

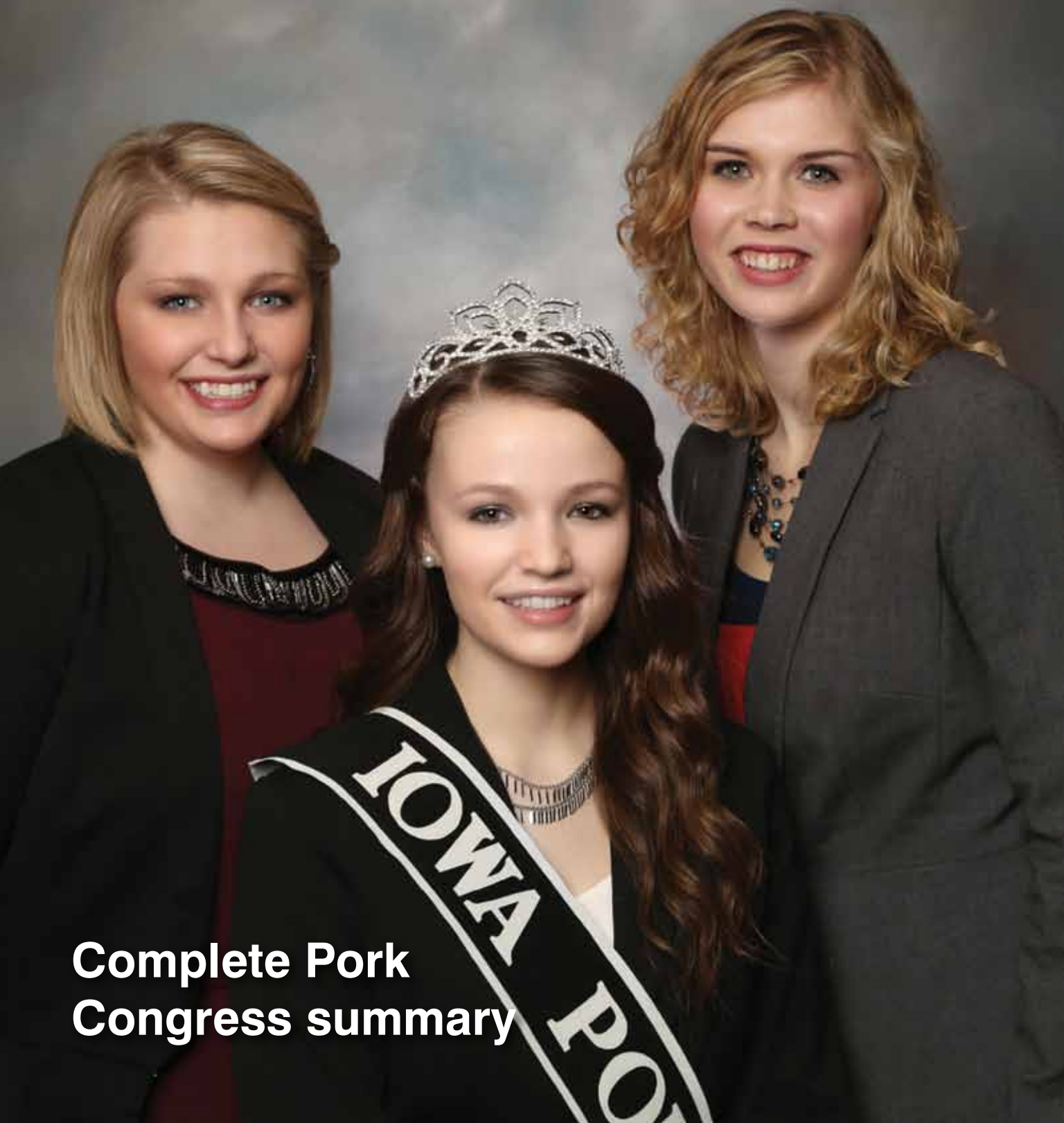
# IOWA Pork Producer

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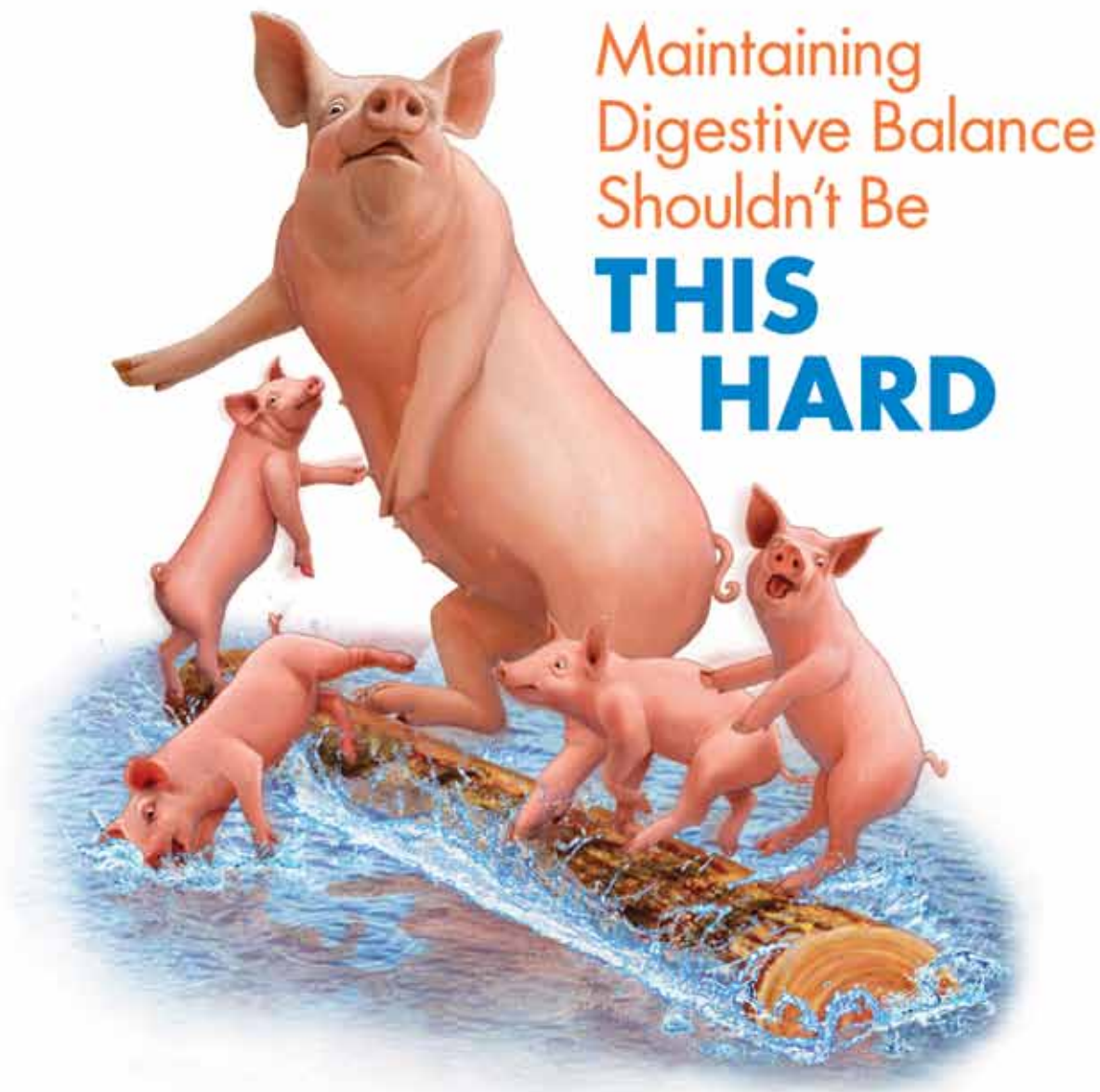
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Vol. 53 NO. 2-3 March 2016



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#### About the Cover

These young ladies are serving as the Iowa Pork Youth Leadership Team for 2016. You can read more about them on page 47.

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#### 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.



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### Iowa Pork Association Mission Statement

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**Al Wulfekuhle,  
IPPA President**

## Randomly Speaking – A message from the president

Dear fellow producers!

The Iowa Pork Producers Association represents everyone involved with pig production in Iowa and it is my privilege to represent you as your president in 2016.

I'm proud of the pork industry. We feed the world. What more honorable thing can we do with our lives?

I'm a firm believer that success in life is determined by the people you surround yourself with and as IPPA president, I'm surrounded by great people. To our CEO, Pat McGonegle, our great staff, dedicated board of directors, committee members and everyone who will assist me in supporting and defending our great organization, I say "Thank You" and I'm going to need all of you.

People who know me know that I am in to fitness and nutrition. The human body and especially the size and strength of our human brain has evolved into what it is today in large part because our ancestors were meat eaters. Evolution has designed our bodies and brains to outsmart and thrive in a world of wild animals. All the important nutrients found in the meat our ancestors' consumed allowed our bodies and brains to develop to where they are today. Just think, if our ancestors had not made the decision to hunt animals for food, maybe eat leaves off trees instead, we could now look and think like giraffes!

Pig production in Iowa continues to evolve also. I have a picture in my office of a pig that won an exhibition in Omaha in the late 1960s. It was fat! The pigs we raise today look nothing like it. Our industry has constantly improved genetics, nutrition, facilities and management. The pigs we produce today are leaner, more muscular and grow much faster on less feed.

While the pig industry has changed and evolved, the beliefs and goals of the Iowa Pork Producers Association stay the same: "To provide a unified voice to support and defend the pork industry in Iowa."

The issues our industry face are immense. Antibiotic resistance, water quality, gestation sow housing, nutrient reduction, animal welfare, odor, disease pressure and probably the most pressing this year, profitability.

I ask for your help, not in telling us at IPPA what we are doing wrong, but helping figure out what we can do better. Not complaining that we are not doing enough, but helping us to do more. We are a grassroots association, built on a committee structure that allows everyone in the industry to get involved. Contact us, let us know what your expertise and passions are and we will do our best to get you on a committee that utilizes your talents to improve the pork industry.

IPPA represents everyone involved in pork production: Independent producers like myself, contract growers, pig production employees, large integrators, small operators. If you're involved in pig production, we are your voice and we welcome your input and ask for your support.

Together, we can assist the Iowa Pork Producers Association and the pig industry evolve into something even greater.

Sincerely,



**Al Wulfekuhle  
President**



# Pork Industry Briefs



## Pork Congress attendance down from '15

The Iowa Pork Producers Association's 2016 Iowa Pork Congress and other events and activities came off successfully as the weather cooperated, but overall attendance declined from 2015.

After a busy Wednesday, fewer attended the event on Thursday and overall attendance was down about 400 from 2015, to 4,987.

Several ag reporters who normally cover the event instead opted to cover the cattlemen's convention in California being held at the same time. Media members who did attend provided positive coverage.

The event featured eleven new seminars, a sold out tradeshow, social activities and youth events

and the mood of attendees and exhibitors was relatively positive despite current profitability challenges.

The 2017 Iowa Pork Congress will be held Jan. 25 and 26.

## Minnesota pork producers asked to help identify pigs entering state

Although the prevalence of PRRS and PED is declining on a nationwide basis, Minnesota has struggled to reduce the number of these cases.

A cooperative effort introduced at the Minnesota Pork Congress in January seeks to identify the health status of pigs entering the state, and hopefully reduce those disease numbers in the state.

This partnership between the Minnesota Pork Producers and the Minnesota Board of Animal Health

would not prohibit entry by out-of-state animals, but would offer opportunity to determine risk and assist in any risk assessment and outbreak information.

## Practical Farmers to hold cover crop field day

The Benton/Tama Nutrient Reduction Demonstration Project will be hosting a field day on March 30 at the Benton County Nature Center, 5718 20th Ave. Drive, in Vinton.

Rick Juchems, a farmer from Plainfield and a member of Practical Farmers of Iowa, will talk about his use of cover crops. A diverse group of local farmers and landowners will answer questions about terminating cover crops and how to manage cover crops in a corn/soybean rotation. On-site cover crop plots will help demonstrate how various cover crops work in this part of the state.

Practical Farmers of Iowa is sponsoring a free lunch for those in attendance. The program will start at 10 a.m. and is anticipated to wrap-up around 12:30. This event is free and open to the public.

For more information, contact Project Coordinator Shannon Mitchell at (319) 472-2161, ext 3, or [shannon.mitchell@ia.nacdnet.net](mailto:shannon.mitchell@ia.nacdnet.net).

## 2016 Iowa Swine Day set

Mark your calendar for the 2016 Iowa Swine Day. The 5th annual



event will be held on June 30 at the Scheman Building on the Iowa State University campus.

The plenary session will address, among other topics, the issue of antibiotics in food animal production and ground water and nitrates.

One concurrent session will continue discussion on the antibiotics issue as well as focus on specific health topics. The second concurrent session will be devoted to housing this year, including topics on operating and managing older facilities, barn filtration options and ventilation. The third concurrent session will provide updates on recent research at Iowa State University.

The program was developed to provide attendees with a balance between information on important broader industry issues as well as “rubber meets the road” practical presentations.

Watch for further updates in the coming weeks and months.

This event is a collaboration among Iowa State University, the Iowa Pork Industry Center and the Iowa Pork Producers Association.

### IPPA-funded pork exhibit featured at new Sioux City children's museum

Several area pork producers were among the 250 donors and supporters who got the first look at the new LaunchPAD Children's Museum in Sioux City on Feb. 4.

The facility is a tribute to Siouxland's agricultural industries



and history and the interactive exhibits emphasize agriculture, food sources and the environment.

One of the exhibits was funded with \$50,000 from the Iowa Pork Producers Association's Promotions and Public Relations committees. It features a photo of IPPA Board member Trent Thiele of Elma in a finishing barn with various pork facts highlighted on the display. An interactive educational component

also is attached. On the floor in front of the display is a 3-D sow, nursing piglets and a couple of weaner pigs at a feed trough. The sow's teets and the piglet's snouts contain magnets so they can be attached.

“That wall photo is pretty impressive, an eye catcher,” said former IPPA President Bill Tentinger of Le Mars who attended the preview party. “I think they did a good job. I'll bet we get our money's worth out of that display.”

“The museum is very impressive, especially the emphasis in the agricultural areas,” said Greg Schroeder from Le Mars, who also attended the opening with his family. “My wife and children were quite impressed as well. I think it was a wise choice for the organization to support this, as many non-farm kids will get the experience.”

An advertisement for PitCharger. At the top, a green banner reads "Dreading your commercial fertilizer bill?". Below this, the text "SAVE MONEY! Use PitCharger!" is displayed in green and black. To the right, it says "PitCharger® liquefies solids, reduces crust, odor and flies." The central image shows a green tractor pulling a large white tank with a blue cylindrical component on top, driving on a dirt road. At the bottom left is the PitCharger logo, and at the bottom right is the website "PitCharger.com" and the phone number "888-231-1002". The text "Odor &amp; Manure Management Solutions" is at the bottom center.



# Service through **education & research**

## ISU Animal Science faculty focus on heat stress

Heat stress is a major economic liability for the pork industry. Of the estimated \$2 billion costs to all of animal agriculture, approximately \$900 million has been attributed to the swine industry alone. These losses are primarily due to increased mortality and morbidity, altered carcass composition, reduced reproductive ability and compromised growth efficiency.

Several Iowa State animal scientists have utilized several million dollars of funding to investigate the biology of the pig's response to heat stress so that mitigation strategies can be developed.

Current projects include investigation into the effects of heat stress on pig metabolism, growth performance, gut health, gestation and pregnancy maintenance, ovarian function and seasonal infertility. Other efforts are studying the genetic contribution controlling the phenotypic response to heat stress in pigs.

IPIC director and researcher Dr. Jason Ross says the impact of heat stress is felt throughout the industry from production decisions to economic results.

"Heat stress creates a massive barrier to the economic efficiency of pork production through its negative effects on several physiological processes essential for production efficiency."

Researcher Dr. Aileen Keating says addressing the seasonal infertility problem in swine is vital for the industry.

"Determining the biological cause or causes of seasonal infertility is critical for development of amelioration strategies to improve reproductive performance in pigs," she said.

Dr. Josh Selsby says knowing what's wrong is a big step in the right direction.

"We are working to better understand heat stress-mediated dysfunctions in muscle that compromise muscle growth and protein accretion," he said. "By first determining what has gone wrong, we will then be able to apply appropriate countermeasures to protect muscle, maintain growth efficiency, and prevent losses in meat quality during heat stress events."

Other Animal Science department faculty involved in this research include Nicholas Gabler, Steven Lonergan, John Patience, Jack Dekkers and Max Rothschild. Collectively, the group's research efforts have been supported by funding from the Iowa Pork Industry Center, Iowa Pork Producers Association, USDA's National Institute for Food and Agriculture, the National Pork Board, the Global Food Security Consortium, and other allied industry partners.

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## Volunteers are ambassadors for agriculture literacy

Classroom teachers can do a great job of incorporating agriculture into their curriculum. It's easy to make agriculture connections with science, social studies and many other subjects that they would normally teach. But occasionally teachers need to call on those involved in the agriculture industry to provide a firsthand experience for their students.

Volunteers from across Iowa came together last fall to learn best practices to teach agriculture. Whether they serve as a guest speaker, a field trip tour guide or some other capacity, volunteers going into classrooms can be a value-add for teachers. The most important

consideration is to connect the agriculture content to standards that the teacher has to meet. This creates a win-win scenario. Many agriculture activities and lessons easily connect to STEM (science, technology, engineering and math). STEM has been a big focus for Iowa teachers. These agriculture lessons can also help teachers connect to the newly adopted state science standards.

The training session attendees participated in several hands-on activities and then learned how the activities connect to educational standards. The activities included

things like The Mighty Soybean, Pork Feed Rations, Build-a-Calf, Pollinators and much more. Participants also had the opportunity to hear from teachers to better understand what teachers need and how best to work with students.

The training session was part of a larger initiative to increase agriculture literacy throughout Iowa through Agriculture in the Classroom programs. Volunteers and others who work with Ag in the Classroom can serve as ambassadors for agriculture and help educate students about the industry. By generating interest among students at a young age, we can ensure people are more knowledgeable about agriculture issues. This also helps build the pipeline for talented students to enter agriculture careers.

Volunteering and helping support agriculture literacy efforts can be easy. It's best to start with personal contacts. Offer to be a guest speaker for a teacher. Visit with a school board member about the importance of agriculture to the community. Offer the farm as a field trip destination.



*Volunteers from all across Iowa attended a workshop to focus on best practices to teach students about agriculture.*



# New Iowa conservationist known for collaboration

The Des Moines River flows through downtown, just a block away from Kurt Simon's new office on the sixth floor of the Neal Smith Federal Building. Named Iowa state conservationist for the U.S. Department of Agriculture Natural Resources Conservation Service (NRCS) last fall, Simon leads the federal agency charged with helping Iowa farmers and landowners install conservation practices that improve the water quality in the Des Moines River and all of Iowa's rivers and streams.

Simon's NRCS career path has taken him across the United States, with stops in Ohio, West Virginia, California, South Carolina, Washington, D.C., Tennessee and Alabama, before his selection for the lead Iowa job. Simon, who grew up in Ohio and attended Ohio State, has family connections to the Hawkeye state. His grandfather lived and farmed in Hardin County in north central Iowa before moving the family east.

During his 31-year NRCS career, Simon has worked in field offices directly assisting farmers, supervised field staff and developed national partnerships

as the NRCS liaison for the National Wild Turkey Federation (NWTf) and The Nature Conservancy (TNC).

"We were working in some of the same areas, but not holding hands," Simon said. "Within a matter of months, we developed new working agreements that created more collaboration in areas like the Great Lakes and the Florida Everglades."

One of his goals is to build on the already strong conservation partnership here in Iowa.

"Iowa's conservation accomplishments rank us among the national leaders," Simon said. "We'll be continuing those good things along with an emphasis on quality planning and technical assistance, forging relationships and accelerating implementation of conservation on the land."

Through his NWTf and TNC experiences, he identified and developed partnerships that shared similar goals and focus. And he's quick to acknowledge that Iowa NRCS will

need to expand its partnerships to help Iowa farmers address the goals of the Iowa Nutrient Reduction Strategy that calls for reducing nitrate and phosphorous levels by 45 percent.

"We need a diverse set of experts working with us," he said. For example, soil health is an area that needs more research and attention. "It's sometimes a hard sell because it's not as visible until you take a shovel to the ground. Once you see the earth worms and other living organisms and the richness; well, it's just vibrant and the land is more productive."

More than 30 years of experiences certainly prepared Simon for the challenges ahead.

"I inherited one of the best teams in the nation," he said. "What's happening in Iowa only reinforces our direction as well as the need for deep collaboration. We all want clean water. Every one of us."



*U.S. Secretary of Agriculture Tom Vilsack introduces new Iowa conservationist Kurt Simon at the Des Moines Botanical Center in October as, from left, Iowa Ag Secretary Bill Northey, interim state conservationist Rick Ellsmore and Iowa Department of Natural Resources Deputy Director Bruce Trautman look on. (NRCS Photo)*

# Iowa awarded \$97 million for flood reduction and water quality

Iowa Gov. Terry Branstad, Lt. Gov. Kim Reynolds and Iowa Sec. of Agriculture Bill Northey along with key federal and state partners announced Jan. 22 that the state of Iowa was awarded nearly \$97 million from the U.S. Department of Housing and Urban Development as part of the National Disaster Resilience Competition that will help accelerate flood reduction and water quality efforts in key watersheds over the next five years.

Through this new federal funding, the state will continue collaborative efforts in both urban and rural areas to reduce flooding and install voluntary new water quality practices.

"I am proud that Iowa is being recognized for our leadership in advancing innovative and data-driven flood reduction and water quality efforts," Branstad said. "This grant adds significant federal resources to build on the efforts of the Iowa Nutrient Reduction Strategy and complements our recent proposal to extend the SAVE fund to support long-term funding for education infrastructure and water quality efforts."

The Iowa project—the Iowa Watersheds Approach (IWA)—identified flood reduction and water quality efforts in nine targeted watersheds, including Bee Branch Creek; Clear Creek; East Nishnabotna; English River; North Raccoon River; Middle Cedar River; Upper Iowa; Upper Wapsipinicon River; and the West Nishnabotna River.

"This is another example of Iowa leading the way with innovative projects that brings together state, federal and local partners to achieve important water quality improvements," Sec. Northey said.

State of Iowa leaders began pursuing this grant in the fall of 2014 when they saw the opportunity to advance two long-term public policy priorities – reducing flood risks and advancing water quality. Agriculture, multiple state agencies, universities and organizations collaborated to win the federal grant. Iowa's proposal rose to the top of more than 40 state applicants in a national disaster resilience competition, largely due to the good work already underway to solve Iowa's water quality and flooding challenges.

"This is a multi-decade challenge to improve water quality on our farms, reduce flooding in our cities and better prepare for seasonal climactic variability," said Sean McMahon, executive director of the Iowa Agriculture Water Alliance. "This grant will result in more resilient farms, more resilient cities, more resilient ecosystems and a more resilient Iowa. We are pleased to be part of this collaborative effort that will help to demonstrate, expand and replicate the watershed approach to improving water quality in Iowa."

State leaders summarized the goals of the project in their grant submission support letter: "The goals of our project, the Iowa Watershed Approach, are to reduce flood risk and improve water quality in Iowa by implementing a suite of projects upstream that retain water and increase infiltration."

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# Animal Agriculture Alliance debuts Meat Matters campaign

The Animal Agriculture Alliance has unveiled a new campaign focused on promoting the role of meat and poultry in a healthy, balanced diet. The Meat Matters initiative counters claims made by activist groups about the nutritional value of animal protein, as well as the sustainability of meat and poultry production.

“We’ve heard a lot of concern over the years from our members about activists pushing the “Meatless Mondays” movement in their local schools and communities,” said Kay Johnson Smith, alliance president and CEO. “This misleading movement is another tactic to eliminate consumer choice – the ability that we each have to determine the right food choices for ourselves and our families. Our new campaign will help consumers sort through the myths and misinformation to understand the true value of meat and protein in their diets.”

The alliance has produced and maintained consumer-facing resources explaining the truth behind “Meatless Mondays” for nearly a decade, and the new Meat Matters materials take that content to a new level with eye-catching graphic design and easily digestible information.

Campaign materials include print and web versions of a poster filled with facts and statistics about meat’s role in a healthy diet intended for distribution to consumers or

decision-makers in communities being pressured by the “Meatless Mondays” movement; content and resources posted on the alliance website; the Meat Matters pledge; editorial pieces by third-party experts on nutrition and sustainability; and more.

“It’s easy to find celebrities and other public figures who are very public about their choice to follow vegetarian or vegan diets,” said Hannah Thompson, alliance communications director. “Unfortunately, we don’t hear as much from meat-eaters, who make up the vast majority of the population. We want to help people feel confident about their choice to include meat and poultry in their diets, and hopefully the Meat Matters campaign will do just that.”

For more information and to take the “Meat Matters” pledge, visit [www.animalagalliance.org/engage/#meatmatters](http://www.animalagalliance.org/engage/#meatmatters).



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# Iowa newspapers encouraged to tell pork's story

An Iowa Pork Producers Association Board member addressed the Iowa Newspaper Association's Past President's Awards Luncheon on Feb. 5 and encouraged newspapers to continue telling a positive story of pork production and agriculture in Iowa.

Heather Hora, IPPA's District 8 director from Washington, spoke to around 200 newspaper officials at the downtown Des Moines Marriott. Her appearance was the result of the IPPA Public Relations Committee's sponsorship of the luncheon, which featured pork loin.

Hora told the audience that agriculture continues to be targeted by animal rights activists and environmental extremists.

"From water quality to animal care, [activists] are intent on ending animal agriculture and taking control of our lands," she said. "Even though a majority of them have never been around a farm or in a barn ... they believe that somehow they know what is best for not only Iowa's farmers, but America's farmers."

Newspapers have long held considerable power and continue to have great ability to influence people and opinion, whether it's in print or online. They also have a moral responsibility to report true and unbiased opinions.

IPPA believes it's essential to the future of the industry to get the true stories of producers told, Hora said. She told the audience that this is where newspapers have been playing an important role.

"We consider ourselves partners in telling the truth about Iowa's agriculture communities and we want to thank you for your positive coverage of our events and our people," Hora said. "We want to encourage all of you to reach out to your local producers for stories, local events, barn tours."

Hora thanked the past presidents in attendance and noted that both industries have gone through change and that it takes great leadership to become stronger.

"Someone told me once that leadership is not a position or a title," said Hora. "It's an action and example. You can trust that our producers are leaders by both their actions and their examples."

"Let's continue to work together in getting the true stories of agriculture to the people. Knowledge is power and we have the ability to give them the knowledge."

IPPA also had a booth at the INA convention tradeshow. Hora and IPPA Past Presidents Dave Moody and Dave Struthers were on hand to talk pork production. Production videos were shown and recipes and other handouts were provided.



*IPPA Board member Heather Hora addresses the past president's luncheon at the 2016 Iowa Newspaper Association Convention in Des Moines.*

# Dubuque chef becomes two-time winner of Iowa Pork Taste of Elegance

A Dubuque chef was named Chef Par Excellence for the second time at the Iowa Pork Producers Association's 2016 Iowa Pork Taste of Elegance competition on Jan. 25 in Des Moines.

Chef Jon Nelson of the Diamond Jo Casino's Wood Fire Grille in Dubuque took home the top prize in IPPA's 30th annual culinary contest at the Des Moines Marriott. He also won the event in 2012. Nelson earned a plaque and \$1,000 for his latest pork creation;

Rapids. His "Duo of Pork Shoulder" entrée earned him the Premier Chef plaque and \$250.

More than 200 invited guests at the evening reception selected the People's Choice Award winner, Chef Aaron Holt of RoCA in Des Moines. He won \$250 and a plaque for his "Root Beer-braised Pork Shoulder Sliders with Crispy Sriracha Onions and Aioli in a Root Beer Reduction."



*The winning entrée.*

"Ad Porc de Trois." The win also earned Nelson a trip to the National Pork Summit in St. Helena, Calif., this spring.

Second place, or Superior Chef, was presented to Chef Daniel Dennis of the Lion Bridge Brewing Company in Cedar Rapids. He also placed second in 2015. Dennis prepared a pork entrée he called "Red Wattle Torchon in 4 Seasons" and won \$500 and a plaque.

Third place went to Chef Anthony Valvoda of Bata's Restaurant in Cedar

Rapids. Ten chefs from around Iowa prepared their pork entrees for judges in the afternoon. IPPA required each chef to use the Boston Butt/Pork Shoulder cut this year in an original entrée. The winning pork dishes were selected on the basis of taste, appearance and originality.

Judging this year's competition were Chef Brad Scott, culinary instructor and head chef at Scott Community College, Chef Jonathan Cook, executive sous chef of the Iowa Events Center and Matt Unger, program



*Chef Jon Nelson and his winning pork entrée.*

manager with the Food Bank of Iowa. The evening reception was emceed by WHO Radio's Bob Quinn.

The invited guests enjoyed the evening reception, samples of each chef's entrée, and the award ceremonies. Seven different Iowa wineries and breweries offered samples of their best products.

The event also served as a fundraiser for the Food Bank of Iowa's Backpack program. IPPA encouraged guests to make monetary donations with that total matched by the association, plus \$1,500. The food bank program received a total donation of \$2,826.

The Taste of Elegance is a Pork Checkoff-funded culinary competition designed to inspire innovative and exciting ways to menu pork. This event brings together talented chefs from across Iowa for an elegant occasion that highlights pork and its popularity as a menu favorite.

The IPPA Taste of Elegance competition and reception helped kick off the 44th annual Iowa Pork Congress, held Jan. 27 and 28 at the Iowa Events Center in Des Moines.



# Iowa Pork Foundation enjoys record auction

A full house, 33 donated items and hot and heavy bidding helped the Iowa Pork Foundation raise a record amount of money at the annual Iowa Pork Congress Kickoff Reception and Auction on Jan. 26 in Des Moines.

Pork producers, allied business partners and tradeshow exhibitors joined IPPA producer leaders and others for the social hour, pork buffet and live auction.

The event raised \$24,150 for youth scholarships, topping the 2014 record \$22,620. The auction bill included concert and game tickets, autographed basketballs, amusement park passes, catered dinners, artwork and special gift baskets.

Auctioneer Mike Christensen was assisted by ring men Ernie Barnes from the National Pork Board; Pete Houska of the National Pork Producers Council; former IPPA President Greg Lear and Drew Mogler; the IPPA Board; and 2015 Iowa Pork Youth Leadership Team.

The event included the introduction of the 2015 Iowa Pork Foundation scholarship winners and the presentation of certificates to the recipients.

IPPA and the Iowa Pork Foundation extend sincere thanks to everyone who attended, donated and helped raise money for deserving student scholarships!



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Tama Co. Pork Producers



# 2015 IPPA Membership Survey



## Environmental regulations remain producers' most negative issue

The Iowa Pork Producers Association's 2015 survey of members found that environmental regulations remain the biggest issue negatively impacting the industry.

The survey was conducted last fall and 500 out of 2,870 members completed the short questionnaire. Nearly 50 percent were pig owners and another 38 percent of the respondents were contract growers. The survey was distributed by mail and online.

When asked to rank the top five issues negatively impacting the pork industry in the next five years, environmental regulations, antibiotic availability and sow housing were the top three concerns.

Of those who responded, 58 percent cited environmental regulations. This compares to 71 percent who rated it the top pressing issue last year. Antibiotic availability was rated the main issue by nearly 19 percent of the respondents and another 15 percent said sow housing was the chief issue.

Producers were asked about their involvement in NPDES inspections and common swine industry audits.

Just under 25 percent said they had been contacted by the Iowa Department of Natural Resources about an NPDES inspection or already had one completed. This was a 16 percent increase from last year. Slightly more than 32 percent said they had participated in a common swine industry audit.

A majority of producers were opposed to increasing the Pork Checkoff or the Strategic Investment Program rates.

IPPA asked producers to rank the top three areas of research investment need and 32 percent said they'd like to see the association increase its investment in nutrient management. Another 21.5 percent had swine health research as their top priority. Sow housing (14%) and focus group market research (13.3%) also were popular responses.

The 2015 survey also showed increased interest in Iowa Nutrient Reduction Strategy practices. When asked what practices producers are already using on their farms, grass waterways (23%), GPS variable rate (18%), no till (16%), nitrogen inhibitors (13%) and buffer strips (11%) were the most widely used.

When asked what practices they plan on incorporating or expanding in the next two to three years, grass waterways (24%), GPS variable rate (17%) and no till (16%) were the top responses.

Nearly 87 percent of the respondents who said they apply manure themselves incorporate through injection. Most do not use nitrogen inhibitors and a majority (79.3%) said they apply nutrients when the ground temperature is under 50 degrees.

Producers also listed issues that IPPA needs to focus on to gain public acceptance and antibiotic usage, sow housing, water quality and the environment were the issues most cited.

IPPA will use the survey results to develop more effective policies, positions and programs.

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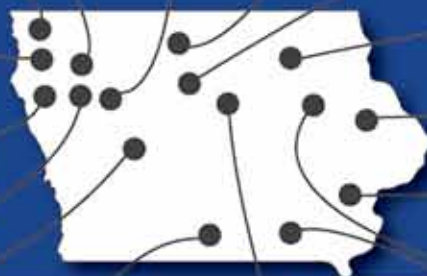
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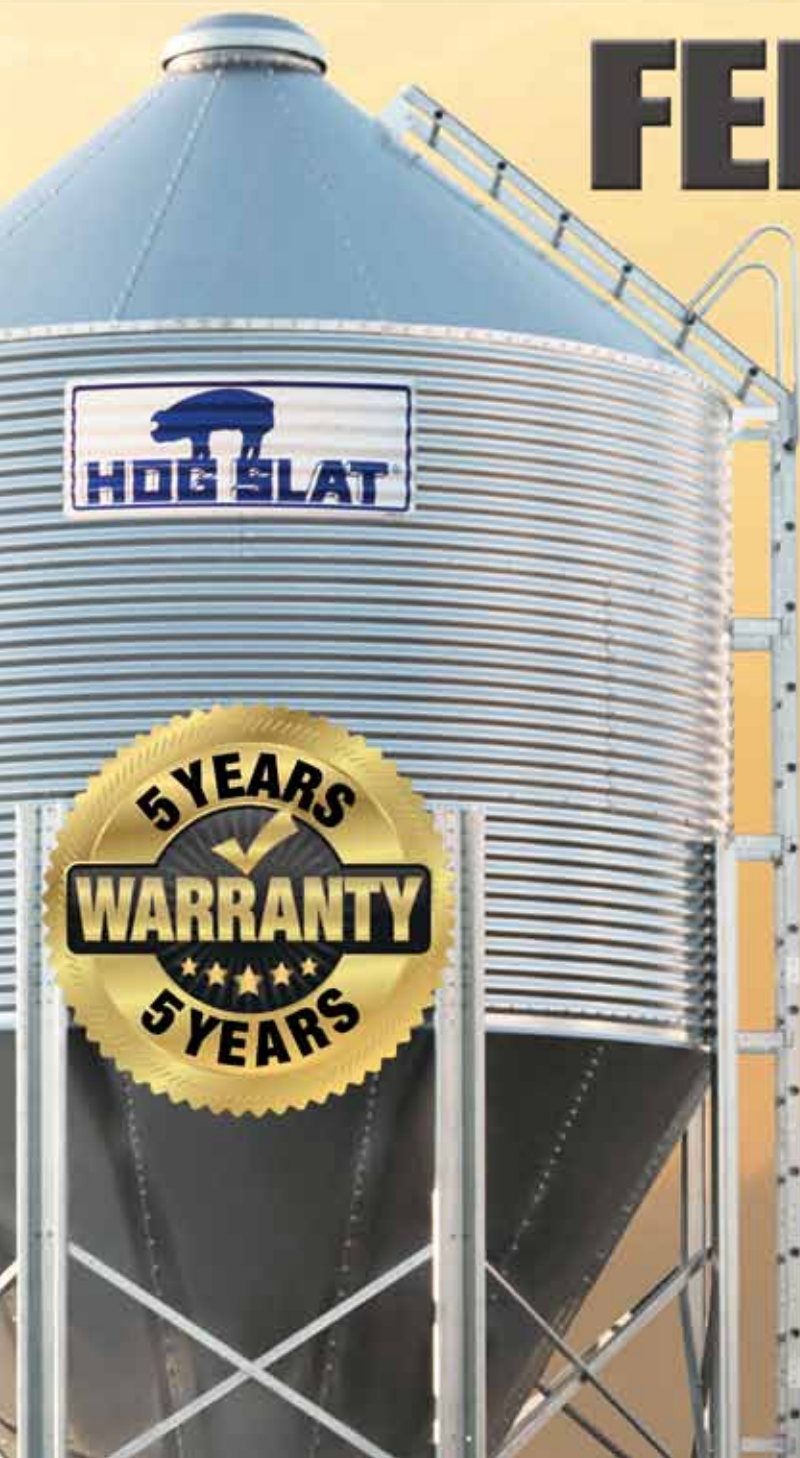
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# 2016 IPPA Annual Meeting Delegates refer relocation of Pork Congress to committee

It will be at least a year before we know if the Iowa Pork Producers Association will be required to hold Pork Congress and other events somewhere other than Des Moines.

A resolution presented to delegates by the Tama County Pork Producers asked that IPPA investigate the possibility of holding its events in other cities as retaliation for the Des Moines Water Works water quality lawsuit against the Buena Vista, Calhoun and Sac County drainage districts.

The controversial resolution spurred a lengthy debate and was eventually referred to a committee of the IPPA Board of Directors for study.

Greater Des Moines Partnership CEO Jay Byers and IPPA legal counsel Eldon McAfee first set the stage for the debate. Byers thanked the delegates for holding Pork Congress and the World Pork Expo in Des Moines and for the association having its headquarters in the metro area. Pork Congress is worth \$1.3 million to the city of Des Moines, he said. McAfee summarized the lawsuit situation, saying it's the drainage district trustees who are being sued, not farmers.

A dozen delegates addressed the issue, some supporting the resolution, others opposed.

"We have a suit hanging over our heads that could impact all of us and we need to find a creative solution," said Tama County delegate Phillip McKenna of Dysart.

"Farmers are passionate about [the lawsuit] and they want to look at the options," said Tim Schmidt, a Sioux County delegate from Hawarden.

Former IPPA president and Plymouth County delegate Bill Tentinger of Le Mars said he had

mixed emotions about the resolution, but delegates need to look at the big picture.

"We need to look at it as a business decision and be careful not to disrupt IPPA's non-market funding that [Pork Congress] raises," he said. "If we move it, it will kill the show and hurt IPPA drastically."

Past IPPA president and National Pork Producers Council President-elect John Weber, a Tama County delegate from Dysart warned that there's a very good chance that pork producers will be facing stiffer environmental regulations in the next four to five years.



*Phillip McKenna of Tama County speaks in support of the county's pork event relocation resolution.*



“This is not the place to apply political pressure,” Weber said. “We need to call out Des Moines Water Works on its approach as much as possible.”

The debate continued for nearly an hour before Leon Sheets, a former IPPA president from Ionia in Chickasaw County, moved to refer the resolution to the IPPA Board for study. The motion requires the board to report back to delegates. The motion was seconded and passed.

A companion piece submitted by Tama County sought to have IPPA contribute to the legal defense fund of the county drainage districts targeted in the lawsuit. The resolution failed after considerable debate.

Here is a summary of the resolutions approved by delegates:

- IPPA and its national organizations work with federal government and research agencies to develop a plan addressing the role of antibiotics and other animal health products in meat production.
- IPPA and its national organizations work together to increase the federal government’s investment in food, agricultural and natural resources research.
- Work to aggressively defend producers’ use of approved animal husbandry practices, further develop and implement strategies to engage food companies and have Pork Board and NPPC make all necessary resources available to support those efforts.
- IPPA and NPPC support passage and full implementation of the Trans-Pacific Partnership.
- IPPA and its national organizations work with federal agencies and the U.S. Pork Center of Excellence to seek and encourage development and implementation of more soil and nutrient stabilization options for on-farm use.
- Support PQA Plus training for all pig caretakers.
- Support efforts to update Iowa’s disease response and recovery plan.

One other resolution failed and another was withdrawn.



*John Weber of Tama County addresses delegates.*

A total of 132 delegates representing all eight IPPA districts attended. Delegates heard various state committee reports and received national updates. 2015 IPPA President Dave Struthers gave the “state of the association” address and Keith Schoettmer of Indiana, America’s Pig Farmer of the Year for 2015, also addressed the meeting.

Retiring IPPA board members Dr. Howard Hill, Sean Dolan, Joe Rotta and Past President Jamie Schmidt were recognized at the conclusion of the meeting and thanked for their years of service. Struthers then passed the gavel to Al Wulfekuhle of Quasqueton who will serve as IPPA president in 2016 and a complimentary resolution was presented honoring Struthers.

# Struthers addresses 2015's positives, negatives in 'state of the association' report

Iowa Pork Producers Association Past President Dave Struthers of Collins talked about the past year's challenges and prospects for the immediate future in his "state of the association" address at the IPPA Annual Meeting in Des Moines on Jan. 26.

Despite the Porcine Epidemic Diarrhea Virus challenges in 2014, it turned out to be a pretty good year. The good times didn't continue in 2015 even with lower feed costs. Pork producer profits were modest at best.

"We're paying for the increased production following the worst of PEDV now and we'll have to work through the surplus of available product to return to any semblance of extended profitability," Struthers told delegates. "We may see some black ink in the second and third quarters, we hope."

IPPA took steps in early 2015 to help the National Pork Board aggressively market pork in large consumer markets, contributing \$600,000 to the cause, a fact Struthers said made him proud.

"Investment within our state is good, however it's very important that we put the money where we can reach the most consumers for the least cost," he said.

U.S. pork exports declined last year thanks to a strong U.S. dollar that gave competing nations an advantage, but Struthers tried to look on the bright side.

"While we haven't sustained the growth we've enjoyed, our profit-loss situation could be worse without that international business," he said.

In an effort to maintain and enhance relations with trading partners, IPPA producer leaders participated in separate meat missions to Japan, Mexico, Chile, Peru and

China in 2015 with the Iowa Economic Development Authority and the U-S Meat Export Federation.

On the positive side, Struthers pointed out a few of the key issues of importance to producers.

The year saw the culmination of the Trans-Pacific Partnership regional trade deal involving the U.S. and eleven other nations. A final TPP agreement is being called the "most important commercial opportunity ever for U-S pork producers."



*2015 IPPA President Dave Struthers delivers the state of the association speech.*

"Thanks to the work of many of you and the National Pork Producers Council, we avoided costly retaliation from our two biggest trading partners in Mexico and Canada when Congress repealed the controversial Mandatory Country of Origin Labeling law," Struthers said. "The two countries were set to impose more than one-billion-dollars in tariffs on U.S. goods, including pork."

Struthers told the delegates that the industry breathed a sigh of relief when a federal appellate court suspended nationwide implementation of EPA's Waters of the U-S rule until further court order.

"In 2017, we will face implementation of the Food and Drug Administration's Guidance 209 and 213, eliminating producers' use of antibiotics for growth promotion that are important in human medicine," said Struthers. "I encourage you to take the time to understand these directives and how they impact your business."

The past president also reviewed some of the association's successes in 2015, including partnering on five key watershed projects across the state and enhanced promotions, public relations and education efforts.

# New IPPA president outlines 2016 goals and issues

Al Wulfekuhle's first pig was a greased one he won at the Jones County Fair when he was 13 years old. When he was in FFA as a high school sophomore, he bought a small percentage of his father's herd. He's raised hogs ever since and is now the producer leader of the nation's top pork producing state.

The Quasqueton farmer began his one-year term as the president of the Iowa Pork Producers Association on Jan. 26 at the conclusion of the IPPA Annual Meeting in Des Moines. He succeeds Dave Struthers of Collins after serving as president-elect in 2015.

One of his goals this year is to get more people involved with IPPA, a grassroots organization that employs a committee structure.

"We have a committee for everyone and we try to put people who are passionate on them and use their expertise and talents," he said. "Not just pig owners, but people who work in the industry, including contract growers."

Wulfekuhle outlined several issues that he says the IPPA Board of Directors will need to be concerned with during his term.

The U.S. Food and Drug Administration's new Veterinary Feed Directive that prohibits pig farmers' use of certain antibiotics and requires a veterinarian's prescription for others will take effect on Jan. 1, 2017, and Wulfekuhle says preparing producers for the change will be key.

"Staff and the board members need to get the word out about it and educate producers so they're prepared," Wulfekuhle said. "I don't think it'll be a big issue, but we need to do our part to make sure producers are aware of it and prepared for it."

First elected to the board in 2012, Wulfekuhle believes it's going to be another challenging year for producers from a profitability standpoint.

IPPA has invested additional resources with the National Pork Board and increased its marketing efforts to promote and sell more pork. He also recognizes the industry may have tighter packing capacity next fall and winter and encourages producers to be sure to communicate closely with their packers.

Wulfekuhle is president and majority owner of G & W Pork, a farrow-to-finish business with 1,600 sows. About 36,000 pigs are marketed annually to Tyson in Waterloo and another 4,000 are sold as maternal gilts. He also owns CNI Consulting and farms 500 acres of corn and soybeans. He was named a county and state Master Pork Producer in 1991.

"It's an honor to represent the industry and I'm looking forward to working with the great board and staff at IPPA," he said.



*Al Wulfekuhle of Quasqueton (right) receives the president's gavel from outgoing President Dave Struthers of Collins at the conclusion of the 2016 IPPA Annual Meeting.*



# The 2015 Environmental Steward Award winners



The Iowa Pork Producers Association presented its 2015 Iowa Environmental Steward Award to Joel and Laura Huber, who own and operate Huber Crops & Chops, Inc., near Wellman in Washington Co.

They received a trophy and \$2,500 cash during the 44th annual Iowa Pork Congress Banquet in Des Moines on Jan. 27.

The Hubers farm 750 acres of row crops and their 700-sow farrow-to-finish hog business markets roughly 18,000 pigs each year. Farm management and labor is shared with other family members. The Hubers' two daughters enjoy working on the farm when not in school.

The family has worked with many different programs to advance environmental efficiencies and conservation on the farm, including use of the Carbon Footprint Calculator available through the National Pork Board.

Area around the hog barns is enrolled in the Conservation Reserve Program. The Conservation Stewardship Program also has provided benefits as Joel and Laura focused on late stalk testing to judge total plant nitrogen needs. Resource Enhancement and Protection and Environmental Quality Incentives Program funds also have enabled cost share for terraces and waterways on the farm.

The farm has completed an environmental audit to determine potential areas to improve utility efficiency. As a result, they have incorporated LED lighting and solar panels at all facilities.

The Hubers apply their own manure and operate a commercial application business for other area farmers. Joel has experimented with many different manure application implements to achieve minimal soil disturbance and optimum nutrient placement. All manure is sampled for nutrient content prior to application. Joel and Laura approached neighbors to discuss concerns prior to building and they work with various odor mitigation products and inform neighbors prior to manure application.

They continue to investigate and experiment with new conservation practices, most recently cover crops. Joel notes recent strong cover crop use in the area and the valuable opportunity to learn from other farmers' experiences.

The Hubers are past recipients of the Iowa Governor's Farm Environmental Leader Award and maintain an active role in the Washington County Pork Producers Association. Joel is a past IPPA Board and Environmental Committee member.

Joel's degree in environmental science has fueled his interests to experiment with, better understand and educate others about environmental practices in agriculture. Thus, the Hubers have been strong proponents of the Iowa Nutrient Reduction Strategy.

The Environmental Steward Award was established in 2007 by the IPPA Environmental Committee to recognize pork producers who go above and beyond in environmental stewardship. The selection committee judges nominees on the producer's manure management, soil and water conservation practices, air quality strategies, wildlife habitat management and environmental management innovations.



## Adams Co. pig farmers are Iowa's 2015 Pork All-Americans



Brad and Terri Van Gelder received the 2015 Pork All-American Award from the Iowa Pork Producers Association on Jan. 27 during the 44th annual Iowa Pork Congress Banquet in Des Moines.

The Pork All American award is given to a Master Pork Producer who is under the age of 40. It's the highest honor a producer can receive from IPPA.

The Van Gelders have raised pigs for 17 years. They own and manage a 4,000-head wean-to-finish farm, built in 1998, and raise pigs on contract near Creston in Adams Co. They also farm 820 row crop acres with family.

Contract management for the Van Gelders emphasizes biosecurity, quality care throughout the grow-out period and recordkeeping. Medication records are kept on each

barn door. Daily observation records require notations on ventilation, water and feed levels and observer identification.

Brad also operates a commercial manure hauling business for about 50 local barns, applying about 14 million gallons annually. He recently embraced new technology and support of nutrient loss reduction by installing low disturbance application toolbars on all manure application equipment. They also no-till a large percentage of row crop acres. Brad places strong emphasis on biosecurity between sites and his own to limit potential transmission of disease.

Since being named Master Pork Producers in 2012, they have demonstrated exceptional commitment and growth within the Iowa Pork Producers Association. They dedicate countless hours to the Iowa Pork Tent Committee. Terri also serves on the IPPA Youth Committee and assists with the local county fair queen contest. They completed the Iowa Pork Leaders of Tomorrow Program in 2014. A schoolteacher by day, Terri helps with load-in and care for newly arrived pigs, assisted by their two young daughters.

Both are active in community, church and school and are getting involved in 4-H leadership.

The IPPA Pork All-American award was established in 1970 to honor young producers who have established themselves as community leaders and successful and dedicated businesspersons.

### Previous IPPA Pork All-American Award Winners

2014	Ryan Reed, Ottumwa	2001	Allen and Darrel Burt, Marshalltown	1989	Arvin and Laura Vos, Otley
2013	Paul Pingel, Aurelia	2000	Tom and Nancy McDonald, Hopkinton	1988	David Litscher, Stanwood
2012	Sean Dolan, Masonville	1999	Tom Floy, Thornton	1987	Michael Bovy, Waterloo
2011	Dan and Rachel Berdo, Washington	1998	Marla Conley, Cherokee	1986	Kent and Ross Paustian, Walcott
2010	Aaron and Trish Cook, Winthrop	1997	Rick and Brad Moser, Larchwood	1985	Robert Jon Dircks, Clarence
2009	Mike and Sarah Ver Steeg, Inwood	1996	Rodney, Brian, Dwight and Perry Mogler, Alvord	1984	Dennis Friest, Radcliffe
2008	Dana and Nicky Sleezer, Aurelia	1995	Rob and Char Brenneman, Washington	1983	Dennis and Robert Baker, State Center
2007	Todd Wiley, Walker	1994	Joe and Linda Scallion, Iowa Falls	1982	Harold Trask, Renwick
2006	Brian Monaghan, Ryan	1993	Roger and Linda Coon, Lohrville	1981	Duane Miller, Wellman
2005	Joel and Bryce Van Gilst, Oskaloosa	1992	Jon Caspers, Swaledale	1980	Dave Hausman, Onawa
2004	Mike Pech, Winthrop	1991	Jerome and Heidi Vittetoe, Washington	1979	Bill Riggan, Washington
2003	Thadd, Travis, Trent and Troy Knoblock, Rock Rapids	1990	Dr. John A Korslund, Eagle Grove		
2002	David Moody, Ames				

# Winneshiek Co. couple named Iowa's top swine seedstock producers

A Winneshiek Co. farm couple has been named the winner of the 2015 Master Seedstock Award by the Iowa Purebred Swine Council and the Iowa Pork Producers Association.

Wayne and Roxanne Huinker of Decorah were honored at the 44th annual Iowa Pork Congress Banquet in Des Moines on Jan. 27.

The Huinkers have demonstrated a strong commitment to the purebred seedstock industry through more than 38 years of production experience.

Upon entering pork production with 30 sows in 1977, Wayne and Roxanne focused on commercial boar sales and central test stations having worked with Wayne's uncle. They continue to focus genetics on basic function and end results. The farm focuses primarily on purebred Yorkshire and crossbred genetics. They have marketed animals nationally and abroad, having previously shipped seedstock animals to China.

The farm now sells boars and gilts as seedstock, feeder pigs and market hogs as show pigs and market hogs to the commercial market through Tyson. They farrowed 240 litters in 2014. They also raise 150 acres of corn to feed their pigs.

A beautiful 1860s stone barn on the Huinker farm has been well maintained and continues to provide a home to some of their most prized seedstock. Gestation sows are housed in groups in bedded hoop buildings. Most are bred with artificial insemination with semen collected from boars on the farm and purchased from others. They also collect and sell semen from their boars. They utilize Double L buildings for farrowing and nurseries and an off-site 1,000-head finisher.

The Huinkers enjoy working with young people in the pork industry and Wayne judges four to six county swine shows each year and enjoys watching young leaders grow from the show ring into a career in the pork industry. They have worked to provide animals to a school ag chapter in Sacramento, Calif., and maintain a relationship with students there to educate them on pork



production. Wayne also is past president of the National Yorkshire Board and current chair of the National Swine Registry Executive Committee.

The couple has had tremendous success at state and national livestock shows. Their daughters exhibited the only two Yorkshire hogs sold in the Iowa State Fair Sale of Champions in 1993 and 2004. They also have had six derby champions and one reserve champion at the Iowa State Fair and have received many other champion and reserve champion awards at other shows.

Wayne and Roxanne are active in the Winneshiek County Pork Producers Association and were instrumental in getting Pork Chops on a Stick sold at their county fair. They have been active with the area school board association and church parish council. The couple has three daughters.

The Iowa Purebred Swine Council has sponsored the Master Seedstock Award since 1958 and has selected one Master Seedstock Award recipient each year since then. Its purpose is to recognize significant contributions to the Iowa and national purebred industries and for evidence of genetic improvements within their selected breeds for the benefit of Iowa, the nation and, in many cases, internationally.



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# IPPA announces 74th class of Master Pork Producers

The 2015 class of Master Pork Producers was introduced and recognized at the Iowa Pork Congress Banquet in Des Moines on Jan. 27.

This year's honorees were selected and recognized by their peers for excellence in pork production. Dr. Chris Rademacher, Iowa State University Extension swine veterinarian, narrated a brief slide show of each new Master Pork Producer's operation and each one received the coveted brass belt buckle, emblematic of the award, and a certificate of achievement.



Neighbors and peers first nominate farmers they feel are deserving of the award and all nominees must be responsible for the daily health and well-being of the swine in their care to be considered for the

award. Production efficiency with supporting records, expertise in one or more segments of the production cycle, and an understanding of industry issues such as quality assurance, animal identification and animal welfare are other keys to receiving the award.

Iowa Pork Producers Association and Iowa State University have been selecting Master Pork Producers every year since 1942.



### Alan Bormann

Livermore, Kossuth County

Bormann has raised pigs for 39 years and owns and manages a 3,300-head feeder-to-finish site under contract production. He raised 6,600 head of hogs in 2014. He also farms 300 acres of corn and 100 acres of soybeans.

All pigs brought to the Bormann farm get immediate access to water and are acclimated to a warm and dry environment. He maintains adequate records for site audits and pays close attention to medication withdrawal dates. Al segregates animals requiring an injection in the 30 days prior to sale in accordance with the "All Natural" program for which he raises pigs.

Bormann also takes animal health and biosecurity very seriously on his farm. He follows a strict routine for incoming service vehicles with additional sanitary zone restrictions for rendering trucks. Al has taken extra steps to ensure strong neighbor relations and control odor from his farm.

Al is an active member of the Kossuth County Pork Producers and the Iowa Pork Producers Association.

## 2016 Iowa Pork Congress Re-Cap



### **Jim and Lisa Boyer**

Ringsted, Emmet County

The Boyers own and manage Boyer Farms/Diamond 5, Inc., and operate two 4,000-head wean-to-finish sites. They started raising pigs in 1996 in outdoor lots and transitioned to contract feeding in 1997.

Diamond 5 is managed in conjunction with another area producer. The arrangement includes a shared risk and marketing model, which Jim notes has allowed their family farm to survive market volatility through the last decade.

Family involvement on the farm has been central at Boyer Farms. The Boyer children; Rebecca (20), Elizabeth (18) and Kevin (13), have played an active role on the farm and demonstrated ag commitments through dedicated 4-H involvement. They emphasize telling the pork industry story and advocating for strong neighbor relations and area industry growth through assistance to other young producers. The Boyers also assist in farm operation and provide manure value for 900 acres operated by the family along with another 440 acres of crop ground.

Jim and Lisa have taken on active roles in their community by teaching Sunday school and serving on the North Union School Board and the 4-H County Fair Committee. Jim completed the National Pork Producers Council's Pork Leadership Institute and testified before a U.S. House sub committee on trade issues in 2013. He also has served 19 years on the Emmet County Farm Bureau Board and been an active member of the Iowa Farm Bureau Internal Study, Political Action and Swine Advisory committees. Lisa serves on the Ringsted Library and local church boards and as township and assistant city clerk.



### **Matt and Courtney Gent**

Wellman, Washington County

The young couple is vital partners in the family owned business, Prairie Pork, Inc., a 5,000-sow farrow-to-finish operation and grain farm. All aspects of the operation are handled internally, including pig production, employee management, feed milling, trucking and manure disposal.

Production facilities consist of a newly built 5,000-head, filtered sow complex, multiple nursery and grow-finish sites, a fully integrated feed mill and two on-site truck washes, with company-owned trucks and trailers to help manage biosecurity risk. Prairie Pork also has invested in solar panels and wind power to help lessen the impact on the environment.

Matt received an ag business degree from Kirkwood Community College before returning to the family farm. He is a fundamental part of the daily operations and manages all grow-finish production, grow-finish record keeping, pig flow scheduling, managing of approximately 30 employees, and all aspects of the row crop entity. He also is financially invested in Gent Bros, LLC, and G2 Pork, LLC, owning both nursery and finishing spaces, and Matt and his brother are partners in raising corn and soybeans that return to the operation for feed use.

The Gents have been actively involved with the Washington County Pork Producers Association and contribute to its promotional efforts. Matt has served in several leadership capacities on the board, including president.

Matt and Courtney have two young children who enjoy spending time helping their parents with the pigs. As they move forward, the Gents want to create opportunities on the farm for their children.





### **Mike Kuhlemeier**

Rockwell, Cerro Gordo County

Kuhlemeier raises pigs on contract with The Maschhoffs and marketed 25,000 head in 2014. He owns and manages a 5,000-head feeder-to-finish site and a 4,800-head wean-to-finish facility. His farm includes 250 acres of corn.

Mike's field advisor notes that the nearly 20-year pig farming veteran is an exceptional animal caretaker with strong closeout numbers, attention to detail and outstanding dedication to site aesthetics and biosecurity.

In addition to raising hogs, Kuhlemeier manages two trucks and transports 15 loads of pigs for his contractor and other area producers each week. He also serves as a commercial manure applicator.

Site aesthetics and neighbor relations are incredibly important to Mike. He communicated with neighbors and county supervisors prior to building his sites and continues to maintain communication during manure application. Mike sells manure to area farmers and works to ensure proper placement and nutrient utilization.

Kuhlemeier is an active member of the Cerro Gordo Pork Producers Association, as well as the West Fork Athletic Booster Club and football backers. He also serves on the building committee for a new fitness center in Sheffield.

Mike and his wife, Kelly, have two teenage children.



### **Tom and Kathy Langel**

Le Mars, Plymouth County

The Langels own and operate T & K Farms, Inc., managing 4,100 feeder-to-finish spaces under contract production. They also farm 680 acres.

The couple started in 1975 with 120 sows in a farrow-to-finish business. They exited the sow business in 1998 and constructed finishing buildings to raise hogs under contract production. Kathy focuses on finisher pig management.

They recognize the importance of strong neighbor relations and site aesthetics as their sites are clean and well-manicured with trees and welcoming driveway décor. They have completed a successful inspection with the Iowa Department of Natural Resources and take proper steps for manure and soil testing to ensure proper nutrient placement based on crop needs. They also work with custom applicators for GPS application of manure.

Tom and Kathy are active in the Plymouth County Pork Producers Association, Iowa Soybean Association and the Knights of Columbus. Tom also has been past director for their church and director of Hinton-Owens Feed for nine years.

The Langels have three sons, two daughters and 12 grandchildren.



### **Leon Puhrmann**

Paulina, O'Brien County

Puhrmann owns and manages a diversified pork operation consisting of a wean-to-finish contract from a Canadian sow farm and a 1,200-head finisher currently under contract production as a 2,400-head nursery. He receives 3,500-head of weaned pigs every 18 weeks, which are custom fed in a nursery and at two finishing sites. Leon is responsible for all marketing on these pigs.

His farm also includes a 53-head fall calving cow herd and 400 row-crop acres.

Puhrmann got into pork production by helping his father farrow after graduating from high school. With 39 years of production experience, he has seen many industry transitions and he's passionate about keeping independent producers in business.

In conjunction with other partners, Puhrmann has been in the feed business for 30 years and is part owner and manager of TopLine Feed & Supply, manufacturing roughly 95,000 tons of swine feed annually. He also works with area producers for record keeping and marketing assistance and notes that record keeping, benchmarking and margin realization as pigs are being placed as critical to operational success.

Leon is president of his church, a past school board member and is active on the IPPA Public Policy Committee.

Puhrmann and his wife, Jan, have three grown sons and a granddaughter.



### **Marv and Helene Rietema**

Sioux Center, Sioux County

The Rietemas are part owners and managers of R & H Pigs, a value-added pork operation marketing roughly 20,000 pigs annually. They focus on roaster pig markets across the United States. Marv sources lower value weaned pigs and provides exceptional care to increase value in the roaster pig market.

Marv briefly taught school in Oskaloosa following graduation from Dordt College before returning to Sioux Center and eventually starting Northwest Order Buyers. At the peak, the business covered 12 auctions each week and bought and sold 100,000 to 120,000 pigs each year.

With 52 years of pork production experience, Rietema has demonstrated a strong passion for pigs and pork industry people. He looks to support youth pork industry involvement in any way possible, which has recently included endowment committee efforts for 4-H activity funding and scholarship funds at Dordt College.

Marv is currently the northwest region director on the Iowa Pork Producers Association Board of Directors. He is a 12-year National Pork Industry Forum delegate and is active with the Sioux County Pork Producers Association. He also is active on the Sioux County Fair Board, area school board and church council and Marv and Helene are regular pork donors to Food for Life.

The Rietemas have three grown sons and three grandchildren.

## 2016 Iowa Pork Congress Re-Cap



### Keith Wilgenbusch

Winthrop, Buchanan County

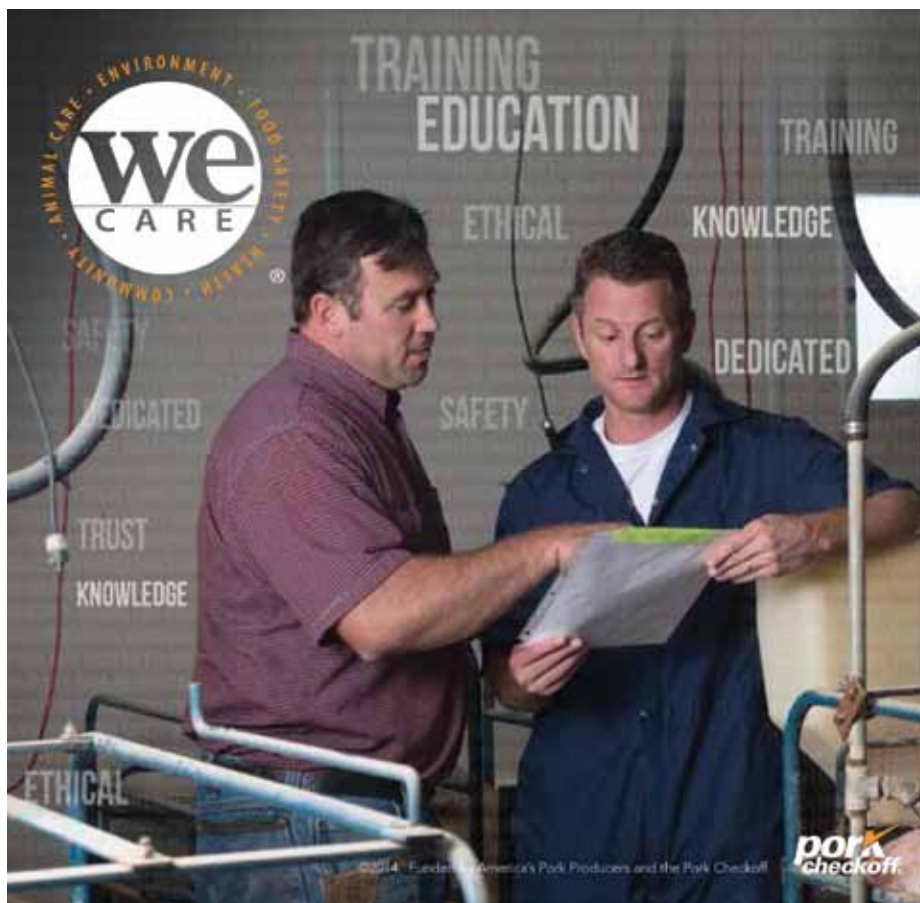
Wilgenbusch has raised pigs for 20 years. He owns and manages an 850-sow farrow-to-finish farm and marketed 3,500 head to Tyson and Farmland in 2014. He also sold an additional 20,000 weaned pigs to other area producers. In addition, he operates a 50-head cow-calf herd with his brother and also farms 80 acres of row crops.

Animal health and biosecurity are high priorities for Keith and he notes that PRRS, including variant 174, has proven to be one of the largest challenges on the sow farm. Semen is collected from on-farm boars and extended on site as one way to minimize disease risk and reduce cost.

Pending and anticipated barn maintenance has led Keith to explore decisions on animal housing due to recent customer concerns on gestation stalls. He emphasizes the animal care and employee benefits of stalls and hopes for continued discussion stressing these points to customers moving forward.

Wilgenbusch is active in the Buchanan County Pork Producers and Farm Bureau.

He and his wife, Jill, have four children and they look forward to engaging their kids in hog, cattle, broiler, laying hen and sheep 4-H projects. The kids enjoy opportunities to help dad in the barn and be active on the farm.



### SHOW THEM *we* CARE.

Consumers rely on us to produce quality pork in a responsible manner, so it's important they know the principles that guide pork producers – like a commitment to our communities. Everyone involved in pork production – from farm owners to animal caretakers – has an obligation to improve the lives of employees, customers and the communities in which we live.

Let's show the world how much we care. Visit [www.pork.org](http://www.pork.org) to see how you can contribute to a better quality of life in your community.



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# Lyon County swine manager receives IPPA Master Pork Partner Award

A Lyon County swine manager was one of two recipients of a 2015 Master Pork Partner Award presented by the Iowa Pork Producers Association and Iowa State University Extension and Outreach.

Ed Koedam of Larchwood received the brass belt buckle emblematic of the award at the Iowa Pork Congress Banquet in Des Moines on Jan. 27.

Koedam is the farm manager for Winding Creek Coop., a 2,750-head sow farm marketing weaned pigs to investor producers. He started his pork career in 1989 working his way from herdsman to manager at JLM Swine, an 850-sow farm near Sioux Center. He moved on to the current manager position at Winding Creek in 2000, where he has gained strong support of the leadership board and farm staff.

Winding Creek includes six full-time employees supervised by Koedam. Ed notes that low-turnover and a mature staff have been critical components to the farm's success.

Koedam's leadership has been recognized by Winding Creek officials. Dana Wilson of Land O' Lakes works with Ed on a

regular basis regarding on-farm management decisions.

"Instantly after being hired, Ed brought a stabilizing presence to the unit. The employees responded to Ed and appreciated that he's a hands-on manager who works right alongside them every day," Wilson said. "Ed has the experience, leadership and mindset that Winding Creek is his unit and he makes all day-to-day decisions quickly, accurately and in the best interest of the owners."

Animal health receives high priority at Winding Creek. Strong biosecurity prevented Porcine Epidemic Diarrhea Virus entry through the heightened alert. Attention to detail and strong protocol also aid in effective

management of PRRS on the farm, which Koedam notes is always a learning experience. While PRRS has resulted in farm losses and sow abortions, Ed and his staff have been effective in managing the virus to limit pre-wean mortality.

Koedam and his wife, Lori, have four children and are actively involved in their school and athletic events.

The Master Pork Partner Award recognizes pork production company employees who have demonstrated positive impacts in their production systems and a commitment to the We Care ethical principles, but don't have active daily roles at a specific production site. This was the second year of the award.



# IPPA presents Master Pork Partner Award to Pipestone field supervisor

The Iowa Pork Producers Association and Iowa State University Extension and Outreach presented a 2015 Master Pork Partner Award to a northeast Iowa production company employee at the 2016 Iowa Pork Congress.

The brass belt buckle emblematic of the award was presented to Bill Steenstra from Independence at the Iowa Pork Congress Banquet in Des Moines on Jan. 27. He was one of two winners of the award.

Steenstra has dedicated more than 25 years to pork industry development with Pipestone Veterinary Services/Pipestone System, where he started in the early '90s as a part-time powerwasher. Throughout his career, Steenstra has managed sow farms, nurseries and finishers and is now a field supervisor where he works with 20 employees and growers.

Bill works closely with pig owners, feed mills, veterinarians, truckers and hogs buyers to ensure pig quality. He has dedicated long hours to help farmers understand pig needs and makes himself available to producers to comfortably seek solutions to production challenges.

Throughout his career, Bill has helped educate hundreds of producers and

worked to improve animal husbandry, health and overall production performance. He is passionate about educating current and future producers in proper pig care. He is exceptionally dedicated to growing young leaders in the pork industry.

Steenstra also frequently assists producers with sorting, treating, developing manure management plans, manure pump-out safety, health management, animal handling and other daily management. He also maintains status as a Pork Quality Assurance Plus (PQA Plus) advisor where he is a diligent site assessor educating producers and ensuring adequate record documentation and focus on continuous improvement for all farms.

Bill is committed to community efforts through volunteer maintenance and vacation bible school assistance at his church. He goes out of his way to help those producers or neighbors in times of need.

Steenstra and his wife, Kim, have two daughters.

The Master Pork Partner Award recognizes pork production company employees who have demonstrated positive impacts in their production systems and a commitment to the We Care ethical principles, but don't have active daily roles at a specific production site. This was the second year for the award.



# IPPA makes IEDA director 2015 Honorary Master Pork Producer

The director of the Iowa Economic Development Authority was selected as a 2015 Honorary Master Pork Producer by the Iowa Pork Producers Association.

Deborah Durham was recognized for her strong contributions to the success of the state's pork industry at the 2016 Iowa Pork Congress Banquet in Des Moines on Jan. 27.

Gov. Terry Branstad appointed Debi Durham director of Iowa Department of Economic Development in January 2011. As one of her first orders of business, Debi worked with the governor and legislators to restructure the department to create a public-private partnership to update and improve Iowa's delivery of economic development services. The department is now known as the Iowa Economic Development Authority.

Additionally, Durham oversees IEDA's efforts to develop and expand Iowa's entrepreneurial ecosystem. In collaboration with the Iowa Innovation Corporation—the private side of the public-private partnership—funding to support companies at early stages of development was increased and the mentoring processes to ensure these companies could be successful were made more robust.

Debi has been an active trade proponent as IEDA is engaged with Iowa's pork industry and other agricultural partners to enhance positive trade relationships. She has been instrumental in support of meat trade activities, including coordination of trade missions, hosting trade teams



and making the electronic meat supplier database available.

Under Durham's leadership, IEDA has worked to help modernize, recruit and invest in new harvest and further processing facilities in Iowa. Most recently, these efforts have yielded significant results for the Iowa and U.S. pork industry as the joint Seaboard Foods and Triumph Foods harvest plant plans were announced for her home area of Sioux City. When completed in 2017, this plant will provide much anticipated and needed infrastructure for Iowa's pork producers.

Debi holds a bachelor's degree in business administration and a marketing and management degree from Missouri Southern State University. Durham and her husband, Joel, have two adult children.

The Honorary Master Pork Producer Award is given to two people each year for their outstanding and distinguished service to the betterment and success of Iowa's pork industry. Recipients are selected by the IPPA Board of Directors and the program is funded by the Pork Checkoff.



# ISU professor named 2015 Honorary Master Pork Producer

A professor in the Iowa State University College of Agricultural & Biosystems Engineering was one of the Iowa Pork Producers Association's recipients of a 2015 Honorary Master Pork Producer Award.

Dr. Steven Hoff was recognized for his valuable contributions to the success of the Iowa pork industry at the 2016 Iowa Pork Congress Banquet in Des Moines on Jan. 27.

Hoff is a Fellow of the American Society of Agricultural and Biological Engineers. He has received the Louis Thompson Distinguished Undergraduate Teacher Award and works in the Air Dispersion Lab at Iowa State University.

Putting "science into practice" has been a guiding motto for Dr. Hoff's research in evaluation of and design conditions for efficient and sustainable animal production systems, sensor and controller development and air emission measurement and mitigation technologies for animal production systems.

Dr. Hoff has been an instrumental leader of IPPA-supported manure foam research in conjunction with the University of Minnesota, the University of Illinois at Champaign-Urbana and USDA. This collaborative effort aims to determine causes and solutions to manure foam, which has proven to be a significant storage and safety challenge for Midwest pork producers.

Steven continues to develop and refine the Community Assessment Model for Odor Dispersion (CAM), which has been used for siting evaluation



of Iowa pig farms since 2005. This model was partially funded by IPPA and has been an important tool used in siting consideration discussions and enhanced neighbor relations through the Coalition to Support Iowa's Farmers.

Evaluation of emissions from animal housing systems and cost effective gas and odor emission mitigation technologies continue to be of particular focus for Dr. Hoff. Additionally, he is working on methods to automatically and continuously control both space and radiant heating systems for efficient swine production systems.

Hoff holds a bachelor's degree in agricultural engineering tech from the

University of Wisconsin-River Falls and bachelor's, master's and doctorate degrees in agricultural engineering from the University of Minnesota.

Steven and his wife, Beth, reside in Jewell. They have two adult children and one grandchild.

The Honorary Master Pork Producer Award is given to two people each year for their outstanding and distinguished service to the betterment and success of Iowa's pork industry. Recipients are selected by the IPPA Board of Directors and the program is funded by the Pork Checkoff.

# IPPA names state Belle Ringer and Hog Wild award winners for 2016

Many men and women devote considerable time each year to promoting pork and the pork industry and the Iowa Pork Producers Association annually recognizes these promotional champions. IPPA presented the state Belle Ringer and Hog Wild award winners at the association's annual meeting luncheon in Des Moines on Jan. 26

### Belle Ringer Award



*2015 District Belle Ringer Award winners Alexa Eike, second from left, and Allison White with members of the 2015 Iowa Pork Youth Leadership Team.*

The state Belle Ringer Award is presented each year to a woman who plays a key role in contributing to the pork industry through her county pork organization. The winner has shown the highest qualities of leadership,

dedication and commitment to the activities that promote the Iowa pork industry.

Allison White from Buena Vista County and Alexa Eike from Delaware County received district awards from IPPA during the luncheon and while both had outstanding resumes, Eike was presented the state award.

Eike has been involved in pork production, promotion and grilling for 10 years. She's a past member of the Delaware County Pork Producers and Porkette boards, serving in those capacities for three years. Alexa is always willing to help with the County Fair 4-H and FFA hog show weigh-ins, and has served as assistant superintendent of the county fair swine show.

She helps with various activities, including Ag in the Classroom, Delaware County youth, radio promotions, newspaper ads and the Delaware County pork grill team. She coordinated the annual Pig Days for several years at the Good Neighbor Home and Penn Center where they provide service for developmentally challenged people in the community. She exemplifies all the best traits of a pork producer and a pork promoter and continues to work wherever she is needed.

### Hog Wild Award



*2015 District Hog Wild Award winners Jim Koopmann, second from left, and Doug White with 2015 Iowa Pork Youth Leadership Team members.*

The IPPA Promotions Committee annually presents the state Hog Wild Award to an individual who commits his time and efforts to introducing consumers to new and exciting

pork products, educating restaurants and retailers about products they produce, or assisting with the many county and state activities to better the Iowa pork industry.

Doug White from Buena Vista County and Jim Koopmann from Delaware County were presented district awards at the luncheon and while both men were well deserving of the state award, White was named the winner.

White has served on the Buena Vista County Pork Producers Board for five years and is the county fair swine superintendent. He has made a huge commitment to the youth and is always looking for ways to get the kids involved.

Two years ago he joined forces with Greg Lear, a former IPPA president from Spencer, to create a double hog show for the Jack Pot show pig circuit. This past year, there were almost 300 pigs that entered the show. Doug understands the need to help provide an opportunity for the next generation of pork producers. He's been an exceptional contributor to the Buena Vista Pork Producers and the pork industry.



# 2015 IPPA County Membership Awards

Iowa pork producers and their county organizations annually devote time and resources to increasing membership at the county level and in the Iowa Pork Producers Association. Their outstanding work is recognized each year during the Iowa Pork Producers Association Annual Meeting. The 2015 awards were presented during the Annual Meeting Luncheon on Jan. 26 in Des Moines.

Membership dues are used for non-Checkoff purposes such as regulatory and public policy efforts. IPPA uses membership money to address county, state and national issues and protect the interests of pork producers each year.

Awards for Largest County Membership, Early Bird Membership, Direct Mail Bonus, Over-Goal Membership, Largest Percentage Over Goal, the County With the Most New Members Over 2014, and County Involvement were presented by Heather Hora, chairman of the IPPA Membership Committee.

IPPA proudly recognizes the county organizations that successfully retain and attract new members to the organization. Iowa's organized counties recruited more than 4,400 producer/members in 2015, a 5 percent increase from 2014!

### County Involvement Award – 25 Counties



2015 County Involvement Award winners

Since 2006, IPPA has presented the County Involvement Award to honor and reward counties that maintain an active presence and support the state organization. Points are earned through annual meeting participation, Iowa Pork Tent grilling, placing newspaper ads or purchasing billboard space. Each county that earned at least 2,000 points for their activities received \$500.

The top five highest scoring counties each received \$1,000. The top counties were:

4,725 pts. - Adair  
2,150 pts. - Audubon  
2,175 pts. - Black Hawk  
4,025 pts. - Boone  
2,975 pts. - Bremer  
3,075 pts. - Buena Vista  
7,450 pts. - Buchanan

5,400 pts. - Cherokee  
4,525 pts. - Chickasaw  
2,750 pts. - Clay  
3,525 pts. - Grundy  
5,200 pts. - Hamilton  
3,550 pts. - Hardin  
2,325 pts. - Marshall

2,225 pts. - O'Brien  
2,100 pts. - Page  
6,000 pts. - Scott  
7,900 pts. - Story  
9,975 pts. - Tama  
3,025 pts. - Webster

**The Top 5**  
10,450 pts. - Washington County  
10,650 pts. - Plymouth County  
11,000 pts. - Lyon County  
11,125 pts. - Sioux County  
15,100 pts. - Delaware County



## 2016 Iowa Pork Congress Re-Cap



2015 Over Goal Membership Award recipients

### Over-Goal Membership Award – 31 counties

These counties reached or exceeded their 2015 membership goal. The goals are determined by taking the three-year average of a county's membership and then increasing it 2 percent.

Adair	Hardin	Mitchell
Audubon	Henry	Plymouth
Boone	Howard	Sac
Buena Vista	Ida	Sioux
Butler	Iowa	Story
Dallas	Jackson	Van Buren
Delaware	Jefferson	Warren
Fayette	Linn	Washington
Franklin	Lyon	Webster
Grundy	Marion	
Hamilton	Marshall	

### Largest Percentage Over-Goal Award – Story Co.

Story Co. received additional recognition for exceeding its goal by 33%.

### County with Most New Members Over 2014 – Lyon Co.

*Lyon Co. received this award for recruiting 34 new members in 2015!*

Congratulations to all of the 2015 IPPA award winners! Your hard work and dedication is greatly appreciated!

The luncheon included the introduction of the 2015 IPPA Leaders of Tomorrow program participants. They were Abby Maxwell, Betsey Ulrich, Chelsey Branderhorst, Heath Kasperbauer, John Andersen, Kellie Blair, Kristy Ruby, Pat Weber, Ryan De Jong, Ryan Kress and Samantha DeWitt.



2015 Early Bird Membership Award winners

### Early Bird Membership Award – 36 counties

These counties received this award for filing their membership lists with IPPA by the March 1 deadline.

Adair	Fayette	Kossuth	Story
Bremer	Franklin	Lyon	Taylor
Cedar	Greene	Mahaska	Van Buren
Cherokee	Grundy	Mitchell	Wapello
Clayton	Hancock	Montgomery	Warren
Clinton	Ida	Plymouth	Worth
Crawford	Iowa	Poweshiek	
Delaware	Jasper	Sac	
Des Moines	Johnson	Scott	
Dickinson	Jones	Sioux	

### Largest County Membership Award – Washington County



2015 Largest County Membership Award winners

Washington Co. extended its run of having the largest membership to 10 years by successfully recruiting 329 producer/members.

# 2015 IPPA County Promotion and Education Project Awards

The Iowa Pork Producers Association annually recognizes county pork groups that have conducted successful pork promotions and educational programs during the previous calendar year and selects one county in each category for the award. The Best County Promotion and Education Program awards were presented on Jan. 26 by IPPA Promotion Committee Chairman David Calderwood of Traer.

"Promoting pork to our consumers is a vital and never-ending effort. Consumers need to hear from the source that pork producers are committed to providing them with a safe and wholesome product for their families. It is so important that county organizations take the time and effort to promote their product to the public. We had a number of counties this year that executed tremendous promotions," Calderwood said.

Promotional activities can have a major impact on consumer demand. Retail promotions, newspaper and radio advertising, television appearances, sporting events, fairs, festivals and other community events are all great ways to share the news about pork production and our commitment to providing safe and wholesome products for consumers. Many county producer groups understand the importance of promoting the product and are actively involved in their communities each year.

The industry is under nearly constant attack by animal rights activists and others about its production practices and producers are under increasing pressure to explain why they do what they do. "Educating consumers about pork is often a challenge, but is crucial to the industry," said Calderwood. "This year's education winners did an amazing job of educating their county youth about the pork industry."





## Best County Promotion Program – Hamilton Co.

The Hamilton County Pork Producers teamed up with IPPA and the Webster City Hy-Vee to hold a week-long community event focusing on supporting local farmers and agriculture. “Farm to Fork” featured local pork producers and included everything from a kid’s garden day to an ag appreciation breakfast. Antique tractors were displayed in and around the store as well as facts about local pork and farm production. About 400 “agriculture appreciation breakfast buffets” were served on Saturday of the event and 20 breakfasts were delivered to farmers who were hard at work in the field. The event was advertised in newspapers, on radio stations and in businesses around the Hamilton County area. One local radio station did a two-hour live remote.

The promotion produced donations to the local FFA chapter and supported local pig farmers by having Hy-Vee purchase a whole hog from a local producer. Customers were excited to be able to purchase very fresh pork that was raised and processed in their county. This program was able to meet needs of the consumer while heightening awareness around the entire Iowa pork and agriculture industry.

Calderwood also recognized the Scott County Pork Producers Association for its promotional efforts in 2015.

## Best County Educational Program – Tama Co.

The Tama County Pork Producers took 17 4-H swine kids on a tour of a recently built swine finishing barn at the Jason Gienger farm. The goal was to show the kids how a new building functions with more modern operations.

Gienger showed them how the control room works, how everything is computer automated and even notifies his phone in detail if something goes wrong. He then explained to the kids how the building is set up from the feeding system to the ventilation system. The tour was covered by the Inside Iowa Today newspaper. After the tour, everyone was offered fresh grilled pork burgers as a thank you to them for being swine exhibitors in Tama County.

The Chickasaw County Pork Producers Association also drew praise for its 2015 educational efforts.

All nominations for 2016 will be due to the Iowa Pork Producers Association by Dec. 1. The Promotions Committee looks forward to receiving nominations and rewarding producers’ hard work.



# Advice from a 'sensible environmentalist:'

Patrick Moore takes a new look at agriculture, human health and the environment

by Darcy Maulsby

Call him the ultimate Greenpeace insider. While Dr. Patrick Moore was a co-founder and driving force in the organization for 15 years, he ultimately abandoned Greenpeace to pursue a more sensible, science-based approach to environmentalism. Today, Moore is shaking things up and shedding new light on some of the most controversial subjects in the news, from climate change to genetically modified organisms (GMOs).

"The idea that humans are the enemy and nature is good is destructive thinking," said Moore, the keynote

speaker at the 2016 Iowa Pork Congress on Jan. 27 in Des Moines. "We need to balance the needs of people and the environment."

Dubbed the "Sensible Environmentalist," Moore is a Canadian ecologist and author who promotes policies based on science and logic. He also seeks to build consensus rather than division. "I like to talk with farmers, because you're out in the environment every day," Moore said.

Moore's views on environmental policies have evolved dramatically

from the anti-nuclear activism and anti-chemical campaigns that defined his Greenpeace involvement in the 1970s and 1980s. Moore's growing disillusionment with radical environmentalism peaked when Greenpeace took aim at chlorine.

"Greenpeace said chlorine was 'the devil's element' and called for a global chlorine ban," Moore said. "Not only is chlorine an element on the periodic table, but adding chlorine to drinking water, pools and spas is the single biggest advance in the history of public health."

Frustrated by his peers' ideological and politicized agendas, Moore left Greenpeace and began focusing on sustainable environmental outcomes. "I wanted to move away from constant confrontation and focus more on consensus building."

## Deconstructing the myths of climate change

That doesn't mean Moore won't tackle contentious issues that affect agriculture, including the climate change debate. While many politicians speak of an impending climate change catastrophe and the media amplifies this message, the scientific community disagrees about climate change.

"The Global Warming Petition Project (GWPP) says there's no convincing scientific evidence that human release of carbon dioxide will, in the foreseeable future, cause catastrophic heating of the earth's atmosphere and disruption of the earth's climate,"



said Moore, who noted that more than 31,000 American scientists have signed on to the GWPP.

The GWPP demonstrates that the claim of “settled science” and overwhelming consensus favoring the hypothesis of human-caused global warming and subsequent climatological damage is wrong. “No such consensus or settled science exists,” Moore said.

Scientists who support the GWPP stress that government action based on this flawed climate change hypothesis would unnecessarily damage both human prosperity and the natural environment of the Earth. Still, many world leaders embrace statements like “it’s extremely likely that human influence has been the dominant cause of the observed warming since the mid 20th century,” a claim made by the Intergovernmental Panel on Climate Change (IPCC).

“The word ‘likely’ in that statement means this is an opinion, not a judgment,” Moore said.

Nevertheless, G7 leaders from the United States, Britain, France, Germany, Canada, Japan and Italy who met in the summer of 2015 agreed to phase out fossil fuel use by the end of the century. It’s troubling to Moore, who noted that 80 percent of the world’s energy is produced by fossil fuels. “I’m not convinced we can run our economy on wind, solar and other renewables.”

Moore, who believes nuclear energy is one of the most important energy resources of the future, sees the value of fossil fuels. “They are 100 percent organic and represent the largest battery of solar energy on Earth. When burned, they help produce food for life.”

## Humans aren’t the enemy of nature

Food for life is also linked to another controversial topic—GMOs. Moore is a strong proponent of GMOs, including golden rice. A mere 40 grams of golden rice a day in the diet is all that is needed to combat Vitamin A deficiency, which contributes to millions of deaths each year among preschool-aged children in the developing world.

Greenpeace slams golden rice as a Trojan horse for GMOs. “There are political and superstitious reasons that create irrational restrictions on GMOs, but there are no scientific reasons,” said Moore, who shares these views through his Twitter handle EcoSenseNow. “Golden rice is not a poison. It gives people something they need to survive.”

The safety of GMOs has been confirmed by the American Medical Association, the American Association for the Advancement of Science, the World Health Organization, the Royal Society of Medicine in the United Kingdom and many other respected organizations. Yet environmental activists like Vandana Shiva of India vehemently fight GMOs. “According to Shiva, ‘Saying farmers should be free to grow GMOs, which can contaminate organic farms, is like saying rapists should have freedom to rape,’” Moore said.

In a world of sensationalism, misinformation and fear, Moore encourages farmers to fight for the truth. “Humans are not the enemies of nature. Let’s speak up and take a new approach to balance environmental, social and economic priorities.”



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# Smokey D's big winner in 'Dine on Us!' promotion

One of Des Moines' most popular barbecue restaurants surfaced as the runaway winner of the Iowa Pork Producers Association's "Dine on Us!" promotion in January.

Smokey D's participated for the second year of the Iowa Pork Congress promotion and had 639 \$5 discount coupons redeemed. The restaurant has a location on the Des Moines skywalk system and it appears most of the coupons were used there. Smokey D's also had more than 600 coupons redeemed last year.

Several Iowa pork producers, youth team members and candidates spent time on Jan. 27 at three different locations in the downtown Des Moines skywalk system to visit with consumers

and distribute the coupons. The coupons were valid through Feb. 7 and could be used for pork meals at any of the participating restaurants. At press time, more than 800 coupons had been redeemed and only half of the restaurants had reported.

"Dine On Us!" continues to be a wonderful way to work with restaurants that showcase pork and the public who consume pork," said IPPA Consumer Information Director Joyce Hoppes. "It's a win-win for everyone, plus this year we had an added bonus; the opportunity to visit with lots of out-of-state visitors who were in Des Moines for the Iowa caucuses."

IPPA developed "Dine on Us!" to showcase pork and entice people to

visit downtown and metro restaurants that menu and/or feature pork. There was no cost to the participating restaurants and the only requirement was that restaurants have pork on their menu and feature one or more pork entrees. Each restaurant received posters and table tents announcing the promotion. IPPA reimbursed each restaurant for the redeemed coupons submitted.

This year's promotion attracted 17 Des Moines-area restaurants, including Splash Seafood Bar and Grill, which doesn't normally menu pork. Splash added a pork special just for the promotion and then kept it on its menu for a time afterward because of its popularity with diners.







*Andrew & Dawn Hock*

Andrew & Dawn Hock  
Hock Farms  
Swine & Grain Producers  
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# Nearly 400 participate in 2016 IPPA Youth Swine Judging Contest

They came in buses from towns such as Belmond, Bode, Cascade and Red Oak to test their pork knowledge and skills, learn and compete for valuable scholarships.

It was the Iowa Pork Producers Association's 8th annual Youth Swine Judging Contest and it was held at the 44th annual Iowa Pork Congress in Des Moines on Jan. 28.

Nearly 400 4-H and FFA students making up 102 teams from more than 30 Iowa schools around the state travelled to the Pioneer Livestock Pavilion at the Iowa State Fairgrounds to participate in the contest and attend the Pork Congress tradeshow.

"We're very pleased with the number of schools and students who participated this year. Many of them come from quite a distance and we owe it to the great support of the teachers, parents and our sponsors," said IPPA Producer Outreach and Federal Policy Director Stephanie Carlson. "The event really gives the students a good idea of what pork production is all about."

Each team was required to judge four classes of hogs to sharpen their gilt selection and market hog evaluation skills. The students scored a keep/cull gilt class, did live carcass evaluation, and judged market hog and commercial gilt classes. Students also were given two short exams. One test focused on the commercial pork industry today. The second addressed meat quality and characteristics.

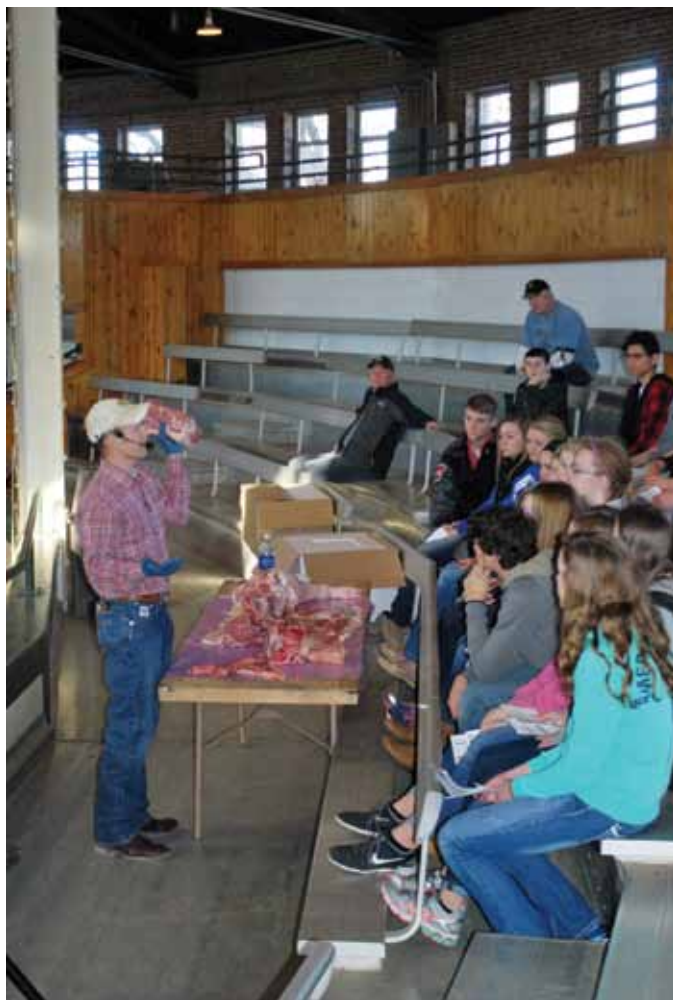
Grinnell FFA team 1 took top honors in the Senior Division and all four members of the team received a \$750 scholarship from IPPA. Benton County 4-H team 1 placed second and each team member won a \$500 scholarship. Third place honors and \$250 individual scholarships went to Grinnell FFA team 2. West Branch FFA was fourth and 5th place went to Keota FFA team 1. Those students each received \$125 scholarships. Overall, IPPA awarded \$7,000.

Grinnell FFA member Caleb Heinselman was the highest scoring individual, followed by Drew and Isaac Wiley of the Benton County 4-H team 1.

East Sac County 4-H and a pair of Benton County 4-H teams were the top three teams in the Junior Division and were awarded plaques by IPPA.

"We hold this contest each year to create youth interest in pork production and try to educate and hopefully start to develop our future producers and leaders," Carlson said. "It's very rewarding when we can get 400 kids who are so enthused and engaged in the competition," Carlson said.

Waldo Genetics, Producers Livestock, Eldon C. Stutsman, Inc., Swine Genetics International, Marting Manufacturing/Smidley and the Pork Checkoff all partnered with IPPA to help make the contest possible.





# Your 2016 IPPA Youth Leadership Team

The Iowa Pork Producers Association selected its 2016 Iowa Pork Youth Leadership Team at the 44th annual Iowa Pork Congress banquet in Des Moines on Jan. 27.

IPPA combined the Iowa Pork Queen and Premier Pork Youth Ambassador contests into one competition this year and is no longer naming an Iowa Pork Princess. The top female contestant is crowned pork queen and the top remaining contestants, male or female, are named youth ambassadors.

The 2016 Iowa Pork Queen is Holly Cook of Winthrop in Buchanan County. She is the daughter of Aaron and Trish Cook. The East Buchanan High School senior plans to attend Iowa State University this fall and major in agricultural business and perhaps minor in agriculture and society.

The two 2016 Pork Youth Ambassadors are Olivia Bisbee of Stacyville in Mitchell County and Ashley Smeby of Klemme in Hancock County.

Olivia Bisbee is the daughter of Jerry and Pat Bisbee. She is a sophomore at North Iowa Area Community College and plans to transfer to Iowa State University to pursue a major in agricultural business. Upon

graduation, she wants to be an agriculture loan officer or work in the pork industry with her own farrow-to-finish and cow-calf operation.

Ashley Smeby is the daughter of Todd and Tracy Smeby. She is a junior at Iowa State University and is majoring in agronomy with a minor in animal science. Following graduation, she hopes to work in agronomy sales and assist farmers with their row-crop production.

Fifteen young women and men entered this year's competition. All of the contestants participated in interviewing and communications exercises and were judged on their skills, poise, presentation and overall knowledge of the pork industry and Iowa agriculture.

Cook, Bisbee and Smeby will represent IPPA at various pork promotional and educational events throughout the year. Each receives a \$4,000 scholarship from IPPA.

The 2015 Iowa Pork Youth Leadership Team of Queen Christy Calderwood of Traer in Tama County, Princess Emily Cook of Hubbard in Hardin County and Ambassador Alex Conover of Holstein in Ida County concluded their terms with farewell speeches at the banquet.



*Pork Queen Holly Cook*



*Ambassador Ashley Smeby*



*Ambassador Olivia Bisbee*



# U.S. pork exports solid in December, closing otherwise 'challenging year'

U.S. pork exports posted a strong finish in 2015 as December volume was the largest since April and the third-largest of the year, according to data released by USDA and compiled by the U.S. Meat Export Federation on Feb. 8.

December U.S. pork exports were up 3 percent from a year ago to 188,410 metric tons (mt). Export value was \$468.9 million, down 13 percent from a year ago but the highest since May. For the full calendar year, pork exports were down 2 percent from a year ago in volume (2.13 million mt) and 16 percent lower in value (\$5.58 billion). Pork muscle cut exports increased 3 percent in volume (1.7 million mt) while falling 15 percent in value (\$4.77 billion), but pork variety meat exports declined significantly in both volume (434,661 mt, down 17 percent) and value (\$808.4 million, down 22 percent). However, as USMEF has previously noted, year-over-year comparisons, especially for pork variety meat, may not be entirely accurate due to issues with 2014 data for Japan.\*

Pork exports accounted for 24 percent of total 2015 production and 21 percent for muscle cuts only – down from 26.5 percent and 22 percent, respectively, in 2014. Export value per head slaughtered averaged \$48.31, down 23 percent from 2014.

Several economic issues made 2015 a challenging year for red meat exports, but with pork production expected to increase in 2016, we can't afford to dwell on these circumstances or back away from our commitment to the international markets, said USMEF President/CEO Philip Seng. "We must continue to find innovative ways to differentiate U.S. products, win back market share and regain momentum for exports in 2016. That means aggressive pursuit of new customers and new opportunities, in both emerging and established markets."



Pork exports to Mexico set a new monthly record in December at 67,980 mt, pushing 2015 volume to 718,819 mt – up 6 percent from 2014 and setting a new record for the fourth consecutive year. Export value was down 19 percent to \$1.27 billion, reflecting lower U.S. prices, but demand for U.S. pork held up extremely well in Mexico considering the peso was down an average of 16 percent versus the U.S. dollar in 2015.

With several U.S. pork plants recently regaining eligibility for China, December exports to the China/Hong Kong region posted the largest volume in nearly two years at 33,691 mt (up 27 percent year-over-year). In 2015, exports to China/Hong Kong edged 1 percent higher in volume (339,056 mt) and were down 10 percent in value (\$700.4 million). China/Hong Kong's imports from all suppliers set a new record of 1.937 million mt in 2015, up 8 percent. While the U.S. industry capitalized on this trend late in the year, the European Union was the primary beneficiary, capturing about 70 percent market share.

Exports to leading value market Japan struggled in 2015, declining 13 percent year-over-year in volume (406,186 mt) and 18 percent in value (\$1.59 billion, the lowest since 2009). A recent decline in Japan's frozen inventories indicates opportunities for import growth in 2016. But the U.S. continues to face increasing competition in Japan, especially from European suppliers.

#### Notes:

Export statistics refer to both muscle cuts and variety meat unless otherwise noted.

One metric ton (mt) = 2,204.622 pounds.

\*Excluding Japan, 2015 pork variety meat exports were down 8 percent year-over-year to 405,322 mt. In 2014, some exports for Japan were miscoded as large intestines and the data has not yet been corrected, thus skewing the 2015 comparisons. If this product is recoded as muscle cuts, pork muscle cut comparisons also will be skewed. Therefore, it is most accurate to compare the combined pork and pork variety meat export volumes.

# ISU veterinarian taking second look at financial impact of PRRS

An Iowa State University veterinarian is crunching updated numbers to determine the current economic impact of Porcine Reproductive and Respiratory Syndrome, considered the costliest swine disease in the pork industry.

Derald Holtkamp, an associate professor of veterinary diagnostic and production animal medicine, is undertaking a three-year study to determine if recent management practices implemented by pork producers to combat the virus are curbing the monetary losses the industry has sustained for decades.

The effort, funded by a grant from the National Pork Board, will update a previous study Holtkamp released in 2012 that pegged the pork industry's annual losses due to the virus at \$664 million.

The virus that causes PRRS has shown a knack for evading immune responses in pigs since it was first identified in the United States in the mid-1980s, Holtkamp said. The virus can infect pigs of any age.

"It's a clever virus," Holtkamp said. "It changes rapidly to keep a pig's immune system from fighting it off. We have vaccines, but their efficacy is often limited."

The virus has posed a recurring challenge for the pork industry with 20 to 40 percent of breeding herds experiencing outbreaks in a given year, he said.

The National Pork Board set a goal to slash the annual economic impact of PRRS by 20 percent by the year 2020. Since Holtkamp finished his previous study,

pork producers have implemented a number of management practices to control the disease, and the updated study will offer insight into how effective those efforts have been toward achieving the National Pork Board's goal, he said.

Producers have tried a combination of strategies to fight the virus, including vaccines and strategic sanitation of facilities to stop the virus's spread among the most

susceptible pigs. Holtkamp likens those strategies to "taking away all the dry wood so the fire runs out of fuel."

Holtkamp said the updated study will draw on a combination of data supplied by pork producers and surveys and diagnostic

data from local veterinarians. Holtkamp's team will release an update on the economic effects of the virus quarterly for three years.

"This is a way to measure the progress we've been making against the pathogen and the disease it causes," Holtkamp said. "We'll be able to see if we're moving the ball on PRRS. I think we are and will continue to do so."







## Iowa now offering new agriculture license plate

A new agriculture license plate is now available throughout Iowa for passenger vehicles, trucks and trailers.

The plate recognizes the important role that agriculture plays in the Iowa economy. Revenue from the sale of the plate will support three youth organizations that help students learn about agriculture, leadership and life skills.

The three organizations are the Iowa FFA Foundation, Iowa 4-H Foundation and the Iowa Agriculture Literacy Foundation.

“Agriculture in Iowa is so important to the state economy,” said Iowa Agriculture Literacy Foundation Executive Director Will Fett. “Having a license plate on your personal vehicle is just a great way to show your support for agriculture and these youth organizations.”

The Iowa FFA Foundation serves the 14,800-student member organization in 225 chapters across Iowa. It

helps students develop their potential for premier leadership, personal growth and career success.

The Iowa 4-H Foundation provides funds for many of the opportunities that help young people enhance their ability to use critical thinking, leadership, communication and social skills. It serves more than 100,000 youths in Iowa.

The Iowa Agriculture Literacy Foundation serves as the central resource for educators and volunteers who want to teach Iowa’s students about agriculture. IALF coordinates and supports the Agriculture in the Classroom efforts throughout the state.

The ag license plates are available for order at [IowaAgTag.org](http://IowaAgTag.org). The fee is \$35 for a standard plate or \$60 for a personalized plate.



# IPPA makes donation to Food Bank program



*Food Bank of Iowa CEO Michelle Book holds the check presented by IPPA and 2016 Iowa Premier Pork Youth Ambassadors Ashley Smeby (left) and Olivia Bisbee (right).*

Donations made by attendees at January's Iowa Pork Taste of Elegance in Des Moines and matched by the Iowa Pork Producers Association were presented to the Food Bank of Iowa in a ceremony earlier this month.

IPPA encouraged Taste of Elegance guests to make monetary donations to the Food Bank's Backpack Program™. The association matched the donations and added \$1,500. IPPA presented CEO Michelle Book with a check for \$2,826. The funds will help provide more than 10,000 meals to underprivileged Iowans.

"As Iowans, we're proud of our state's agricultural tradition. Our farmers and food producers provide nourishment for our home state and around the globe," said Book. "It's fitting that the Food Bank of Iowa and the Iowa Pork Producers Association work together to address food insecurity right here in our own backyard."

The IPPA Restaurant and Foodservice Committee wanted to give back to the state and was looking for a charity it could partner with for the 30th Annual Iowa Pork Taste of Elegance Reception that invites chefs to create new pork entrées! The committee considered disaster relief among other noble causes, but decided on the Food Bank of Iowa and its Backpack Program.

"After all, Iowa's pork producers are in the business of feeding the world," said committee Chairman Dave Struthers, IPPA past president of Collins.

BackPack is designed to lessen the consequence of chronic childhood hunger by providing a sack of kid-friendly, easy-to-prepare foods to low-income elementary school children on weekends when they do not have access to the federal free and reduced-price meal program, according to the group's website. The contents of the backpacks vary each week, but contain a variety of items such as pop-top meals or soup, 100 percent juice, single-serve cereal, fruit cups, sunbutter (made with sunflower seeds), shelf-stable 2 percent milk, pudding cups and snacks.

The Food Bank says it will serve more than 5,000 low-income children each week at 139 sites in 31 Iowa counties in 2016.

"Although there are always hurdles to overcome, the Iowa pork industry has much to celebrate, so what better way to celebrate than by helping feed kids in our own backyards," said IPPA Marketing and Programs Director Kelsey Sutter. "Partnering with the Food Bank just made a lot of sense and the thought of hungry kids in our communities is a cause everyone can get behind!"

IPPA happily supports the Food Bank of Iowa and thanks everyone who helped make the donation possible.



# 'My ticket back to the farm'

When an opportunity arose for Corey Hillebo to return to the farm, he was determined to do things right and see it last. Transitioning back to farming was not a clear-cut path for the Polk County native. Although Hillebo had grown up raising cattle, hogs and row crops on his family's farm, timing and financing did not align for a full time father and son partnership.

After graduating from Iowa State University in 2009, Hillebo began working in ag sales and later took a research position. Hillebo traveled home to farm on the weekends, but he always knew he wanted to be more involved.

In 2013, a 15-year-old hog site went up for sale a few miles from the farm Hillebo grew up on near Slater. Within the year, Hillebo restored the existing site, moved into the neighboring farm house and became responsible for his own wean-to-finish hog business.

Throughout the transition process, Hillebo consulted with the Coalition to Support Iowa's Farmers to consider the challenges of bringing livestock back on the farm. The coalition provided assistance in outlining rules and regulations as well as advice in enhancing neighbor relations.

"I knew it was going to be a lot of work, but in the end hogs were my ticket back to the farm," says Hillebo.

Hogs were only the take-off point for this beginning farmer. In the fall of 2014, Hillebo incorporated 12.7 acres of aronia berries on the west side of his barns. Because the space did not allow for a tree buffer, aronia berries were a good alternative and Hillebo was attracted to the long-term investment.

"I have an entrepreneurial mind," says Hillebo. "I wanted to do more with what I had to thrive here on the farm."

A woody shrub native to North America, aronia berry plants are hardy and able to withstand harsh Iowa

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**Brief Summary:** Before using Enroflox<sup>®</sup> 100, 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.

**PRODUCT DESCRIPTION:** Each mL of Enroflox 100 contains 100 mg of enrofloxacin. Excipients are L-arginine base 200 mg, n-butyl alcohol 30 mg, benzyl alcohol (as a preservative) 20 mg and water for injection q.s.

### INDICATIONS:

**Cattle - Single-Dose Therapy:** Enroflox 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:** Enroflox 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:** Enroflox 100 is indicated for the treatment and control of swine respiratory disease (SRD) associated with *Actinobacillus pleuropneumoniae*, *Pasteurella multocida*, *Haemophilus parasuis* and *Streptococcus suis*.

### 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, to obtain a copy of the Material Safety Data Sheet (MSDS) or to report adverse reactions, call Norbrook at 1-866-591-5777.

### 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 can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter.

Enroflox 100 contains different excipients than other enrofloxacin 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 cattle safety studies, clinical signs of depression, incoordination and muscle fasciculation were observed in calves when doses of 15 or 25 mg/kg were administered for 10 to 15 days. Clinical signs of depression, inappetence and incoordination were observed when a dose of 50 mg/kg was administered for 3 days. An injection site study conducted in feeder calves demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue and underlying muscle. In swine safety studies, incidental lameness of short duration was observed in all groups, including the saline-treated controls. Musculoskeletal stiffness was observed following the 15 and 25 mg/kg treatments with clinical signs appearing during the second week of treatment. Clinical signs of lameness improved after treatment ceased and most animals were clinically normal at necropsy. An injection site study conducted in pigs demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue.

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101 March 2015

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winters. The plants bear fruit, similar in appearance to the blueberry, and are well known for their health benefits in having the highest antioxidant capacity among other berries. While the market for aronia berries continues to grow, the agronomic research for this species is still in its infancy.

Hillebo developed a business plan before planting the specialty crop. He hopes to earn a return on his investment netting more profit from fewer acres. Once the plants reach maturity, the eight- to 12-foot tall shrubs also will add visual screening and an aesthetic appeal to Hillebo's farm. Beautiful white blossoms will emerge in the spring and fiery red foliage will appear in the fall.

Aronia berries are raised by more than 200 growers across the Midwest. Hillebo currently serves on the Midwest Aronia Association Board and plays an active role in

creating market demand and product awareness.

"I have a vested interest in seeing the industry grow," says Hillebo. "We are learning as we go, but we support each other and network within our regional groups."

As a beginning farmer, Hillebo admits one of the hardest aspects of returning to the farm is the responsibility of always being on call. Although his transition back to farming was not a traditional path, Hillebo is thankful for the new experiences that allowed him to learn from his mistakes and return to a way of life that he loves.

"Farming life is a lot less stressful," says Hillebo. "It is very rewarding to know every ounce of my own blood and sweat is going into my farm and not someone else's business."



Corey Hillebo stands in a field of Aronia berries near his Iowa hog farm.



# All Around Iowa

All Around Iowa is a summary of recent education and promotion activities conducted by county pork organizations.

## Buena Vista County

Area producers conducted a holiday promotion in November and December. For Thanksgiving, the county gave away 10, \$50 pork gift certificates at the Hy-Vee, Fareway and Sioux Food Center stores. The Christmas promotion included 20, \$25 pork certificate giveaways at each store. All of the winners were local residents. Producers purchased radio time and ran ads and each store conducted in-store promotions. The Buena Vista Co. youth team participated in the store drawings.



*A lucky pork gift certificate winner is pictured with the Buena Vista Co. Little Miss Pigtail girls.*

## Scott County

The Story County producers conducted a successful coupon program for small, independent grocers in four area communities. Stores in Ames, Maxwell, Slater and Story City each received 50, \$5 pork coupons, promotional packets, recipes, 50-cent coupons and more to help them enhance their pork sales. Each store distributed the coupons in a different way and all were very appreciative of the pork producer's assistance in helping out the "small guy."

## Plymouth County

Producers got into the holiday spirit by participating in the annual Pioneer Village Christmas Wonderland held over two weekends in early December at the county fairgrounds in Le Mars. The event features music, horse-drawn wagon rides, youth activities, food and more. Area pig farmers decorated one of the 54 Christmas trees on display.



*Members of the Plymouth Co. Pork Producers gather 'round their specially decorated pork Christmas Tree at the Pioneer Village Christmas Wonderland in Le Mars.*





## Scott County

Scott County participated in the Hogtoberfest Bacon, Brews and Berries event in Davenport on Oct. 8. Producers sponsored the Golden Pig People's Choice Award for the bacon recipe contest, which went to the creator of a delicious bacon salad.

The county and the Iowa Pork Producers Association partnered on a sponsorship of the American Heart Association's Go Red for Women luncheon in Davenport on Nov. 4. A pork gift basket valued at \$100 was donated and county Promotions Director Suzy VenHorst and IPPA Consumer Information Director Joyce Hoppes had a pork nutritional display at the event.



*The pork gift basket donated to the Heart Association Go Red for Women luncheon.*



*Scott County Pork Queen Rachel Paustian presents the Golden Pig People's Choice Award to the winner of the bacon recipe contest at the Oct. 8 Hogtoberfest Bacon, Brews & Berries event in Davenport.*

**pork  
checkoff**

We always welcome receiving information and photos of your events and activities. You can send information to the editor at:

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Clive, Iowa 50325  
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Phone: (800) 372-7675





## News from the National Pork Producers Council

### NPPC to Congress: U.S. should be better prepared for pests, diseases

While improvements have been made to the systems that safeguard U.S. agriculture over the years, the National Pork Producers Council told a House Committee on Homeland Security subcommittee Feb. 26, much remains to be done to prevent plant and animal pests and diseases from entering the country.

Former USDA Animal and Plant Health Inspection Service Administrator Bobby Acord, testifying on behalf of NPPC, told the committee's Subcommittee on Emergency Preparedness, Response and Communication that the introduction of foreign pests and diseases can have severe consequences for agriculture production, consumer prices and, potentially, food availability. They also could affect export markets.

Among actions NPPC suggested the federal government take to be better prepared to address foreign pest infestation or disease outbreaks:

- A sufficient quantity of vaccine to control and eradicate an outbreak of Foot-and-Mouth Disease.
- A more robust review of biosecurity measures in each sector of the agriculture industry.
- More vigorous scrutiny of imports at ports of entry.
- An animal identification system to better trace the movement of livestock to determine the origins of a disease outbreak.
- More funding for the systems that safeguard U.S. agriculture.
- Share data, including on animal movement, testing and premises, to improve disease response.

### South Africa now accepting U.S. pork

South Africa started accepting U.S. pork exports in late February. The National Pork Producers Council, which worked with the Obama administration to convince the African nation to lift a de facto ban on U.S. pork, welcomed the news.

The United States can ship to South Africa a variety of raw, frozen pork, including bellies, hams, loins, ribs and shoulders, for unrestricted sale and other pork for further processing.

South Africa imposed a number of restrictions on pork imports, including one to prevent the spread of Porcine Reproductive and Respiratory Syndrome (PRRS) to South African livestock even though the risk of disease transmission from U.S. pork products is negligible. There is no documented scientific case of PRRS being transmitted to domestic livestock through imported pork. (New Zealand, a PRRS-free nation, imported pork for 10 years from PRRS-positive countries without getting the disease.)

In early January, after the Obama administration threatened to suspend its trade benefits under the African Growth and Opportunity Act – duty-free access for products exported to the United States – South Africa announced it would partially lift its ban on U.S. pork.

NPPC will continue to work with the governments in Washington and Pretoria to get the South African market fully opened to U.S. pork.

### EU, U.S. continue TTIP talks

The 12th round of negotiations on the Transatlantic Trade and Investment Partnership (TTIP) between the European Union and the United States continued the last week of February in Brussels, Belgium.

TTIP was launched in July 2013. While the National Pork Producers Council currently supports TTIP, it's skeptical of progress being made on the trade deal based on the intransigence of the EU on various issues. NPPC is concerned about the many critical ideological rifts that remain on agriculture.

While the EU is willing to eliminate tariffs on nearly all goods, for example, it announced publicly it is unwilling to eliminate them on beef, poultry and pork. It also is



refusing to reconsider its stance on beef hormones and the feed additive ractopamine.

NPPC supports the elimination of tariff and non-tariff barriers on all products, including pork, consistent with previously concluded U.S. free trade agreements.

## Dates set for 2016 World Pork Expo

The 2016 World Pork Expo will be held on June 8-10 at the Iowa State Fairgrounds in Des Moines.

World Pork Expo features the world's largest pork-specific tradeshow, educational seminars, swine shows and sales, and an opportunity to interact with a wide range of pork professionals.











For details about event schedules and the latest information on room availability at official World Pork Expo hotels, visit [worldpork.org](http://worldpork.org). Attendees can register online at the discounted rate of \$10 per adult (ages 12 and up), which covers all three days of Expo, now through June 2. On-site registration will be \$20 per adult, with a special rate of \$10 for people arriving on Friday.

Other ways to stay up-to-date include connecting with World Pork Expo on Facebook, following Expo on Twitter (@NPPCW PX, #WPX16), and downloading the free mobile app by searching for "World Pork" in the Apple App Store, Google Play Store or BlackBerry App World.



**Your participation in the Strategic Investment Program allows the National Pork Producers Council and state organizations to enhance and defend your opportunities to compete at home and abroad.**



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Fight for reasonable legislation		
Fight for reasonable regulation		
Inform and educate legislators		
Provide producers direct access to lawmakers		
Proactive issues management with media		
Secure and guide industry research funding		
Enhance domestic and global demand		
Provide producer information and education		
Funding	\$0.10/\$100	\$0.40/\$100

Your voluntary investment is NPPC's primary source of funding; Checkoff dollars cannot be used for public policy funding.

The National Pork Producers Council (NPPC) conducts public policy outreach on behalf of its 44 affiliated state association members enhancing



opportunities for the success of U.S. pork producers and other industry stakeholders by establishing the U.S. pork industry as a consistent and responsible supplier of high quality pork to the domestic and world market.

NPPC is primarily funded through the Strategic Investment Program, a voluntary producer investment of \$.10 per \$100 of value that funds state and national public policy and regulatory programs on behalf of U.S. pork producers.

For more information on NPPC, visit [www.nppc.org](http://www.nppc.org).

# News from the National Pork Board



## Pork Crisis Alert text service announced

The National Pork Board has introduced a pork industry crisis text news service, Pork Crisis Alert, which will immediately deliver essential information to U.S. pork producers in the event of a major industry-wide emergency.

"Every day, America's pork producers are busy on their farms and may not always have immediate access to information that could impact their operation," said Derrick Sleezer, National Pork Board president and a pig farmer from Cherokee. "Disease outbreaks and other emergency situations can spread quickly, so America's pig farmers need a news service to notify them immediately and enable them to take early action to safeguard their farms."

When a pork industry-wide emergency is declared, Pork Crisis Alert will text instructions to farmers alerting them on how to access information and other critical resources online, or by calling the Pork Checkoff Service Center at (800) 456-7675. Pork Crisis Alert is just one element of the Pork Checkoff's overall risk management program, defined in the strategic plan introduced early in 2015.

Pork Crisis Alert texts will be used strictly in the event of a true industry-wide emergency

and will never be used for activities unrelated to emergency communications. This database of subscribers will never be used for marketing or shared with any third parties. The system also will be tested twice each year to ensure operational accuracy for the pig farmers who enroll in the program.

"It's easy to sign up by texting 'PorkCrisis' to 97296," Sleezer said. "I encourage all pork producers and farm employees to opt-in to receive these important alerts. The program is like insurance in the sense that, while we hope we never need it, it is reassuring to have state-of-the-art communications resources at our fingertips." The service is free of charge to all participants, however, message and data rates may apply, depending on the individual's personal or business cell phone plan.

For more information about Pork Crisis Alerts, please call the Pork Checkoff Service Center at (800) 456-7675. Those who opt in may cancel at any time. For terms and privacy policies, visit [pork.org/smsmterms](http://pork.org/smsmterms).



## Search is on for America's Pig Farmer of the Year<sup>SM</sup>

The National Pork Board is accepting applications for its 2016 America's Pig Farmer of the Year award through March 13 at [americaspigfarmer.com](http://americaspigfarmer.com). The award recognizes



a U.S. pork producer who demonstrates excellence in raising pigs using the We Care<sup>SM</sup> ethical principles and in sharing his or her story with the public.

Keith Schoettmer, a pig farmer from Tipton, Indiana, was selected as the first America's Pig Farmer of the Year in 2015. He participated in several events since earning this distinction last October. In the past four months, Schoettmer took part in a media tour in New York City, spoke at a congressional briefing in Washington, D.C., and urged fellow farmers to share their stories through presentations at several state agriculture association meetings.

Any U.S. pig farmer, who is 30 years of age or older on Jan. 1, 2016, can apply through March 13. Anyone that knows of a deserving pig farmer can also

nominate a producer for this award. Instructions and frequently asked questions can be found at [americaspigfarmer.com](http://americaspigfarmer.com) or via a link on [pork.org](http://pork.org).

Objective, third-party judges, along with the American public, will help determine the final award

recipient, with the winner announced during National Pork Month in October. In early September, videos of the award finalists will be displayed at [americaspigfarmer.com](http://americaspigfarmer.com) and on the Pork Checkoff's social media outlets so people can vote for their favorite.

*The National Pork Board has responsibility for Checkoff-funded research, promotion and consumer information projects and for communicating with pork producers and the public. Through a legislative national Pork Checkoff, pork producers invest \$0.40 for each \$100 value of hogs sold. The Pork Checkoff funds national and state programs in advertising, consumer information, retail and foodservice marketing, export market promotion, production improvement, technology, swine health, pork safety and environmental management. For information on Checkoff-funded programs, pork producers can call the Pork Checkoff Service Center at (800) 456-7675 or check the Internet at [www.pork.org](http://www.pork.org).*

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# Coalition to Support Iowa's Farmers News and Notes



## Young farmer financing and business planning resources

“Bringing the Next Generation Back to the Farm” was the theme as more than 200 beginning farmers gathered in Ames on Jan. 21 for the 11th annual Farming for the Future Conference, hosted by the Coalition to Support Iowa's Farmers.

This year's conference covered key business components and provided resources for young farmers looking to return to an existing operation or get their own start on the farm. Beginning or expanding a farming operation takes money. For the young farmer, finding the necessary funding can be daunting – but not impossible.

“The main thing to remember is your banker wants you to succeed,” added Jayme Ungs, vice president and division agricultural specialist with U.S. Bank.

You can learn more about financing programs available to help young farmers at [supportfarmers.com](http://supportfarmers.com). You also can find business plan development strategies, succession and transitioning tips.

## 2015 Annual Report available online

2015 was another record year for the coalition in providing assistance to Iowa's farm families. Although there were some challenges along the way, there also were many opportunities within the livestock industry.

We owe a big “thank you” to Iowa's commodity groups for their generous support that allowed us to provide free and confidential assistance to livestock farmers to help them make responsible decisions about their farms. Over the last eleven years, the coalition has become a trusted partner of Iowa's livestock industry and its farmers.

During fiscal 2015, CSIF provided on-farm consultations to 245 farm families, which was up nearly

40 percent from 2011. The coalition received 419 new requests for assistance and facilitated 353 requests for continued support, whether it was answering questions over the phone or providing an on-farm consultation.

Since the coalition's launch eleven years ago, the organization has helped 3,307 livestock and poultry farm families successfully and responsibly grow their farms.

For more information and to access the 2015 CSIF Annual Report, visit [supportfarmers.com](http://supportfarmers.com)

## Think spring, think trees

The month of February brought a spike in calls to the coalition from farmers with questions about tree plantings.

Trees, when planted in the right places, can be very beneficial on livestock farms. They can reduce odor by 10-15 percent, while also providing visual screening, improving neighbor relations, controlling wind and snow, and more.

The Green Farmstead Partner program, spearheaded by CSIF, features a network of landscapers across Iowa. This winter, the coalition hosted a workshop for participating landscapers to provide them with program updates they can implement on livestock farms when designing and installing windbreaks. The information presented was very well received and has practical applications for anyone looking to establish a windbreak on their farm.

On the Green Farmstead Partner program blog, you'll find information on the features of a good windbreak, cost-share programs available to help cover the costs associated with planting trees, and hot topics, which include aronia berries, pollinator habitat and other innovative agroforestry ideas.

# Pork RECIPES



## Smoky Ham with Strawberry-Chipotle Sauce

6-8 pound fully-cooked bone-in ham  
1/3 cup agave nectar, preferably dark, or honey  
2 teaspoons smoked paprika

**Strawberry-Chipotle Sauce**  
2 pounds strawberries, hulled and halved lengthwise (about 6 cups)  
2/3 cup sugar

2 canned chipotle chile in adobo sauce, or more to taste  
2 teaspoons adobo sauce, (from chilies), or more to taste  
1 tablespoon fresh lemon juice  
2 teaspoons fresh sage, or 1 teaspoon dried, minced

**Nutrition:**  
Calories: 260 calories  
Protein: 39 grams  
Fat: 5 grams  
Sodium: 1370 milligrams  
Cholesterol: 100 milligrams  
Saturated Fat: 1 gram  
Carbohydrates: 15 grams  
Fiber: 1 gram

Preheat oven to 325 degrees F. Position the rack in the lower third of the oven. Line the bottom of a shallow roasting pan bottom with aluminum foil. Score a diamond pattern into the ham, about 1/3 inch deep. Place the ham, flat side down, in the pan. Bake until the internal temperature reaches 140 degrees F., on a meat thermometer, 15 to 18 minutes per pound. Remove from oven and increase the heat to 400 degrees F. In a small bowl, mix the agave and smoked paprika. Brush over the ham (not on the flat side), return to the oven, and bake until glazed, about 10 minutes. Remove from oven, transfer to a cutting board, and let rest 10 minutes.

For Strawberry-Chipotle Sauce: In a large nonreactive saucepan, mix strawberries and sugar. Cook over medium heat, stirring occasionally until strawberries give off their juices, about 3 minutes. Using a potato masher or a large slotted spoon, crush strawberries in the saucepan to make a chunky sauce. Stir in chipotle, adobo sauce, and lemon juice. Simmer, stirring occasionally until slightly thickened, about 5 minutes. Stir in sage. Transfer to a medium bowl placed in a larger bowl of iced water. Let sauce stand, stirring occasionally, until chilled. In a blender, pulse the sauce until coarsely pureed. Cover and refrigerate until ready to serve. (The sauce can be made up to 2 days ahead.) Slice ham and serve with sauce. Makes 15-20 4-ounce servings.

## Hot Ham & Pepper Cheese Hoagies

8 ounces ham, thinly sliced  
4 hoagie buns, sliced lengthwise  
1/4 cup spicy brown mustard  
1/4 cup mayonnaise, low-fat  
4 1-oz slices pepper jack cheese  
1/2 cup lettuce, shredded  
1 tomato, thinly sliced

Preheat oven to 350 degrees F. Spread inside surfaces of buns with mustard and mayonnaise. Layer ham and cheese on bottom halves of buns; top with lettuce and tomato. Top with remaining bun half; wrap hoagies in foil and heat in 350 degrees F. oven until cheese is melted, about 15 minutes. Serves 4.



**Nutrition:**  
Calories: 400 calories  
Protein: 27 grams  
Fat: 16 grams  
Sodium: 1730 milligrams  
Cholesterol: 50 milligrams  
Saturated Fat: 7 grams  
Carbohydrates: 39 grams

## Ham and Spaghetti Alfredo

1/2 pound ham, cut into 1/2-inch cubes  
8 ounces spaghetti  
2 cups broccoli florets  
1 10-oz container light Alfredo sauce  
1/4 teaspoon red pepper flakes  
1/4 cup Parmesan cheese, grated

Cook spaghetti in a 5-quart saucepan according to the package directions. Add the broccoli florets 2 minutes before spaghetti is al dente. (Use the cooking time given on the spaghetti package as a guideline). Drain and keep warm. Add the ham, Alfredo sauce and pepper flakes to the pan and heat over medium heat until warmed, about 1 minute. Return the spaghetti and broccoli to the pan and toss to mix. Spoon onto individual serving plates. Sprinkle with the Parmesan cheese and freshly grated pepper. Serves 4.



**Nutrition:**  
Calories: 440 calories  
Protein: 28 grams  
Fat: 14 grams  
Sodium: 1050 milligrams  
Cholesterol: 55 milligrams  
Saturated Fat: 7 grams  
Carbohydrates: 51 grams  
Fiber: 3 grams

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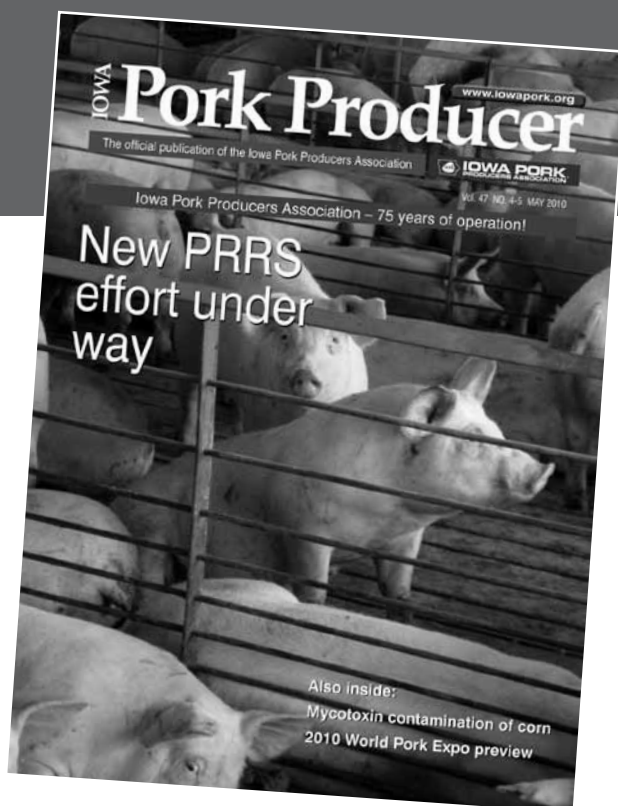
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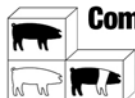
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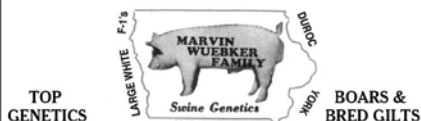


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