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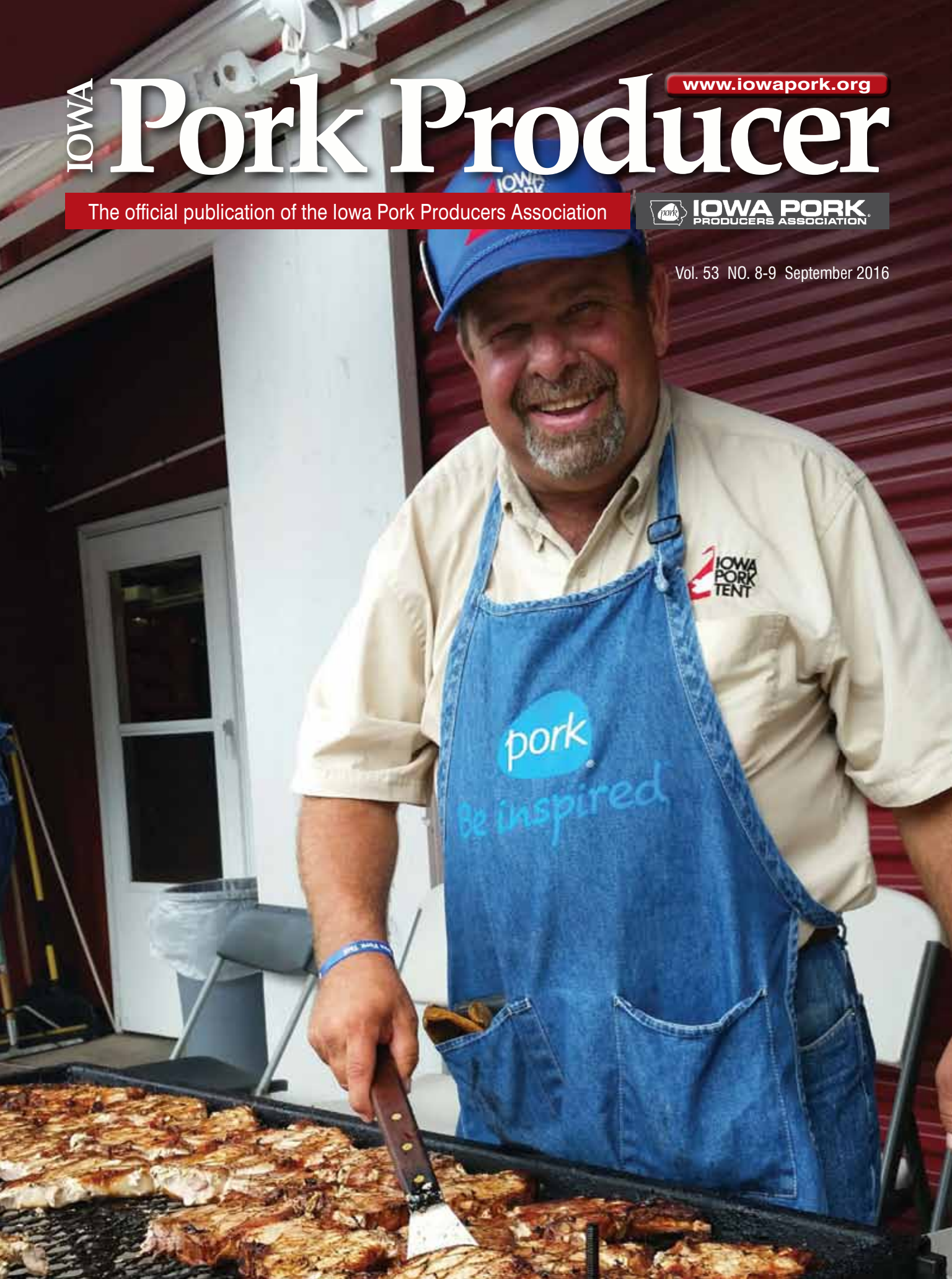
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IOWA PORK
PRODUCERS ASSOCIATION

Vol. 53 NO. 8-9 September 2016



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About the Cover

IPPA Iowa Pork Tent Committee member Dana "Spanky" Wanken is the committee's "grill master" and long-time face of the Pork Tent. Read about this year's state fair activities beginning on page 14.

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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.

Notice of Annual Meeting



IOWA PORK
PRODUCERS ASSOCIATION

The Iowa Pork Producers Association Annual Meeting will be held at 10 a.m. Tuesday, Jan. 24, 2017, at the Veterans Memorial Community Choice Credit Union Convention Center. The meeting is open to all pork producers! Registration will be held from 9 a.m. to 10 a.m.

IPPA is a grassroots organization with policy developed by the membership of the association. Delegates to the Annual Meeting in past years have requested submitted resolutions be distributed and mailed for consideration and review by local county organizations.

The following is the process outlined by the delegates to the Annual Meeting. The resolution deadlines for the Annual Meeting are indicated below:

Annual Meeting Resolutions:

Any affiliated local organization, district meeting or member may submit a resolution for consideration at an Annual Meeting.

Resolution type – 45-day

Due December 10, 2016

Resolutions that are submitted to the Association at least 45 days before the Annual Meeting will be distributed to the delegates, along with the notice of the Annual Meeting. A 45-day resolution will become a statement of the delegate body if it receives a majority of the votes cast on

the resolution at the Annual Meeting.

Resolution type – 7-day

Due January 17, 2017

Resolutions submitted to the Association at least 7 days before the Annual Meeting will be distributed to the delegates at the beginning of the Annual Meeting. When a 7-day resolution comes up before the agenda, a spokesperson for the resolution will make a one-minute statement for the reason for the resolution; then the delegates will vote on whether to consider the resolution.

The resolution will be considered only if it receives 75% of the votes cast on the motion to consider. A 7-day resolution that is considered by the delegate body will become a statement of the delegate body if it receives a majority of the votes cast on the resolution at the Annual Meeting.

No other resolutions

Delegates at the Annual Meeting cannot consider resolutions received by the Association less than 7 days before the Annual Meeting.

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Pork Industry Briefs



Branstad shows pork industry support at state fair

Gov. Terry Branstad spent some time in the Swine Barn at last month's Iowa State Fair.

The governor asked the Iowa Pork Producers Association to host him and Lt. Governor Kim Reynolds on several tours of the barn during the eleven-day event.



Gov. Terry Branstad (left) and IPPA NW Region Director Marv Rietema of Sioux Center tour the Swine Barn.

Branstad and Reynolds toured the barn with IPPA Board members Jarrod Bakker, Gregg Hora and Trent Thiele on Aug. 12 and the governor went through the barn again on Aug. 15 with Bakker, Jeremy Schram and Marv Rietema. Reynolds was back on Aug. 16 with Curtis Meier, Dave Struthers and Bakker.

The IPPA leaders talked about the industry and answered questions from Branstad and Reynolds during the tours. Branstad visited with a few of the swine exhibitors as he strolled through the barn. During a stop at one of the show rings on Aug. 15, Branstad addressed the small crowd to talk about the importance of the swine industry to the state, including the Prestage Foods of Iowa packing plant under consideration at the time in Wright County.

IPPA intern talks pork safety at 4-H conference

Hundreds of Iowa high school students gathered at Iowa State University on June 28 to attend the Iowa 4-H Youth Conference. This annual conference hosts speakers, workshops and other events on a variety of topics.

Those who have a specific interest in animal science are put in the Roundup track. Here, students can learn about a variety of species or be put into a specific species group.

Maggie Jennett, the 2016 Iowa Pork Producers Association Pork Checkoff intern, had the opportunity to present to the Swine Interest group on Food Safety. Her presentation focused on how to properly prepare, serve and eat pork. The group also did a pork chop taste-test, comparing chops cooked to 145 degrees, 165 degrees and non-enhanced chops. Jennett also shared some of her experiences being an IPPA intern and how she acquired the internship.

"Roundup provides opportunities for students to see the numerous career opportunities available in the field of animal science and agriculture



IPPA intern Maggie Jennett discusses pork safety at the annual 4-H Youth Conference in Ames.

in general,” said Amy Powell, 4-H Livestock Extension specialist. “Ultimately, the goal of Roundup is to develop young people and give them the skills they need to be successful adults.”

The following day, IPPA sponsored a pulled pork lunch served to all Roundup campers. Iowa Pork Queen Holly Cook spoke to the Swine Interest group on youth opportunities provided through IPPA.

Iowa Pork helps local blood drive

The Iowa Pork Producers Association teamed up with WHO Radio’s Van and Bonnie for a successful LifeServe Blood Center blood drive at Valley West Mall in West Des Moines on July 8.



Dave Calderwood of Traer serves up breakfast burritos to blood donors.

“The drive was a huge success and we smashed through the goal we’d set,” said Claire DeRoin, LifeServe community relations coordinator. “One-hundred fifty-seven blood donors came out and selflessly donated 168 units of blood; enough to save the lives of 504 hospital patients there in the Des Moines area.”

Van and Bonnie broadcast live from the mall and IPPA served breakfast burritos and gave out \$10 pork coupons to everyone who donated blood. District 7 Director Dave Calderwood of Traer represented the association at the event.

Pork Day at John Deere

The pork industry took advantage of an opportunity to visit with John Deere employees across the U.S. and Canada on June 30 as the Iowa Pork Producers Association participated in the John Deere Pork Day.

The John Deere Intelligent Solutions Group and John Deere Financial representatives contacted IPPA in January about participating in a program designed to connect with John Deere employees who work for a large ag company but don’t necessarily have knowledge or a direct connection to production agriculture.

IPPA Consumer Information Director Joyce Hoppes and Producer Outreach and Federal Policy Director Stephanie Carlson presented a pork 101 session and IPPA President-elect Curtis Meier, National Pork Producers Council President John Weber, NPPC CEO Neil Dierks, and pork producer Brian Strasser, who also is the integrated solutions manager for a Farmer’s Supply Sales John Deere dealership in Kalona, participated in an expert panel discussion and Q & A.

The pork program was presented during the morning to 312 John Deere

Financial employees in Johnston. It also was beamed live to John Deere offices in Madison, Wis., Miami, Fla., and Oakville, Ontario, Canada. In the afternoon, IPPA made the presentation to about 200 at the John Deere Intelligent Solutions Group in Urbandale. That program was simulcast to Deere employees in Moline, Ill., and Torrance, Calif.



“We saw this event as an excellent educational outreach and promotional effort for us to not only connect with metro employees, but others around the country,” said Carlson.

IPPA staff grilled and served pork samples at the Johnston and Urbandale facilities and recipes, coupons and meat thermometers were provided. The remote locations received catered pork samples.

Overall, around 1,000 John Deere employees participated in Pork Day.

Deere held a similar event with the beef industry last year.



Service through **education & research**

ISU Applied Swine Nutrition Program focuses on three areas

The Applied Swine Nutrition Research and Extension program at Iowa State University concentrates on these specific themes: energy, ingredient evaluation, and nutrition management of the wean-to-finish pig. Led by Dr. John Patience of ISU's Animal Science department, it's part of a larger swine nutrition emphasis with additional initiatives led by Dr. Nick Gabler, Dr. Brian Kerr of USDA and Dr. Mark Honeyman. Specifically, Patience has focused on energy for a number of years.

The pig is supplied with energy from four components of the diet: protein, starch, fiber and fat, and represents by far the greatest cost of feeding pigs. In fact, he says, it's generally accepted that the industry that acquires dietary energy at the lowest cost and uses that energy most efficiently will be the most competitive globally.

Patience and his student group investigate how the pig uses dietary energy and how that process can be improved. They study enzyme use and processing, but also drill deeper into how fat and fiber affect

functioning of the pig's intestinal tract. Findings of research conducted collaboratively with Gabler and Dr. Eric Burrough of the ISU Veterinary Diagnostic Laboratory are expected to help industry adapt to changing consumer preferences of feeding programs with reduced or no antibiotic use.



The ISU Applied Swine Nutrition Research team led by Dr. John Patience.

Results from some recent collaborative research:

Energy differences among corn samples were found to be due to differences in the degree of

fermentation in the large intestine, rather than differences in the level of fiber or other constituents as previously thought.

Results also have defined the maximum level of linoleic acid—a long chained fatty acid present in all dietary fat samples—that can be permitted in the diet without resulting in problems with soft fat. The level of linoleic acid in the diet is a better predictor of carcass fat quality than the commonly used iodine measure value.

When a pig's immune system is challenged, energy for maintenance increases, causing energy for growth and actual growth rate decreases. John's team and collaborators in Animal Science, Agricultural and Biosystems Engineering and the College of Veterinary Medicine, are studying energy utilization and the relationship between diet composition and gut health, hoping results will help the pork industry continue to make improvements in economic competitiveness.

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Teachers use agriculture to meet new state science standards

A new set of science standards will be implemented in Iowa schools over the next two years, thanks to the adoption of Next Generation Science Standards by the Iowa Board of Education last fall.

The standards intertwine scientific practices, concepts, and disciplinary core ideas. The standards focus on student performance rather than teaching a specific curriculum. They also integrate science, technology, and engineering throughout. This focus allows teachers to use scientific phenomenon to apply lessons for students. Students then solve authentic, real-world problems. Agriculture becomes a great way for students to learn science and apply those real-world problems.

Nearly 90 of the new science standards directly align or correlate with the National Agriculture Literacy Outcomes. This means that agriculture can be used to showcase and teach nearly 90 of the science standards.

“By teaching science in the context of agriculture, it becomes real and relevant for students,” said Iowa

Agriculture Literacy Foundation Executive Director Will Fett.

The summer teacher workshops hosted by the Iowa Agriculture Literacy Foundation focused on this connection between agriculture and the new science standards. More than 70 teachers toured farms and agribusinesses learning about the science that is involved throughout agriculture. Tours included hog farms near Tabor and Sioux City. The workshops included animal nutrition,

feed production, and agriculture’s interaction with the environment.

Teachers were trained in how to adapt these agriculture experiences into classroom activities and lessons. Students will practice inquiry-based learning as they explore science.

“I definitely feel compelled to teach more about agriculture and how it relates to our community, to science, and to the global effect!” said Molly Crom, a teacher from Tabor.



Teachers learned how science is applied in agriculture by touring Iowa grain and livestock farms during summer workshops.

Davenport chef named Quad Cities' *Chef Par Excellence*

Ten professional chefs competed in the Quad Cities Taste of Elegance competition on July 18 at the Isle of Capri Convention Center in Bettendorf.

The intensely contested event was hosted by the Iowa and Illinois Pork Producers Associations.

Chef Aaron McMahon of the Springbrook Country Club and Cobham Life Support in DeWitt and Davenport was named *Chef Par Excellence*. He called his winning entree "Nuac Cham Pork Shoulder with Crispy Viet Kimchi Pancake Honey Siracha Dust Citrus Grilled King Oyster Mushroom."

"This dish was perfection," said Chef Reese McRae, who helped judge the competition. "I would have licked the plate if I was alone in the judging room."

Chef Par Excellence McMahon received a plaque and a check for \$1,000, sponsored by the Scott County Pork Producers. McMahon will be eligible to represent the Quad Cities at a National Taste of Elegance event next spring in California.

Chef Chad Myers from the Dubuque Country Club, earned

Superior Chef honors for his pork entrée. He served "A Pig and His Friends, with Truffle, Corn Apple and Maple Jus." He was awarded a plaque and \$700.

Premier Chef, or third place, was awarded to Jason Culbertson of the Hotel Julien in Dubuque. His entree was "Huckleberry BBQ Shoulder with Balsamic Pickled Huckleberries, Jalapeno and Roasted Petite Squash." He received a plaque and \$300.

During the evening reception, invited guests were asked to select their favorite pork entrée. The People's Choice Award was given to Chef Matt Finnegan of Front Street Brewery in Davenport. His entree was "Roasted Cajun Coffee with Brown Sugar and Bucktown Stout Reduction." He received a plaque and a check for \$250.

Each chef was required to prepare an original pork entrée for judging on taste, appearance and originality.

"This is the 14th year the pork producers have organized this regional event with the help of all our sponsors. We were



Chef Aaron McMahon of the Springbrook Country Club with his winning pork shoulder entrée.

so pleased to see each chef's creativity, knowledge of pork preparation and excitement for the competition," said Suzy VenHorst, Iowa Pork Producer Association Restaurant and Foodservice Committee member and member of the Scott County Pork Producers. "As they were all challenged to create their entrée using pork shoulder this year, it was inspiring to see their combinations, all the diversity and sample all the different flavors that enhanced their pork entrees. We hope they will consider their pork dish as a future menu item in their home restaurant."

Additional sponsors of the Quad Cities Taste of Excellence culinary competition were Martin Brothers Distributing Co. Inc.; U. S. Foods; Edward Don; the Scott County Pork Producers; Scott Community College; Milan Florist; Trophy Shoppe and the Isle of Capri.

TASTE *of Elegance*



TPP subject of Froman discussion with Iowa ag leaders

Exports are extremely important to Iowa farmers and the state's top agriculture leaders met with America's top trade official on July 14 to discuss the prospects for increased trade, namely the Trans-Pacific Partnership (TPP), a free trade agreement involving the U.S. and eleven other countries in the Asia-Pacific region.

U.S. Trade Representative Michael Froman held an hour-long roundtable discussion with leaders from the Iowa Pork Producers Association, the National Pork Producers Council, the Iowa Soybean Association, the Iowa Corn Growers Association, the Iowa Cattlemen's Association, Iowa Farm Bureau Federation and the Iowa Biodiesel Board at IPPA headquarters in Clive.

TPP presents an unprecedented opportunity to open and expand markets in the Asia-Pacific region and is strongly supported by the pork industry.

Ambassador Froman spoke candidly on TPP and the prospects for passage by Congress. He noted that you never know how the vote will go until it's taken, but he's optimistic lawmakers will eventually approve the agreement. Congress isn't expected to take up the issue until after the November elections.

The ag leaders asked questions of the ambassador about TPP and were united in their support of the free trade agreement. Iowa agriculture will benefit greatly from the deal. NPPC past president and Trade Committee member Dr. Howard Hill of Cambridge reiterated the organization's strong support for the 12-country trade deal.

NPPC believes the deal could be the "biggest commercial opportunity ever for U.S. pork producers." Iowa State University economist Dermot Hayes estimates the agreement will

exponentially increase U.S. pork exports to Pacific Rim countries and help create more than 10,000 U.S. jobs tied to those exports.

The trade deal levels the playing field for American workers and businesses, leading to more made-in-America exports and higher-paying American jobs, according to the Office of the U.S. Trade Representative.

TPP negotiations were initiated in late 2008 and concluded last October, but the deal still needs to be approved by Congress, as well as the other member nations.

In addition to the U.S., the trade deal includes Australia, Brunei Darussalam, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam. These 12 nations account for nearly 40 percent of global gross domestic product. The countries combined have more than 800 million consumers.

Seneca Valley Virus cases found at two Iowa packing plants

It was reported in mid-July that federal inspectors at two Iowa packing facilities had discovered 10 recent cases of vesicular disease.

Officials advised producers to keep a close eye on pigs heading to market.

“All cases have tested negative for Foot and Mouth Disease (FMD), but 70 percent of the cases have tested positive for Senecavirus A (Seneca Valley Virus),” said Iowa State University Extension swine veterinarian Dr. Chris Rademacher. “In all cases, there was no report of seeing clinical lesions at the site at the time of loading the market pigs, but the lesions and/or lameness were discovered during ante-mortem inspection by the USDA FSIS veterinarian,” Rademacher said.

For assistance in identifying Seneca Valley Virus, refer to these clinical signs:

- (Vesicles (intact or ruptured) on the snout or in the oral mucosa (any muco-cutaneous junction)
 - May see redness or blanching around the coronary bands.



- May or may not be seen in association with lame pigs
- Acute lameness in a group of pigs.
 - May see ulcerative lesions on or around the hoof wall.



- May see eventual sloughing of the hoof wall.
- Anorexia, lethargy and/or febrile
 - In the early course of the disease, fevers up to 105 degrees F have been reported.

If you see or are made aware of clinical signs consistent with vesicular disease, you are advised to immediately contact the state veterinarian Dave Schmitt at (515) 281-8601 and/or APHIS Assistant Director Kevin Petersburg at (515) 284-4140. They will decide if a Foreign Animal Disease (FAD) investigation is warranted and how to proceed. Quarantine the farm (and yourself if on-farm) until directed by state and federal authorities.



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Chops remain state fair favorite

The Iowa Pork Producers Association first introduced the Pork Chop on a Stick™ at the Iowa State Fair in 1999, and it—along with the Iowa Chop—have been consumer favorites ever since.

Those two products led the way again this year and helped IPPA's Iowa Pork Tent Committee attain sales numbers very similar to last year despite the weather and 86,000-plus fewer fairgoers than 2015.

IPPA consistently sells 60,000 or more Pork Chops on a Stick during the fair and 58,008 of the 62,100 cooked were sold this year. Volunteers cooked 10,375 Iowa Chops and 9,255 were purchased by fairgoers separately or as part of a chop dinner.

“We don’t get the opportunity to personally thank everyone who volunteers at the Pork Tent and Chop Shops, but it’s all of our volunteers who make our success in providing high quality pork at a fair price possible,” said IPPA Marketing/Programs Director and Iowa Pork Tent Manager Kelsey Sutter.

Overall, 95,412 chops, loins, pork burgers, barbecued pork and the new bacon-cheddar brat burgers were cooked and 88,924 items were sold. Last year, 95,895 pieces were cooked and 89,246 were sold. Items not sold are given to Pork Tent and Chop Shop volunteers and served as samples in the Agriculture Building.

“I expected an increase in meat servings with our new product, but fair attendance was down and a couple of rainy days took a toll on sales,” Sutter said. “Sales were essentially flat compared to last year.”

“Overall, it was a really great fair. We had an excellent showing of eager volunteers and everything ran smoothly,” she added.”

Proceeds from the IPPA food concessions at the state fair are used by the association to fund public policy programs and activities in support of Iowa pork producers.



New bacon item sells well

You never know what to expect when a new item is added to the Iowa Pork Tent menu, but it was a fairly safe bet that if it included bacon, it was going to be a hit and that was the case at this year's Iowa State Fair.

The Iowa Pork Tent Committee has had discussions about trying to add a bacon product for the past three years in an attempt to capitalize on the bacon craze that has swept the country. The committee came up with the bacon-cheddar brat sandwich this year and the results were positive.

Volunteers cooked a total of 4,734 of the brat burgers and sold 3,812, 1,957 in brat dinners and 1,855 as a sandwich only.

"Bacon is America's favorite pork cut, so of course we wanted to feature it in some way, but we're not set up to cook or fry strips of bacon," said IPPA Marketing/Programs Director and Iowa Pork Tent Manager Kelsey Sutter. "After testing several different products that included bacon, we decided on the bacon-cheddar brat sandwich."

The committee felt the bacon-cheddar brat burger was unique, easy to grill and delicious and would be something that would appeal to children because of the number of families that visit the Pork Tent.

"It held its own against our other sandwiches, which is great to see in a new product, and it didn't affect our pork chop sales," Sutter said.

The committee believes the new sandwich did well enough that it may return to the state fair and the Iowa Pork Tent menu next year.



Inquisitive visitors continue to flock to state fair farrowing display

There's something about baby animals that interests people of all ages and it was proven once again at the 2016 Iowa State Fair.

The Knapp Animal Learning Center was filled with people from open to close each day of the fair and most took the time to wait in line to stroll through the Iowa Pork Producers Association farrowing display and possibly see one of the eight sows give birth. Most fairgoers are far removed from production agriculture and the fact that so many people patiently wait to witness pork production at its best is an example of growing consumer interest in food animal production.

Many visitors asked questions of the producers and the Southeast Polk High School FFA members who volunteer at the display and litter size was a commonly asked question this year. One of the messages posted by IPPA addressed average litter size and if people didn't see that number of piglets on the sow, they were curious. The volunteers happily answered the questions and explained the farrowing process.

"I thoroughly enjoy sitting next to a litter of pigs and talking to the public about pig production," said IPPA President Al Wulfekuhle who was one of the farrowing display volunteers. "As producers, we get to experience the miracle of birth and to care for the pigs that grow into the market pigs we harvest to feed the world. The farrowing exhibit is an awesome venue for us as producers to show our passion for what we do. The time we get with each person in line is short, but the benefits are priceless."

People also asked volunteers whether the farrowing stalls were the ones some want to ban, how many pigs are in a litter and why some piglets are red.

"I worked from 9 a.m. to noon on Aug. 17 and there was a constant 30 people in line, from infants to people 70 years of age and older," said IPPA Past-president Dave Struthers. "I explained the difference between farrowing and gestation stalls and I also told them the benefits

and detriments of stalls and loose housing. I am constantly amazed at how many people, several who told me they once raised pigs, would wait in line to see four sows and their piglets.

The IPPA farrowing display is an annual opportunity to visit with consumers, answer questions, dispel myths and educate them on modern production practices.

IPPA thanks the Sleezer Fertility Center in Aurelia for donating the sows and piglets for this year's display. Following the fair, four of the sows and piglets were given to the Nevada FFA Chapter and the other four sows and piglets were donated to the West Central Valley FFA Chapter in Stuart.

pork
checkoff



Pork samples, conservation murals and a butter cow

If it had something to do with agriculture, it could be found in the Agriculture Building at the 2016 Iowa State Fair.

The Iowa Pork Producers Association joined the Iowa Department of Agriculture and Land Stewardship and several of the state's other ag organizations in promoting agriculture in "Ag Park" during the fair.

The Iowa Meat Processors Association kicked off the fair on Aug. 11 with its annual cured meats competition, featuring ham and bacon, in the Ag Building. IPPA supports IMPA's efforts and past IPPA President Scott Tapper and his wife, Lisa, represent Iowa Pork at the contest and help with judging.

In partnership with Fareway, IPPA volunteers handed out free pork samples on two days of the fair and distributed recipe and production information. A unique cooler display designed by summer intern Maggie Jennett asked consumers why they should buy pork. Of course, the main cooler display attraction was the famous butter cow and ice sculptures.

The Iowa Water Quality Initiative was a prominent feature in "Ag Park" and IDALS made information available about the state's water quality efforts. A highlight this year was the daily painting of a six-panel, eight-foot by 24-foot mural highlighting conservation and water quality efforts in Iowa by local artist Karen Doty.

The Silos and Smokestacks National Heritage Area's "It Takes an Iowan" exhibit also was a popular attraction.



Volunteerism at its finest

The Iowa Pork Producers Association had its full complement of venues and activities at the 2016 Iowa State Fair. It takes nearly 1,000 volunteers to have a successful state fair and the association couldn't be more pleased or blessed to have such an outpouring of support again this year. Pork producers and their families, allied business partners, national organizations, 4-H and FFA chapters, Iowa State University and many others displayed their commitment to the industry by volunteering again this year. Your help and support is greatly appreciated. Thank you to all!

Iowa Pork Tent, Chop shops

Counties

Adair	Delaware	Lee	Scott
Audubon	Franklin	Madison	Story
Boone	Greene	Marshall	Tama
Butler	Grundy	O'Brien	Union
Cass	Hamilton	Page	Wright
Cherokee	Hardin	Polk	
Chickasaw	Jefferson	Ringgold	

Companies/Organizations

Crown Prairie, LLC	JBS Pork
ISU Agriculture Business Club	National Pork Producers Council
ISU Alpha Gamma Rho	Nevada FFA
ISU Block and Bridle	Prestage Farms of Iowa
ISU Faculty & Staff	Smithfield Hog Production
Eric Roeder Group	The Maschhoffs
Feed Energy Co.	Tyson Meats
Iowa Select Farms	

Individuals

Olivia Bisbee	Jim, Ben & Hilary Hogan	Jamie Schmidt
Al & Lynn Bloemendaal	Maynard Hogberg	Leon & Barbara Sheets
Dave Calderwood	Harold Hommes	Ashley Smeby
Sam Carney	Marcia Klindt	David Struthers
Holly Cook	Courtney Knupp	Erin Swalwell
Madison & McKenzie Dierks	Curtis & Brenda Meier	Alison Swanson
Marshall Dolch	Mark & Wendy Meirick	Bill Tentinger
Rodney Dykstra	Eldon McAfee	Trent & Kris Thiele
Mark Fischer	Cody McKinley	Julie Vyskocil
Shelby Fields	Dwight & Donna Mogler	John & Carolyn Vossberg
Theresa Fitzgerald	Crystal & Kara Moody	Bill Winkelman
Corey & Cortney Garrington	Ken & Karen Ries	Al Wulfekuhle
Art Halstead	Marv & Helene Rietema	
Jay Harmon	Jason Ross	
Howard Hill	Joe & Dianne Rotta	



Animal Learning Center

Jamee Amundson	Haley Hillyard	Claire Masker	Keith Sash
Brittany Bailey	Karen Hoare	Sydney Matthias	Clem & Ryan Schulte
Al & Lynn Bloemendaal	Jim Hogan	Pat McGonegle	Jeremy Schram & Family
Erica Breckling	Laura Hommel	Curtis & Brenda Meier	Brian Strobel
Jamie Byrnes	Gregg Hora	Gina Meisenheimer	Dave Struthers
Sam Carney	Taylor Houska	Toni Michael	Janet Sullivan & Family
Tielyr Clabaugh	IPPA Youth Team	Dwight Mogler	Myah Swanson
Alex Conover	Katlyn Kahler	Lori Nelson	Carolyn Vossberg
Emily Cook	Brittany Keppy	Cal Niehaus	Clark Wikner
Kylee Deniz	Todd Kruger	Hannah Reisinger	Al & Kathy Wulfekuhle
Rodney Dykstra	Tina Larson & Family	Sarah Rickelman	
Jill Ford	Amy Lund	Ken, Karen &	
Stephanie Gunn	Buffy Manwarren	Catherine Ries	
Art Halstead	William & Stephanie Marsau	Marv Rietema	

Agriculture Building

Sam Carney	Linda Linn
Alex Conover	Amy Lund
Fareway	Linda Madison
Karen Hoare	Anne Rehnstrom
Pete & Nancy Houska	LeRoy Raabe
IPPA Youth Team	John & Kathy Weber

2016 Iowa Pork Tent Committee

The Iowa Pork Tent Committee welcomed some new members this year who helped make the 2016 Iowa State Fair a rousing success. The passion and dedication of the committee members who work tirelessly on behalf of the Iowa Pork Producers Association is unmatched. IPPA has the best food concessions at the fair and we salute the committee for all of its hard work in making it possible. Congratulations on another successful state fair! Here are your Iowa Pork Tent Committee members:

Charlie & Erin Johnson, Chairman	Randy & Patti Hilleman	Doug Rice	Kelsey Sutter, IPPA staff
Doug & Cindy Barry	Dennis & Julie Kent	Mike & Kathy Rice	Drew Mogler, IPPA staff
Cindy & Chuck Becker	Ben Klaren	Ty & Natalie Rosburg	Tyler Bettin, IPPA staff
Stephen & Betty Burgmeier	Lorna Kruger	Derrick Sleezer	Mary Heiller, IPPA intern
Duane & Karen Dreager	Melanie & Mike McDermott	Janet & Dave Sullivan	
Jamie Helmricks	Dave & Alice Moody	Brad & Terri Van Gelder	
	LeRoy Raabe	Dana Wanken	



IPPA takes bloggers on eastern Iowa tour



Producer Pat Gent, bloggers Wini Moranville, Chrissy Taylor, Becky Dempster, Michelle Marine, Ally Billhorn, Jessica Tuttle, Jeff Tuttle and producer Erin Brenneman.

A half dozen Iowa food bloggers took advantage of an opportunity provided by the Iowa Pork Producers Association in July to visit a hog farm and learn about production from pork producers.

The blogger tour took place July 19-21 and started with a pork 101 presentation and a four-course, pork-inspired dinner at the Pullman Bar and Diner in Iowa City. Head chef Sephehr Sadrzadeh and owner Cory Kent gave a warm welcome and provided an amazing pork eating experience that included fried prosciutto and pork shoulder.

The second day was spent educating the bloggers about pig farming and all it encompasses. Pat Gent farms and has a wean-to-finish hog business with his parents and younger brother near Wellman in Washington County. The bloggers toured a nursery and finishing barn while grilling

Gent with various questions. Erin Brenneman of Washington joined the group that day and shared her experience about the farrowing and weaning processes.

The farm visit was followed by dinner at the Fireside Winery in Marengo, where owners Bill and Rona Wyant gave the group a behind the scenes tour of their facilities.

The final day of the tour was spent at the Amana Colonies and the bloggers learned about its rich history. The first stop was at the Amana Meat Shop and Smokehouse, which showcased its famous smoked brats. The group then toured the Museum of Amana History, the Old Fashioned General Store, a communal kitchen, Broom and Basket Shop, and the Heritage Haus gourmet food shop. The event concluded with lunch at the Ox Yoke Inn and the bloggers enjoyed pork loin, ham and bratwursts served family style.

Becky Dempster, who has a blog titled *The Logbook*, participated in the tour and found it to be enlightening and helpful in giving her a better grasp of the pork industry, somewhat surprising for a city girl turned farm wife whose husband raises hogs.

“So much hard work goes into the industry, from the farrowing of pigs (birth of piglets), raising of pigs, butchering meat, and then preparing the meat for sale or consumption at restaurants,” Dempster wrote in her post-tour blog. “At the end of the day, I can sum it all up by saying I have a much higher appreciate [sic] for the delicious bacon that I enjoy with my breakfast, and all of the hard work that is required at each step of the process.”

As of press time, Dempster was the only blogger to write about the tour. The six bloggers have a combined audience of more than 1.1 million people.

The Talk

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The Walk



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¹Summation of Purina Animal Nutrition trials: PS1041, PS1005, WF006, WF007 and FT142N-15.

Weaning pigs agree: “Change is hard”



Pigs are social animals and enjoy eating together, making mat feeding an advantage for any operation. Having the ability to eat together makes it more likely for pigs to transition into the post-weaning stage easier and with less stress.

How would you feel if one day someone took away your favorite beverage and replaced it with something they said was good for you? Would you squeal in frustration? Would you refuse to work? Would you sulk?

If you said, “yes” to any of these questions, you agree with most weaning pigs: Change can be hard.

The weaning period can be challenging for pigs and pork producers alike. The transition from sow’s milk to dry feed can cause stress, which in turn can lead to performance setbacks and a less than optimal return on investment.

A successful transition onto dry feed should be the top goal of weaning, says Dari Brown, Ph.D., swine nutritionist and young animal specialist with Purina Animal Nutrition. “You want to create early eaters.”

Pigs that become early eaters have a better chance to continue to grow quickly. According to research from the Purina Animal Nutrition Center, pigs weighing between 18 and 21 pounds at weaning reached market weight 17 days sooner than those with weaning weights between 9 and 12 pounds. On average, they also finished 3.2 pounds heavier.



Weaning weight impacts day 32 performance:

The first improvement in weight gain was seen in day 32 postweaning weights. Each additional pound at weaning was correlated to an **increase of 1.8 pounds on day 32 weights.**

Day 32 weights impact finishing performance:

Each additional pound at day 32 postweaning was correlated to **2.1 additional pounds on finishing weights** at day 110. End of nursery weights are a strong predictor of finishing weights.

The full picture: When tallied together, the research shows that every pound increase in weaning weight was correlated to an increase of 3.9 pounds in finishing weights, saving on input costs and days in the facility.

Weaning Impact

To achieve a successful transition, Purina suggests weaning in three steps.

Step 1 - Pre-weaning: Introduce dry feed

Introducing dry feed while pigs are still in the farrowing facility can help pigs become accustomed to the new feed and prevent changes from happening all at once. Brown recommends the first dry feed be placed in the farrowing crates three to five days before weaning at a rate of 1.5 to 2.5 pounds of feed per litter.

“Introducing pigs to dry feed prior to weaning is important so pigs can get familiar with the feed,” Brown says. “After being moved to the wean-to-finish or nursery barns, these pigs are more likely to recognize the feed and begin to eat from the feeder faster.”

Choosing a creep feed that contains complex, highly digestible ingredients and is formulated to taste and smell like sow’s milk helps create eaters by encouraging pigs to eat. Also, using a starter feed in the nursery with a similar taste and smell as the creep feed will help them transition quicker and take those first bites faster after weaning, getting them off to a good start.

Step 2 - During the transition: Keep starter feeds similar

Continue feeding a similar, palatable starter feed through the weaning transition.

“Palatability is very important for a pig,” Brown says. “Pigs have to like what they’re eating so they continue to go to the feeder. Young pigs only have so much room in their stomachs, so you have to keep them eating.”

Make sure the newly introduced feed is consistent between the pre-weaning and wean-to-finish sites. This consistency can help minimize variation at a time when many factors are changing.

“We want to make sure the pig can sense right away he is familiar with that feed,” Brown says. “When feed composition is consistent, the transition coming off the sow can be very gentle and very acceptable to the young pig’s digestive tract.”

Step 3 - Post-weaning: Provide fresh feed on mats

Place fresh feed on mats as soon as pigs arrive at the new facility. Focus on a group routine to foster eating throughout the day.

“Show young pigs where the mats and waterers are located and make sure fresh feed is available each day,” Brown says. “Provide no more than one-day’s-worth of feed to keep pigs coming back for more throughout the day.”

Pigs are more apt to eat in groups, which makes mat feeding an advantage during the post-weaning stage.

“Aggressive mat feeding supports the concept that pigs like to eat together,” says Brown. “When we mat feed, we see pigs not only come together but eat together, as well. It’s a great way to transition young pigs onto dry feed.”

The transition period can be stressful, but many tools are available to minimize the negative impacts of weaning stress. Successful strategies include introducing dry feed pre-weaning, offering feed with similar ingredients between phases and using mats to provide small amounts of feed regularly. Minimizing stress at weaning supports performance through every phase at finishing.

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New practices allow Lake City farmer to improve water quality

Mark Schleisman of Lake City has only been farming full-time since 2011 in Calhoun and Carroll counties, but he's all in when it comes to doing his part to improve water quality in the Elk Run Watershed. The best part? His practices are producing positive results!

The former crop consultant and ConAgra popcorn division manager is now farming 4,500 to 5,000 acres a year in the Raccoon River Valley and marketing approximately 15,000-head of their own hogs while also finishing another 15,000 head of hogs annually in a custom finishing business. A herd of 320 cow-calf pairs round out the enterprise. Some of the land and facilities he operates are his

father's, Larry Schleisman; and uncles Kenny and Jerry Schleisman. Mark's son, Matthew; daughter, Brandy; and son-in-law, Colby Winter; also are involved in the Schleisman's diversified family farm.

Calhoun County is one of three in the Raccoon River Valley being targeted by the Des Moines Water Works in a lawsuit against the county drainage districts for discharging high levels of nitrates into the Raccoon without a federal permit. The city of Des Moines uses the Raccoon as a primary water source.

Schleisman was approached earlier this year by Agriculture's Clean Water Alliance about participating in the Elk Run Water Quality Initiative to implement either in-field or edge-of-field practices in one of the family's

Carroll County fields that Mark farms for his father and uncles. Elk Run Creek runs through the field, which was deemed suitable for both a saturated buffer and a bioreactor.

Initial test results

As a partner in the Elk Run WQI, the Iowa Soybean Association tested the nitrate levels in the tile line and creek at the site earlier this spring when rains were persistent and both were found to be running at 29 parts per million (ppm).

The saturated buffer and bioreactor were installed in the field next to the creek in early June and the results have been encouraging. Nitrate levels were tested at the bioreactor the day after installation and it was running at 18 ppm into the bioreactor and .7 ppm going out.

"While we saw improvement, we'd gone a month with little or no rain," said Mark. "But, the bioreactor was still removing 17.3 ppm, which was really good. It should be sustainable and only get better as the biology in the reactor starts populating."

"A bioreactor has the potential to reduce nitrate levels by 60 percent annually and a new bioreactor typically performs even better at first, but then levels off," said Diane Ercse, ISA watershed coordinator. "Still, this is an excellent placement and it's a great example of what should be happening."



Mark Schleisman checks the water flow in the bioreactor.

It was harder to test the effectiveness of the saturated buffer because it was actually going through the soil into the creek, but the buffer was absorbing 100 percent of the tile flow, said Schleisman.

“If the soil does what it’s supposed to do, we should see a 50 percent-plus reduction in nitrates before it reaches the creek,” he said.

Other practices

The Schleismans are using cover crops, increasing no-till practices on soybean fields and doing testing on other field tiles in their personal efforts to improve water quality. Twenty-five acres of the field that the bioreactor and the saturated buffer are in has been placed in the federal Conservation Reserve Program and seeded to provide pollinator habitat.

“It’s been a little easier for me to justify getting into cover crops with our fields,” Schleisman said. “On our own ground, we plant more than 1,000 acres of cover crops a year and we graze most of them. We also seed cover crops for other people and that’s doubled each year.

“Historically, you bale the stocks off of the field and we replace the residue with cover crops. Our custom manure applicator recently went to all no-till manure injection, which works great for us on the cover crops. I really want to see if our cover crops are helping and if we’re seeing nitrogen spikes in our tile flows after we inject manure. We’re splitting our nitrogen applications more than we used to as well,” Schleisman said.

Farmers all around Iowa are being encouraged to implement Iowa Nutrient Reduction Strategy practices, especially in watershed projects like the Elk Run WQI, and Schleisman is just one of many farmers who are now adopting water quality practices. Another farmer in the watershed

has just installed a bioreactor as well, Schleisman said.

“It’s vital to protect our natural resources if we’re going to maintain our production,” Mark said.



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Cities, farmers working together on water

by Anthony Weiland, Iowa Agriculture Water Alliance

While farmers across Iowa are incorporating conservation practices into their operations, city leaders across Iowa also are following through on their commitments to the Iowa Nutrient Reduction Strategy (Iowa Strategy).

More than 100 Iowa cities have agreed to the Iowa Strategy that calls for reducing wastewater output of phosphorus by 75 percent and nitrogen by 66 percent. The Iowa Agriculture Water Alliance (IAWA) focuses on increasing the pace and scale of farmer-led efforts to improve water quality by also fostering urban-rural partnerships.

“We’re all in this together,” says Sean McMahon, IAWA executive director. “Urban and agricultural leaders must collaborate to find the most cost-effective ways to improve water quality.”

Like farmers, cities are designing approaches that best help them reach their goals of providing quality services and meeting the vision set by the Iowa Strategy. Jonathan Gano, public works director for the city of Des Moines, is one such leader. Gano’s department manages both storm water and sewer lines within the city, as well as overseeing flood control. (In Des Moines, drinking water is treated by a separate entity, the Des Moines Water Works, and the utilities supervised by Gano have nothing to do with the lawsuit filed against three northwest Iowa drainage districts.)

“We need to look at keeping water where it lands for a longer time to take the peaks down and increase the resiliency of our city where the rivers come together,” Gano says. “That’s our long-term interest. In doing so, those practices also improve water quality.” So Gano is getting started on conservation projects with farmers inside the Des Moines city limits.

Currently, more Iowa farmers are engaged in practices that will improve water quality than ever before.

“As farmers, we want the best quality water for our communities,” says Roger Zylstra, a hog farmer with five confinement buildings and grain acres. The Iowa Corn Promotion Board member farms with his son, Wes, and uses no-till, cover crops, grassed waterways and contour practices on their Jasper County farm. “The water my family drinks, including my grandchildren, flows from our farmland and is vital to growing our crops. We must ensure the safety of our water now and in the future.”

Zylstra encourages all farmers to do a little more each year. “We each need the ability to study which practices work on our specific farms,” he says. “The best way to do so is to listen to a variety of experts, including neighbors, conservation planners and agronomists, to decide what action to take.”

“We know we must accelerate the pace of our efforts not only to maintain the public’s trust, but also for our families’ future in farming. Through partnerships, we will continue to find new and practical solutions for preserving our water resources,” said Zylstra.

Iowa currently has
22 urban
conservation
projects
underway. Here’s a few:

City of Ankeny

Located at an urban-rural boundary, Ankeny is using a pre-treatment sedimentation basin and a stormwater wetland to treat water prior to entering Fourmile Creek.

City of Davenport

Davenport is using two practices thought of as rural or agricultural – a bioreactor and a saturated buffer – to treat runoff from an urban watershed prior to draining into Duck Creek.

Des Moines Easter Lake

Working from a watershed plan, a sediment basin forebay and a stormwater wetland will be installed to work together to reduce sediment and stormwater impacts.

City of West Des Moines

Incorporating bioretention cells, soil quality restoration, permeable pavement and native seeding into the Woodland Hills Park area, West Des Moines aims to enhance water quality within the Sugar Creek Watershed.

City of Cedar Rapids

Through schools and watershed improvement organizations, Cedar Rapids is putting bio-swales and permeable pavers in four locations to demonstrate the value of these practices to managing stormwater.

City of Storm Lake

Complementing existing urban conservation projects, Storm Lake will demonstrate impact of a wetland detention area retrofit and pervious pavers.

IAWA

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See more information on cleanwateriowa.org

State, federally funded cover crop acres increase

Iowa farmers planted about 64,000 more cover crop acres funded through state and federal incentives in the fall of 2015 compared to fall 2014—a 22 percent increase.

Iowans planted 291,267 cover crop acres last fall compared to 227,256 in 2014 with help from state and federal conservation programs. The numbers include funding from the Iowa Department of Agriculture and Land Stewardship through the Water Quality Initiative, State Cost-Share, and local watershed projects. USDA's Natural Resources Conservation Service (NRCS) provides farmers assistance for cover crop through the Environmental Quality Incentives Program (EQIP) and the Regional Conservation Partnership Program (RCPP).

Cover crops such as cereal rye, winter wheat and hairy vetch are helping farmers provide ground cover and living roots in the soil throughout the year. This helps improve soil health, water infiltration, and soil biology, reduce soil erosion and weed competition, trap excess nutrients in the soil, and even provide livestock grazing.

Barb Stewart, state agronomist for NRCS in Iowa, credits the increase in cover crop acres to the amount of outreach and education to farmers from conservation groups throughout the state, along with more farmers paying attention to soil health and water quality the past several years.

"A few years back many farmers were more careful, experimenting with

10- and 20-acre cover crop plots," said Stewart. "Many of those farmers are now planting hundreds of acres of cover crops, and even growing and harvesting their own cover crop seed."

Washington County in southeast Iowa stands out in total acres planted in fall 2015, with twice as many (19,974) than any other Iowa county through conservation programs. District conservationist Tony Maxwell, who runs the NRCS office in Washington, says the conservation culture has a lot to do with their success. "We have a long history of early adoption of conservation practices, like no-till," said Maxwell. "That has made the transition to cover crops much easier."

Maxwell says challenges Washington County farmers have faced in the

past are helping them overcome any difficulties establishing cover crops. "Many issues farmers face with cover crops, such as the carbon penalty associated with high amounts of organic matter and planting into heavy residue in cool, wet conditions, are problematic in no-till corn, too," he said. "We have experienced no-tillers who have faced these challenges before, and can overcome them much easier."

NRCS and IDALS are both anticipating cover crop acres to increase by about 15 percent next year in Iowa, based on 2016 program signups. "We continue to see interest in cover crops grow," said Iowa Secretary of Agriculture Bill Northey, "both from farmers brand new to the practice as well as those who have been doing it for a couple years."

Northey says even in challenging economic times in agriculture, farmers are seeing the benefits cover crops provide and putting their own money toward cover crops and other practices focused on protecting water quality and improving soil health.



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The Deb and Jeff Hansen Foundation and Iowa Select Farms donated and delivered pork loins to more than 80 Iowa food pantries this summer. Pictured from left are Allison Rossman, Iowa Select Farms; Nancy Bartling, Ackley Food Pantry; and Jackie Walther, Iowa Select Farms.

Hansen Foundation, Iowa Select donate truckload of pork

Empty freezers in 80-some rural food pantries were filled with boneless pork loins after the Deb and Jeff Hansen Foundation and Iowa Select Farms donated approximately 44,000 pounds of nutrient-rich protein to help feed Iowa families in need.

The pork was delivered in June and July to local community organizations, food shelves and pantries across the state.

“We believe everyone deserves a good meal, and with kids home from school and food pantries depleted of much-needed meat, we make every effort to restock their freezers and help them with community meals,” said

Jeff Hansen, Iowa Select Farms president/CEO.

During the donation period, Iowa Select Farms’ refrigerated semi traveled 1,567 miles to 54 communities and 82 food pantries. This year, the delivery team captured the unique story of each pantry and their volunteers and posted accounts to social media.

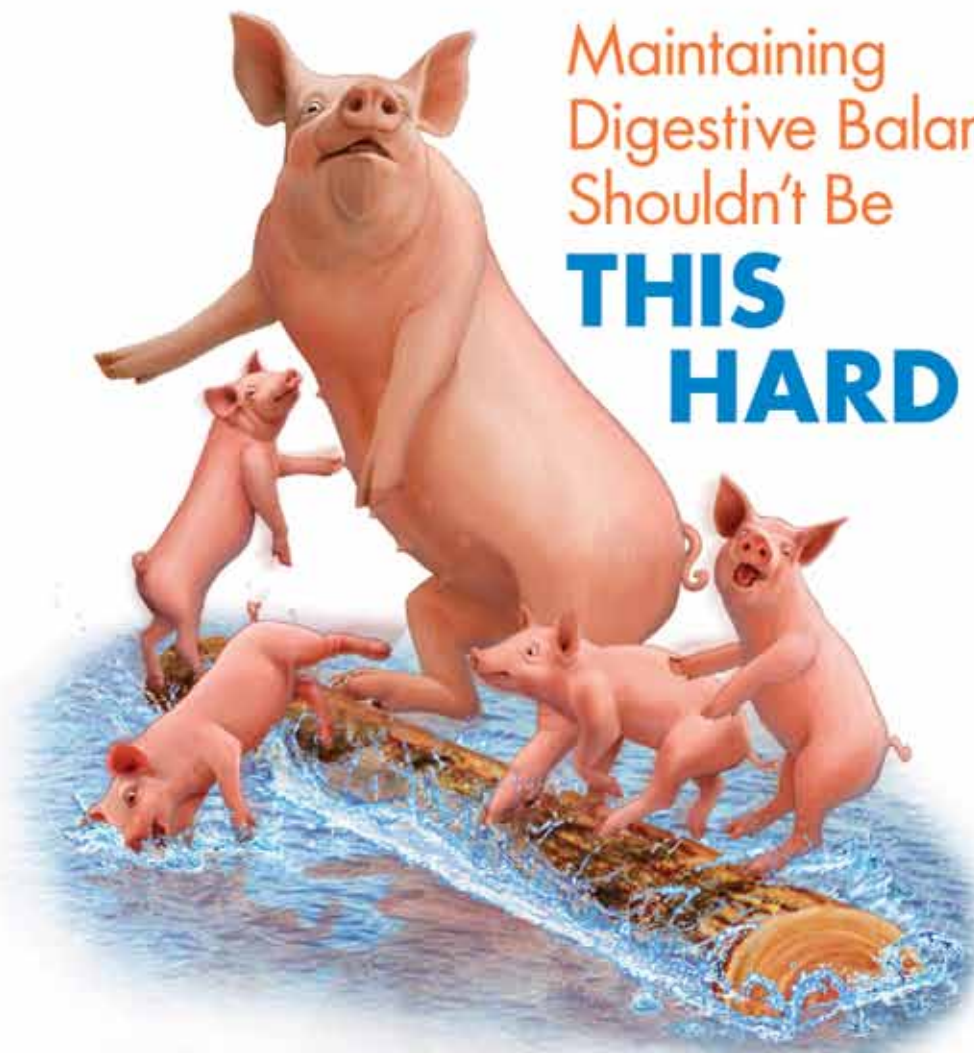
“As we made our way across the state, we worked to capture the story of each pantry, their volunteers and the families they serve,” said Jen Sorenson, communications director at Iowa Select Farms. “Each pantry is unique in their own way, and by posting our journey on

our Facebook page and website blog, we were able to spotlight each organization to help build awareness of hunger and food insecurity in rural communities.”

In total, 808 cases of pork loins were distributed during this round of donations, and with the tremendous need for lean protein, pantries exhaust their supplies very quickly. “Many of our families simply can’t afford to buy meat,” said Gwen Simpson, coordinator for the United Methodist Church Food Pantry in Lamoni. “Families in need will purchase the cheapest food options, however studies show those available choices may not always be the best source of nutrition. Receiving the lean and protein-rich pork loins means a lot to us and the families we serve; they are always incredibly grateful.”

Each donated pork loin is being accompanied by a free 16-page booklet intended to provide families with information about how to properly store, handle and prepare the pork. The booklet also contains a collection of easy and economical recipes for families to prepare the pork loin into a full meal, and even make it stretch into several meals.

The boneless pork loins are approximately 4.5 pounds each and feed a 3-ounce serving to 24 people. The 808 cases of pork loin roasts donated by the Deb and Jeff Hansen Foundation and Iowa Select Farms will provide approximately 232,704 servings to Iowa families.



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Iowa Swine Day draws large crowd

More than 450 of the 505 producers, allied business representatives and students registered to attend the Iowa Swine Day at Iowa State University June 30 received a thorough update on all things pork.

A plenary session started the program with Iowa Pork Producers Association CEO Pat McGonegle serving as the session chairman. Dr. Joe Colletti, senior associate dean of the ISU College of Agriculture and Life Sciences presented a welcome presentation.

University of Minnesota professor Dr. Peter Davies discussed the human health impacts of antibiotic use in animal agriculture, saying antibiotic resistance is a global issue.

"The major concern is animal agriculture is salmonella and the percentage of resistant cases has improved from 17 percent in 1996 to 9.8 percent in 2013, so we're moving in the right direction," Davies told attendees. "There's room for improved antibiotic stewardship in food animal industries."

Sean McMahon, executive director of the Iowa Agriculture Water Alliance, spoke on farmer-led efforts to improve water quality and Iowa's water quality challenges.

"We currently have 60 saturated buffers and bio-reactors in Iowa and we need 120,000," McMahon said. We've made good progress on cover crops, but it's not good enough. "We have a long way to go, but we've made positive strides."

Other speakers covered sustainable agriculture and ag economics in the morning sessions and a host of subjects during the afternoon concurrent sessions.

Swine Day is a product of ISU, the Iowa Pork Industry Center and IPPA.

IOWA STATE UNIVERSITY

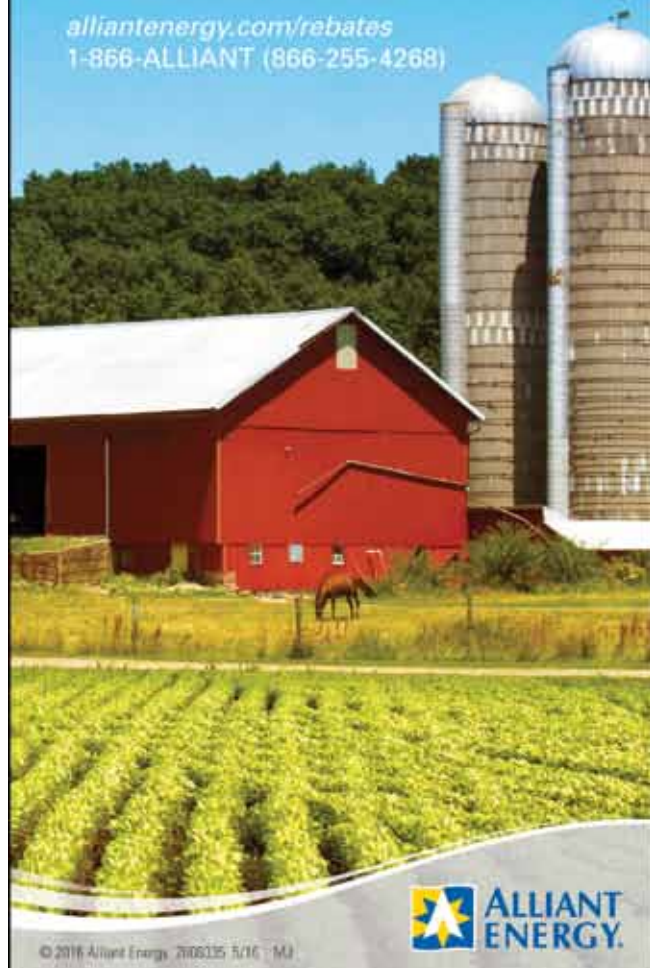


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Story County youth show off grilling skills

The 2016 Story County Fair was held in Nevada July 23-27 and it was marked by the Story County Pork Producers' first annual youth grilling contest.

"The Story County Pork Producers thought it would be good to stimulate youth with the grilling craze that is going on and sponsor a Youth Grilling Contest in conjunction with the Story County Fair," said Mike Porth of the producer group. "We sponsored a food safety meeting for the teams and provided the rules to go by in the contest."

The contest was held July 24 and featured three county 4-H clubs and three FFA chapters. The teams represented Collins-Maxwell, Gilbert and Roland Story.

Each team was given three hours to prepare, cook and present its pork entrée and one minute to explain its unique dish and sides to the judges. The teams used pork loin, Iowa chops, and bacon. In a couple of cases, bacon was used with the fresh pork cut. Judging was based on oral reasoning, presentation and taste.

The Collins Clippers #1 team was the overall 4-H champion for its pork loin entrée. The Collins-Maxwell team was the overall FFA champion. Each team received cash prizes.

Judges Ryan Pudenz of Prestage Farms of Iowa, Chef Steve Heller of Aunt Maud's in Ames, and Matt Shoultz of the Iowa State University Athletic department gave each team feedback on their pork dish and felt each team did a great job.



Great presentation of a contest entry.



A youth grilling team works on its contest entry.

The Story County Pork Producers and its associate members were proud to give the youth of Story County the opportunity and felt the 4H group and FFA members demonstrated their interest in preparing great pork products and presenting the results of their efforts to experienced judges. The county group also was very impressed with how the contestants paid attention to the safe food handling training provided and believe it was a great experience for all involved.

PigChamp and Smithfield Foods helped sponsor the event.

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Wright on!

Prestage Foods receives final go ahead on Wright County plant

The Wright County Board of Supervisors on July 22 unanimously approved the development agreement enabling Prestage Foods of Iowa to build a \$240 million pork processing plant near Eagle Grove.

Several public hearings took place over the six weeks preceding the final vote to provide information and answer questions about the project. Many business leaders, community organization members, farmers and citizens supported the project and spoke in favor of the plant's construction.

"We are pleased that the Wright County Board of Supervisors granted us approval to move forward with this new, state-of-the-art packing plant," said Ron Prestage, DVM. "We are investing in Iowa and believe it is good for the state, good for agriculture and good for our family-owned and run business."

The plant will be a \$43 million boost to the payroll in Wright County and will provide economic benefits to surrounding counties as well. More than 900 new full-time jobs will be created with the lowest paid workers beginning at

more than \$37,000 per year, plus full benefits. Average wages at the plant are expected to be more than \$47,000.

"We have been raising hogs in Iowa for more than a decade and plan to buy 40 percent of the hogs for the plant from local, independent farmers," says Prestage. "This will help these farmers cut back on transportation costs and keep the value in the state."

The Prestage family is committed to running a sustainable organization by placing emphasis on clean air, water quality and energy efficiency when planning for this plant. The new, state-of-the-art facility will use the most modern technology to ensure sustainability goals are met.

"We look forward to completing the design for the plant, selecting

businesses to work with for plant building supplies and construction, and breaking ground in early spring 2017," said Prestage Foods Chief Operating Officer Jere Null.

The plant is scheduled to be completed in late 2018.

The construction project will employ Iowa contractors from many disciplines, including steel workers, plumbers, electricians, fabricators, millwrights, pipe fitters, concrete installers, excavators, landscapers and roofers. Prestage is using Epstein Contractors out of Chicago as its architect and general contractor due to Epstein's extensive experience in building food plants across the globe.





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



Scott County



Rachel Ehlers and Rachel Paustian present the Chef Par Excellence Award to Chef Aaron McMahon at the Quad Cities Taste of Elegance in Bettendorf on July 18. The Scott County youth team helped at the event..

The Scott County Pork Producers participated in Pork Day at the John Deere facility in Silvis, IL, on June 30. Representatives visited with John Deere employees, handed out recipes and meat thermometers and served butterfly chops, grilled by producers Brian Ehlers and Rod Dietz.



Rachel Ehlers, Scott County Little Miss Pigtail, and Rachel Paustian, Scott County Pork Queen, talk pork with John Deere employees..



IPPA welcomes information and photos from your promotional events and activities. All digital photo files need to be high resolution and at least 1 mb in size! 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 • Phone: (800) 372-7675

National Pork Month

Join the celebration!



While those of us in the industry celebrate pork every day, it becomes increasingly important to amplify our voices during October Pork Month. It's our month and a perfect opportunity to showcase the work you do to ethically and humanely raise quality, wholesome pork. Consumers, especially millennials, want to know how pork is raised and that each animal is given proper care! During October, we can educate the public about responsible pork production and environmental stewardship. You can do your part to promote the pork industry and celebrate Pork Month in a number of ways. Here are some examples:

Arrange for media interviews – A positive relationship with local media is essential to telling the story of the pork industry. During October Pork Month, take the time to reach out to local media by providing interviews showcasing the positive impact the local pork producers have on the community, economy and environment. Provide a media training workshop for local pork producers who are willing to share their stories. At the same time, support your local media by running an ad in the newspaper or on the radio saluting pork producers in your area.

Be social – Share your story during October Pork Month on social media sites, such as Facebook, Twitter, Instagram and YouTube. Use quick facts for fun posts and tweets. Retweet and share posts from state and national Pork Checkoff pages. If you're up for a challenge, try posting one fun fact a day with a picture from your operation. Pictures tend to grab the most attention.

Sponsor a Blood Drive– There's not a more powerful way to support your community and promote healthy and nutritious pork than giving the gift of life! Blood is always in great need. Contact your local blood center and offer to sponsor an October Pork Month event in your community. Provide a pork breakfast for all donors.

Have an animal shelter fundraiser– Knowing how little support animal shelters receive from national activist organizations, holding a fundraising event for your local animal shelter can go a long way to creating positive public sentiment about the pork industry. We share the same principles of animal husbandry and proper animal care. Any county that partners with an animal shelter on an event can receive up to \$500 from IPPA through the Animal Shelter Co-op Program to be donated to the animal shelter as a donation from the county and IPPA.

Host a farm tour– Get the word out about the positive aspects of pork production. Invite a local club, community group or school to tour a pork production unit. Afterwards, delight your guests to a treat from the grill – such as pork burgers – and use the opportunity to share information on the new cuts of pork.

Invite a speaker – Spreading the message about pork production is important for both producers and the public. Invite a speaker to give a presentation about a specific area of pork production. For example, extend an invitation to local community leaders, legislators or government officials to recognize October Pork Month, and present them with important information about the industry.

Have a field day– Partner with other local agricultural organizations, such



as your state soybean or corn growers associations, and host a field day for producers and community members to learn about the many different aspects of agriculture and why it is vital to society.

Sponsor a drawing or giveaway –

Give people in your community the opportunity to celebrate October Pork Month by sponsoring a drawing or giveaway through your local newspaper or radio station. Consider prizes such as pork products, gift certificates or pork merchandise. Visit porkstore.org for available merchandise.

Conduct a presentation for elementary students –

Contact a local elementary school and give a presentation regarding modern pork production. Focus on how pork is raised and the many uses for pork products and sponsor a pizza party to highlight the toppings as just one of the delicious uses for pork.

Conduct in-store promotions –

Partner with a local grocery store or restaurant to provide October Pork Month samples for customers along with recipes and coupons. Use the opportunity to highlight updated nutritional information comparing the leanness of a serving of pork tenderloin and a serving of boneless skinless chicken breast.

Pork producer appreciation event –

Successful pork producers who exhibit positive and responsible management practices are vital to the industry. It is time to tell them thanks! Sponsor a dinner or banquet recognizing the pork producers in your area for the important role they play in the industry. Work with local businesses and restaurants to sponsor a discount or coupon to mail out to local producers.

Grill – What better way to celebrate October Pork Month than for pork

producers to grill delicious pork products for consumers to sample? Grill at a local business or event, such as a fair or town celebration. Take it a step farther and grill pork at the local elevator or co-op for local farmers as a quick and convenient meal. This is a perfect time to show your support and build relationships with grain farmers.

For recipe ideas, visit porkbeinspired.com and for youth ideas, log on to pork4kids.com. Contact the Iowa Pork Producers Association, check the *IPPA Product Catalog* under the “All About Pork” tab at iowapork.org or visit porkstore.pork.org for merchandise and various handouts. This is a great way for counties to use their IPPA promotional/educational funds. Contact IPPA’s Andi Wright for more information at (800) 372-7675 or awright@iowapork.org.



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News from the National Pork Producers Council

Past president passes suddenly



A board member and past president of the National Pork Producers Council died suddenly at his home on July 27.

Doug Wolf of Lancaster, Wis., was a partner in Wolf L&G Farms LLC, a diversified livestock and

crop farm he ran with his wife, Kris, and son, Shannon, and family.

Services were held on Aug. 2.

“Doug was a great pork producer, a great servant to the pork industry and, most importantly, a great husband, father and person,” said NPPC CEO Neil Dierks. “He will be missed.”

In addition to his service with NPPC, Wolf was involved with the National Pork Board—most recently as chairman of its Trade Committee—the Wisconsin Pork Association, the Grant County (Wis.) Pork Producers, the Wisconsin Farm Bureau, the National Cattlemen’s Beef Association and the U.S. Farmers and Ranchers Alliance, representing NPPC.

Obama, Singapore prime minister urge Congress to approve TPP

President Obama met in early August with Singapore Prime Minister Lee Hsien Loong to discuss, among other things, the Trans-Pacific Partnership (TPP) agreement, which includes the United States, Singapore and 10 other Pacific Rim countries.

The president told Lee at a White House meeting that the administration is pushing Congress to vote on TPP during a “lame duck” session between the Nov. 8 elections and the end of the year.

The National Pork Producers Council, which strongly supports the regional trade deal, also is urging congressional lawmakers to consider the agreement, which would increase

U.S. pork exports to the Asia-Pacific region significantly, creating more than 10,000 pork industry jobs.

Lee told *The Washington Post* that if the TPP isn’t implemented—and there is evidence that the deal would fall apart if the United States doesn’t ratify it—it would be “unmitigated bad news” for America, which would lose prestige and leadership in the region and allow China’s influence to grow. The prime minister said the U.S. Congress should approve TPP.

West Coast dock workers vote for early contract negotiations



The International Longshore and Warehouse Union (ILWU), which represents about 20,000 dock workers at 29 West Coast ports, voted in early August to begin talks on extending its contract with the Pacific Maritime Association (PMA), which represents West Coast port facilities owners.

The PMA and ILWU signed a five-year contract in early 2015 – retroactive to July 1, 2014 – after protracted labor talks and a nearly four-month work slowdown that negatively affected U.S. exporters. The U.S. meat and poultry sectors lost an estimated \$40 million a week during the slowdown, which went from November 2014 to February 2015.

The National Pork Producers Council and 112 other trade associations sent a letter in March to the ILWU and

the PMA urging them to begin early discussions on a contract extension or a new contract. The groups, representing manufacturers, farmers and agribusinesses, wholesalers, retailers, importers, exporters, distributors, transportation and logistics providers and other supply chain stakeholders, also suggested the two sides develop a new model, including early and continuous dialogue between the parties, for future negotiations and called on the union and the port association “to avoid actions that would slow, stop, or disrupt cargo movement during negotiations.”

In a related matter, the International Longshoremen’s Association, representing East Coast and Gulf Coast dock workers, put a hold on its early contact talks with the United States Maritime Alliance. That contract expires in September 2018.

NPPC participates in meeting on combatting antibiotic resistance

National Pork Producers Council chief veterinarian Dr. Liz Wagstrom participated in the Presidential Advisory Council on Combatting Antibiotic Resistance (CARB) two-day meeting in June.











The first day was dedicated to presentations from federal and non-government stakeholders about incentives for the development of vaccines, diagnostics and therapeutics. The second day focused on the environment and antibiotic resistance, in addition to a presentation on the new Food and Drug Administration’s Guidance 213, which phases out the use in food animals of medically important antibiotics labeled only for growth promotion. Beginning in 2017, it will be illegal to use those antibiotics for that purpose.

NPPC believes that a stronger federal system of antibiotic data collection, monitoring and enhanced surveillance will greatly assist in understanding the impacts of implementation of FDA’s Guidance 213. The information not only will assist policymakers but veterinarians and producers as they make management decisions about the use of antibiotics on their farms.

The pork industry has invested more than \$6 million to collect data related to and conduct research on the resistance issue, including on alternative antibiotic technologies, the effects of therapeutic antibiotic treatment on multi-drug resistant salmonella and the environmental fate of antibiotics in manure.

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



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

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

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



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

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

For more information on NPPC, visit www.nppc.org.

News from the National Pork Board

FDA begins on-farm inspections with VFD pilot project

Although the much-talked about new antibiotic regulations do not go into effect until Jan. 1, 2017, U.S. pork producers may have U.S. Food and Drug Administration inspectors visit their farms any time now under the agency's new Veterinary Feed Directive (VFD) Field Pilot Project.

The project is focusing on education, rather than enforcement or compliance, according to the FDA.

"The pilot will help us identify areas where there may be lack of clarity about the upcoming regulations so that we can help

inform veterinarians, producers and feed mills of any adjustments they may need to make in order to be in compliance with updated regulations," said William Flynn, deputy director for science policy in FDA's Center for Veterinary Medicine.

The program is designed to help educate FDA auditors as they prepare for the new antibiotic changes. Unlike the beef and dairy industries, the pork industry has had a VFD requirement for more than a decade for tilmicosin, florfenicol and avilamycin. That's why the agency is seeking to work with pork producers, swine veterinarians, feed mill operators and farm retailers who currently handle and use feed containing those antibiotic

compounds to ensure that they are in compliance with the existing regulation.

According to FDA, the parts of the inspection tool come directly from the new VFD regulation itself and is covered in the VFD brochures and fact sheets that the agency has developed for producers, veterinarians and distributors. As always, producers, veterinarians and feed mills should make sure they're in full compliance with the existing VFD rule, which includes the proper information and record-keeping.

In December 2013, FDA published Guidance #213, which calls on animal drug sponsors of approved medically important antimicrobials, administered through medicated feed or water, to remove growth promotion uses from their product labels. It also calls for them to bring the remaining therapeutic uses of these products under the oversight of a veterinarian by the end of December 2016.

The National Pork Board has a host of pork-specific information related to the upcoming antibiotic regulations. The creation of the Checkoff's Antibiotic Resource Center is a clearinghouse of information and how-to steps for producers to prepare for the changes. The comprehensive biosecurity protocols also serve as a good resource for producers to review prior to any off-farm visitors.



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2017 Pork Forum dates announced

The National Pork Board has announced the dates for the 2017 National Pork Forum being held in Atlanta.

Delegates will gather March 1-3 at the Hyatt Regency Atlanta. The 2017 dates represent a change from a Thursday-to-Saturday format to Wednesday through Friday.

iPrende el Sabor! – A summer hit with Hispanic media and consumers

This summer, media coverage for ¡Prende el Sabor! – the Spanish adaptation of the ongoing integrated national marketing campaign Grill for it! – has been inspiring Latino consumers everywhere to turn up the flavor on the grill with the undisputed star at every cookout in America: pork!



The campaign, designed to reach one of pork's biggest fans—Latinos—includes a digital media buy as well as public relations and social media efforts. Hispanic public relations efforts to date have garnered nearly 45 million impressions through 430 placements including several top placements.

The campaign includes a video series featuring a fun and spirited grill named “Gloria” the neighbor grill, and appears on Spanish-language

social media channels and website (@PorkTeInspira). Voiced by Angelica Vale, “Gloria” is the next-door neighbor and pork expert who's always in charge and takes every opportunity to show off her grilling and unmatched hostess skills. To date, the four videos launched have been viewed more than 325,000 times on the Spanish-language Facebook page.



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.

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Coalition to Support Iowa's Farmers News and Notes



Manure Management: Doing the simple things first

When it comes to manure, doing one thing to improve management practices is better than doing nothing at all. The “Manure: Your Fertilizer Source Workshop,” sponsored by the Coalition to Support Iowa's Farmers, provided the tools and know-how to apply simple on-farm manure management practices.

Farmers and agribusiness professionals from across the state attended the first-of-its-kind event held in Dyersville on July 6. They were welcomed by experts in the fields of manure handling, nutrient cycling and water quality.

Greg Brenneman, Iowa State University Extension and Outreach, introduced a fresh perspective on manure variability in his presentation on calculating manure value from different types of livestock facilities.

Opening with the question, “what’s manure worth in your operation?,” Brenneman highlighted the financial gains of utilizing nitrogen, phosphorus and potassium available in distinct fertilizer sources such as open feedlots and pitted barns.

“There may not be gold in the spreaders, but there is value in those nutrients that we’re putting on the field,” he said.

In addition to his manure-by-the-numbers analysis, Brenneman also reminded the workshop participants of the importance of uniform application, precise spreader calibrations and following separation distances from water sources such as streams and creeks.



“This is something we cover on manure applicators’ certification every year, but it doesn’t apply just to the larger operations, said Brenneman. “It applies to everyone.”

Chad Ingels, farmer and manure management plan provider, continued the theme of livestock rules and regulations by outlining the step-by-step process for establishing a sound manure management plan. According to Ingels, one of those steps involves paying attention to collected data.

“As we go to plan which fields we’re going to put it [manure] on, we need to control our data,” said Ingels. “We need to understand what our fields need agronomically for nutrients.”

Another area of emphasis Ingels touched on included the value of documenting when and where manure is being handled.

“Even if you don’t have a manure plan, just document what you’re doing,” he said. “Have that notebook, and document things about manure and not just about crop production.”

Following the simple steps can mean smart savings for farmers who are proactive about improving their manure management practices. That’s why Dan Andersen, Iowa State University, highlighted advice he and the coalition share regarding the management of livestock odors.

“When it comes down to what practices you should be thinking about being the most economical right now, my number one choice would still be siting and planting trees around your facility,” said Andersen. “Both of those really make a relatively big impact for a low investment on the front end.”



Sweet & Sour Grilled Pork Roast

2-3 pound pork loin roast, boneless
1 cup brown sugar
3/4 cup teriyaki sauce
3/4 cup dry red wine
3/4 cup chili sauce
1/2 teaspoon ground cloves
1/4 teaspoon pepper
1/8 teaspoon garlic powder

Stir together all ingredients except pork; reserve 1 cup for basting roast and refrigerate. Refrigerate 8 hours, or overnight, turning occasionally. Prepare a medium-hot banked fire in covered grill. Remove roast from marinade; discard marinade. Grill roast over indirect heat for 45-60 minutes, (20-22 minutes per pound) until internal temperature reads 145 degrees F. Brush frequently with reserved marinade during the last 15-20 minutes of grilling. Let roast rest 10 minutes before slicing to serve. Serves 8-10



Nutrition:
Calories: 285 calories
Protein: 30 grams
Fat: 6 grams
Sodium: 1090 milligrams
Cholesterol: 75 milligrams
Saturated Fat: 0 grams
Carbohydrates: 29 grams

Parmesan-crusted Pork Chops

4 New York (top loin) pork chops
1/2 cup mayonnaise
1/4 cup Parmesan cheese, grated
4 teaspoons Italian-seasoned bread crumbs

Preheat oven to 425 degrees F. Spray baking sheet with non-stick cooking spray. Combine mayonnaise with cheese in medium bowl. Arrange pork chops on baking sheet. Evenly top each chop with mayonnaise mixture; then sprinkle with bread crumbs. Bake for 15-20 minutes, or until the internal temperature reaches 145 degrees F., followed by a three-minute rest time. Serves 4.



Double Smoky Ribs with Bacon-Bourbon BBQ Sauce

3 pounds boneless country-style pork ribs, (8 ribs), OR pork back ribs
2 tablespoons smoked paprika
1 tablespoon sugar
1 teaspoon onion powder
1 teaspoon garlic powder
2 teaspoon kosher salt
1 teaspoon black pepper
1/4 teaspoon cayenne



Nutrition:
Calories: 370 calories
Protein: 34 grams
Fat: 21 grams
Sodium: 740 milligrams
Cholesterol: 125 milligrams
Saturated Fat: 4 grams
Carbohydrates: 9 grams
Fiber: 1 grams

To make BBQ Sauce: Heat oil in medium saucepan over medium heat. Add bacon and cook, stirring occasionally, until crisp and browned, about 5 minutes. Using a slotted spoon, transfer bacon to paper towels, leaving fat in saucepan. Let bacon cool. Add onion to saucepan and cook, stirring occasionally, until golden brown, about 4 minutes. Stir in garlic and cook until fragrant, about 1 minute. Stir in chili sauce, peach preserves, bourbon, vinegar, mustard, Worcestershire sauce and molasses. Bring to a simmer and reduce heat to medium-low. Simmer, stirring often, until reduced by about one quarter, 20 to 25 minutes. Finely chop cooled bacon and stir into sauce; add hot pepper sauce. Let cool. Makes about 2 1/2 cups sauce. Sauce can be refrigerated for up to 4 days.

To make ribs: Mix paprika, sugar, onion powder, garlic powder, salt, black pepper and cayenne pepper together in small bowl. Season ribs with paprika mixture. Let ribs stand at room temperature for 15 to 30 minutes. Prepare an outdoor grill for indirect cooking with medium heat, about 350 degrees F.

For a gas grill: Use a smoker box or create one using small, shallow aluminum foil pan. Remove cooking grates. Preheat grill on high. Turn one burner off. Place disposable aluminum foil pan over a burner, adding 1 handful of drained chips. Replace grates.

For a charcoal grill: Place large disposable aluminum foil pan on one side of charcoal grate and fill with 1 quart water. Build fire on opposite side, and let burn until coals are coated with white ash. Spread coals in grill opposite pan and let burn 15-20 minutes (you should be able to hold your hand about 1 inch above the grate for about 3 seconds). Add 1 handful of drained chips to coals. Position cooking grate in grill.

Lightly oil grill grate. Grill ribs with indirect heat, with the lid closed, for 30 minutes. Add remaining drained chips to box or coals. Grill, with lid closed, turning occasionally, until tender, about 1 hour more. (On a charcoal grill, add more charcoal as needed to maintain temperature, leaving grill lid open for a few minutes to help charcoal ignite.) During the last 15 minutes, brush ribs with some of the sauce, turning every few minutes to glaze. Transfer to platter, cover

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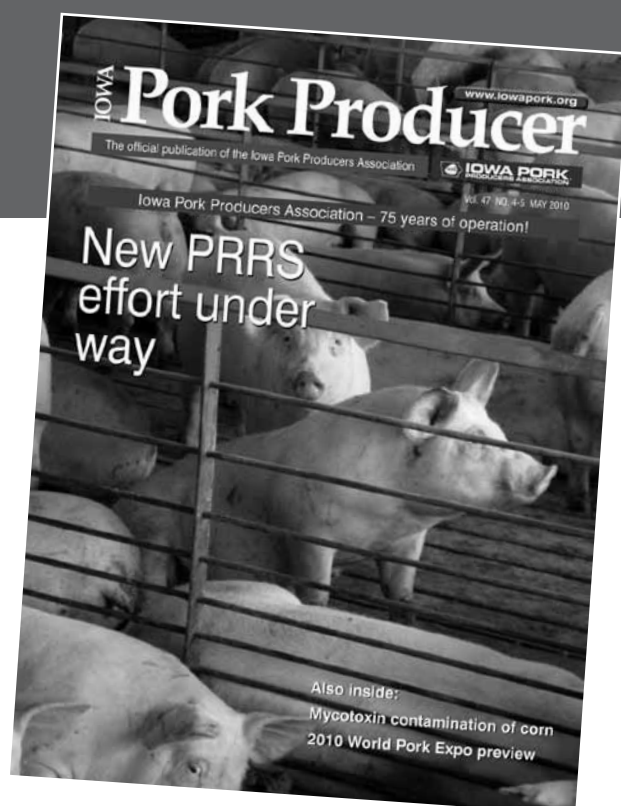
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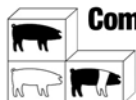
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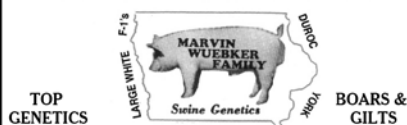


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