

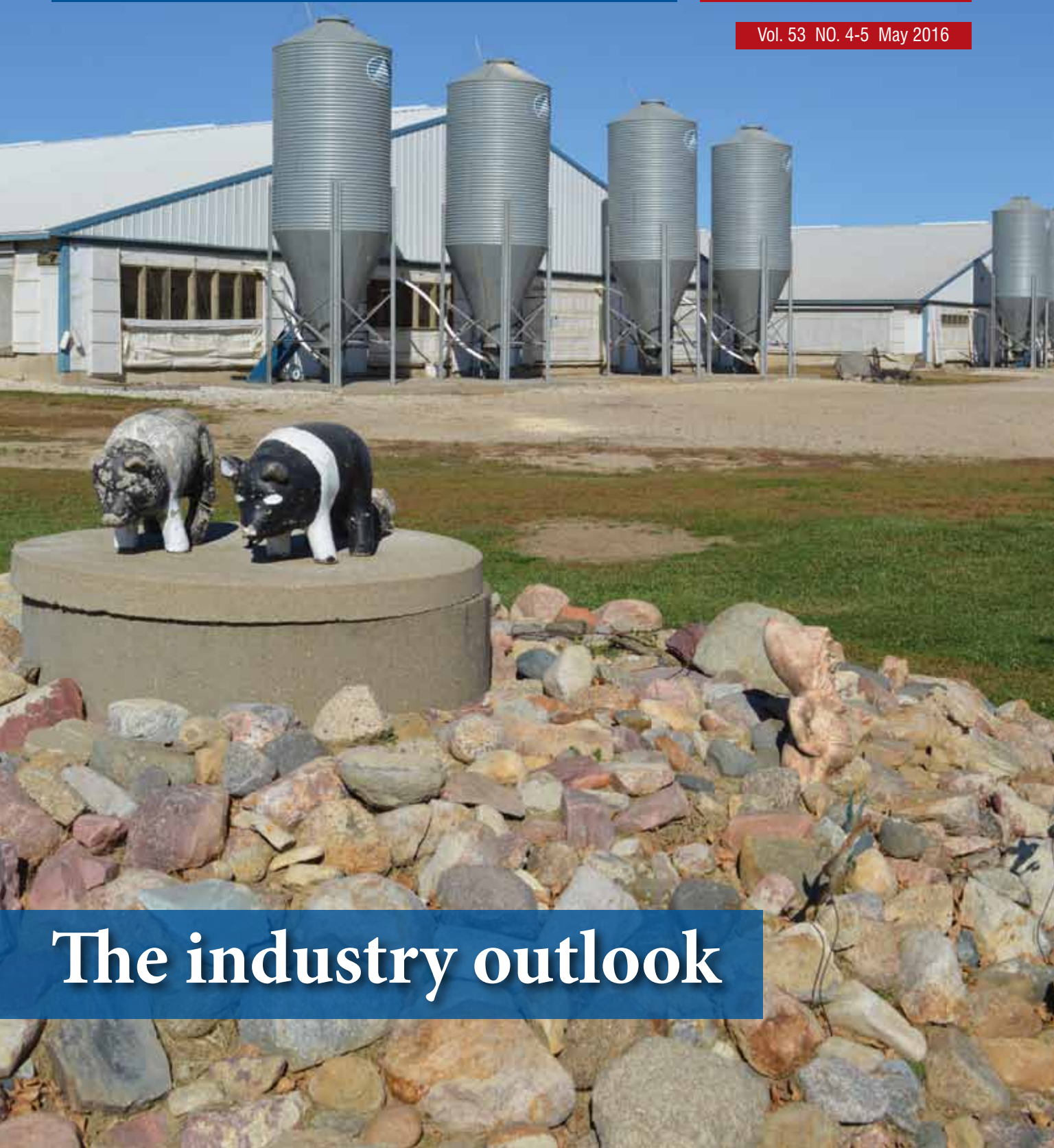
# IOWA Pork Producer

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The official publication of the Iowa Pork Producers Association

**IOWA PORK**  
PRODUCERS ASSOCIATION

Vol. 53 NO. 4-5 May 2016



## The industry outlook

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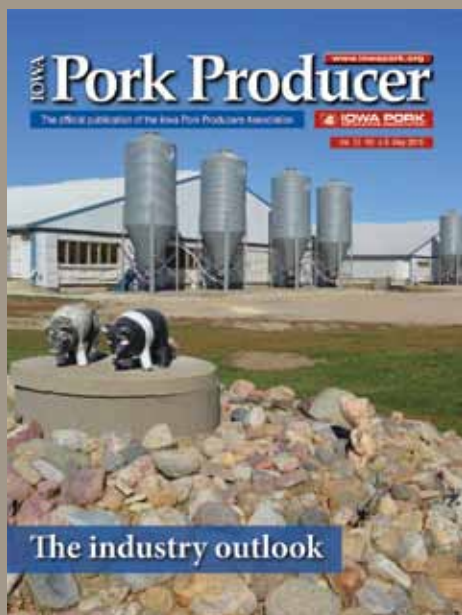
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1. When compared to previous formulations of the same products in Purina Animal Nutrition trials: WF007, FT142N-15: Correlation of Weaning Numbers to Finishing Productivity: Summary of data from Purina Animal Nutrition Center, August 14, 2015.





#### About the Cover

Iowa State University Extension livestock economist Lee Schulz takes a look at the current industry and what may lie ahead in his latest hog and pork summary and outlook on pages 30 and 31.

*Programs are made available to pork producers without regard to race, color, sex, religion or national origin. The Iowa Pork Producers Association is an equal opportunity employer.*

The Iowa Pork Producer is the official publication of the Iowa Pork Producers Association and sent standard mail from Des Moines, Iowa, to Iowa pork producers by the first week of the month of issue. The publisher cannot guarantee the correctness of all information or the absence of errors and omissions, nor be liable for content of advertisements.

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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.

# Public Notice

## by the Iowa Pork Producers Association and The National Pork Board

The election of Iowa pork producer delegates for the 2017 National Pork Producers (Pork Act) Delegate Body will take place at 9 a.m., Wednesday, June 15, 2016, in conjunction with the Iowa Pork Producers Association's Committee Day. The session will be in the meeting rooms of the Holiday Inn Hotel & Suites, 6075 Mills Civic Parkway, West Des Moines, Iowa. All Iowa pork producers are invited.

Any producer, age 18 or older, who is a resident of Iowa and has paid all assessments due may be considered as a delegate candidate and/or participate in the election. All eligible producers are encouraged to bring with them a sales receipt proving that hogs were sold in their name and the Checkoff deducted.



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# 14th

annual tenderloin  
contest begins

The search is on for Iowa's best breaded pork tenderloin.

The Iowa Pork Producers Association has extended the Best Breaded Pork Tenderloin Contest nomination process this year to give consumers more time to submit their favorite. The contest opened April 20 and will continue through June 8.

Nominations are limited to one per household. A nomination form can be found below and at [iowapork.org](http://iowapork.org).

Any café, restaurant or tavern that serves hand-breaded or battered pork tenderloins is eligible to be nominated.

An establishment must be open year-round to win, but seasonal restaurants can make the top five. The top five restaurants with the most nominations from each of the eight IPPA districts will be judged. The IPPA Restaurant and Foodservice Committee reserves the right to add additional restaurants to the judging process as it sees fit. Restaurant owners and operators are prohibited from nominating their own establishment.

"We know there are a lot of really great tenderloin sandwiches out there and we want to know about them," said Kelsey Sutter, IPPA marketing and program director. "We want all tenderloin enthusiasts to get involved and rally around their favorite; make our job picking 2016's best really difficult!"

One person who nominates the winning restaurant will be entered in a drawing to win \$100. The winning restaurant will receive \$500, a plaque to display in the establishment and statewide publicity.

The 2015 contest produced 1,161 nominations and nearly 40 tenderloin sandwiches were judged on the quality of the pork, taste, physical characteristics and eating experience. The Belmont Drive-in was judged last year's winner.

Iowa pork industry representatives will judge the tenderloins and IPPA will announce the winner during October Pork Month.

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**favorite**  
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online form at [www.iowapork.org](http://www.iowapork.org).

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## Nomination Form

Restaurant Name: \_\_\_\_\_

Restaurant Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Restaurant Phone Number: \_\_\_\_\_

Restaurant Days & Hours of Operation: \_\_\_\_\_

Your Name: \_\_\_\_\_

Your Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Your Phone Number: \_\_\_\_\_

\*If form is not filled out completely, it will not be considered for nomination.



**Nominations must  
be received by  
June 8, 2016.**

### Rules:

- The top 5 restaurants with the most nominations in each of our 8 districts will be judged
- Only one nomination per household
- Nominations can not be sent in by the owner or operator of the restaurant
- Nominated restaurants should have year-round, regular hours and feature the pork tenderloin on their daily menu

**One person who nominates the winning  
restaurant will win \$100!**

# Pork Industry Briefs



## Iowa farmers get one-year equipment tax write off

The so-called “coupling bill” supported by the Iowa Pork Producers Association was signed into law by Gov. Terry Branstad on March 21.

The new law allows farmers, business owners and some others to write off up to \$500,000 for certain purchases, but only for the 2015 income tax year.

“I’m pleased that the Legislature was able to come together and reach a consensus on this bill. I support coupling for one year and placing into Iowa Code an exemption for supplies consumed in manufacturing from the sales tax that will help Iowa taxpayers and businesses,” said Branstad. “Although I am disappointed that the exemption does not go as far as the administrative rules that were passed through the Administrative Rules Review Committee earlier this year that dealt with advanced manufacturing, I’m proud to sign the bill that moves Iowa forward on both of these key issues.”

Branstad signed House File 2433. The law temporarily updates Code of Iowa references to the Internal Revenue Service Code and decouples from certain federal bonus depreciation provisions, rescinds certain administrative rules and rule amendments and modifies sales tax exemptions related

to the purchase of items used in manufacturing and other activities, including effective date and retroactive applicability provisions.

The bill passed the Iowa House 79-18 and the Iowa Senate 50-0 on March 15.

## Ag groups counter HSUS, ASPCA *USA Today* ad

A centerfold “advertorial” insert sponsored by the Humane Society of the United States and the American Society for the Prevention of Cruelty to Animals was distributed in the March 23 print edition of *USA Today* in some of the nation’s largest cities.

The HSUS propaganda appeared in *USA Today* in Los Angeles, New York, Washington D.C., Baltimore, Houston and Boston. The insert also was available on *USA Today*’s online platform for an additional week. The estimated reach of the insert was around 250,000 households.

The insert addressed concerns regarding animal care and housing on today’s so-called “factory farms,” as well as consumer responsibility to improve the lives of farm animals. However, media tracking shows the insert had apparently generated little discussion outside of some social media chatter.

The Animal Agriculture Alliance and the U.S. Farmers and Ranchers Alliance both engaged in the discussion and amplified each other’s content through their social media channels.

The Animal Agriculture Alliance used paid digital and social

advertising in an attempt to reach *USA Today*’s audience in the selected cities. The alliance’s ads targeted users in demographics that overlap with *USA Today*’s readership and directed people interested in animal welfare to visit the animal care section on the alliance’s website.

USFRA purchased two full-page ads on the pages opposite an editorial/Q&A authored by Temple Grandin and the back cover. The goal was to strongly distinguish USFRA from HSUS and share a positive message with readers about animal agriculture and America’s farmers.

“The print version of the insert generated very little conversation, with the only social media mentions from activist groups,” said Hannah Thompson with the Animal Agriculture Alliance. “USFRA did share a post highlighting their involvement, which generated a lot more conversation.”

In the posts from Paul Shapiro, HSUS’ Farm Animal Protection Campaign and others, the *USA Today* brand was played up to make it sound as though *USA Today* had produced the content versus it being a paid advertorial.

## Expanded tax incentives benefit food producers

Farmers and others who make charitable food donations may now find it more advantageous because of expanded federal tax incentives.

New valuation structures and guidelines approved by Congress



in the 2015 spending package allow farmers and food producers to significantly increase the tax credits they may claim from food donations.

The allowable claim amount for charitable donations was raised from 10 percent to 15 percent, the formula for valuation of donated goods was revamped, and “cash method” farmers and other producers may now benefit in the same way as C corporations.

“The expanded tax incentives are better for food producers and better for organizations like ours that receive donations,” said Danny Akright, communications manager for the Food Bank of Iowa. “When food producers get a greater benefit from the food they donate, food banks will see greater donations. The more fresh, nutritious food that we can provide to people in need, the better.”

In addition to raising the amount of claimable donations, the revamped valuation formula will provide food producers with a more accurate cost for the products they donate. Producers may now value donated goods by taking the cost of goods sold and adding one half of the difference between the fair market value and the cost of goods sold.

Prior to the changes, the producer could only claim the cost of goods sold. For example, a donated product has a cost of goods sold of \$1 and a fair market value of \$2. That product may now be valued at \$1.50 when donated. The fair market value may be used even when the products do not meet internal standards.



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## Producer award nominations requested

The Iowa Pork Producers Association is requesting nominations for the 2016 Master Pork Producer, Environmental Steward and Master Pork Partner awards.

positive industry contributions in Iowa, educates others and fosters development of new state and local pork industry leadership.”

positive impacts in their production systems and commitment to the We Care ethical principles, but do not have active daily roles at a specific production site.



The Iowa Master Pork Producer Award program began in 1942 and is a joint effort between IPPA and Iowa State University Extension to recognize those Iowa pork producers showing expertise in their segment of the production cycle, understanding current industry issues and demonstrating the

ethical principles of pork production as outlined in the We Care responsible pork initiative.

The Iowa Environmental Steward Award recognizes producers who go above and beyond in environmental stewardship. Applicants are reviewed in the areas of soil and water conservation, air quality, community and neighbor relations, wildlife habitat and other production innovations.

The Iowa Master Pork Partner Award aims to recognize production company employees who have demonstrated

All award programs follow the core principles of the pork industry’s We Care responsible pork initiative to produce safe food, protect and promote animal well-being, protect public health, safeguard natural resources, provide a safe work environment and contribute to a better quality of life in our communities.

All award recipients will be recognized in January at the 2017 Iowa Pork Congress and be highlighted in IPPA publications and at industry events. The Environmental Steward Award recipient will receive \$2,500 and the person nominating the winning farm will receive \$500.

For additional information regarding Master Pork Producer, Master Pork Partner and Environmental Steward award programs, please contact Drew Mogler at (800) 372-7675 or [dmogler@iowapork.org](mailto:dmogler@iowapork.org).

Nomination forms and instructions for all award programs can be accessed under the “Producer Resources” section at [iowapork.org](http://iowapork.org) or by contacting IPPA. Nominations must be postmarked by Aug. 22 for consideration.

“Iowa’s pork producers continue to be industry leaders committed to safe, efficient and responsible pork production,” said Drew Mogler, IPPA producer education director. “Recognition of our best and brightest producers highlights







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# Service through **education & research**

## Iowa pork producers realize benefits from ISU-led on-farm euthanasia research

Timely, appropriate on-farm euthanasia is a vital component of today's pork operations and Iowa producers are realizing the benefits of some long-term work in this area, led by Iowa State University researchers Suzanne Millman (College of Veterinary Medicine) and Anna Johnson (College of Agriculture and Life Sciences.)

"Euthanasia should not be considered a failure, but rather another important management tool that enables us to maintain excellent swine welfare," Johnson said. "For those of us involved in swine production, we understand how challenging it can be to make and conduct that important euthanasia decision."

Research in Millman's lab continues to add value by filling gaps in current scientific literature on humane euthanasia methods. Check out these recent and current projects:

- Former ISU doctoral student and postdoctoral researcher Dr. Larry Sadler examined gas flow rates using different combinations of carbon dioxide (CO<sub>2</sub>) and argon gases. He discovered inhalant euthanasia methods are equally effective when applied to moribund (terminally ill) pigs and pigs with respiratory disease.
- Graduate student Kara Fiedler expanded on Sadler's findings by examining effects of stocking density within the box. She found piglets displayed greater distress when euthanized singly rather than in small groups.
- Doctoral student Luna Kc is using a preference chamber to "ask" piglets about the concentrations of CO<sub>2</sub> and O<sub>2</sub> they find aversive and choose to avoid.

With an increasing emphasis on the Common Swine Industry Audit (CSIA) and the importance of these husbandry procedures within the CSIA audit tool, euthanasia decisions, protocols and equipment will receive even greater focus. Humane euthanasia is among the critical criteria associated with automatic audit failure; and points are awarded for having a written euthanasia plan, readily available euthanasia equipment and euthanasia training for caretakers.

The Iowa Pork Industry Center (IPIC) at ISU is working closely with the Iowa Farm Bureau Federation, Iowa Pork Producers Association and the National Pork Board to help position Iowa as a leader in this area, and eventual education modules will provide IPIC field specialists with timely tools tailored to client needs.



*Interactive tools like these can be part of future euthanasia educational modules.*

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## Partners in agriculture education

Formal agriculture education programs can be found in approximately two-thirds of Iowa high schools. These courses help prepare students interested in agriculture for potential future careers. Students study animal science, plant science, agriculture mechanics, agribusiness and a number of other subject areas. Many of these students go on to join FFA and participate in leadership development activities and competitive events. But, how do students become interested in these courses?

Learning about agriculture is a continuum that starts with awareness about agriculture and leads to agriculture literacy. An agriculturally literate person is someone who understands and can communicate the source and value of agriculture as it affects our quality of life. Being exposed to agriculture in formal settings (school) and informal settings (home, leisure, museums, etc.) can be valuable ways of inspiring interest in agriculture and developing a curiosity to learn

more. Eventually this continuum may lead students to agriculture education and possibly future careers.

Programs like FFA, 4-H, and Agriculture in the Classroom are key influencers in this process of discovery. Together with other mission-aligned organizations, they help educate K-12 students, post-secondary students, and even adults about agriculture. They expose students to crops and livestock and what farmers are doing to sustainably produce the food that feeds the world.

To support these organizations, a new specialty license plate that recognizes the important role that agriculture plays in the state economy was created. The plate is available throughout Iowa for passenger vehicles, trucks and trailers. You can order plates at [IowaAgTag.org](http://IowaAgTag.org). The fee is \$35 for a standard plate or \$60 for a personalized plate. Revenue from the sale of the plate will support the Iowa FFA Foundation, Iowa 4-H Foundation and the Iowa Agriculture Literacy Foundation that help students learn about agriculture, leadership and life skills.



*State Rep. Nancy Dunkel from Dubuque and the Iowa Agriculture Literacy Foundation's Cindy Hall are pictured at STEM Day at the state Capitol on Feb. 18. IALF joined other STEM programs like 4-H and FFA at the event and visited with legislators about its programs.*





*The winning entrée.*



*The winning ISU team*

## ISU team takes IPPA Student Taste of Elegance

A team of Iowa State University culinary students created the winning pork entrée in the Iowa Pork Producers Association's 2016 Student Taste of Elegance contest held at the Des Moines Area Community College's Iowa Culinary Institute in Ankeny on March 7.

The team of Sam Wiesenfield, Brian Klopff, Casey Halder and Toluwani Awokoya used its training and education to prepare "Smoked/Braised Pork Shoulder with Saffron White Bean Puree, Heirloom Tomato Salad and Chorizo Croquette."

IPPA presented each winning team member with \$100 cash and

\$1,000 for their school to use for scholarships or educational costs.

Thirteen student teams from five different culinary arts programs participated in the day-long contest. In addition to ISU, DMACC, Iowa Western Community College, Scott Community College and Indian Hills Community College participated.

All the teams were required to create an original entrée using Boston Butt/Pork Shoulder, which also was required of chefs in the Iowa Pork Taste of Elegance professional competition in January.

The purpose of the student event is to inspire innovative and exciting

ways for culinary arts students to use pork in their menus and to measure their progress.

Chef Chad Myers, executive chef at the Dubuque Golf & Country Club; Val Plagge, Iowa farmer and blogger; and Chef Aaron Holt, executive chef at RoCA in Des Moines judged the entrees on taste, appearance and design and provided feedback to each team on their entrée.

The IPPA Student Taste of Elegance is open to any Iowa college that has a culinary arts program.



# IPPA holds 5th annual Missouri River Valley Taste of Elegance

Six area chefs put their creative minds to work in creating their best pork entree in the Iowa Pork Producers Association's 5th annual Missouri River Valley Taste of Elegance culinary contest on March 21 in Council Bluffs.

As with the Iowa Pork Taste of Elegance in January and the Student Taste of Elegance competition in early March, each professional chef was required to create an entrée using the Boston Butt/Pork Shoulder cut and an Omaha chef was named the winner by judges.

Chef Dario Schicke of Dario's Brasserie captured *Chef Par Excellence* honors with "Braised Pork Shoulder, Ale Maple Syrup, Potato Gnocchi, Pickled Cabbage Puree and Caraway seeds." Schicke received a plaque and \$1,000 from IPPA, along with an all-expense-paid trip to the 2016 National Pork Summit in St. Helena, Calif.

The *Superior Chef* was Chef Colin Duggan of the Kitchen Table in Omaha. He prepared "Mock Porchetta with Goat Grits, Roasted Baby Beets, Apples and Fried Sage" and earned \$500 and a plaque from IPPA.

Third place, or *Premier Chef*, and the People's Choice Award went to Iowa Chef Ryan Askeland of Dusty's Place in Griswold. He prepared "Asian Pork and Cauliflower Rice" and won two, \$250 prizes and a plaque from IPPA. It was his second consecutive People's Choice Award in the contest.

The six entrées were judged by Norm Johnson, Iowa Western C.C. Food Service department supervisor; Mimi Oldenhuis of Abrahams Catering; and Mike Hoppe, Culinary Arts department chair at Iowa Western C.C.

"The variety in the plates was tremendous! Each chef was working with the same cut, but they all did something completely different," commented the judges.

The competing chefs spent the afternoon preparing their special

pork plates for judging on taste, appearance and originality at the Iowa Western Community College Student Center. The reception was held in the evening and attracted 100 guests who sampled each chef's entrée to determine the People's Choice Award winner.

The Taste of Elegance is a Pork Checkoff-funded culinary competition designed to inspire innovative and exciting ways to menu pork.



*Chef Dario Schicke proudly displays his winning Missouri River Valley Taste of Elegance entrée. He is flanked by IPPA Premier Pork Youth Ambassadors Olivia Bisbee (left) and Ashley Smeby (right).*



## Iowa Pork leadership finds export growth potential in Dominican Republic, Costa Rica



The Dominican Republic and Costa Rica are emerging markets for Iowa and U.S. pork, but the two countries could become bigger customers in the future.

The Iowa Economic Development Authority and Iowa Secretary of Agriculture Bill Northey led a trade mission to the region in February. Iowa Pork Producers Association President Al Wulfekuhle, President-elect Curtis Meier, Vice President of Resources Trent Thiele and CEO Pat McGonegle were part of the delegation that included Iowa Beef and Iowa Corn officials.

The mission enabled IPPA leadership to put a face on the industry, see these markets firsthand and better understand where industry resources

can best be used to increase pork exports.

Despite some trade obstacles, exports to the two countries have increased steadily the past five years, thanks to the Central America-Dominican Republic Free Trade Agreement (CAFTA-DR). Iowa exports pork to both countries, but there are opportunities to ship more. Pork tariffs will be completely phased out by 2020.

### The Dominican Republic

This Caribbean nation is second only to Cuba in terms of area and population in the region. Its 9.4 million people are mostly urban and nearly 80 percent are considered middle class or lower. Dominicans' largest monthly food expense is meat, but only around 10



percent of U.S. agriculture exports in 2014 were pork or pork products.

Local pork production satisfies most of the domestic demand, although U.S. chain restaurants and resorts in the area prefer U.S. product. Environmentalists are making it difficult for the Dominican pork industry to expand and any growth in pork consumption will likely be filled by imports. Most all imported pork comes from the U.S.

Market access and a lack of clear rules and regulations regarding ag imports continue to hamper U.S. sales to the country, but U.S. ag exports to the Dominican are expected to continue to grow.

## Costa Rica

The U.S. is Costa Rica's main trading partner, accounting for about 40

percent of Costa Rica's total imports. It is the 19th largest destination for Iowa exports with a 700 percent increase since FTA implementation in 2009. Costa Rica enjoys the region's highest standard of living. U.S. products enjoy an excellent reputation for quality and price-competitiveness. This inherent value will only be improved as CAFTA-DR continues its implementation and landed prices of U.S. exported goods drop.

"As tariffs continue to decrease, U.S. pork will be priced even more competitively," Wulfekuhle said. "Environmental issues, lack of farmable land and high feed costs will make it very difficult for local producers to grow. Increasing domestic pork consumption, a growing tourism industry and elimination of tariffs create an excellent opportunity for U.S. and Iowa pork."

All pork exported to these countries is shipped frozen as government regulations do not allow chilled product. Consumers, especially domestic, prefer chilled pork, so this is an obstacle for increased U.S. exports. Loins, ribs, hams and hocks all sell well. Sausage, or chorizo as they call it, also sells well and creates a good demand for pork trimmings. Smoked hams and loins sell well. Bacon and pulled pork consumption is far less popular.

"Lots of issues were discussed and as with most trade missions, I came home with a better understanding of policies and issues effecting pork trade. As a low cost producer, I feel as tariffs fall and demand increases, we will have more opportunities to export pork to the region" Meier said.

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*IPPA directors Marv Rietema (center) and Ken Ries (right) listen as the manager of a cooperative organic farm near Havana explains the operation.*

## Cuba represents 'bright future for pork'

The U.S. flag is again flying over the U.S. embassy in Havana and Iowa agriculture interests are hopeful that a recent trade mission to Cuba to build relationships will pay dividends in the future.

The Iowa Economic Development Authority and Iowa Deputy Secretary of Agriculture Mike Naig led a trade mission to the region in February. Iowa Pork Producers Association Vice President of Producer Services and Northeast Region Director Ken Ries of Ryan, Northwest Region Director Marv Rietema of Sioux Center, National Pork Producers Council past president and former IPPA director Dr. Howard Hill of Cambridge and IPPA Producer Outreach and Federal Policy Director

Steph Carlson went on the five-day trip to the communist nation. They were joined by Iowa Farm Bureau and Iowa beef and corn grower representatives.

The mission was primarily exploratory. The Iowa delegation met with U.S. and Cuban government officials, associations and university professors. The group toured farms, including a cooperative organic farm near Havana; agriculture facilities; and other sites to learn about Cuba's changing economy and opportunities. Cuban agriculture is cooperative based.

"Cuba has to import 60 percent of its food because it can't supply all of its needs and pork was one of the main

proteins we saw and ate while we were there," Hill said. "With eleven million people in Cuba, there is a bright future for pork, but it won't happen overnight."

A U.S. trade embargo enacted in 1960 remains in place, but the U.S. government relaxed its ban in 2000 to allow for some agricultural exports to Cuba. This has IPPA leaders hopeful that the recent mission will help get pork's foot in the door if and when full trade is resumed.

The U.S. and Cuba are in the process of resuming diplomatic relations and talk in Havana was that it could be two to five years before trade can resume, Hill said.



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# 2016 Iowa Pork Regional Conference summary

The Iowa Pork Producers Association hosted its 2016 Regional Conferences across Iowa February 22-25 in partnership with Iowa State University Extension and Outreach and the Iowa Pork Industry Center.

Sessions were hosted in Sheldon, Carroll, Nashua and Iowa City and hog farmers who attended received updates on several key subjects. Here is an overview of the presentations:

## *Positioning Your Operation for Future Success – Mark Greenwood, AgStar Financial Services*

As new packing plants come online, the Midwest will see a growth in pork production. Larger sow farms and contract grower space will be desirable because of labor and health management. Greenwood shared a closer look at current market situations, indicators and forecasts to give pork producers a sense of what's in store and how to best position themselves through potential challenges.

Some of the challenges to be cognizant of for future success include people, those working for and against you. It's important to surround yourself with talented individuals who are committed to doing what's right. He encouraged caution in protecting your brand and complying with consumer expectations. Challenges provide opportunities and it's how one handles those that determine

success. Greenwood highlighted some traits of successful swine systems. He noted that many large systems are over 28-pigs-per-sow-per-year with mortality for wean-to-market at less than 6 percent. Current cost of production is under \$72 carcass weight (CWT), but will push close to \$67 CWT going forward, depending on feed costs. Overall, swine systems are very strong financially across the board and some will be looking to invest money. Those that have capital to invest should look for the best returns and not spend money unnecessarily. Managing margins is critical to long-term survival.

## *Understanding Seneca Valley Virus – Dr. Chris Rademacher, ISU Extension and Outreach*

Senecavirus A (Seneca Valley Virus) is part of the same family as Foot and Mouth Disease and Swine Vesicular Disease. Part of what makes Seneca Valley Virus so concerning is the fact that clinical signs are indistinguishable from any of the four foreign animal swine vesicular diseases. Dr. Chris Rademacher noted that this is not a new disease. It had previously been reported in the U.S. between 1988 and 2001 and was reported at the ISU Veterinary Diagnostic Lab in July 2015.

The first case was a commercial finishing herd that reported acute lameness and vesicular lesions on the snout and feet. Given 30 days, the pigs were able to heal all lesions and the lameness subsided. Due to healing time and good

communication with the packer and FSIS, the pigs were sold without incident. Breeding herd cases of Seneca Valley Virus were reported with high neonatal morbidity and mortality in pigs less than seven days old. Lesions were found on sows in farrowing rooms, but none in the piglets, gross or histologically. Rademacher reported that oral fluid is an excellent sample for detection of Seneca Valley Virus in populations and that they can detect the virus for a long time.

The impact of Seneca Valley Virus on production is a small increase (2%-5%) in percent PWM for 1 week in most cases. Clinical pictures match descriptions of cases in Brazil over the past year and the virus may have changed from historical isolates. In summary, if you see suspect lesions on the nose and/or coronary bands, it's critical to contact your veterinarian and state/federal officials to determine the next course of action.

## *Practical PRRS Management Strategies – Dr. Daniel Linhares, ISU College of Veterinary Medicine*

Dr. Linhares reported on his study that compared time to PRRSv-stability and production losses between two exposure programs to control PRRSv in sow herds, comparing a Live Virus Inoculation (LVI) and Modified Live Vaccine (MLV) strategy. Key takeaways:

- LVI and MLV can both be successful in controlling PRRSv

- Time to Negative Pig (TTNP) is shorter with a LVI program
- Production levels aren't a good predictor of TTNP. However, Total Loss, Productivity, and Time to Baseline Production (TTBP) are all lower with a MLV program. TTBP is even shorter in herds with prior PRRS-infection.
- MLV wins the cost/benefit analysis over LVI
- It's economical to preventively vaccinate herds to "build" PRRSv herd immunity. The negatives include a continuous impact of 1.5 PSY and \$1 growth performance, but the positive is a lower production impact if wild type PRRSv is introduced. Without an outbreak, the breakeven is one year, nine months.
- The best strategy will account for TTNP, TTBP and Total Loss attributed to PRRSv

PRRSv costs the U.S. swine industry more than \$1 billion every year. North America regional efforts toward elimination of PRRSv depend on the ability to decrease infection frequency in breeding herds and growing pig sites. Increasing the success rates of PRRSv control and elimination projects requires continuous monitoring and time, but is critically important to the pork industry.

### *Applied Antibiotic Use Considerations – ISU Extension swine specialists*

Rademacher and the Extension swine specialists discussed antibiotic usage. Due to concerns about the role of antibiotic use in animal medicine and antibiotic resistance, the government

launched a concerted effort to combat antibiotic resistance. There is no definitive link established for animal medicine in creating resistance.

FDA Guidance 209, 213 and the Veterinary Feed Directive (VFD) are already being implemented. Medically important antibiotics used for growth promotion are prohibited and veterinary oversight into antibiotic usage increases. Veterinarians are required to issue a prescription to direct use for "medicated water" when using "medically important" antibiotics. Prescriptions must be retained for one year. The new rules are effective on Jan. 1, 2017, and records will need to be retained for two years for all medically important antimicrobials used in or on feed that require a VFD. Each drug manufacturer must annually report sales and distribution

of antibiotics that are approved for use in food animals. Drug sponsors are targeting December 2016 to implement changes to use conditions of products. As there is less than a year to get these changes in place, ISU Extension is hosting workshops to cover these regulations in more detail.

Full PowerPoint handouts and recordings from the 2016 Regional Conferences and recorded proceedings, are available for viewing through the "Seminars and Conferences" tab in the "Producer Resources" section at [iowapork.org](http://iowapork.org).

For more information regarding the Iowa Pork Regional Conferences or IPPA educational programs, contact Drew Mogler at (515) 225-7675 or [dmogler@iowapork.org](mailto:dmogler@iowapork.org).

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# Come one, come all to World Pork Expo



The summer's biggest pork event will take place June 8-10 as the 2016 World Pork Expo returns to the Iowa State Fairgrounds in Des Moines.

The National Pork Producers Council showcase features the world's largest pork-specific trade show, educational seminars, swine shows and sales, and an opportunity to interact with a wide range of pork professionals.

"World Pork Expo's extensive trade show makes it easy to shop



# 2016



and compare new products and technologies for use on the farm,” said Ron Prestage, D.V.M., NPPC past president and a South Carolina pork producer. “It’s also an exceptional place to experience educational seminars about what’s happening in Washington, D.C., herd-health strategies, the market outlook and export prospects. The bottom line: anyone who does not attend Expo will have to play serious catch up to remain informed about issues and new developments affecting their business.”

Last year, 23,085 attendees from 48 countries participated in this three-day exposition, including more than 1,100 international guests. NPPC organizers expect a similar showing in 2016.

World Pork Expo’s global flavor is further evident in the trade show with more than 310,000 square feet of commercial exhibits from hundreds of companies throughout the world. Expo’s trade show hours are 8 a.m. to 5 p.m. on Wednesday, June 8, and Thursday, June 9. On Friday, June 10, the trade show is open from 8 a.m. to 1 p.m.

An ever-popular feature at Expo is the free educational programming on Wednesday and Thursday. Pork producers and their employees can learn about new auditing programs, business strategies, animal well-being research, herd management and much more. Both the business seminars and PORK Academy include question-and-answer opportunities with the expert presenters.

Live hogs will be on display in the swine barn throughout Expo week, with the World Pork Expo Junior National kicking off on Monday, June 6. Hosted by the National Junior Swine Association and Team Purebred, the Junior National offers a Skill-a-thon, judging contests and certification programs. In 2015, 975 youth from 29 states took part in the educational programs, competitions and hog shows. In all, 2,200 hogs were shown, marking a 38 percent increase from the previous year.

Open shows will take place on Friday, June 10, with breeding stock sales following on Saturday morning, June 11.

The opportunity for pork professionals to interact and

exchange ideas has become an increasingly valuable part of World Pork Expo, and MusicFest offers just the setting. On Thursday afternoon, attendees can meander along the Grand Concourse, listen to live music, and enjoy grilled pork and refreshments.

A visit to Expo would not be complete without a stop at the Big Grill. Each day of Expo from 11 a.m. to 1 p.m., attendees can enjoy a free pork lunch. Last year, the Big Grill served up 10,000 pork lunches.

“A benefit of attending Expo that can be hard to measure is the opportunity for pork producers to visit and share ideas, as well as having an opportunity to talk to NPPC Board members and staff one-on-one,” Prestage said. “Anyone with a vested interest in pork production would find that attending Expo is time well-spent.”

For details about event schedules and the latest information on room availability at official World Pork Expo hotels, visit [worldpork.org](http://worldpork.org). You can register online through June 2 at the discounted rate of \$10 per adult (ages 12 and up), which covers all three days of Expo. 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.





# Antibiotic resistance takes center stage at D.C. forum

The National Pork Board joined with Atlantic LIVE on March 16 to bring together experts to discuss the challenge of responsible antibiotic use in the 21st century. At the event, leading stakeholders – from farmers to physicians – shared what is being done to address concerns of antibiotic resistance, which the U.S. pork industry is doing by continuously improving on-farm practices.

The discussion featured experts from the National Pork Board, the Centers for Disease Control and Prevention, the American Public Health Association, the American Academy of Family Physicians, the American Veterinary Medical Association and representatives from across the food chain.

“Antibiotics are a critical tool to treat and prevent disease in both humans and animals,” said John Johnson, chief operating officer of the National Pork Board. “The U.S. pork industry is committed to ensuring responsible use of these medicines in animals to protect their efficacy for both

humans and animals. Through a science-based approach, we must all work together to better understand and address the potential impact of antibiotic resistance.”

Responsible use of antibiotics is necessary on farms both to keep animals healthy and the food supply safe. For that reason, the industry supports pig farmers in several ways:

- Farmers work closely with their veterinarians to protect their pigs’ health and reduce the need to use antibiotics.
- The pork industry funds research on antibiotic resistance to ensure that it continues to improve the use of these medicines on the farm. The goal is to protect the long-term effectiveness of antibiotics in both humans and animals.
- The pork industry works closely with human and animal health experts to define and guide responsible antibiotic use.
- Farmers keep detailed records of all medicines they use in raising and caring for pigs.

“Without the timely use of antibiotics, sickness can spread rapidly, both endangering the health

of animals and the safety of our food,” said South Dakota pig farmer Brad Greenway. “Through the pork industry’s stewardship and new FDA rules, real change is under way on the farm. America’s pig farmers embrace these new rules and want to share our commitment to responsibly treating and preventing disease in livestock.”

The U.S. Food and Drug Administration oversees the use of antibiotic products in pigs and other livestock. New regulations by the FDA (Guidance 209 and 213) will be fully enacted in January 2017 and will eliminate the use of medically important antibiotics on the farm for growth promotion. Many farmers have already taken this step. These new FDA regulations also strengthen the rules requiring licensed veterinarians to oversee the use of antibiotics on the farm for prevention, control and treatment of disease. The pork industry has been working the past 18 months to help farmers prepare for these new FDA guidelines.





# Survey: Pig farmers aware of, many ready for antibiotic use changes

A recent survey by the National Pork Board indicates that 82 percent of the nation's pork producers say they're aware of the upcoming regulatory changes regarding on-farm antibiotic use.

The survey also found that, on average, 71 percent have a defined record-keeping protocol in place that they follow. That number grows to 83 percent among the country's largest hog farms, or those that market more than 80,000 hogs a year.

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**“Understanding the role responsible antibiotic use plays on a farm is one of our top priorities and why we introduced the U.S. pork industry antibiotic stewardship plan in June.”**

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“This level of awareness underscores the real and substantive changes occurring today on how pig farmers use antibiotics on the farm,” said National Pork Board President Derrick Sleezer of Cherokee. “The high level of awareness of the changing regulation is encouraging, but not surprising. The U.S. pork industry is working hard to educate its pork producers about the upcoming deadline.”

Sleezer added that the Pork Checkoff has developed and is sharing many

new materials with pig farmers to make certain packers, processors and foodservice and retail customers understand how seriously the pork Industry is taking the impending regulation changes.

In the past 18 months, the National Pork Board has taken steps to educate pig farmers on the details of Food and Drug Administration guidance 209 and 213. The rules define how medically important, feed-grade antibiotics should be used to treat, control and prevent disease, as well as the importance of farmers establishing a veterinarian-client-patient relationship. The guidance also mandates that medically important antibiotics can no longer be used to promote animal growth and sets a higher standard for on-farm record keeping. The regulatory changes take effect on Jan. 1, 2017.

“Consumers can have confidence that the U.S. pork industry is doing the right thing in regard to antibiotic stewardship,” Sleezer said. “Understanding the role responsible antibiotic use plays on a farm is one of our top priorities and why we introduced the U.S. pork industry antibiotic stewardship plan in June.”

These results, among others designed to take the pulse of U.S. pork production, are from the annual survey of hog farmers conducted by the National Pork Board late last

year. In other findings, for the sixth consecutive year, pig farmer support for the Pork Checkoff increased and is now at a record 90 percent – up 1 percent from last year. Meanwhile, opposition to the Checkoff declined 1 percent to a record low of just 4 percent. These results are the most positive in survey history.

Other survey highlights found that 70 percent of farmers feel the industry is heading “in the right direction,” dropping from a 2015 score of 83 percent. Of those surveyed, 23 percent feel the industry is “on the wrong track.” This decline in optimism is largely due to changing market dynamics outside of a producer's individual control, according to those surveyed.

Managing hog health and disease continues to be the No. 1 challenge facing pig farmers. The Pork Checkoff's investment in the Swine Health Information Center and plans to understand foreign animal disease risk and create readiness plans directly address this concern.

Pig farmers' No. 1 request of the Checkoff is to educate consumers about the safety of pork. This was followed by advertising and promoting pork and opening new markets.

The national survey, based on phone interviews with 550 pig farmers, was conducted in November.



# Antibiotic use affects abundance of resistant bacteria in soil

By Janne Hansen, department of Animal Science, Aarhus University

What does one of the world's longest-running field experiments—under Aarhus University in Denmark—have to do with the appearance of antibiotic resistance? The answer is that it forms the platform for illuminating the interaction between the use of animal manure and the appearance of genes for antibiotic resistance in soil.

New investigations show that when a certain type of antibiotic is phased in, the abundance of resistant genes in soil increases. When the antibiotic is phased out again, the abundance of resistant genes drops and this happens relatively quickly. Scientists also found a correspondence in time between the first detection of antibiotic resistance in the health service and the detection of such genes for resistance in soil that had received applications of animal manure.

The analyses have been performed by British scientists using soil samples regularly collected since 1923 in the now 122-year-old fertilizer experiment at Askov Experimental Station at the Department of Agroecology, Aarhus University. The results of this partnership have been described in an article in the prestigious scientific journal *Nature Scientific Reports*.

## Resistance follows the rate of consumption

That bacteria can develop resistance to bacteria is not a new phenomenon. Genes that code for resistance to antibiotics existed even before we discovered and started using antibiotics. Multi-resistant genes have actually been found in 30,000-year-old DNA samples taken in permafrost areas. The problem is that a higher incidence of resistance to antibiotics is highly undesirable.

The experts studied the specific beta-lactam antibiotic resistant genes. Particularly, this group of antibiotics is of considerable importance to human medicine. The resistant

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genes were chosen because their first appearance in the health system is well-documented.

“We found low levels of the resistant genes before 1960, both in manured soil and in soil treated with inorganic fertilizer,” explains Professor Bent Tolstrup Christensen from the Aarhus University Department of Agroecology. He is project leader of the Askov Long-term Experiments and co-author of the article.

“Our analyses show a clear increase in the soil receiving animal manure. In the mid-1990s, the use of antibiotics as a growth promoter fell. This led to a corresponding rapid fall in the soil abundance of beta-lactam antibiotic resistant genes,” said Christensen.

Throughout the period, the soil receiving inorganic fertilizer had very low levels of the resistant genes.

### Good news, bad news

Another important link is that the development of the abundance in soil of beta-lactam antibiotic resistant genes closely trail observations of their development in the health service. The timing of the first appearances of the resistant genes in the health service corresponds to the timing of their highest abundance in soil.

“Although the development in the abundance of resistant genes in soil mirrors what you see in the health service, research has not yet made a connection between the two. The results show, however, that the phasing out of antibiotics can swiftly lead to a reduction in the incidence of resistance, and that is good news,” Christensen said.

The story does not end here. Analyses of the historical samples also showed another development that is more worrying. Since 1990, there’s been a growing level of integrons in manured soil. Integrons promote the exchange of genetic material between bacteria and can therefore accelerate the development of new resistance.

“The rising level of integrons after 1990 in manured soil could indicate that through our efforts to reduce antibiotic resistance, we have unintentionally increased resistance gene exchange and more study is needed on the use of animal manure, says Professor David W. Graham from Newcastle University.

### Askov Long-term Experiments facts

The experiments were established in 1894 and are now one of the longest-running field experiments in the world. The primary objective of the experiments is to study the long-term effects of animal manure and inorganic fertilizer on soil fertility.

Soil samples from the experiments have been collected and stored at four-year intervals since 1923. This soil archive is a unique platform for many different research projects.

Since 1990 more than 50 publications based on the long-term experiments and associated soil archive have been published in international scientific journals.



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# Mason City rejects Prestage pork processing plant

*Iowa is center of renewed search*



It's hard to believe that an Iowa city in desperate need of an economic shot in the arm would turn down an opportunity to attract nearly 2,000 jobs and millions in future tax revenue, but that's exactly what Mason City has done.

After two earlier public hearings and favorable votes of 6-0 and 5-1, the Mason City City Council held a final public hearing on Prestage Farms' proposed \$240 million pork processing plant on May 3. After proponents and opponents had their say, the council voted 3-3 on the development agreement, thus killing the project. A majority of the council was needed for approval. Two of the council members who initially supported Prestage, changed their mind and voted against the project in the end.

Mason City Mayor Eric Bookmeyer was a staunch supporter of the plant, but can only vote to break a tie on motions not involving ordinances, resolutions, spending over \$10,000 or appointments made by the council alone, according to Iowa law.

"We are disappointed, but believe that there is a bright future in agriculture and we wish the people of Mason City all the best," the North Carolina-based Prestage family said in a statement.

The final council vote came as a surprise and a disappointment to not only the Prestage family, but to Iowa pork producers and the pork industry.

Former hog producer Larry Sailer of Iowa Falls voiced his support for the facility through his *Musings of a Pig Farmer* blog.

"We weren't loud enough I guess on the pro side," Sailer said. "People complain towns in rural Iowa are dying and jobs are needed to bring people back. I think Mason City is missing out. It will be built somewhere."

Having an additional packing company would have meant another market and more competition, providing more people the opportunity to raise hogs, farm and find steady, quality employment.

"It was a vote against agriculture," said Iowa Pork Producers Association CEO Pat McGonegle. "I hope there's an opportunity in Iowa for this processing plant. Prestage Farms and the family owners have the highest integrity."

The Iowa Soybean Association also was supportive of the project



*Mayor Eric Bookmeyer avidly supported the proposed Prestage plant, but didn't have a say in the final vote.*



and CEO Kirk Leeds was equally disappointed in the decision. When leadership was needed, he said a few elected officials failed to deliver. They apparently caved to a group of activists opposed to livestock production and Iowa agriculture, he said.

"This was a great opportunity for Mason City and the surrounding area," Leeds said. "It's a great loss. The livestock industry is the engine that powers Iowa agriculture and is the most critical component in adding value to corn and soybeans. Iowa just lost hundreds of jobs and millions of dollars of economic activity."

Leeds said it's a reminder that everyone in agriculture has much work to do to remind community leaders of the importance of livestock production and meat processing to the state.

Opponents claimed the facility would cause air and water pollution and substantially increase the number of hogs in the region and state, which also would compound pollution issues. They also said the influx of people would over burden the school district and city services, among other things.

Many area pork producers attended the public hearings and voiced their support for the project and how they would benefit from the plant.

The plant was projected to employ about 900 people initially and 1,700 within four years, averaging \$15.70 per hour. It would have processed about 10,000 hogs per day initially. Prestage could supply around 6,000 hogs a day and the remaining 4,000 head needed for the daily quota would have been purchased from independent pork producers.

Despite the negative outcome in Mason City, Prestage is undeterred and committed to building a plant to strengthen the independent hog market.

"We are still looking for a place to build in the Midwest, with Iowa being the center of that search," said Summer Lanier, public relations director for Prestage, in a May 9 e-mail. We have been contacted by many places with interest in locating the plant in their area since the vote, so only time will tell where we ultimately try again.

"Iowa is the ideal location, but we are exploring all options," Lanier said.

*(Matt Wilde of the Iowa Soybean Association contributed to this story.)*

## The Big 6

### Ethical Principles of Pork Production

These Ethical Principles of Pork Production are part of the pork industry's We Care responsible pork initiative. Anyone who raises or works with hogs on a daily basis needs to know these ethical principles:

1. Produce safe food
2. Protect and promote animal well-being
3. Ensure practices to protect public health
4. Safeguard natural resources in all of our practices
5. Provide a work environment that is safe and consistent with our other ethical principles
6. Contribute to a better quality of life in our communities

Know them! Live them!



From animal care and the environment to food safety and quality, pork producers have demonstrated best principles, best practices and a spirit of doing the right thing in producing pork for decades. The responsibility to continue this tradition rests on you. Uphold the ethical principles every day!



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# U.S. pork exports sluggish in February

February exports of U.S. pork were roughly steady with last year's volumes, but export value moved lower as prices continued to decline from the 2014 highs, according to statistics released by USDA and compiled by the U.S. Meat Export Federation (USMEF) in early April. The price reductions reflect more abundant red meat supplies and a fiercely competitive international marketplace.

Pork export volume was 171,413 metric tons (mt) in February, down 1 percent from a year ago, while value fell 12 percent to \$414.3 million. For the first two months of the year, pork export volume remained 1 percent ahead of last year's pace at 338,423 mt, but value was down 12 percent to \$819.1 million.

USMEF President and CEO Philip Seng said the February results fell short of expectations.

"Given the headwinds U.S. exports faced early last year, including the severe congestion in the West Coast ports, we expected to see year-to-year increases in most markets, but the actual picture was mixed," Seng explained. "U.S. pork continues to regain traction in China/Hong Kong, but exports slowed to our other major Asian destinations."

Momentum continues to build for U.S. exports to China/Hong Kong, extending the trend that began in the fourth quarter of last year. Through February, exports were 86 percent above last year's pace in volume (73,536 mt) and 50 percent higher in value (\$138.6 million).

"Declines in Chinese hog numbers and pork production have pushed prices to the highest level since 2011, triggering larger imports from all suppliers," Seng said. "To capitalize on these supply and demand dynamics, USMEF has stepped up efforts to educate importers about the availability, quality, consistency and affordability of U.S. pork. At the same time, the import market continues to receive large volumes of very competitively-priced product from Europe. We are in a battle for market share, not only in China but also in all key Asian markets."

Exports to Central America were up 38 percent (10,322 mt) with value up 26 percent (\$23.6 million), driven by strong growth to Honduras and Guatemala. Led by strong results in the Dominican Republic, exports to the Caribbean were up



12 percent from a year ago in volume (6,475 mt) and steady in value (\$15.3 million). Export volume to the ASEAN region was steady with last year at 6,450 mt while value increased 13 percent to \$15.9 million, led by growth in the Philippines and Vietnam.

Exports to South Korea and Mexico were down significantly from last year's large volumes, while exports to Japan were also lower. Larger domestic supplies and lower prices have, to some extent, slowed import demand in these key markets.

## NOTES:

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

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# Hog-pork market situation & outlook

*By Lee Schulz, Iowa State University  
Extension livestock economist*



From producer surveys, USDA tallied the March 1 all hogs and pigs inventory at 67.644 million, record large for the quarter and up 0.4 percent compared to last year. USDA pegged the March 1 market hog inventory at 61.664 million, up 0.4 percent from a year earlier and also a record for the quarter. The 5.980 million head breeding herd was unchanged from a year ago and the largest March 1 breeding inventory since 2009.

The bottom line: Hog supplies will be adequate over the summer and are once again expected to be plentiful during the fall and winter. Overall, 2016 still looks to be a profitable year for hog production, using a combination of cash sales and hedging opportunities.

## Revisions complicate interpreting the report

USDA significantly revised previous inventory estimates to align them with final pig crop, official slaughter, death loss and updated import and export data. Several factors contribute to errors in estimates. One is fallout from Porcine Epidemic Diarrhea Virus. Another is a turning point transition to expansion in response to profits. A third is USDA attempting to reconcile earlier estimates as actual and confirming production data flows in.

December slaughter was up 5.2 percent year-over-year. January slaughter was down just 0.2 percent and February slaughter was up 3.9 percent. Collectively, December-February slaughter was up 2.9 percent.

In December, USDA estimated the June-August 2015 pig crop up only 0.6 percent from the previous year. The continuing large slaughter runs prompted USDA to revise the pig crop upward by 755,000 hogs (+2.5%). More hogs than expected are coming from somewhere. Controversy exists over whether they're coming from more sows farrowing than get tallied or larger than currently estimated litter sizes.

Both sow farrowings and litter size will drive spring and summer pig crops. March-May 2016 sows farrowing intention, at 2.839 million sows, is down 0.5 percent compared to 2015. The June-August 2016 sows farrowing intention, at 2.912 million sows, is down 3.5 percent compared to a year ago and down 2.6 percent compared to two years ago. The percentage dip in June-August farrowing intentions appears big. But remember, producers upped 2014 farrowings to offset expected PEDV losses and did again in 2015 to chase profits.

Even with a conservative growth factor, of say 1 percent in litter size, these farrowing intentions suggest pig crops in

the next two quarters will remain rather large, suggesting fall-winter slaughter also will remain large.

Last year, slaughter during one week in December peaked at 2.5 million head. The market will be keenly watching the March-May and June-August farrowing rate and litter size to gauge what's in store this fall and winter.

## Rising feeder pig imports adding to supplies

Imported feeder pigs work hand in glove with U.S. herd numbers to impact production and prices. USDA asks producers for all pigs that are on U.S. farms as of the survey date regardless of the origin of the pigs. That means imported feeder pigs have always been included in U.S. head counts for at least one, possibly two quarters (A 10 to 12-pound pig should take 5 to 6 months and a 40-pound pig should take 4 to 5 months to reach slaughter weight).

Imports of Canadian feeder pigs surged 10.2 percent, or 394,863 head, in 2015. Through March, imports were up 145,552 head or 14.1 percent. The market is striving to determine



implications of “more than normal” feeder pig imports on hog inventories, slaughter levels and prices. An extra 400,000 hogs are about one day’s slaughter, which is not a lot. But when supplies are large, it doesn’t take a lot to pressure prices.

Several factors fuel the Canadian feeder pig import surge. One is demand. Low feed prices and profitable lean hog prices boost interest in finishing hogs in the U.S. A second reason is the strong U.S. dollar relative to Canadian currency. Canadian producers want to sell pigs to U.S. producers because of the favorable exchange rate. A third reason is the growing Canadian herd. The Jan. 1, 2016, Canadian all hogs and pigs inventory was estimated at 13.260 million hogs (+0.7% compared to Jan. 1, 2015), 12.022 million market hogs (+0.6%), and 1.238 million breeding hogs (+1.6%). Supply and demand fundamentals

appear to be in place to keep pulling more Canadian-born feeder pigs into the U.S. for the next few years.

## Pork processing sector in transition

The number of hogs being produced in the U.S. is growing. USDA’s Economic Research Service projects commercial pork production will increase 8 percent in the next 5 years and 13 percent in the next 10 years. Pork exports are projected to increase 14 percent in the next 5 years and 25 percent in the next 10 years.

As a strategic investment in the long-term growth of the domestic and global pork industry, U.S. packing plant expansion is underway. According to media reports, two new state-of-the-art packing plants are under construction: (Coldwater, Michigan, and Sioux City); one long-closed hog plant is expected to be modernized and reopened yet

this year (Pleasant Hope, Missouri); a former cattle plant is planned for modernization and conversion to a hog plant (Windom, Minnesota); and in the last few weeks another has been added to the drawing board (Mason City, Iowa).

This transition will enhance the ability of the pork industry to compete in the world market. Long-term modern efficient plants will help the U.S. remain a low-cost producer and very competitive internationally.

The sheer number and the size of plants—many plants could eventually be double shifted, too—will intensify competition for the available supply of market hogs. Competition tends to be good for producers. The additional capacity will put more of the bargaining chips in the hands of producers.



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# Quarterly pig crop decline reduces Iowa hog inventory

The number of hogs on Iowa farms has declined over the past three months, according to the *March Hogs and Pigs Report* from USDA's National Agricultural Statistics Service.

The report issued on March 25 showed there were 20.2 million hogs and pigs on Iowa farms as of March 1. The inventory was down 600,000-head from the previous quarter and 200,000-head from the previous year.

The December 2015-February 2016 quarterly pig crop was 5.24 million head, down 7 percent from the previous quarter and 4 percent below last year. A total of 490,000 sows farrowed during this quarter. The pigs-saved-per-litter average was 10.70 for the December-February quarter, down from 11.00 the previous quarter.

As of March 1, Iowa hog farmers planned to farrow 490,000 sows and gilts in the March-May quarter and 490,000 head during the June-August quarter.

## U. S. Hogs and Pigs

United States inventory of all hogs and pigs on March 1, 2016, was 67.6 million head. This was up slightly from March 1, 2015, but down 1 percent from the last quarter.

Breeding inventory, at 5.98 million head, was down slightly from last year, and down slightly from the previous quarter. Market hog inventory, at 61.7 million head, was up slightly from last year, but down 1 percent from last quarter.

The December 2015-February 2016 pig crop, at 29.6 million head, was down slightly from 2015. Sows farrowing during this period totaled 2.87 million head, down 1 percent from 2015. The sows farrowed during this quarter represented 48 percent of the breeding herd.

The pigs-saved-per-litter average was a record high 10.30 for the December-February period, compared to 10.23

last year. The pigs-saved-per-litter by size of operation ranged from 8.00 for operations with 1-99 hogs and pigs to 10.40 for operations with more than 5,000 hogs and pigs.

U.S. hog farmers intend to have 2.84 million sows farrow during the March-May 2016 quarter, down 1 percent from the actual farrowings during the same period in 2015, but up 1 percent from 2014. Intended farrowings for June-August 2016, at 2.91 million sows, are down 3 percent from 2015 and down 3 percent from 2014.

The total number of hogs under contract owned by operations with more than 5,000 head, but raised by contractees, accounted for 46 percent of the total United States hog inventory, unchanged from last year.

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# Local watershed partnerships strengthen farmer action

by Kaitlin Little, Iowa Agriculture Water Alliance

Water quality in Iowa has been a growing topic of conversation for many years and Iowa farmers have been at the forefront of this discussion. Farmers across Iowa have been taking action to help improve water quality in their local watersheds. Earlier this year, the U.S. Department of Agriculture Natural Resources Conservation Service (NRCS) awarded \$720 million toward 84 conservation projects as part of the second round of the Regional Conservation Partnership Program (RCPP) created by the 2014 Farm Bill. This year, water quality and drought were dominant themes with 45 of the 84 projects focusing on water issues.

“We put out a call for innovative and results-focused projects that will deliver the most conservation impact,” said U.S. Agriculture Secretary Tom Vilsack. “Our partners answered with creative, locally-led approaches to help producers support their ongoing business operations and address natural resource challenges in their communities and across the nation.”

The Iowa Department of Agriculture and Land Stewardship and the Iowa Agriculture Water Alliance application was one such award. The USDA RCPP has awarded \$9.5 million to the Midwest Agriculture Water Quality Partnership – the largest RCPP award of any project in the national pool this year. The Partnership is co-led by IDALS and IAWA and involves 43 additional partners from farmer-led organizations, agribusiness, non-governmental organizations, and public entities. When complete, the work is estimated to keep at least 900,000 pounds of nitrate and 16,000 pounds of phosphorus out of water and on the land for growing food, fiber and fuel.

“These committed partners will engage farmers and help scale-up the water quality efforts in the targeted watersheds,” Iowa Secretary of Agriculture Bill Northey said. “We are building on momentum at the local level to address nutrient losses in the watershed. These funds will allow us to continue to engage the local agricultural community to deliver and demonstrate the technologies needed to improve water quality while protecting and maintaining Iowa’s tremendous agricultural productivity.”



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*New work will begin this year in these watersheds thanks to a new award to IDALS and IAWA, along with NRCS, USDA, the Iowa Department of Natural Resources and the Conservation Districts of Iowa.*

The initiative will focus on targeted areas within the North Raccoon, South Skunk, Lake Red Rock, Middle Cedar and Upper Cedar watersheds. Farmers and agribusinesses will work together for clean water by using cover crops, nutrient management, strip-till, no-till, drainage water management, bioreactors, saturated buffers and wetlands on approximately 150,000 acres. These practices are all identified by the Iowa Nutrient Reduction Strategy to improve water quality.

“This effort is a true public-private partnership that thanks to NRCS’ leadership, will leverage the resources of our agribusiness partners to help their farmer customers adopt practices that will improve water quality,” said IAWA Executive Director Sean McMahon.

USDA received 265 applications requesting nearly \$900 million and selected projects on a competitive basis. The work for this project is set to begin mid-summer of this year.

“The voluntary response we’ve seen from farmers has been impressive, but there is still more work to be done. This partnership is the kind of collaboration that is necessary to continue improving Iowa’s water quality,” said Iowa Pork Producers Association CEO and IAWA Board Member Pat McGonegle. “This demonstrates the value that IAWA brings to the effort.”

To learn more about the Midwest Agriculture Water Quality Partnership and what work IAWA is doing, visit [iowaagwateralliance.com](http://iowaagwateralliance.com).

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*The Wiley family is pictured with Brian Waddingham (far left), executive director of the Coalition to Support Iowa's Farmers, and Iowa Deputy Secretary of Agriculture Mike Naig (far right).*

## Benton County farm family receives 'good neighbor' award

A Benton County farm family was named the winner of the Gary Wergin Good Farm Neighbor Award for March by Iowa Secretary of Agriculture Bill Northey.

Iowa Deputy Secretary of Agriculture Mike Naig presented the award to Todd and Denise Wiley and their four children during a luncheon at the family farm near Walker on March 25.

The Wileys raise hogs from farrow to finish. They care for 1,100 sows and market between 27,000 and 28,000 pigs a year.

"It's easy to pick up on things in the country that aren't as good as you'd like and it's nice to be recognized when you're working hard to do things well," Todd said.

The family was nominated for the award by Louise Fleming, the Vinton-Shellsburg High School Ag Education/FFA advisor, who highlighted their care for their animals and service to their community.

"Todd is very invested in the future of agriculture, particularly in swine production," Fleming said. "He is truly up-to-date with his production practices and does so in the most humane, environmentally and

economical means possible. Todd has been completely involved and completely invested in the community. He practices servant leadership and never fails to step up for something he believes in."

Todd is currently a member of the Benton County Board of Supervisors. He's also a member of Vinton-Shellsburg High School Agriculture Advisory Committee and the board of Farmer's Savings Bank and Trust. He also is a livestock evaluation coach for a county livestock judging team. The family is active in educating the community about modern livestock production and regularly brings animals into schools and donates them to FFA for a county fair exhibit.

"I'm glad Louise nominated us and I'm glad that the Coalition to Support Iowa's Farmers and WHO Radio work together to put this on," said Todd.

The Wergin Good Farm Neighbor award, made possible through the financial support of the Coalition to Support Iowa's Farmers, recognizes Iowa livestock farmers who take pride in doing things right. This includes caring for the environment and their livestock and being good neighbors. It is named in memory of Gary Wergin, a long-time WHO Radio farm broadcaster who helped create the award.





*Bill & Jeff Jesina*

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# Silos & Smokestacks

## National Heritage Area receives special proclamation

Iowa Governor Terry Branstad issued a proclamation on April 4 officially declaring the month as “It Takes an Iowan Month.”

Representatives from historical sites, museums, farms and business gathered at the Iowa Capitol in Des Moines that day for the Silos and Smokestacks National Heritage Area’s 2016 Legislative Showcase. The proclamation was shared during the event to celebrate the heritage area and Iowans, past and present, for their integral role in the advancement of agriculture.

Silos and Smokestacks introduced the “It Takes an Iowan” traveling exhibit at the 2015 Iowa State Fair. The exhibit focuses on Iowans as leaders in the ongoing endeavor of providing food for the nation and the world. “It Takes an Iowan” features interviews and commentary from Iowa farmers, educators, inventors and agriculture leaders, including U.S. Secretary of Agriculture Tom Vilsack.

To follow the exhibit’s progress or to see where it will be on display next, visit [ittakesaniowan.com](http://ittakesaniowan.com).

“Agriculture is an industry that is key to our nation’s growth and prosperity,” said Silos and Smokestacks President Cara Miller. “Sharing the story of agriculture through the wonderful sites and rich stories here in Iowa is very special.”

The national heritage area spans a 37-county region in northeast Iowa and Silos and Smokestacks is celebrating its 20th year as the only federally designated National Heritage Area in the country to preserve and tell the story of American agriculture. National Heritage Areas are places designated by Congress where natural, cultural and historic resources combine to tell a story that celebrates our nation’s diverse heritage. Through



*Silos and Smokestacks President Cara Miller holds the official “It Takes an Iowan” proclamation.*

partnerships with farms, museums and historic sites, Silos and Smokestacks educates and inspires generations to discover agriculture in everyday life.

To learn more about Silos and Smokestacks, its 115 partner sites, or to plan a summer road trip, visit [www.silosandsmokestacks.org](http://www.silosandsmokestacks.org).



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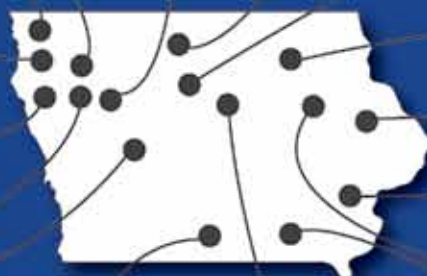
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# New Ag Education Center opens at Mighty Howard County Fairgrounds

Area pork producers drive effort for swine barn upgrade

By Leah Daniels, Newsworks

When it came time to replace aging livestock barns at the Howard County Fairgrounds in Cresco, area pork producers saw an opportunity to make a good thing even better and, in the process, provide both farm kids and town kids with a chance to learn about raising pigs.

The fair had seen swine show participation steadily drop for a few years and, with increased pressure from PEDv, the 2015 fair drew only three participants.

With a brand new Agricultural Education Center now in place and an improved method of raising pigs for show at the county fair, more than 10 times the number of exhibitors – 32, in fact – have signed up and are prepping pigs for the event.

Program changes and the new Ag Education Center have brought more than 10 times as many FFA and 4-H exhibitors for 2016, with 32 enrolled and space for a few more as the program grows in popularity.

“The pigs will be provided by local farmers, so the kids don’t have to live on a farm to take part,” said Gary Sovereign, president of the Howard County Agricultural Society. “That allows both farm and town kids to have important hands-on lessons about raising swine.”

Special emphasis has been placed on swine production, providing a hands-on experience for 4-H and FFA students from the country and from town to care for pigs in the state-of-the-art facility. The center includes a central arena for show judging and other events and also will house sheep and dairy exhibits during the fair. A live farrowing display is planned for fair time, which runs June 22-26.

## Real-life experience

One lesson will be the importance of biosecurity. Participants are required to shower in and shower out when they come to care for their pigs and train for the show ring, just as they would if they worked in a modern hog barn. Observation windows have been

included for those who don’t have direct animal care duties.

Exhibitors also will be required to attend class sessions presented at the facility by industry professionals who will share their knowledge in the many aspects of swine production, from showing pigs to feed rations and swine genetics.

“As a pork producer myself, I believe that we need to find ways to educate all our youth about working with livestock,” Sovereign says. “It not only gives them responsibility, it helps them understand the importance of animal care and demonstrates the career opportunities provided by Iowa’s booming swine production industry.”

## Welcome challenge

One of the first county fair facilities of its kind in the nation, bringing the new Ag Education Center to fruition has been a bit of a challenge, but well worth the effort.

“This facility confirms the fair board’s commitment to youth in our communities, which is really why fairs exist,” said Tom Barnes, executive director of the Mighty Howard County Fair.

As the project began to take form, the board and organizers searched for similar facilities at other fairgrounds across the country after which they could model the new center.

“We couldn’t find a pattern we could use as a road map, so the board took a leap of faith, worked with local experts, livestock producers and

Iowa State Extension to design the center,” Barnes said.

### Community Support

Cost for the project is expected to top \$600,000, funded by local donors and ag-related companies willing to donate equipment.

“We couldn’t do this without financial support from donors who could see the benefit this facility would bring to our county,” Barnes says. “Dale and Laura Reicks gave us an initial shot in the arm with a substantial donation and many other

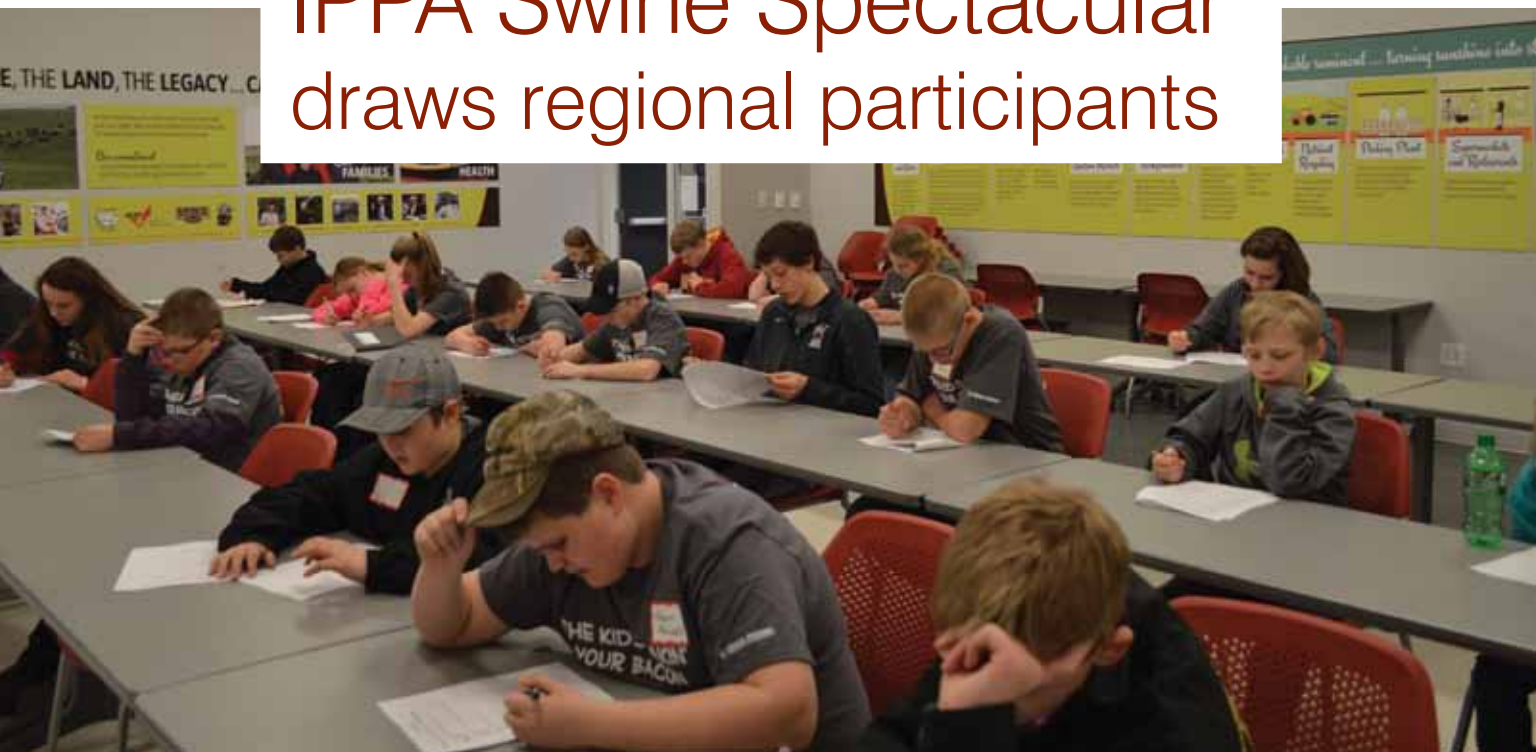
individuals and companies have followed suit with monetary and in-kind donations of their own.” For Reicks View Farms, the project was a perfect fit for their philosophy of giving back.

“We could see from the start that the educational potential of this project is tremendous,” said Laura Reicks. “We’re just really proud that we can give back to the community and help make it possible for everyone to experience agriculture’s positive impact. It’s great to be able to plant a seed for future generations.”



*Howard County 4-H and FFA youth sort and weigh pigs in the swine barn side of the new Agricultural Education Center at the Mighty Howard County Fairgrounds. To help ensure biosecurity, the pigs are brought in from a single source. (photo courtesy of the Mighty Howard County Fair)*

# IPPA Swine Spectacular draws regional participants



The Iowa Pork Producers Association held its 3rd annual Swine Spectacular on Feb. 27 in Ames and 55 young people from Iowa, Michigan, Missouri and South Dakota attended the event.

IPPA held a variety of activities and contests at the Hansen Student Learning Center on the Iowa State University campus to test the participants' swine knowledge and skills. The kids, ages eight to 18, were divided into junior, intermediate and senior divisions.

A 50-question knowledge bowl, skills assessment, swine evaluation, meat quality workshop and extemporaneous speeches were held for each age group. The kids could earn prizes and points in each event toward the overall sweepstakes prizes.

Knowledge bowl questions involved meat quality, modern pork production practices, feed/nutrition, anatomy, environmental, consumer information and disease/health. The skills assessments included live evaluation

and various stations that tested the participants visually.

"The contest this year was a lot more hands-on," said Shawnie Wagner, IPPA consumer outreach director and event coordinator. "We wanted it to be a learning experience and I heard nothing but good reviews from the contestants."

Brady and Kiley Allan from Le Mars in Plymouth County made the journey to the event with their mother, who left with positive impressions and a desire to return.

"I guarantee he took home information from the meat quality presentations that will last a lifetime," said Alise Allan about her son. "We will definitely be back next year."

Ally Birt from Prescott, won the junior sweepstakes for the second consecutive year. The intermediate

sweepstakes winner was Jacob Fjeld of Iowa Falls and Jake Sterle of Roland won the senior sweepstakes for the second year in a row.

"I was very impressed with the quality of participants this year," Wagner said. "We have an amazing future for our industry."

Each sweepstakes winner received a custom Swine Spectacular belt buckle and plaque! Other prizes included embroidered fleece blankets, wardrobe bags, cooler bags and bag chairs; spray bottles; IPPA buckets and Western Edge gift cards. Each participant also received a free "The kids makin your bacon" t-shirt.

The IPPA Swine Spectacular gives kids who are interested in swine production an opportunity to increase their knowledge and skills. The event was held in conjunction with the ISU Block and Bridle Club's annual Spring Market Hog Show.





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# Public-private partnership strengthens nutrient reduction strategy measurement progress



Iowa State University is beginning a state-funded project in partnership with the Iowa Nutrient Research and Education Council (INREC) to explore how to measure Iowa farmers'

progress in reducing nutrients moving from fields into rivers and streams.

The Iowa Legislature last year passed legislation funding the effort led by the ISU College of Agriculture and Life

Sciences, supported by up to \$410,000 per year for three years. INREC will receive \$250,000 per year for the in-field progress measurement project as part of that appropriation.



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**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.

Norbrook Laboratories Limited,  
Newry, BT35 6PU, Co. Down, Northern Ireland

101 March 2015

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The public-private partnership on the project is an important step in measuring nutrient load reductions stemming from Iowa's implementation of practices and progress on water-quality goals outlined in the Iowa Nutrient Reduction Strategy.

The strategy is a science and technology-based approach to assess and reduce nutrients delivered to Iowa waterways and the Gulf of Mexico. It was developed by the Iowa Department of Agriculture and Land Stewardship, Iowa Department of Natural Resources and Iowa State.

Iowa State selected INREC to partner in the measurement effort as a result of a call for proposals focused on expertise and capability for data collection and verification of agricultural practices at the field level.

"After reviewing proposals, INREC stood out as the best organization positioned to work with a combination of agricultural retailers and farmers to report on nutrient management, tillage and conservation practices in the field," said John Lawrence, associate dean in the College of Agriculture and Life Sciences at Iowa State.

INREC is a non-profit organization formed in 2014 to support environmental stewardship through science-based solutions and to encourage progress toward the goals of the Iowa Nutrient Reduction Strategy. INREC, a collaboration of agricultural businesses, organizations and industries, seeks to measure and demonstrate environmental progress of Iowa farmers, foster innovation of new agricultural and

environmental technologies, and enhance certified crop adviser and agricultural retailer roles as change agents working with Iowa farmers to achieve environmental goals.

INREC will aggregate data and analyze the impact of water-quality improvement practices, such as soil and water conservation practices and structures or technologies implemented to slow or reduce runoff. Iowa State researchers will use the field level data to estimate nutrient load reduction for the state.

The three-year pilot project will solicit information from agricultural retailers across the state who provide the bulk of services to crop producers. By combining the information gathered into an anonymized data set, a more accurate view of nutrient strategy practices and product implementation can be gathered. The information can then be used to calculate reduction in nutrient loss, a more accurate measure than highly variable and weather-driven water sampling methods.

"Actually seeing what is happening at the field level will provide a much more reliable view of Iowa's progress," said Shawn Richmond, director of environmental technology for INREC. "Since every acre of every field in Iowa has some connection to an agricultural retailer, this survey of retailer records is the best data set we have to accurately assess progress."





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



## Black Hawk County



*Maria Geisler, Kayla Carolan and Mikayla McKenna all of Hudson, 2016 Iowa Pork Queen Holly Cook of Winthrop, Black Hawk County Pork Princess Maddie Herring of Hudson; Black Hawk County Pork Queen Madison Rousselow from Waterloo and Pork Ambassador Alex Fouts of Cedar Falls at the Eastern Iowa Home and Landscaping Show.*

County producers participated in the 65th annual Eastern Iowa Home and Landscaping Show in Waterloo Feb. 19-21. The Iowa Pork Producers Association sponsored live pork cooking demonstrations during the event with Hy-Vee chefs and local producers and youth helped with consumer engagement.

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

Iowa Pork Producers Association  
Attn: Ron Birkenholz  
1636 N.W. 114th Street • Clive, Iowa 50325  
E-mail: [info@iowapork.org](mailto:info@iowapork.org) • Phone: (800) 372-7675

## Scott County



*Scott County Little Miss Pigtales Emmalynn Golinghorst helped share the pork story with Walcott Elementary and Intermediate School students.*

Scott County Pork Producer representatives have been busy this spring visiting local schools as part of the Ag in the Classroom program. Students at Truman School in Davenport learned about pork and pork by-products on March 29. Presentations about pork production were made to more than 600 students and staff at Walcott Elementary and Intermediate School on March 31.

Scott County producers also raised \$1,200 for the county 4-H program from its pie auction held during the 2015 4-H Hog Show at the county fair.



# National Pork Board applauds efforts to curb antibiotic resistance

The National Pork Board is leading the conversation to combat antibiotic-resistant bacteria and applauds the action steps defined by the White House through the Presidential Advisory Council on Combating Antibiotic-Resistant Bacteria (PACCARB).

The council recently recommended that federal agencies involved in the effort to address antibiotic resistance take a number of steps, including embracing a “One Health” approach that looks at the resistance issue from a human, animal and environmental perspective; improving coordination and collaboration among agencies; establishing partnerships with states and local agencies, tribes, private-sector organizations, commodity groups, philanthropic organizations and international bodies; providing economic incentives for developing and deploying new diagnostic, preventive and therapeutic tools to fight diseases; and committing sufficient resources to address the resistance problem.

PACCARB also pushed for funding U.S. Department of Agriculture efforts to conduct on-farm antibiotic-resistance surveillance.

The Pork Checkoff has defined a three-point antibiotic stewardship plan centered on research, pig farmer education and outreach to pork industry partners and consumers.

“Antibiotics are essential tools for veterinarians and farmers in raising healthy livestock and producing safe food,” said John Johnson, the National Pork Board’s chief operating officer. “We are pleased to see the administration acknowledge the very real changes occurring on farms across America in accordance with new federal guidance.”

Since 2000, the National Pork Board has invested more than \$6 million to research and collect data on this issue. The Checkoff also has provided tools to pig farmers that are specifically addressed in the Council’s report. The pork industry’s current research is focused on priority areas that include alternative

antibiotic technologies, the environmental fate of antibiotics, antibiotic-resistant bacteria and resistance genes and route of administration on the potential development of bacterial resistance.

Also, the National Pork Board is researching new ways to evaluate models and metrics for collecting data on antibiotic use in the U.S. pork industry. This investment in research, which is consistent with the focus of the council, further underscores the pork industry’s commitment to enabling and implementing on-farm change.



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## News from the National Pork Producers Council

### USDA urged to defend 'Pork. The Other White Meat' sale

In a March 23 meeting with the U.S. Department of Agriculture's Office of General Counsel, National Pork Producers Council representatives demanded that the agency defend the National Pork Board purchase of the "Pork. The Other White Meat" trademarked assets from NPPC.

NPPC sold The Other White Meat® slogan and pork chop logo to the Pork Board in 2006 for about \$35 million. NPPC financed the purchase over 20 years, making the Pork Board's annual payment \$3 million. The sale was an arms-length transaction with a lengthy negotiation in which both parties were represented by legal counsel, and USDA, which oversees the federal Pork Checkoff program administered by the Pork Board, approved the purchase.

The Humane Society of the United States, a lone Iowa farmer and the Iowa Citizens for Community Improvement in 2012 filed a lawsuit against USDA, seeking to have the sale rescinded. Initially, USDA defended the lawsuit, and a U.S. District Court dismissed it for lack of standing, but a federal appeals court in August 2015 reinstated the suit. But before any court proceedings on the merits of the lawsuit, USDA inexplicably changed course and entered into settlement talks with HSUS.

According to NPPC President John Weber, a pork producer from Dysart, and CEO Neil Dierks, who met with USDA's general counsel and reiterated the pork industry's objection to any settlement, there was no indication where the agency stands on the case. NPPC is concerned that USDA already may have thrown in the towel.

In their meeting with USDA, Weber and Dierks pointed out that: the Pork. The Other White Meat® trademarks, particularly the pork chop logo, are still being used by the National Pork Board; regardless of how each of the trademarks is being used, the phenomenal recognition and awareness of them continue to make the trademarks some of the most valuable intellectual property in existence today; and the purchase agreement was for fair market value and continues to make sense for the Pork Board to perform under the contract, providing a valuable service to the entire pork industry.

NPPC also urged USDA to follow the 1985 Pork Act, which created the Pork Checkoff program and gave authority to the Pork Board, through its board of directors, delegates and committees – collectively representing all pork producers – to make decisions about Checkoff funds and programs.

### Weber assumes presidency

An Iowa pork producer was elevated to president of the National Pork Producers Council at the organization's annual business meeting – the National Pork Industry Forum – held in Indianapolis on March 5.

John Weber of Dysart served as NPPC president-elect the past year. He has been on the NPPC Board of Directors for the past five years. In addition to being an officer since 2013, he has served on several NPPC committees, including the Strategic Investment Program Marketing Committee, the Environmental Policy Committee, the Feed Availability Committee and the Farm Bill Policy Task Force.

"John's long years of service to the pork industry and his experience and thoughtful leadership will be big assets as he guides NPPC as president for the next year," said NPPC CEO Neil Dierks. "The U.S. pork industry will benefit tremendously having John at the helm of this organization."

Weber also serves on the Iowa Pork Producers Association Board of Directors – he was president in 2010 – as well as on its Public Policy Committee. He's a member of the Iowa Pork Promotions, Inc., Board of Directors and he's active in his local farm bureau.

Weber holds a bachelor's degree in animal science from Iowa State University. He has a grain and hog farm that he manages with his son.

### New board members, officers elected

The National Pork Producers Council Saturday elected new officers and board members at the National Pork Industry Forum in Indianapolis on March 5.



In addition to electing John Weber of Dysart as president, Ken Maschhoff, a pork producer from Carlyle, Ill., was elevated to president-elect. Maschhoff is chairman of Maschhoff Family Foods and co-owner and chairman of The Maschhoffs, the third-largest pork producer in the United States.

Board member Jim Heimerl, of Johnstown, Ohio, was chosen as vice president. Heimerl and his wife Kathy, along with three sons and a daughter-in-law, run three farrow-to-finish farms in Ohio and 80 contract finishing farms in several states.

Re-elected to the board for another three-year term were Jim Compart, of Nicollet, Minn., Maschhoff and AV Roth, of Wauzeka, Wis. Board member Kent Bang was re-elected to a two-year term for the Allied Industry Council seat. Jen Sorensen of Ankeny was elected as a new member of the board for a three-year term. She represents Iowa Select Farms.

They join current directors Cory Bollum with Hormel Foods; Phil Borgic of Nokomis, Ill.; David Herring of Lillington, N.C.; Bill Kessler of Mexico, Mo.; Dale Reicks of New Hampton; Kraig Westerbeek of Warsaw, N.C.; and Terry Wolters of Pipestone, Minn.

## Two Iowans among Pork Industry Scholarship winners

Two Iowa State University students were among the five 2016 recipients of Lois Britt Memorial Pork Industry Scholarships.

Matt Kerns of Clearfield, an ISU senior, and Lexi Marek, an ISU junior from Riverside, will receive the \$2,500 scholarships that are named for Lois Britt, the late National Pork Producers Council vice president from Mt. Olive, N.C. Kerns and Marek are pursuing careers in the pork industry.

NPPC administers the scholarship selection process; the CME Group sponsors the scholarships, which were first awarded in 1990 to celebrate CME's then-25 years in the live hog futures market.

This was the 26th year of the CME scholarship program, which recognizes outstanding youth in the pork community.



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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

## Delegates unite in support of North Carolina advisement

In a historic move, 145 Pork Checkoff delegates representing 43 states and importers unanimously joined the North Carolina Pork Council in support of an advisement introduced at the National Pork Board delegate assembly. During the advisement's introduction and discussion, it was particularly noteworthy that every state represented in the delegate body added their name as co-sponsors to the advisement. The National Pork Industry Forum was convened in Indianapolis March 3-5.

The North Carolina Pork Council delegation submitted the advisement at Pork Forum to urge U.S. Secretary of Agriculture Tom Vilsack to defend the U.S. pork industry by upholding a purchase agreement between the National Pork Board and the National Pork Producers Council. The 2006 purchase contract allows the National Pork Board to purchase the "Pork. The Other White Meat"® marketing position from NPPC. The Pork Checkoff pays NPPC \$3 million each year until the payment schedule is fulfilled in 2026.

In 2013, the Humane Society of the United States HSUS filed a lawsuit against USDA objecting to its approval of a contract between the Pork Board and NPPC for the purchase of the trademark "Pork. The Other White Meat" by the Pork

Board, which had been approved by USDA in 2006. The contract valued the trade mark at \$34.5 million based on its replacement value and was amortized over 20 years at a negotiated interest rate, resulting in 20 years of annual payments from NPB to NPPC of \$3 million.

The case was originally dismissed for lack of standing, but was reinstated in 2015 by an appeals court. Subsequently, USDA entered into settlement discussions with HSUS. While USDA has not shared the terms of settlement being discussed with the Pork Board, USDA has withheld approval of the annual payment to NPPC in 2016. Further, USDA has directed NPB to contract for another valuation of the trademark and expects to make a determination regarding approval of the 2016 payment by the middle of June.

The fact that USDA is discussing settlement with HSUS, and the fact that it has ordered a re-evaluation of the value of the trademark causes concern that USDA is not vigorously defending the secretary's previous decision to approve the sales contract and that USDA is subjecting the contract and marketing decisions to the whims of litigants and courts.

## Forum delegates approve other advisements

Producer-delegates approved several other advisements at the National Pork Industry Forum in Indianapolis March 3-5. The motions read as follows:

**Food Chain Engagement** - The National Pork Board is encouraged to continue to aggressively defend the choice of farmers to employ husbandry practices approved by the Swine Care Handbook and the American Association of Swine Veterinarians.

**Soil and Nutrient Stabilization** - As the federal government seeks to address nutrient management, we urge the National Pork Board to provide all available information on research and technology for pork producers that facilitates a flexible approach to nutrient management requirements.

**Antibiotics** - In an effort to strengthen industry-wide stewardship of antibiotics and in acknowledgment that antibiotic resistance is an important concern in both human and animal medicine that all must work to address, the National Pork Board shall work with producers to encourage all pig farms to embrace best practices and the stewardship of antibiotics to protect the health and welfare of pigs and to produce safe food. The National Pork Board shall encourage producers to ensure decisions regarding on-farm antibiotic usage are made under the guidance of a veterinarian and in the context of a veterinary-client-patient relationship as required with the PQA Plus® assessment.

**Antibiotic Research** - The National Pork Board is encouraged to work with the National Pork

Producers Council and the federal government and its research agencies, including those focused on human health, to develop a research plan to address the complex issue of the role of antibiotics and other animal health products in meat production.

**Pork Quality Assurance Plus** - The National Pork Board is encouraged to develop an online course/exam for new PQA Plus certifications.

Reports on the advisements will be delivered at the 2017 Pork Forum.

## Pork Act Delegates elect candidate slate

Pork Act Delegates attending the National Pork Industry Forum in Indianapolis ranked eight candidates for the National Pork Board, including an Iowa Pork Producers Association Board member.

The candidates, ranked in order, are Jan Archer, NC; Terry O'Neel, NE; Alicia Pedemonti, NH; Gene Noem, IA; Mike Skahill, VA; Heather Hill, IN; Scott Phillips, MO; and Brent Scholl, IL.

The list was submitted to the U.S. secretary of agriculture, who will select five members from the slate to fill the roles of outgoing board members effective July 2016. The nominees will serve three-year terms. There are 15 pork producers on the board, each limited in serving no more than two terms.

Delegates also elected three members to the nominating committee, which recruits and screens candidates for the National Pork Board. Members of the nominating committee are not approved by the secretary.



*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



## Being a successful farmer means being a good neighbor

Raising livestock and poultry takes time, money and attention to detail. It also requires that farmers who are growing their livestock farms visit with their neighbors about their intentions prior to moving dirt. Farmers wanting to build new livestock and poultry barns need to be respectful of their neighbors and willing to communicate their plans to them.

Community acceptance is key for farm families wanting to

build a new livestock barn or grow their existing farm. The days of putting up a new barn or feedlot without talking to your neighbors and hoping they will “just get over it” are long gone. Character certainly counts when it comes to raising livestock and poultry in today’s society.

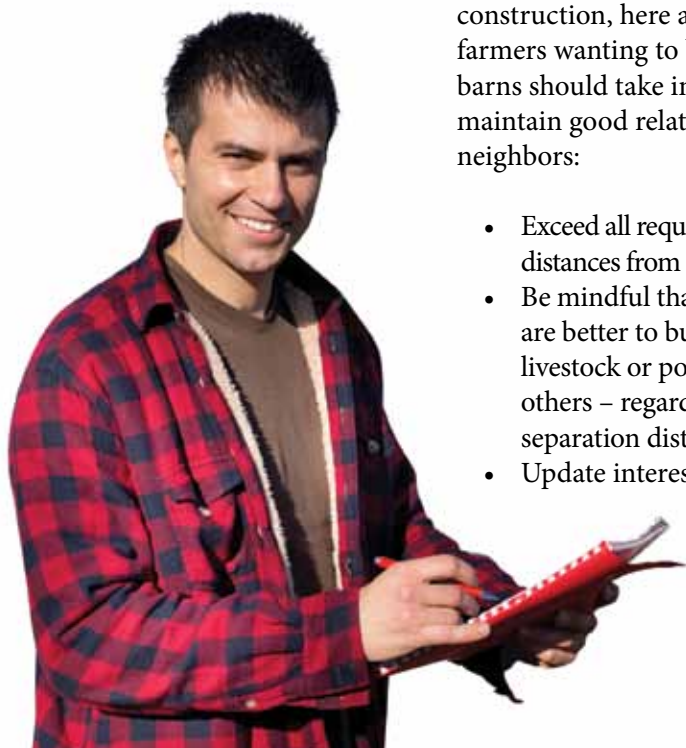
Neighbor relations is an ongoing effort and it’s critical to the future success of your farm to communicate with your neighbors – at least annually. In addition to personal notification prior to construction, here are other steps farmers wanting to build livestock barns should take in order to maintain good relations with neighbors:

- Exceed all required separation distances from the Iowa DNR
- Be mindful that some places are better to build a new livestock or poultry barn than others – regardless of meeting separation distances
- Update interested neighbors about your farm and family
  - Describe the new

technologies and best management practices being used

- Discuss modern manure incorporation methods and timing
- Notify neighbors before manure incorporation begins
- Consider planting windbreaks to enhance aesthetics and mitigate potential odor through the CSIF’s Green Farmstead Partner program
- Contact CSIF and arrange for a no-cost and completely confidential farm visit to discuss your plans. Visit [www.supportfarmers.com](http://www.supportfarmers.com) or call (800) 932-2436

It’s critical for livestock farmers to take the first step in personally talking to neighbors and others in the community about their plans. The coalition encourages farmers and neighbors to work together to build relationships, communicate concerns and talk about expectations. Because at the end of the day, farmers who manage their livestock barns and feedlots the right way will have a farm they and their communities can be proud of.





## Mushroom Hunters Pork Chops

6 New York pork chops, 3/4-inch thick  
 4 teaspoons olive oil  
 salt  
 black pepper to taste  
 1/2 cup flour  
 4 ounces wild mushrooms (morel, chanterelle or Portobello) chopped  
 2 cloves garlic crushed  
 1 14 1/2-oz can beef broth  
 1/2 cup dry red wine  
 2 tablespoons fresh thyme leaves finely chopped  
 1 tablespoon tomato paste  
 1/3 cup cold water  
 3 tablespoons cornstarch

In a large skillet, heat 1 teaspoon olive oil over medium-high heat. Season chops with salt, pepper and flour. Brown chops 2-3 minutes on each side in hot oil; remove from pan. Heat remaining oil in skillet, add mushrooms and garlic, cook over medium heat until mushrooms have given up their water. Cook and stir until skillet is almost dry. Stir in broth, wine, thyme and tomato paste. Bring to boiling. Return chops to skillet; cover tightly; cook over low heat for 5-6 minutes until internal temperature on a thermometer reads 145 degrees F., followed by a 3-minute rest time. Remove chops to a serving platter; keep warm. In small dish, stir together water and cornstarch and add to skillet. Cook, stirring over medium heat until sauce thickens. Serve sauce over chops. Serves 6.

### Nutrition:

Calories: 300 calories  
 Protein: 27 grams  
 Fat: 9 grams  
 Sodium: 850 milligrams  
 Cholesterol: 50 milligrams  
 Saturated Fat: 2 grams  
 Carbohydrates: 21 grams



# PORK RECIPES

## Buffalo Pork Ribs

2 racks pork back ribs, (about 3 pounds each), membrane removed  
 3 cups buffalo sauce  
 3/4 cup unsalted butter  
 Salt and pepper to taste  
 Blue cheese dressing for garnish  
 Celery and carrot sticks for garnish  
 Preheat oven to 325 degrees F.

In a small saucepan set over medium heat. Combine the hot sauce and butter. Bring to a boil while whisking until it's smooth. Set the buffalo sauce aside. Arrange 2 layers of aluminum foil, large enough to wrap around each rack of ribs. Place a rack in the center of each foil setup and season both sides generously with salt and pepper. Coat the meat side of the ribs, which should be facing up, with 1/2 cup of the buffalo sauce. Wrap the ribs tightly with the foil, place on a baking sheet and bake until tender, about 1 hour. Remove ribs from oven. Place the oven rack in the middle of the oven. Turn oven to broil. Remove the ribs from the foil and lay them, meat side up, on a foil-lined baking sheet. Coat each rib with 1/4 cup of the buffalo sauce and broil until the sauce starts to brown, 4 minutes. Continue to broil and baste the ribs until you have used another 1/4 cup of buffalo sauce per rack. Let the ribs rest for 10 minutes then cut into individual ribs. In a large bowl, toss the ribs with the half of the remaining buffalo sauce. Arrange the ribs on a serving platter and serve with blue cheese dressing and celery and carrot sticks. Serves 6 to 8.



### Nutrition:

Calories: 900 calories  
 Protein: 65 grams  
 Fat: 70 grams  
 Sodium: 2100 milligrams  
 Cholesterol: 270 milligrams  
 Saturated Fat: 29 grams  
 Carbohydrates: 2 grams  
 Fiber: 1 grams

## Parmesan Pork Tenderloin

1 pound pork tenderloin  
 3 tablespoons bread crumbs, fine  
 1 tablespoon Parmesan cheese, grated  
 1 teaspoon salt  
 1/8 teaspoon pepper  
 2 teaspoons vegetable oil  
 1 1/2 small onion, thinly sliced  
 1 clove garlic, minced  
 2 small zucchini, or summer squash, thinly sliced

Cut tenderloin crosswise into 12 slices, approximately 3/4-inch thick. Place each slice on its cut surface and flatten with heel of hand to 1/2-inch thickness. Combine crumbs, Parmesan cheese, salt and pepper; dredge pork slices to coat. Heat oil over medium-high heat in nonstick pan. Sauté pork for 2 to 3 minutes per side; remove and keep warm. Add onion, garlic and zucchini or squash to skillet and sauté 5 minutes or until tender. Serves 4.



### Nutrition:

Calories: 168 calories  
 Protein: 17 grams  
 Fat: 9 grams  
 Sodium: 279 milligrams  
 Cholesterol: 51 milligrams  
 Saturated Fat: 2 grams  
 Carbohydrates: 5 grams  
 Fiber: 1 grams



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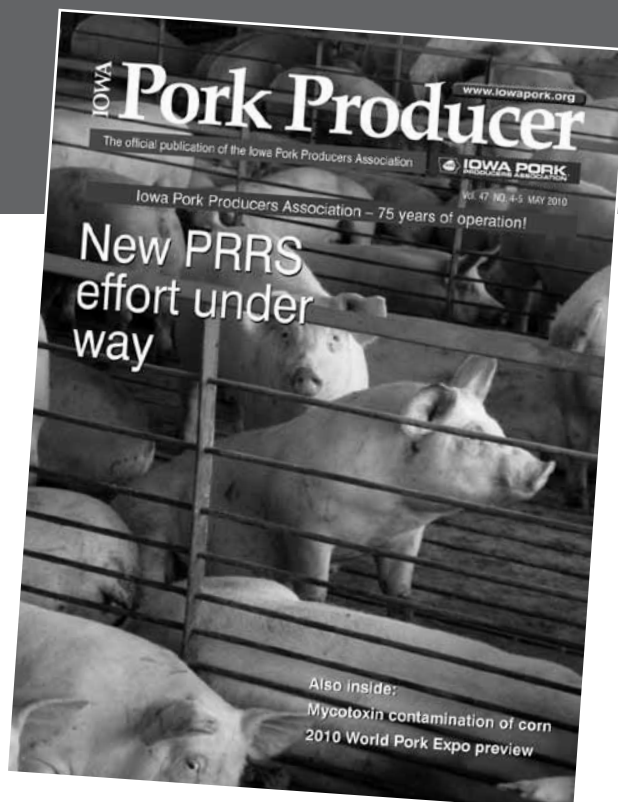
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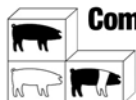
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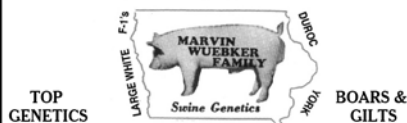


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