated for America's Pig Farmer of the Year, and Gary will talk about a project he spearheaded in his community that gives youth the opportunity to be involved in the industry and highlights their efforts to the public.

Emerging Health Trends: Iowa State University Veterinary Diagnostic Lab

Dr. Rodger Main – Iowa State University
Dr. Pablo Pineyro – Iowa State University
1:45 p.m. – 2:45 p.m.
Hy-Vee Hall, lower level, rooms 105 & 106



Health is always at the forefront of producers' thoughts as they strive to provide daily care for their animals. This session will give us a look at emerging health trends that are prevalent in our industry through the eyes of the Veterinary Diagnostic Lab at Iowa State University. We also will highlight the recent developments of Senecavirus A cases in Iowa, and offer some practical ways producers can prevent it from showing up on their farms.

Opportunities Aboard: A Toolbox for Beginning Farmers

Colin Johnson – Iowa State University
Dr. William Edwards – Iowa State University
3 p.m. – 4 p.m.
Hy-Vee Hall, lower level, rooms 107 & 108



There are many opportunities for a young person to establish themselves in the Iowa pork industry. From niche and contract production to transitioning current enterprises to the next generation, we will explore the resources and tools available to make this a reality. Colin Johnson, a swine extension specialist with Iowa State University, will discuss options to help young farmers develop skills to manage finances, legal issues, management, technical production, sustainability and much more. Find out how you can get started to become a part of our industry.

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

Confinement site applicators are invited to attend this workshop. This workshop qualifies for the two hours of annual continuing education required for confinement site applicators. Producers will be required to be on-time for this session and stay for the required two hours. Anyone arriving late or leaving early will not receive the paperwork necessary to meet certification requirements. Producers are encouraged to pre-register. For more information or to pre-register, please contact Drew Mogler, IPPA producer education director, at (800) 372-7675 or dmogler@iowapork.org. Applicators should bring their manure applicator certification card to the workshop.

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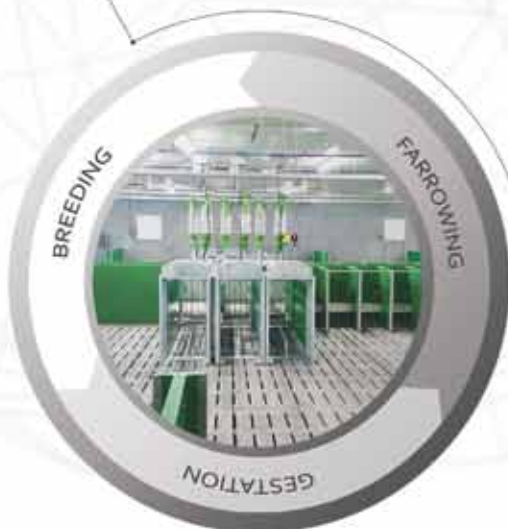


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IPPA, SwineCast partnership continues

The Iowa Pork Producers Association and SwineCast are working together once again to archive all 10 of the 2017 Iowa Pork Congress seminars.

SwineCast will record each of the seminars and make the audio available at SwineCast.com/ConferenceConnection for later reference. The audio recordings will be synced with each speaker's PowerPoint presentation to provide the best possible educational experience.

Archiving allows you to access the information online at your convenience if you missed a seminar or if you just want to review the information again. Margin management, the Veterinary Feed Directive and swine health trends are just a few of the key seminar topics.

Details on how to access the archived proceedings will be available on notepads provided at each session!



IPPA, SwineCast and the Pork Checkoff proudly sponsor seminar archiving.





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New Product Showcase

If you're interested in new products or services to help your swine operation, we have them! These companies are exhibiting at the 2017 Iowa Pork Congress and are unveiling new or enhanced products. The New Product Showcase gives you a snapshot of these companies and their new offerings. We invite you to visit with these exhibitors during the show.

AP (Automated Production Systems)

Booth # 611

1004 East Illinois St.

Assumption, IL 62510

www.automatedproduction.com

Contact: Mark Hayden

(217) 226-5321

E-mail: mhayden@gsiag.com

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E-mail: nbrown@central.com

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www.doublel.com

Contact: Jeanne Zittergruen

(563) 875-6257

E-mail: jzitterg@doublel.com

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Hydro Engineering

Booth # 1238

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Norwood Young America, MN 55397

www.hydro-eng.com

Contact: Colleen Donnay

(952) 467-3100

E-mail: donnayc@hydro-eng.com

Hose Cart HR128AG



Hydro Engineering announces the new HR128AG hose cart with unique auto-tensioning function to pick up hose on the go. Available spring 2017 pumping season.

Ikadan System USA

Booth # 626

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Wilmington, NC 28411

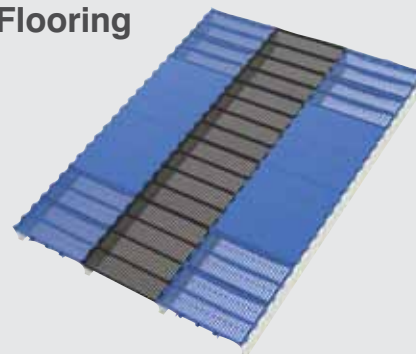
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E-mail: ikadan.greg@gmail.com

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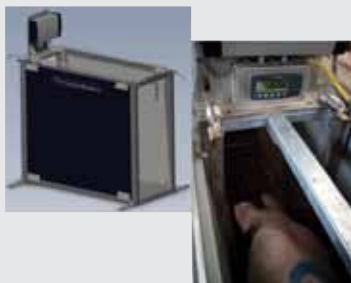


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2017 Iowa Pork Regional Conference

Topics and Speakers



Swine Health Update **Dr. Chris Rademacher Extension Swine Veterinarian – Iowa State University College of Veterinary Medicine**

As we draw close to our 3rd year post introduction of PEDV, what have we learned about how to manage and prevent introduction or re-introduction

back into our swine herds? We also will discuss the current state of PRRS management and what we are learning about how to manage and prevent this disease. We also will cover what we have learned about Senecavirus A after seeing an increase in the number of cases over the past two years.



Swine Market Outlook **Dr. Lee Schulz**

Extension Livestock Economist – Iowa State University Department of Economics

Exports, domestic demand, health challenges and a multitude of other factors can impact the livestock producer's bottom line. Dr. Schulz

will dive into these issues and current projections, review forecasts for input costs and market hog value in 2017 and discuss what profit opportunity may be in store for producers in the year to come.



Safe Pigs, Safe People – Steps to Make Your Barn Safer for All **Erik Potter**

Swine Field Specialist – Iowa State University Extension & Outreach
You've built the barn for the safety and well-being of the pigs, but have you identified the safety risks to you or your employees? Participants will learn how

to identify risks along with steps to eliminate or minimize those risks. Topics to include animal handling, slips/trips/fall hazards, machine guarding, lock out/tag out, hazard communication, emergency preparedness and pit pumping.

Swine Health Management and Antibiotic Stewardship

ISU Extension Swine Specialists

Swine producers need to prepare their farms for new regulations that will likely change their health management strategies. As producers, we can choose to ignore, dispute or defend our operations, but during this session, we will be promoting the fourth option: stewardship. While focusing on stewardship, we will look at what we have always done and try to find ways to do it better. We also will focus on tools and techniques to use to reduce antibiotic usage in operations.

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.



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Who Should Attend?

Owners/operators
Contract growers
Production employees
Veterinarians
Swine industry stakeholders

Conferences are free for those who pre-register or \$5 at the door. To pre-register for any location or for more information, contact Drew Mogler, IPPA producer education director, at (800) 372-7675 or dmgogler@iowapork.org.



Dates and Locations

Monday, Feb. 20

Orange City

Sioux County Extension Office

400 N Central Ave # 700

1 p.m. – 4:30 p.m.

Tuesday, Feb. 21

Carroll

Carroll County Extension Office

1205 W. U.S. Hwy. 30, Ste. G

1 p.m. – 4:30 p.m.

Wednesday, Feb 22

Washington

Washington County Extension Office

2223 250th Street

1 p.m. – 4:30 p.m.

Friday, Feb. 24

Nashua

Borlaug Learning Center

3327 290th St.

1 p.m. – 4:30 p.m.

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Extension and Outreach

IPPA to invite consumers to 'Dine on Us'



Iowa's pork producers and 2017 Iowa Pork Producers Association Youth Leadership Team contestants will be out in force on Jan. 25 distributing discount "Dine on Us" coupons in downtown Des Moines.

The special promotion was started in 2015 during the Iowa Pork Congress and works to involve Des Moines-area restaurants that normally serve pork entrees or that are willing to put pork on the menu for the promotion.

Consumers will receive \$5 "Dine on Us!" discount coupons and can use them to reduce the cost of a pork meal at any of the participating restaurants into February.

The promotion replaced the winter pork picnic and was created to entice people to enjoy a pork meal as well as to put a face on pork production.

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.

Eighteen restaurants participated in 2015 and more than 800 coupons were redeemed. Similar restaurant participation and coupon redemption were reported in 2016.

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 of 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

80908653, R.5

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

Mycoplasma hyopneumoniae
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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.



U.S. pork industry committed to 'One Health' approach



The National Pork Board, led by a 15-member executive board of U.S. pig farmers, celebrated global "One Health Day" on Nov. 3 by reaffirming its commitment to its core value of doing what's right for the overall health of people, pigs and the planet.

"We have a proud history of raising pigs in ways that go beyond simple animal health and that are mutually beneficial to human and environmental health," said National Pork Board President Jan Archer, a pig farmer from North Carolina. "We see One Health Day as a good time to reflect on our accomplishments, such as using antibiotics responsibly and embracing the updated Pork Quality Assurance Plus certification program."

With the U.S. Food and Drug Administration's (FDA) ban on using medically important antibiotics for growth promotion in food animals, together with the mandate for increased veterinarian oversight of antibiotic use, Archer said consumers can be assured that America's pig farmers are committed to antibiotic stewardship, animal well-being and food safety.

"We are always looking for ways to do what's right for our animals, our consumers and our environment," Archer said. "We want people to know that we'll continue to do our part as we seek new ways to reduce the overall need for antibiotics. At the same time, we need to retain antibiotics as essential tools for veterinarians and farmers to help continue to raise healthy livestock and produce safe food."

Archer noted that the National Pork Board has invested more than \$6 million in Pork Checkoff funds toward antibiotic-related research since 2000. The board also has spent \$750,000 this year in five research priority areas specifically aimed at reducing antibiotic resistance and finding antibiotic alternatives.

On the environmental front, U.S. pig farmers have made great strides over the past 50 years as demonstrated by the findings of a study conducted with the help of the University of Arkansas. Per pound of pork produced, pork's carbon footprint decreased 35 percent, its water usage fell 41 percent and its land footprint plunged 78 percent.

"Real, substantive change is underway on pig farms across America with the farmers themselves shaping the discussion around responsible antibiotic use," Archer said. "We're ready to implement the new, more stringent FDA rules when they take effect on Jan. 1, 2017, and we'll continue to work with any group that truly wants to collaborate with us in good faith to make the One Health vision of better global health for people, animals and the environment a reality."

An advertisement for Devenish Nutrition. The top section has a dark blue background with the word "DEVENISH" in large white letters, followed by "The Agri-Technology Company" in smaller white text. To the right, "Innovative Nutritional Solutions" is written in orange. Below this is a photograph of a pink piglet in a farm setting. A pink text box on the right side of the piglet reads "Committed to driving business performance today and tomorrow". The bottom of the advertisement features a dark blue background with a silhouette of a farm landscape. On the left, it says "Iowa Pork Congress Booth Number #927" in white. On the right, it says "877-616-6342" and "www.devenishnutrition.com" in white.

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2017 Iowa Pork Youth Leadership Team candidates

These 13 young pork enthusiasts will compete to represent the Iowa Pork Producers Association on the 2017 Iowa Pork Youth Leadership Team! One queen and two ambassadors will be selected to appear at various pork promotional and education events throughout the year. Each new team member will receive a \$4,000 scholarship from the association.



Amanda Anderson
Algona
Kossuth Co.



Alexandra Bishop
Manchester
Delaware Co.



McKenna Brinning
Keota
Washington Co.



Clare Conley
Cherokee
Cherokee Co.



Lindsay Crawford
Washington
Washington Co.



McKenzie Feckers
Shell Rock
Butler Co.



Cully Forsyth
Charles City
Floyd Co.



Michaela Friest
Hubbard
Hardin Co.



Evan Gibbs
Cascade
Jones Co.



Jessica Horras
Ollie
Keokuk Co.



Dylan Riedemann
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Rebecca Van Regenmorter
Inwood
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Korey Vogel
Lohrville
Calhoun Co.

2017 Iowa Pork Congress



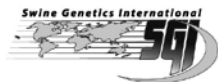
Youth Swine Judging Contest

- Who:** 4-H, FFA students
- When:** Jan. 26, 2017
- 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.

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Pork industry well represented in annual ISU awards

The Iowa State University colleges of Human Sciences and Agriculture and Life Sciences and the ISU Alumni Association recently presented awards to alumni who are or have made significant contributions to the pork industry.

Joyce Hoppes, consumer information director for the Iowa Pork Producers Association for more than 35 years, received the Helen LeBaron Hilton Award from the College of Human Sciences in ceremonies on the ISU campus on Oct. 28.

This annual ISU award recognizes graduates who are nationally and internationally recognized for their community leadership, meritorious service or distinguished achievement in the areas of family and consumer sciences.

Retired IPPA CEO Rich Degner and his wife, Nancy, received the Alumni Medal from the ISU Alumni Association during the ceremony. The alumni association established the award in 1948 to recognize ISU alumni for long, loyal service to the university through alumni-related activities. It is the premier award given to alumni by the ISU Alumni Association. Up to two medals are granted annually.

Rich retired from IPPA and Nancy retired from her role as executive director of the Iowa Beef Industry Council last October.

Another pork industry-related award went to Nancy Bohl Bormann, who received the Outstanding Young Professional Award from the College of Agriculture and Life Sciences. The award is presented annually to an early-to mid-career college alumnus who has distinguished themselves through significant advancement and achievement in their discipline, field or area of expertise.

Bohl Bormann farms with her family near Bode in north central Iowa and serves as environmental services manager and agronomist for Maschhoff Environmental, Inc.

IPPA congratulates all of the award winners on their achievements.

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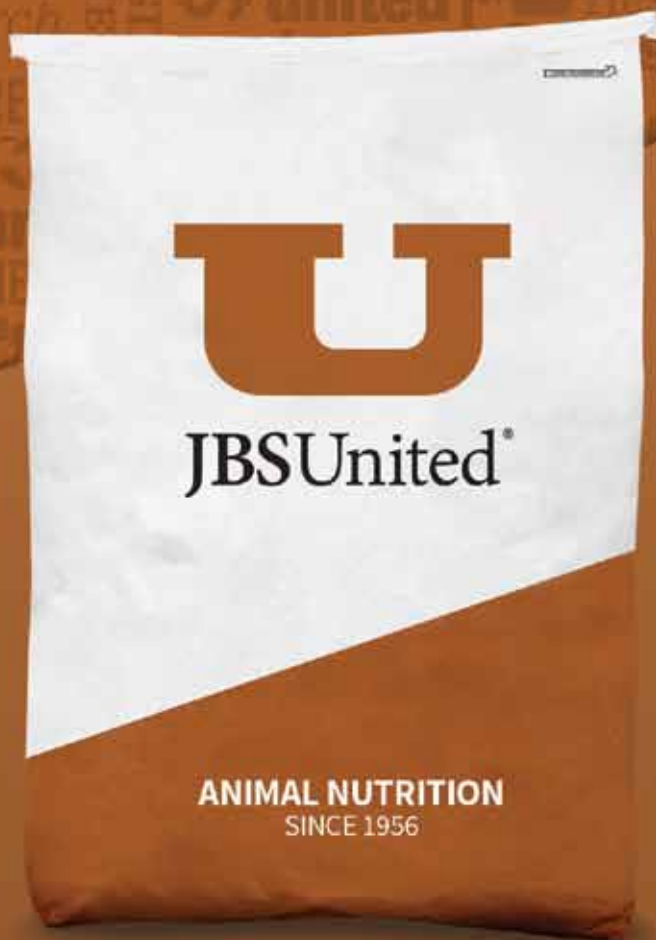
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Results.

We create value for our partners in animal agriculture. *When you succeed, we succeed.*

Learn more at JBSUnited.com

Hogberg honored for leadership in animal agriculture

An Iowa State University emeritus professor and former animal science department chair was honored for his contributions to the nation's livestock industry on Nov. 13 when his portrait was added to the Saddle and Sirloin Gallery.

The 2016 Saddle and Sirloin Club Portrait Award was presented to Maynard Hogberg at a ceremony in Louisville, Kentucky. Hogberg's portrait was unveiled as the newest entry in the Saddle and Sirloin Club Portrait Collection, a 113-year-old tradition honoring leaders who have demonstrated lifetime achievements and provided outstanding service to animal agriculture.

"I am very grateful and humbled to be added to this gallery of outstanding leaders in animal agriculture in the National Saddle and Sirloin Portrait Gallery," Hogberg said.



Hogberg led the animal science departments at Iowa State and Michigan State University for three decades. He served as chair of Michigan State's animal science department from 1984 to 2002 and chair of Iowa State's animal science department from 2003 to 2015, when he retired.

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Northey requests \$500,000 for emergency animal disease preparation

Iowa Secretary of Agriculture Bill Northey is seeking an additional \$500,000 to aid the Iowa Department of Agriculture and Land Stewardship's Animal Industry Bureau in preparing for and potentially responding to a foreign animal disease outbreak.

Iowa's ag leader highlighted his request in a public budget meeting with Iowa Gov. Terry Branstad.


"I recognize we are in a very tight budget time in the state, due in large part to the challenging economic environment in Iowa's ag industry. However, it is important we continue to invest in priority areas that put the state in a good position for continued growth," Northey said.

The requested funds would be used to provide livestock farmers with additional expertise to increase biosecurity efforts and allow the department to better equip and prepare for future responses to foreign animal disease outbreaks that may occur.

"The value of Iowa's animal industry is \$13.45 billion, and growing. Unfortunately, the high path Avian Influenza outbreak last year showed how devastating a foreign animal disease can be in our state. These funds would allow the department to better prepare for a future animal disease emergency response," Northey said.

Northey also reiterated his support for the proposal passed by the Iowa House of Representatives last session that would have provided nearly \$500 million through 2029 for water quality efforts in the state. The proposal passed the Iowa House last session with bipartisan support, but was never considered by the Iowa Senate. The additional funding would allow the department to significantly expand the water quality efforts underway.


The ag secretary also requested \$6.75 million for conservation cost share again in fiscal 2018.



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ISU seeking state help in funding new VDL

Iowa State University will submit a significant request to the Iowa Legislature in January in hopes of obtaining funding for a new addition to the existing ISU College of Veterinarian Medicine's Veterinary Diagnostic Laboratory.

Lawmakers will be asked to provide a \$100 million appropriation spread out over five years to fund an 83,000 square foot addition and to renovate and repurpose 27,500 square feet of the existing facility.

ISU will supply \$4 million of the necessary funding and seek another \$20 million in private gifts. The Iowa Pork Producers Association has already promised \$1 million for the facility.

The existing VDL was built in 1976 and has become outdated and overcrowded, according to the university. The caseload has doubled over the past five years and the lab now houses 25 faculty and 115 technical staff in space that was originally built for 11 faculty and 20 techs.

The VDL processes more than 75,000 submissions each year (more than 1.5 million tests overall) and it provides

highly valued service to pork producers and veterinarians, among others. It was the first to identify the new and highly virulent viruses Porcine Epidemic Diarrhea Virus (PEDV) and Porcine Delta Coronavirus in the U.S. in 2013 and 2014.

In addition to valuable research, the vet lab also provides a world-class learning environment for future veterinarians and veterinary researchers.

Project plans call for a 21st Century facility that will enhance testing capacity, enable the state of Iowa to stay ahead of emerging diseases and sustain its high level of competitiveness in an ever-increasing globalized marketplace.

IPPA will keep producer/members updated on the request and grassroots support will be key in obtaining the necessary funding from the state.

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IPPA president addresses Chinese pork producers

The president of the Iowa Pork Producers Association was invited to address around 200 Chinese producers at the 5th U.S.-China Swine Industry Development Symposium in Beijing on Nov. 18.

Al Wulfekuhle was part of an Iowa delegation that participated in a trade mission to Japan and China Nov. 11-18.

The Quasqueton producer talked about Iowa's fertile soils and the sustainable cycle of pork production. He explained the rules and regulations that govern production in the state.

"These rules and regulations have allowed pig production to grow in a way that is good for the environment and good for the people who live in Iowa," Wulfekuhle told the audience.

The Chinese producers also learned about manure management plans and the "good relationship" Iowa producers enjoy with the Iowa Department of Natural Resources.

China's pork industry is down this year and hog prices are at record highs, but it has only imported 5 percent of its pork needs. The U.S. provides just 10 percent of the pork imported by China.

The Chinese are debating whether to grow their pork industry to become self-sufficient or import more pork, Wulfekuhle said.

"China is going through some of the same issues Iowa did back in the '80s when farmers started building larger production farms," Wulfekuhle said in an e-mail after the trip. "With China's huge population and shortage of productive ground suitable for growing crops, their issues are much more complicated and much more severe."

Wulfekuhle echoes what economists and others have said about China being a huge opportunity for Iowa producers, but whether we export more to them is going to depend a lot on what the Chinese and U.S. governments do. China currently adds a 12 percent

duty on imported pork products and has delisted U.S. packing plants in the past as a trade barrier.

"I have no doubt that Iowa pig farmers can produce better quality pork at a lower cost if we are on a level playing field. But, in reality, what happens to the value of the dollar, how much China decides to subsidize their producers and what duty they place on our product all factor into this," said Wulfekuhle. "It really shows the importance of the SIP checkoff and the National Pork Producers Council to have the funds and the people in place to get the China market opened up long-term so we can become a reliable supplier to their consumers."

"And yes, I stood up in front of a couple hundred Chinese pork producers and told them Iowa pig farmers were the best in the world and China should allow us to provide them more of their pork needs in the future."

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October exports reach best volume since 2014

Statistics released by USDA and compiled by the U.S. Meat Export Federation (USMEF) in December show pork exports continued to build momentum in October.

October pork exports totaled 201,936 metric tons (mt), up 14 percent year-over-year and the largest monthly volume since March 2014. Export value was \$521.1 million, up 16 percent. For January through October, export volume was 6 percent above last year's pace at 1.86 million mt, while export value was up 3 percent to \$4.79 billion.

Exports accounted for 25.5 percent of total pork production in October and 21 percent for muscle cuts only. For January-October, exports accounted for 25 percent of total production and 21 percent for muscle cuts. Export value per head slaughtered averaged \$47 in October, up 8 percent year-over-year, while January-October export value averaged \$49, steady with the same period last year.

Pork exports to Mexico remained strong in October, increasing 9 percent from a year ago in volume (65,271 mt) and 6 percent in value (\$115.2 million). For January through October, exports to Mexico pulled within 2 percent of last year's record pace in volume (576,008 mt) and remained 1 percent higher in value (\$1.05 billion). This strong performance has been especially supportive of prices for U.S. hams, the highest-volume export item to Mexico.

Japan is the leading value market for U.S. Pork exports remained strong in October, increasing 4 percent from a year ago in volume (30,987 mt) and 9 percent in value (\$127.9 million). Through the first 10 months of the year, exports to Japan were 7 percent below last year's pace in volume (320,491 mt) and 4 percent lower in value (\$1.29 billion). Chilled pork exports to Japan remained on a record pace through October, totaling 180,793 mt, up 9 percent year-over-year.

Pork muscle cut exports to China/Hong Kong continued to moderate in October, reflecting a rebound in China's domestic pork production, but variety meat exports to the region remained strong. For January through October, total pork/pork variety meat exports to China/Hong Kong were up 66 percent from a year ago in volume (450,257 mt) and 55 percent higher in value (\$878.8 million).

NOTES:

- Export statistics refer to both muscle cuts and variety meat, unless otherwise noted.
- One metric ton (mt) = 2,204.622 pounds.

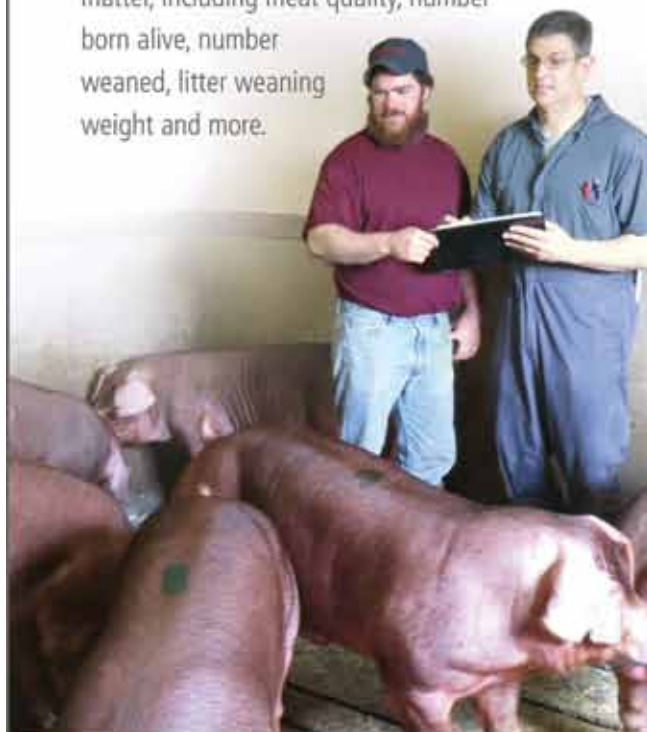
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New ISU Extension swine specialist feels right at home

In his first few weeks as the newest Iowa State University Extension swine specialist at the Iowa Pork Industry Center, Erik Potter co-authored an informational handout on the Veterinary Feed Directive, attended his first professional development session and participated in Master Pork Producer visits with Iowa State colleagues and Iowa Pork Producers Association representatives. And that was just the beginning.

“My roots are firmly planted in the state of Iowa and this position will allow me to further my passions in the pork industry while also strengthening agriculture in the place I call home,” Potter said. “I bring a unique perspective to IPIC’s team of six field specialists, based on my experience in the industry.”

Prior to coming to Iowa State, Potter worked for a large pork integrator with farms in various states across the U.S. with primary responsibilities of on-farm auditing of animal welfare, employee safety and environmental impact.

“In that job, I developed employee training materials, conducted trainings, and established standard operating procedures,” he said. “One of my goals here with IPIC is to strengthen our relationships with

various departments across campus and look for research opportunities between faculty and pork producers in the state. This will be an ongoing endeavor as I get more connected to the faculty and staff at ISU.”

Although Potter’s office is on campus, he will be the swine field specialist point of contact for producers and others in several southwest Iowa counties. Through phone, email and personal contact, he intends to maintain and improve existing connections, and work to open new lines of communication and cooperation.

“IPIC has tremendous potential to strengthen the pork industry in Iowa through its network of industry professionals, world-leading academics and research

at Iowa State University, and the extensive breadth of knowledge throughout ISU Extension and Outreach,” he said. “I’ve worked in a variety of barn systems including natural to power ventilation, group housed sows, and varying nutrient management systems, and will use that experience and knowledge in my new role.”

Potter said he also wants to strengthen the name of IPIC across Iowa and as the newest member of the swine field staff, Potter said he’s ready for the challenge of moving himself and IPIC forward.

You can reach Potter at (515) 294-8797 and at jepotter@iastate.edu. His office is located in 109 Kildee Hall on the ISU campus.



Pork Checkoff addresses growing pork supply

The nation's pork producers were on pace to produce record numbers of market hogs in 2016. This high level of production is expected to continue well into 2017.

"The U.S. economy is growing, and that is good for meat demand," said Len Steiner, a pork industry economist.

Steiner added that total meat production continues to increase, moving from 90.9 billion pounds in 2014 with expectations for meat output to exceed 101 billion pounds in 2016. Not since the mid-1990s has meat production increased so quickly.

The increased production has resulted in greater supplies of pork and the need to promote greater domestic consumption.

While final figures weren't available at press time, Steiner expected 2016 U.S. production to reach an all-time record of nearly 25 billion pounds. Even more pork is expected in 2017.

"The good news is that retailers and foodservice operators feel more secure about the growing meat supply, which can translate into falling meat prices and more promotional activity," he said."

National Pork Board President Jan Archer, a North Carolina pig farmer, noted that the Pork Checkoff is taking a number of significant steps right now to help move the large supply of pork through the U.S. market place. Consumers can expect more pork at potentially lower prices at U.S. meat counters and in restaurants. Over the fourth quarter of 2016, the Pork Checkoff:

- Partnered with major grocery retailers. The Pork Checkoff worked with the top 10 U.S. grocery retailers – representing 65 percent of the U.S. retail market – to feature key pork cuts.
- Focused on foodservice. The foodservice team works closely with most of the top 100 high-volume restaurant chains to share the opportunity pork presents through versatility, profitability, availability and customer appeal. Pork promotions were held with food distributors who provide groceries to independently owned restaurants, contract foodservice providers and large, independently operated colleges and universities.
- Implemented digital marketing and online promotion. For the holidays, the Pork Checkoff launched the Make

it a Moment campaign on social media to help pork stand out.

- Connected with multicultural consumers. Latinos and African Americans are some of pork's best customers. Promotions for the fourth quarter's Make it a Moment campaign included a Spanish-language web site and new videos.

"The fourth quarter is consistently the strongest quarter for pork sales," said Patrick Fleming, director of market intelligence for the National Pork Board. "In 2015, fourth-quarter pork sales totaled \$3.6 billion, with the 1.125 billion pounds representing 28 percent of the sales for the entire year."

"As a pork producer, I'm very excited about the work going on behind the scenes to help producers market this much product," Archer said. "Our goal always is to provide high-quality, delicious pork to consumers in the U.S. and around the globe."

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Myerstown, PA
234

Farms.com
Ames, IA
1119

Farmweld, Inc.
Teutopolis, IL
526

Faroex, Ltd.
Gimli, MB Canada
211

Fast Genetics
Ames, IA
600

FBS Systems, Inc.
Aledo, IL
204

Feedstuffs
St Charles, IL
439

FormAFeed/Challenger Feeds
Waterloo, IA
604

Furst-McNess Company
Freeport, IL
1101

G

Gasolec America, Inc.
Tulsa, OK
438

GEA Houle/Eldon C. Stutsman, Inc./Automated Waste Systems
Hills, IA
627

GenePro, Inc.
Fitchburg, WI
827

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London, ON Canada
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Gestal
Saint-Lambert de Lauzon, QC
Canada
218

GlobalVetLINK
Ames, IA
422

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404

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423

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301

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618

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723

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1142

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1238

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935

I

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212

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308

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128

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645

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Clearfield, IA
909

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541

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201

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923

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Fort Dodge, IA
119

K

Kane Mfg. Co., Inc.

Pleasant Hill, IA
729

Kemin Industries

Des Moines, IA
931

Kent Nutrition Group, Inc.

Muscatine, IA
838

Kirkwood Comm. College

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1933

L

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905

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Milwaukee, WI
743

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323

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Britt, IA
107

Maximum Ag Technologies

Jenison, MI
141

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De Soto, KS
401

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Burnsville, MN
523

Midwest Livestock Systems, Inc.

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515

Minitube USA

Delavan, WI
1004

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Verona, WI
608

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Winchester, VA
812

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427

Motomco, Ltd.

Madison, WI
1025

MPSAGRI, Ltd.

Des Moines, IA
138

Multifan

Bloomington, IL
302

Munters, Aghort

Mason, MI
504

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Springdale, AR
1006

N

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439

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1901

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1917

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Pipestone, MN
501

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934

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819

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Sioux Falls, SD
100

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1227

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943

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609

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1135

O

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Black River Falls, WI
101

ONCE, Inc.

Plymouth, MN
429

Onduline North America

Fredericksburg, VA
911

One Source Solar

Ankeny, IA
124

Osborne Industries, Inc.

Osborne, KS
222

P

Parks Companies

Story City, IA
522

Pharmacosmos, Inc.

Watchung, NJ
112

Pharmgate Animal Health

Wilmington, NC
806

Phenotypic Acres, Inc.

Ames, IA
842

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818

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1221

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136

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408

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1106

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740

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322

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619

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406

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St Joseph, MO
703

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Burnsville, MN
845

Tri-M AI, LLC

Boone, IA
1138

Trojan Specialty Products

Dodge City, KS
225

Truline Genetics

Richards, MO
822

Twin Lakes Environmental Services, LLC

Rockwell City, IA
511

U

U.S. Bank

Boone, IA
1007

Ultram

Ylaquepaque, Jalisco Mexico
105

United Producers, Inc.

Columbus, OH
1126

USDA APHIS Wildlife Services

Urbandale, IA
1203

USDA, National Agricultural Statistics Service

Des Moines, IA
1201

USDA-AMS-Livestock & Grain Market News

Des Moines, IA
1209

V

VAL-CO

New Holland, PA
245

VanWall Energy

Perry, IA
1038

Varifan (Monitrol, Inc.)

Boucherville, QC Canada
311

Verdesian Life Sciences

Waunakee, WI
1035

Veterinary Sales & Service/EZ Preg Checkers

Elmhurst, IL
300

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529

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Braedstrup, Denmark
640

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Madison, WI
1124

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Keota, IA
1047

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813

W

Wahoo Concrete & Slat Saver/Slot Lock

Wahoo, NE
243

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719

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527

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238

Wind and Solar Specialists

Alta, IA
228

Win-Win, LLC

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1136

X

XFE Products

Des Moines, IA
823

Y

Ymker Insulation

Sioux Center, IA
139

Z

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Ag Property Solutions	18
Alltech	51
Altenburg	23
Animal Health International	35
Automated Production Systems	70
Bayer	42, 43
Big Dutchman	71
Boehringer Ingelheim	9
Catalyst	24
Central Confinement	72
Central Life Sciences	53
Compart's Boar Store	86
Cuprem	86
Devenish Nutrition	44
Doda USA	40
Double L	38
Elanco	87
Engineered Products Co.	77
Farm Credit Services	13
Fast Genetics	7
Gestal	75
Gray Field Slat	27
Hamlet Protein	79
Hog House Alarms	86
Hog Slat	17
IBS	86
Import Supply	73 & 81
JBS United	49
Kerns	86
Lallemand	59
LSG	86
Manitoba Pork	6

Marvin Wuebker	86
Maximum Ag Technologies	33
Merck	15
Minitube USA	54
Monoflo	48
NAMA	76
Neogen	45
New Modern Concepts	64-65 & 88
Olmix	61
Phibro	74
PIC	78
PIT Charger	20
Producers Livestock	66
Provimi	29
Puretek	58
Purina	25
Smithfield	39
Stutsman	14
Swinecast	34
Swineweb	84
Tomco	42
Tonsity	69
Topigs Norsvin	55
Truline Genetics	86
Uddertech	68
Valco	50
Van Wall	21
Virox	57
VTI	67
Waldo Genetics	47
Wilbur Ellis	52
Zoetis	2, 18, 19

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