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Pork Producer

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The official publication of the Iowa Pork Producers Association



IOWA PORK
PRODUCERS ASSOCIATION

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#PorkChopPhotoOpp
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AT THE IOWA STATE FAIR!



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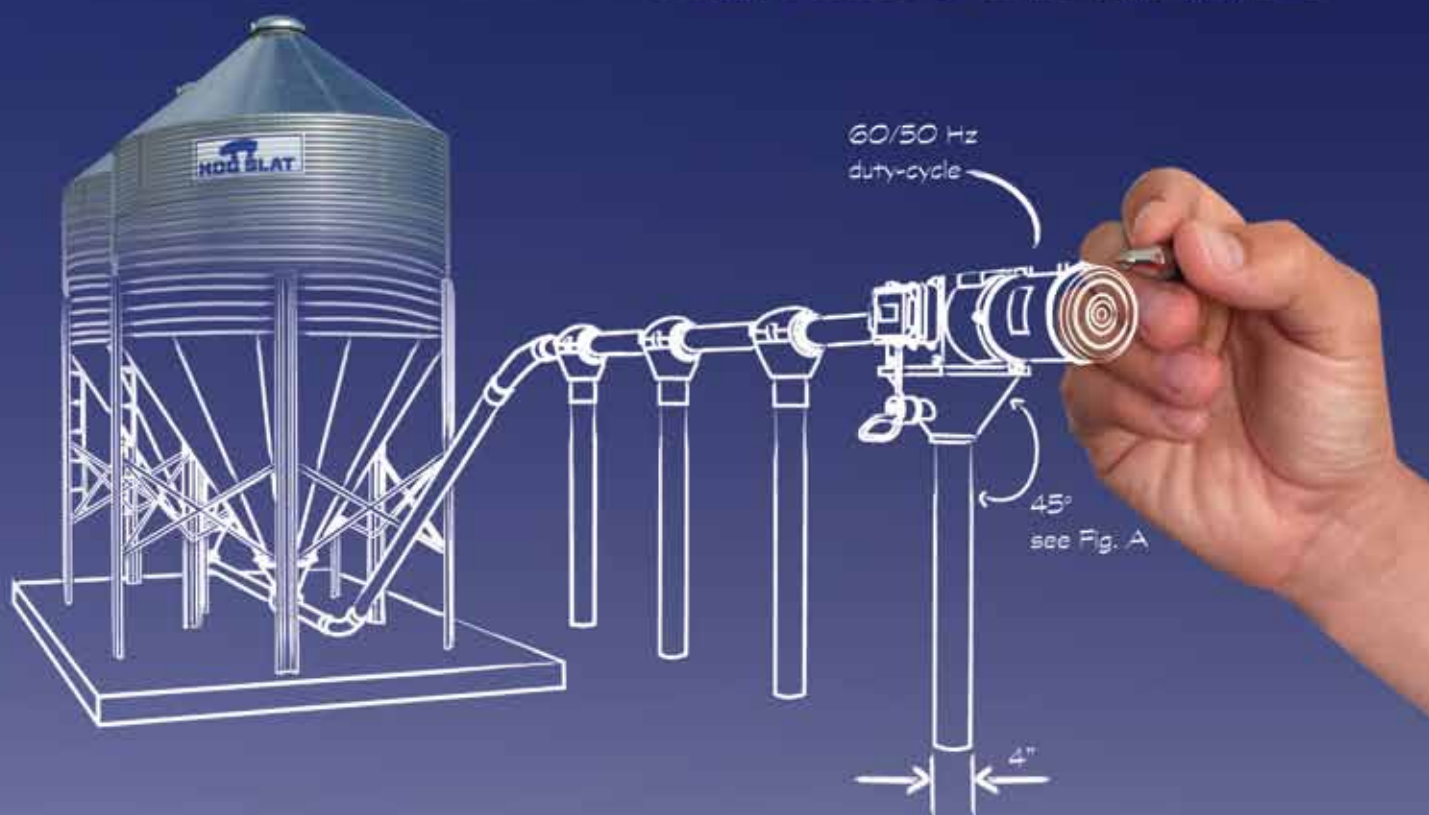
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About the Cover

The Iowa Pork Producers Association incorporated social media strategies to engage consumers at the 2017 Iowa State Fair. Read about the efforts and success on page 16.

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.

Notice of Annual Meeting



The Iowa Pork Producers Association Annual Meeting will be held at 10 a.m. Tuesday, Jan. 23, 2018, 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 9, 2017

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 16, 2018

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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The most common question we hear is,

"WHY DIDN'T I DO THIS SOONER?"



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Pork Industry Briefs



Gov. Reynolds tours state fair swine barn

What started with former Gov. Terry Branstad a few years ago is continuing with new Gov. Kim Reynolds. She, Lt. Gov. Adam Gregg and policy advisor Kayla Lyon took two tours of the Swine Barn during the 2017 Iowa State Fair.

Iowa Pork Producers Association leaders and staff led a two-hour tour on Aug. 10 to share information about the industry with the new state leaders, showcase the ever-growing show pig industry and discuss issues of importance to pork producers.

Reynolds and Gregg visited with several swine exhibitors during the tour, posed for photos and addressed the crowd at the

conclusion of one of the swine shows, where they both handed out ribbons to the winners. The governor even tried her hand at driving a show pig at one point.

IPPA President Curtis Meier, President-elect Gregg Hora, Pork Tent Committee member Ty Rosburg, stakeholder representative to the Board Jarrod Bakker and State Public Policy Director Tyler Bettin made up the Iowa Pork delegation.

The tour was a good opportunity to strengthen relations with Reynolds and her staff and help



show how vital the pork industry is to the state.

IPPA makes ISF donation to Iowa Food Bank

The Iowa Pork Producers Association has long supported food banks and shelters and it kicked off the 2017 Iowa State Fair with another gesture of support for the Food Bank of Iowa.

During the fair's opening day on Aug. 10, IPPA donated \$1 for every Iowa Chop, pork loin sandwich, bacon-cheddar brat sandwich, pulled pork sandwich and pork burger sold from 10 a.m. to 9 p.m. at the Iowa Pork Tent.

The IPPA donation totaled \$1,974.

"We understand the critical need the food bank has in trying to help feed the hungry in our state," said IPPA Marketing Programs Director and Pork Tent Manager Kelsey Sutter. "We have a tremendous following of dedicated pork lovers



who visit us each year and Iowa Pork is proud to help support this Food Bank of Iowa fundraising effort.”

Fair officials set Aug. 10 as a day of support for the Food Bank of Iowa and other agriculture groups also participated in the fundraising effort.

The Food Bank of Iowa serves 175,000 food-insecure people, or one in eight Iowans and one in five Iowa kids. Nearly 10 million meals were served to hungry Iowans last year.

IPPA, ag groups defend Master Matrix

The Iowa Environmental Protection Commission held its regular monthly meeting in Des Moines on July 18 and members of Iowans Citizens for Community Improvement and Food and Water Watch were on hand to file a petition with the commission and the Iowa Department of Natural Resources.

The formal rulemaking petition requests that the EPC and DNR take action to strengthen the Master Matrix because of what the activists term “its failings.”

After comments were heard from the activists, representatives of the Iowa Pork Producers Association, the Iowa Cattlemen’s Association and the Iowa Farm Bureau Federation addressed the commission in defense of the current matrix scoring system in counties that have chosen to adopt the system.

IPPA will continue closely monitoring the EPC and will take

every opportunity to present factual and science-based information on the issue to the commissioners and the DNR.

The EPC will have 60 days to make a decision on the petition.

If you have any questions about the petition and what impact it may or may not have, please contact Tyler Bettin at (515) 225-7675, (800) 372-7675 or tbettin@iowapork.org.

2016 Iowa State Fair ag mural finds permanent home

A mural designed to promote a conversation about agriculture and conservation and how the two go hand-in-hand was installed Aug. 2 at the Heartland Acres Agribition Center in Independence.

The 8-foot by 24-foot mural was painted during last year’s Iowa State

Fair by Iowa artist Karen Doty in the Ag Building’s AgPark booth.

Iowa Secretary of Agriculture Bill Northey attended the event along with state Senator Craig Johnson, executive director of Heartland Acres, and Doty.

“We are excited this beautiful mural found a permanent home at Heartland Acres where visitors from across the state and around the world can enjoy it,” Northey said.

The mural project was made possible through the support of the Iowa Corn Growers Association, Iowa Beef Industry Council, Iowa Egg Council, Iowa Pork Producers Association, Iowa Soybean Association, Iowa Turkey Federation, Midwest Dairy Association, the Iowa Department of Agriculture and Land Stewardship and Karen Doty.





Service through **education & research**

Real-Time Ultrasonic Evaluation of Swine

What is ultrasound?

Real-time ultrasound, originally developed for the human medical industry, has become a commonplace tool in the pork industry for determining carcass characteristics and reproductive anatomy of the live animal. Real-time or “B-mode” ultrasound uses ultrasonic signals produced by sound waves bouncing off tissues of varying densities (skin, fat, muscle, bone) to provide a visual representation of fat and muscle in a two-dimensional image.

These real-time images are interpreted and measured by a trained technician who can accurately access traits of significant merit such as loin muscle area (LMA) and backfat depth (BF). For the most accurate and consistent prediction of overall carcass lean content, images are taken between the 10th and 11th ribs.

Ultrasound use at county fairs

In addition to phenotypic (show ring) selection at breeding and market swine shows, utilizing real-time ultrasound “scanning” provides an additional dimension at a contest and education

for youth, breeders and other fair participants.

The combination of a pig’s gender, live weight, and BF (inches) and LMA (square inches) measurements yields a percent lean estimate. Combining BF and LMA measurements with weight, a packer “window” and base price results in an enhanced ranking of “carcass value.”

For pigs with an “on-test” weight recorded in the spring (a derby program), the use of ultrasound measurements, gender and beginning and ending weights provides a ranking of pigs based on a “lean

gain on-test” (LGOT), otherwise interpreted as pounds of lean gained per day. Including LGOT, BF, LMA and weight within a packer window can provide an additional rank on “pork value.”

The Iowa Pork Producers Association and Iowa Pork Industry Center have supported youth swine shows by providing ultrasound service to county fairs since the early 1990s. With an industry goal of raising quality pork in an economical and sustainable manner, swine derby programs with an LGOT or pork value ranking provide great education to our youth, breeders and exhibition families.



Photo courtesy of Dale Wegner, the Sac Sun.



Iowa Agriculture Literacy Foundation



Virtual field trips to pig farms

Biosecurity in swine operations is a major reason swine barns are kept closed to visitors and the public. Ensuring that no diseases are transmitted into the barn from the outside helps ensure that the pigs stay healthy. Pig farmers often shower-in and shower-out of the facilities to avoid contamination. In other facilities, farmers might wear disposable protective shoe coverings or ensure some other protective measure.

This cautious approach to raising pigs keeps them healthy, but by keeping the barn doors closed, the public doesn't have a good understanding of how pigs are raised. Most people have never had the opportunity to visit or go inside a pig barn. Consequently, they don't understand how they work. They don't understand that the slatted floors help keep the pens clean and free of manure. They don't understand how mechanized auger systems bring food directly to the pigs whenever they are hungry. They don't understand how temperature controls keep the barn cool in the summer and warm in the winter keeping the animals comfortable.

Enter FarmChat®. FarmChat is a virtual field trip to pig farms that allows the public to get a tour of

the barn and start to understand all of these features designed for animal health and welfare. Typically used in K-12 classrooms, this program uses technology to bring the field trip to the learner. The farmer uses a smartphone or tablet with Facetime, Skype, GoogleHangouts or other video conferencing services. The classroom can receive the call and have a live interaction with the farmer. The farmer can walk through the barn and point out all the features that keep animals healthy and comfortable.

Schools also have barriers that this technology can help overcome. Many classrooms can only do one field trip a year. The cost of busing students

can be too prohibitive. Or field trips can eat up an entire day of learning whereas a virtual field trip might only take 30 to 45 minutes. FarmChat becomes a way of by-passing the barriers on the farm side and the barriers on the classroom side and showcasing how pigs are raised.

Anyone with a smartphone can connect with a classroom and do FarmChat. The Iowa Pork Producers Association recently worked with the Iowa Agriculture Literacy Foundation to build a Pork FarmChat team that is trained in making these presentations and helping tell the pork story. The virtual field trips happen at the state fair and in classrooms throughout the year.



Carl Boender and Karen Adams of Mahaska County broadcast from the pig barn to a teacher workshop earlier this summer.

Cedar Rapids chef is Quad Cities Taste of Elegance winner

A long-time chef from Cedar Rapids was named *Chef Par Excellence* at the 15th annual Quad-Cities Taste of Elegance contest and reception on July 10 in Bettendorf.

The Scott County Pork Producers and the Iowa and Illinois Pork Producers associations hosted the event at the Isle of Capri Convention Center and seven area chefs competed in the afternoon to create their best pork rib entrée. The evening reception allowed guests to sample each chef's creation and vote for their favorite.

Chef Monkut Sayasit of Bata's in Cedar Rapids prepared the winning entrée. Sayasit received a check for \$1,000, sponsored by the Scott County Pork Producers, and a plaque. He is eligible to represent the Quad Cities at the 2018 National Pork Summit in St. Helena, California.

Chef Doug Lear of Bass Street Chop House in Moline, Ill., was named *Superior Chef* and was awarded a plaque and \$700. The *Premier Chef* was Chris Carton of the Davenport River Center, who was awarded a plaque and \$300. He also captured the People's Choice Award as selected by the guests, picking up another plaque and an additional \$250.

A team of professional chefs judged each entrée on taste, appearance and originality earlier in the day and selected the three winners.



"We are so pleased to see each chef's creativity, knowledge of pork preparation, and excitement to share the product with the guests at the public reception," said Suzy VenHorst of the Scott County Pork Producers and the Iowa Pork Producer Association's Restaurant and Foodservice Committee. "As they were all challenged to create with the same product, it was inspiring to see their combinations and sample all the different flavors that enhanced their pork entrees. We hope they will choose to share their creations in their home restaurants in the future."

Proceeds from the event were presented to the Scott Community College Chefs Apprenticeship program.

The Taste of Elegance is held annually to inspire white tablecloth restaurants to include original pork entrees on their menus.

Additional sponsors included Martin Bros. Distributing Co. Inc., U.S. Foods, Scott Community College, Milan Florist, the Trophy Shoppe and the Isle of Capri.



Chef Monkut Sayasit with the 2017 Iowa Pork Youth Leadership Team.

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Pork enjoys successful state fair run

The 2017 Iowa State Fair concluded its eleven-day run on Aug. 20 and it was another successful pork sales, promotion and educational event for the Iowa Pork Producers Association.

The Iowa Pork Tent and chop stands served thousands of visitors Iowa Chops, Pork Chops on a Stick™, and pork loin, pork burger and pulled pork sandwiches throughout the fair.

IPPA sold 81,761 pork servings to fairgoers and directed many others toward a couple new fair foods that featured pork this year. The Pork Chop on a Stick is by far IPPA's number one selling item at the fair. The Iowa Chop is the top selling item at the Pork Tent and the shredded BBQ pork is the leading sandwich.

IPPA was able to make a few donations of leftover pork throughout the fair. Two trips, totaling around 250 pork servings, were made to a downtown mission and 250 un-cooked Iowa Pork Chops were donated to the Youth Emergency Services Shelter (YESS) in Des Moines after the fair. The kitchen manager was thrilled to accept them and said the pork chops will put a smile on the kids' faces. YESS also received individual bottles of milk, apple sauce, pickles and BBQ sauce.

The newly crowned 2017 Iowa State Fair Queen presented IPPA with the Queen's Choice Award for having her favorite fair food. Jacqueline Ehrlich of Dubuque County enjoyed the bacon cheddar brat sandwich and, in presenting the award, told staff she had three or four during the fair.

Tenderloin fans also were directed to Chuckie's tenderloin trailer on the fairgrounds to receive a stamp in their tenderloin trail passport, which is proving to be a very successful Iowa Pork Producers' program.

A pork item also was named the best new fair food by fairgoers. The Steer N Stein concession took the honor with its "Pork Almighty" dish. The meal in a bowl featured pulled pork, crunchy twisty fries, queso cheese

sauce, barbecue sauce, diced onions, green peppers and shredded cheese sprinkled on top.

"Iowa's Big Pork Leg," an Iowa-raised pork shank smoked with a sweet Caribbean seasoning, was one of the three favorite fair food finalists.

The Animal Learning Center again drew thousands of families each day for a chance to see the birth of farm animals. Eight sows farrowed during the fair at IPPA's farrowing display. In one 40-minute span, nearly 1,000 people came through the exhibit in an unofficial volunteer count.

Other fair highlights included the sale of the Grand Champion FFA market hog for \$54,000, an all-time record for any species and \$1,000 more than the record set in 2016.

A Hampshire boar from Ryan outweighed the competition to claim the Big Boar title at the fair. "Big Buck" tipped the scale at 1,192 pounds. "Big Chief," owned by Charlie Bieber and Ken Kehrli of Winthrop, claimed second place honors at 1,162 pounds.



IPPA's Ag Building cooler display.



How we make Pork Chop on a Stick™ so good

Pork lovers have been dining on the Iowa Pork Producers Association's trademarked Pork Chop on a Stick™ at the Iowa State Fair since the specially cut product was first introduced in 1999. It's been IPPA's hottest selling item ever since.

For fair visitors on the go, two convenient locations make them easy to get and it's a nutritious and delicious meal that can be enjoyed while strolling the fairgrounds. So why is the Pork Chop on a Stick so popular and how do we make them so good?

"I think a lot of the popularity comes from the way they're

cooked," said Charlie Johnson, an 11-year veteran of IPPA's Pork Tent Committee and the current chairman.

IPPA owns two mobile conventional ovens that are used at the state fair each year. The ovens hold 375 to 400 of the Frenched Pork Loin Rib Chops each and they're baked on racks for 45 minutes to an hour at 350° to 375°. None are pulled from the ovens until the internal temperature of each chop tests to at least 145°.

The supplier injects the chops with fat to make them more flavorful and juicy. They're coated with a

browning agent during the baking process that gives them color. Each one served is eight to 10-and-a-half ounces of pure pork goodness.

"The juiciness and tenderness make them a good seller," Johnson said. "A man from California told me he grills a lot of pork and he asked how we make them so juicy and flavorful. People can buy one and continue walking around the fair, so they're convenient too."

IPPA's two chop shops sell anywhere from 5,000 to 8,000 Pork Chops on a Stick each day and an average of 60,000 annually.

The grassroots shine!

The 2017 Iowa State Fair is in the books and the Iowa Pork Producers Association wishes to extend a sincere “thank you” to the nearly 1,000 volunteers who contributed to the association’s overall success at the Iowa Pork Tent, Chop Shops and other venues. IPPA is a grassroots organization and it’s never more apparent than at the state fair. Your help and continued support of the pork industry is greatly appreciated. We can’t do it without you!

Iowa Pork Tent, Chop shops

Counties

Adair	Cherokee	Grundy	Lee	Page	Washington
Boone	Chickasaw	Hamilton	Madison	Polk	Wright
Butler	Delaware	Hardin	Marshall	Scott	
Cass	Greene	Jefferson	O’Brien	Story	

Companies/Organizations

Crown Prairie, LLC	National Pork Board
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	Seaboard Foods
Eric Roeder Group	Smithfield Hog Production
Hog Slat	The Maschhoffs
Iowa Select Farms	Tyson Meats
JBS Pork	

Individuals

Amanda Anderson	Howard Hill	Jason Ross
Tom & Cindy Baas	Ben & Hilary Hogan	Joe & Dianne Rotta
Olivia Bisbee	Maynard Hogberg	Jamie Schmidt
Craig Boelling	Harold Hommes	Marty Schwager
McKenna Brinning	Aaron Juergens	David Struthers
Dave Calderwood	Marcia Klindt	Ryan Swalwell
Sam Carney	Courtney Knupp	Erin Herbold-Swalwell
Clare Conley	Curtis & Brenda Meier	Alison Swanson
Rich Degner	Mark & Wendy Meirick	Mike Telford
MacKenzie Dierks	Eldon McAfee	Bill & Joan Tentinger
Marshall Dolch	Cody McKinley	Trent Thiele
Rodney Dykstra	Bernita Moats	Michael Tupper
Shelby Fields	Dwight & Donna Mogler	Jeff Vande Kieft family
Mark Fischer	Crystal & Cara Moody	Marv Van Den Top
Matt Fitzgerald	Mike Porth	Carla Vanderheiden
Corey & Cortney Garrington	Ken & Karen Ries	Julie Vyskocil
Mary Lea Hampton	Dylan Riedemann	Bill Winkelman
Jay Harmon		



Animal Learning Center

Amanda Anderson	Dave Hommel family	Pat McGonegle	Michelle Semler
Laura Bachmeier	Gregg & Liddy Hora	Curtis Meier	McKenzie Smith
Jesse Bennet	Pete & Taylor Houska	Dwight & Donna Mogler	Ceara Smothers
Sophia Breuer	Danielle James	Mike Naig	Haidyn Snyder
Hannah Busch	Brittany Keppy	Cale Niehaus	Samantha Snyder
Jamie Byrnes	Kristine Kimberley	Bill Northey	Brian Strobel
Sam Carney	Todd Kruger	Dinah Peebles	Dave Struthers
Rob Christine	Tina Larson family	Morgan Pitz	Don Struthers
Lexi Delaney	Emma Lasco	Austin Pueschel	Janet Sullivan family
Kylee Deniz	Dennis & Diane Liljedahl	Reisinger family	Trent Thiele
Chelsey DeRuyter	Amy Lund	Ken Ries	Jordan Travis
Rodney Dykstra	Mallory Madsen	Marv & Helene Rietema	Betsey Ulrich
Tristen Fullton	Buffy Manwarren	Keith Sash	Denise Van De Stroet
Tyce and Reece Hagenow	William & Stephanie Marsau	Rhea Schirm	Janine Van Vark
Taylor Hardin friend/family	Claire Masker	Sydney Shultz	Aleah Vaske
Karen Hoare	Kimberly Mason	Payton Schwartz	
Jim Hogan family	Sydney Matthias	Jeremy Schram family	

Agriculture Building

Hannah Busch	Fareway	Curtis Meier	Payton & Haidyn Schwartz
Jamie Byrnes	Mary Lea Hampton	Reisinger family member	Samantha & Sydney Snyder
Sam Carney	Pete & Nancy Houska	LeRoy Raabe	Brian Strobel
Lexi Delaney	Amy Lund	Rhea Schirm	Janine Van Vark

2017 Iowa Pork Tent Committee

The unparalleled commitment and dedication of the Iowa Pork Tent Committee was once again a key to IPPA's success this year. The individuals who make up this committee know what they're doing and go above and beyond to ensure a positive pork experience for fairgoers. We thank you for your hard work, leadership and will to succeed!

Charlie & Erin Johnson, Chairman	Ben Klaren	Doug Rice	Brad & Terri Van Gelder
Cindy & Chuck Becker	Lorna Kruger	Mike & Kathy Rice	Dana Wanken
Duane & Karen Dreager	Melanie & Mike McDermott	Ty & Natalie Rosburg	Kelsey Sutter, IPPA staff
Doug & Bailey Edler	Dave & Alice Moody	Joe Rotta	Drew Mogler, IPPA staff
Jamie Helmrichs	Nathan Nelson	Tom Shinkle	Tyler Bettin, IPPA staff
Randy Hilleman	Nate Ohms	Derrick Sleezer	Mikayla Dolch, IPPA intern
Dennis & Julie Kent	LeRoy Raabe	Janet & Dave Sullivan	



Social media efforts pay off in big way

With more than two billion active users on Facebook alone, it's no question that social media is becoming an essential piece of any business strategy. The pork industry is no exception. Not only does social media allow the Iowa Pork Producers Association to connect with its Iowa audience, but also those across the country and around the world. The Iowa State Fair provided great opportunities for IPPA to promote

pork and educate consumers, so we took full advantage!

The Iowa Pork Tent and the chop shops are a major focus in promoting pork on the fairgrounds. The association used the hashtag #PorkChopPhotoOpp as a fun reminder for fairgoers to get a photo with the famous Pork Chop on a Stick™. Photo frames like the one pictured and on the front cover and

a Snapchat filter were used to push the hashtag out to consumers. The photo frame seemed to be a hot spot for those visiting the chop shops and the Snapchat filter was a hit, being seen more than 84,000 times and used more than 1,800 times.

Perhaps one of the most exciting things for people and families to see at the fair is in the Animal Learning Center – the live birth of farm animals! Thousands of people visit the IPPA farrowing display each year where eight sows give birth to their piglets throughout the eleven-day event. This year, your association decided to do a Facebook Live video of the birth of a couple piglets, which was a huge hit! Reaching more than 166,000 people, the video had 236 “shares,” 636 “likes,” and more than 100 comments sparking great conversation and allowing staff to answer consumer questions.

Also in the Animal Learning Center, IPPA sponsored a free photo booth for kids and families traveling through the building. The only catch? At least one person in each photo had to add Iowa Pork on Snapchat to get their photo printouts. This was a simple way for Iowa Pork to build its new Snapchat account and it added an estimated 500 followers. With Snapchat being one of the fastest growing social media platforms with the younger generations, it's important to build this account and take advantage of the large audience.

If you're curious to see what else IPPA is up to on its social media platforms throughout the year, be sure to follow us and see for yourself at Facebook: Iowa Pork; Twitter: iowapork; Instagram: iowapork; Pinterest: Iowa Pork; and Snapchat: snapiowapork.





The cut floor in the new Seaboard Triumph Foods plant.

IPPA Board tours new packing plant, leaves impressed

The Iowa Pork Producers Association Board of Directors got a first-hand look at the new \$300 million Seaboard Triumph Foods pork processing plant in Sioux City on Aug. 23, just before the plant's official opening.

Seaboard Triumph officials hosted a tour of the 925,000 square-foot plant that began production on Sept. 5. The facility opened with a single shift and a few hundred production employees, but will quickly increase to around 1,100 employees with the capacity to process about 10,500 hogs a day from plant owners and independent producers.

"It appears that they are using both new technologies and best practices to create an environment that is good for both the pigs as well as the people working there," said Mike Paustian, IPPA vice president of operations and southeast region

director from Walcott. "Additionally, the plant is set up to be very energy-efficient and they will have the ability to process and sort pork in order to provide consumers with exactly the products they want."

The plant itself incorporates robotics and other state-of-the-art technology that will require higher skilled workers. The plant also is designed to hold up to 10,000 animals if necessary, which impressed Jamie Schmidt, former IPPA president and current interim district two director from Garner.

"Where they bring the animals in looks like it should flow well, which is always a concern for us as producers," he said. "They have a lot of holding capacity."

Production increases in recent years have exceeded packing capacity in the state, creating concerns for

producers. IPPA Board members believe the new Seaboard Triumph plant, along with the Prestage Foods of Iowa plant now under construction in Wright County, will greatly ease the strain on shackle space in Iowa.

"The more harvest capacity that we have, the better because if we don't have more, we're going to swamp what we have and that won't be good for us as producers," Schmidt said.

Producers are looking forward to having more marketing options and are hopeful the increased competition will boost hog prices.

Dennis Liljedahl, district five director from Essex, was very impressed with the plant and believes the increased competition will be good for everyone.

"As an independent producer, anytime there is more competition for the live animals that aren't contracted, it gives you more options; just the rising tide probably helps everybody, especially when we have times where live hogs numbers outstrip slaughter capacity," Liljedahl said. "Hopefully, it will raise the overall price of hogs a little just because of the competition between packers, and the efficiency of the plant will hopefully relate back to the producer level and some of that money will find its way back to the farm."

Seaboard Triumph processed around 100 hogs on the day of the IPPA tour to test and calibrate equipment and make sure the equipment was set to proper specifications.

Sioux City veterans enjoy free pork lunch

As many as 200 Sioux City-area veterans enjoyed a free pork lunch as part of the annual Siouxland Soldiers Resource Fair and Veterans' Administration Stand Down event on Aug. 24 in Sioux City.

The Plymouth County Pork Producers, regular supporters of the annual event, grilled and served pork loin lunches with the help of members of the Iowa Pork Producers Association Board of Directors who were in town for meetings and tours. IPPA donated the pork loins for the event and gave each vet in attendance a \$5 discount pork coupon.

IPPA President Curtis Meier addressed the crowd during the luncheon. He talked about his years as a military reservist during the Viet Nam war, shared information about the pork industry and thanked the veterans for their service to the country.

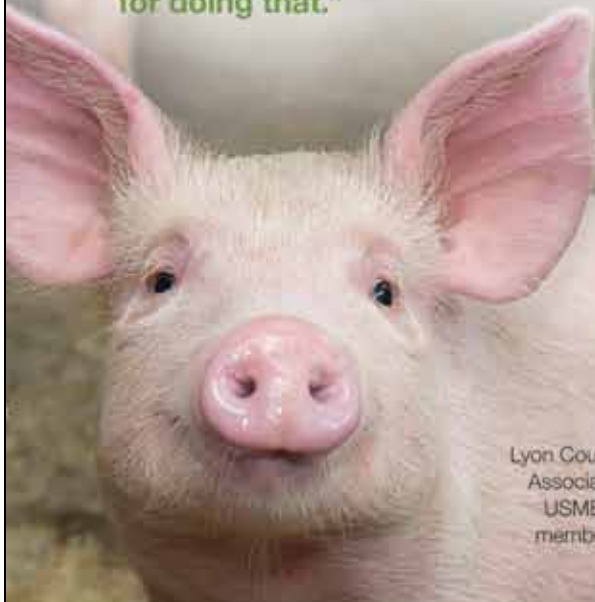
Officials presented the Plymouth County Pork Producers with the Heroes on the Homefront Award for their support of Siouxland Soldiers during the luncheon. IPPA received a similar award.

The veterans who attended the event also received boxes of groceries, clothing, community housing referrals, medical triage, readjustment counseling and legal assistance during the resource fair.

The IPPA Board held its regular August board meeting in Sioux City and met with Mayor Bob Scott, toured the Sioux City Children's Museum, and toured the new Seaboard Triumph Foods pork processing facility.

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Why do sows die and what can we do about it?

By Nina Hermansen, Aarhus University

In recent years Danish pig farmers have had a particular focus on reducing sow mortality. This is one of the reasons that sow mortality has fallen from approximately 15.1 percent in 2008 to 11.4 percent in 2015. However, sow mortality is still higher in Denmark than in countries with which we normally compare ourselves. The pig industry has therefore decided to increase its efforts to reduce sow mortality to 9 percent by 2018.

As part of the agreement between Aarhus University and the Ministry of Environment and Food of Denmark regarding policy support, researchers from the Department of Animal Science were asked to chart the causes of sow mortality in Denmark, examine possible strategies for reducing it, and propose new measures. The results have been published in a report from DCA – Danish Centre for Food and Agriculture, Aarhus University.



More knowledge about prevention of lameness

Sows that die on commercial farms can be placed in one of two groups; sows that were euthanized and sows that die naturally. The report includes a review of reported studies of causes of death and risk factors and shows there is a big difference between the two groups with regard to causes of death.

“Sows are typically euthanized due to lameness, while pig farmers cannot usually state the cause of death

among sows that die naturally,” said professor Jan Tind Sørensen from the Department of Animal Science. “We know from studies of autopsies of sows that died from natural causes that typical reasons are disorders in the digestive tract, heart problems or problems in connection with farrowing. However, even with autopsies, almost one third of the causes of death are unknown.”

Since many of the euthanized sows are culled due to lameness, the researchers recommend the establishment of a systematic monitoring system in gestation housing and development of criteria for when sows should be moved to hospital pens. There also should be more focus on the quality and quantity of hospital pens.

“Another obvious measure is to develop uniform criteria for euthanasia for all sow farms,” Tind Sørensen said. “However, if we want to reduce sow mortality significantly, there is a basic need for more research in how to prevent lameness in the first place and how to design service and gestation housing.

Autopsies as an integral part of health advice

With regard to reducing the number of sows that die of natural causes, the researchers point out that information about the cause of death and sow condition must be gathered systematically, and that autopsies should be an integral part of veterinary health advice on the sow farm. Extended autopsies also should be considered. In addition, abattoirs should routinely inform pig farmers about stomach ulcer findings and plans should be developed on all farms for how to deal with the various diagnoses.

“The studies have also shown that heat stress is a risk factor, especially in the farrowing house, and that there is a need for more knowledge about the causes for spontaneous sow death in the farrowing house,” said Tind Sørensen. “We are currently on the lookout for new measures for causes of death that can supplement the traditional autopsy.”

Emerging swine disease communications strategy formed

When emerging swine disease arises, early communication about outbreaks is essential. Veterinarians and pork producers need to know who to contact and how to proceed in these events, beyond their diagnostic work and caring for the affected herd, so information is shared to protect the health of the U.S. herd. The recently developed Emerging Disease Communication Plan provides the process to follow and outlines the resources available.

The Swine Health Information Center participated in development of the process, which provides for confidentiality of the producer, veterinarian or site identifiers making initial calls. Any actions because of those calls will maintain confidentiality to the level requested by the producer or veterinarian unless state or federal swine health regulations dictate otherwise.

The first step in the Emerging Disease Communication Plan is complete and exhaustive diagnostics, beginning with routine testing and proceeding to further investigation if the pathogen

is not identified. If follow-up diagnostics are required, resources are available through SHIC's Diagnostic Fee Support process. Should these diagnostics point to a new or emerging pathogen, producers and/or their veterinarians move on to step two of the communication strategy, which is contacting a veterinarian with any one of the following pork industry organizations:

- American Association of Swine Veterinarians
- National Pork Board
- National Pork Producers Council
- Swine Health Information Center

Per this communications protocol, the organization initially contacted will inform the other veterinarians within all the above organizations, which is step three.

Step four represents the amassing of resources. A conference call will be held with the producer and/or veterinarian of the case, the veterinarians of the pork industry organizations and subject matter experts as needed, based on the preliminary information. Together, it

will be determined what further action may be needed.

In step five, available data will be used to coordinate response options. Potential responses range from doing nothing to activation of the Swine Disease Response Council based on the information gathered and reviewed.

The Emerging Disease Communication Plan provides a structure for sharing information, informing industry stakeholders, engaging resources, and assuring the U.S. swine herd is protected. For more information on the Plan, contact SHIC Executive Director Dr. Paul Sundberg at psundberg@swinehealth.org.

Funded by America's pork producers to protect and enhance the health of the U.S. swine herd, the Swine Health Information Center focuses its efforts on prevention, preparedness and response. As a conduit of information and research, SHIC encourages sharing of its publications and research for the benefit of swine health. Forward, reprint, and quote SHIC material freely.

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*Vetsch, J., and J. Lamb. 2011. Applying Instinct® as a nitrogen stabilizer for fall applied manure. <http://blog-crop-news.extension.umn.edu/2011/10/applying-instinct-as-nitrogen.html?m=1>

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Overview of the VFD - Compliance perspective

We're now nine months into the new Veterinary Feed Directive (VFD) and most producers have adapted to the tightened regulations. Although the main VFD requirements are old news to most producers, the compliance perspective and complete veterinarian-to-client process may not be quite as clear. Those attending the June 29 Swine Day at Iowa State University had the opportunity to listen to Jeff Verzal, who shared his experiences and knowledge as a livestock compliance investigator for the Iowa Department of Agriculture and Land Stewardship.

Verzal opened his presentation with an overview of the importance of the VFD. Regulating antibiotics and the feed additives that are being utilized in swine feed rations to ensure that animal well-being is being taken into consideration at all

times, while continuing to produce safe and quality pork, is of utmost importance, he said.

Producers and industry representatives were reminded about the required certificate information. Verzal highly recommends filling out the "special instructions" box with detailed information that the producer might find helpful when implementing the VFD. When in doubt, the vet, distributor and producer should always remember "one VFD, one animal, one time" when writing prescriptions, filling the script and feeding the animals, he said.

Verzal then moved into what he looks for while performing regulatory inspections in barns and the importance of having inspections regularly. Verzal stated

that "inspections are not meant to get anyone in trouble. They are simply another opportunity to educate producers along the way."

When inspecting a swine operation for its VFD compliance, Verzal stated that he is hoping to clear three main factors: the first pertaining to the veterinarians, the second to the distributor, and the last with the clients/producers. The veterinarians must have a valid license, accurate client records and copies of VFD certificates for the past two years. It is necessary for the distributors to have the VFD certificate that they are filling, and the producers must be sure to precisely follow instructions as prescribed on the certificate.

In addition to the step-by-step compliance process that Verzal included, he also emphasized the extreme importance of establishing and maintaining a vet-client-patient-relationship (VCPR). A VCPR is only valid in Iowa when based off of face-to-face communication. This means that veterinarians must be present on the site when evaluating the animals and determining what antibiotic to incorporate in the feed.

The session was a great opportunity for producers and industry representatives to refresh their knowledge of the Veterinary Feed Directive requirements and to get answers to any lingering questions. Verzal was able to cover the wide-array of aspects that comprise the VFD regulation from a unique standpoint that attendees appreciated.

Turning down the heat – How heat stress affects muscle growth and limits pork production

It was a hot summer in Iowa and heat can have a negative impact on hogs, so understanding what causes heat stress as well as how to prevent it is a crucial aspect for producers to consider. At the June 29 Iowa Swine Day in Ames, producers and industry professionals had the opportunity to further their knowledge in this area under the guidance of Dr. Joshua Selsby, ISU assistant professor of animal science.

“As our industry continues to advance in becoming more efficient, we select for hogs that have less resistance to heat stress,” Selsby stated in his opening remarks.

The main concern behind heat stress is that it leads to a degradation in muscle and less daily intake of feed leading to lower efficiency, which in turn negatively impacts pork production at multiple levels. Selsby informed producers that in order to prevent and eliminate as much heat stress as possible, it is first necessary to understand the affects that are taking place on a biological level.

A significant amount of energy is lost when an animal is under heat stress. When large amounts of energy drop, the body recognizes it and an automatic process will be stimulated to take place allowing for the removal of damaged cell particles. With the proper removal of damaged cell particles, heat stress can be efficiently taken care of. However, if the heat stress continues for multiple hours, issues start to occur.

Dr. Selsby and his team conducted experiments designed to determine the different effects of heat stress on swine production. One study focused on the correlation between the severity of heat stress with the amount of time that passed. Selsby said that their results accurately distinguished that the hog's body can automatically protect itself from the negative effects of heat stress by undergoing autophagy for the first six hours.

After that, the body's ability to cope with the stress declines and negative meat quality and poor efficiency starts to emerge.

Selsby announced that his team will continue undergoing studies

focusing on skeletal muscle and heat stress to continue finding ways that to allow producers to implement further strategies and advancements that will lead to improved meat quality, well-being and overall production throughout summer months.

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Maintaining your manure system

By Dan Anderson, Iowa State University

Manure application season will soon arrive, so it's a great time to check over your manure management systems to make sure they will keep doing the job.

A great place to start is with your manure storage. A little planning now can make sure you have the flexibility to manage your manure like the fertilizer resource it is, and to make sure your storage will keep functioning for years to come.

Proper management and maintenance is necessary to prevent manure from overflowing or discharging from a storage system. Whether the manure storage is in an earthen tank, a slurry store, or a deep pit, the basic principles to maintaining and managing the storage structure are similar. In any case, frequent evaluation and preventative maintenance will significantly reduce your risk and keep your manure where you want it.

1. *Monitor the operating level of your manure storages.* Have a staff gauge or a method for determining how much manure is already in your storage. Keeping track of how much manure is there can give insight into if you have enough capacity to make it to your next land application window. If you are worried you may run short, this will give you an early opportunity to evaluate how you are going to handle the situation when your storage gets full. Monitoring the level also can alert you if anything unexpected is occurring, for instance, your manure storage isn't filling up or filling up quickly because of a water leak or outside drainage water getting in.
2. *Visual structure inspection.* A quick look over the storage can tell you a lot about how your structure is holding up - as you walk around, pay close attention to inlet points, connections and where the sidewalls connect

to the base. To make this easier, make sure you are mowing around your storage and cutting down trees, watching for animal burrows and making sure clean water is being diverted around your manure storage structure.

3. *Odor evaluation.* I know odor can be a stink of a topic, but it's something we have to deal with. Make it a part of your routine to go around your farm once a week and make a note of the odor intensity and what neighbors may be smelling. Unfortunately, there usually aren't any easy fixes.
4. *Safety check.* We all recognize there are some safety challenges to working in and around manure storage systems. Take the time to review your safety protocols and update as needed. Taking the time to go over them will remind everyone that they are important and there to protect us. While you are at it, make sure to check any fences, escape ladders and warning signs you have posted to make sure they are still in good shape, readable and present.
5. *Clean water diversions.* Minimizing outside water entering a manure storage helps keep nutrient concentrations higher, making it an economic fertilizer for a farm to use. Check over the clean water diversions around your farm to make sure things like silage piles, mortality compost piles and in-ground manure storage piles aren't receiving water from other areas.
6. *Application equipment.* Manure equipment lives a tough life, it gets used quick for a month and then put away. Take the time to check it over now before you need it again this fall and get that one last part that you've been meaning to fix.

Impact of swine manure application timing on drainage water quality – 2016 results

By Brian Dougherty, Iowa State University

A three-year study, starting in 2016, at the Northeast Research and Demonstration Farm in Nashua began evaluating the impacts of various cropping and nutrient management systems on nitrogen and phosphorus loss through subsurface tile drainage. This is particularly interesting to livestock producers regarding the impacts of swine manure application timing on drainage water quality.

The study allows for comparisons between early fall manure application (soil temperatures above 50° F) with and without a cereal rye cover crop and late fall manure applications (soil temperatures below 50° F). Late fall manure with and without a nitrification inhibitor also is being compared to spring manure application. Results from this study will give producers valuable information regarding the water quality impacts of different manure management practices.

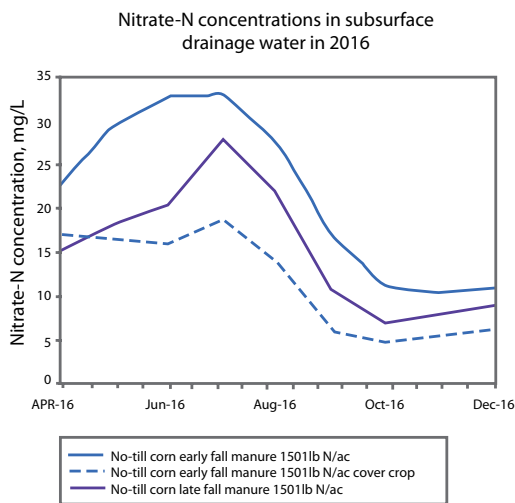


Figure 1. Nitrate-nitrogen concentrations in tile drainage resulting from different manure management practices. Three treatments were considered. These were early fall manure, early fall manure with cover crops and late fall manure. Results for corn in a corn-soybean rotation.

First-year results from 2016 show adding a cereal rye cover crop resulted in a significant reduction in annual average nitrate-N levels and overall N losses via subsurface tile drainage water. In corn plots, early fall manure had the highest annual average nitrate-N concentrations of 20.5 mg/L, followed by late fall manure with 15.7 mg/L, and early fall manure with a cover crop at 11.3 mg/L (Figure 1). In

a system with early fall swine manure application (when the soil temperature is above 50° F and early October in this study), nitrate-N concentrations were reduced by 45 percent when a cereal rye cover crop was added prior to corn. The nitrate-N concentrations from early manure with a cover crop were 28 percent lower than late manure (early November). Similarly, nitrate-N concentrations were 38 percent lower with cereal rye prior to soybeans.

Another part of this study focused on timing spring vs. fall and how the use of Instinct with fall manure impacted nitrate nitrogen concentrations in tile drainage water. No significant differences in nitrate-N levels between late fall manure, late fall manure with nitrification inhibitor, and spring swine manure applications to continuous corn (Figure 2) were seen. No significant differences in dissolved phosphorus concentrations were observed between any of the treatments.

The first-year results suggest delaying fall swine manure application until soil temperatures are below 50° F and using cover crops can benefit drainage water quality. The plots will continue to be monitored in 2017 and 2018 to get a better estimate treatment differences over a range of weather conditions and to evaluate the impact these different practices had on crop yield.

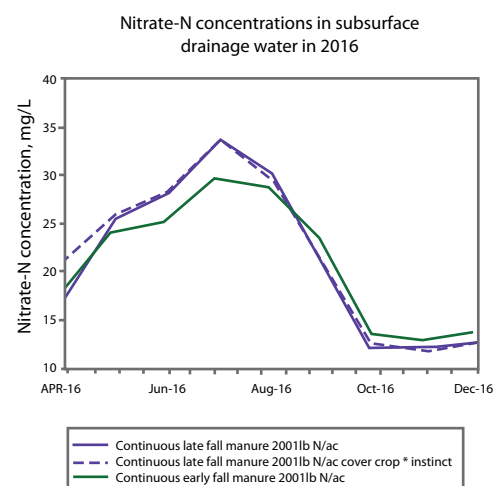


Figure 2. Nitrate-nitrogen concentrations in tile drainage resulting from different manure management practices. Three treatments were considered: fall manure, fall manure with Instinct and spring manure. Results for corn in a continuous corn rotation.

Operator and landowner grow into conservation together

By Kaitlin Little, Iowa Agriculture Water Alliance

“My path was a little bit different,” says Dallas County farmer Tom Vincent. “I was raised on a farm in Washington County but worked as a banker for 22 years before I was able to return to my passion full-time.”

He says a hog operation that he and a partner started in 1994 helped him make the transition. By 2006, he was working on his farming operation full time. Today, he and his wife, Georgia, farm 1,100 acres, a portion of which is rented from Roger Winterhof and three other landowners. Mirroring Iowa’s statistics for owner/tenant farming, Vincent owns about 40 percent of the land he farms and Winterhof and the three other landlords own 60 percent. That’s often part of the challenge when Iowa farmers make conservation decisions.

Fortunately, Vincent and Winterhof have a great working relationship. Vincent describes Winterhof as an excellent landlord who is very involved in the farming process, helping each year with spring planting and fall harvest. “He’s more hands-on than your typical landlord, and I think it makes for a good partnership. When you’re looking out for each other’s interests, things work pretty well.”

A truly supportive and active landowner, Winterhof has been interested and involved in the various innerworkings of Vincent’s farming operation, including conservation. Vincent has been

interested in conservation for quite some time and has had Conservation Reserve Program buffer strips on his farm for years. His interest grew when he began reading up on the Iowa Nutrient Reduction Strategy (INRS) and he wanted to learn more about installing bioreactors and saturated buffers on his farm. After working with the Iowa Soybean Association, he determined that saturated buffers would be the best for his land. When he approached Winterhof with the idea, Winterhof was supportive and wanted to add the practice to his land as well.

Vincent’s conservation efforts didn’t stop there. He’s also incorporated no-till, variable rate application

and drainage water management on his farm. “I’ve found that using manure is a great way to improve the health of the soil,” says Vincent. “I’m interested in trying strip-till, and I may begin experimenting with cover crops this fall. There’s a lot more we can do. We try to get [a practice] right and move on to adding another practice.”

Vincent and Winterhof are part of the growing number of Iowa farmers and landowners who’ve taken conservation into their own hands and truly made water quality practices an integral part of their farming operation and mindset.

For more information on the INRS and conservation practices, visit iowaagwateralliance.com/solutions/.



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Clarke Co. farmers named 'good farm neighbors'

Tim and Beva Lupkes and their family raise hogs, cattle and 450 acres of corn, soybeans and hay on their Truro-area farm. They are the latest winners of the "Wegin Good Farm Neighbor Award" presented by the Iowa Department of Agriculture and Land Stewardship.

Iowa Secretary of Agriculture Bill Northey presented the award to the Lupkes family during a free luncheon at the Truro Community Center on Aug. 21.

"Tim and Beva Lupkes are a great example of the livestock farmers all across our state who work hard to care for their animals, protect the environment and serve their

neighbors and community," said Northey in announcing the award. "The Gary Wegin Good Farm Neighbor Award was designed to recognize these families that contribute so much to our state and communities."

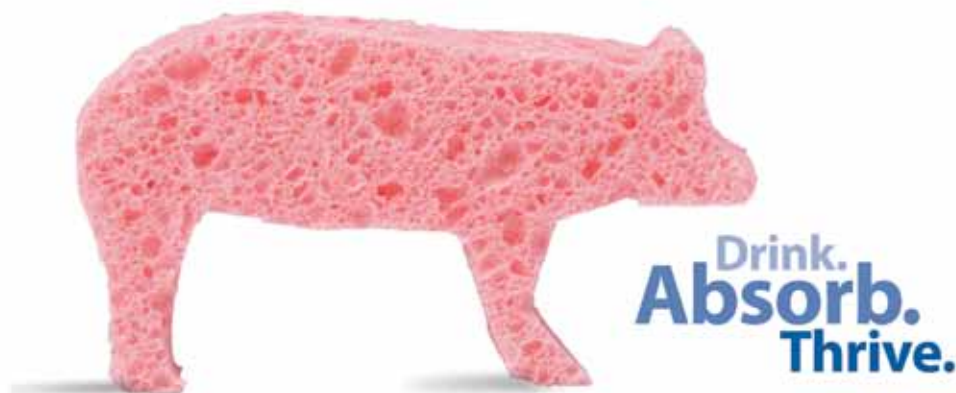
The family was nominated for the award by neighbor Dale Mastarone. In his nomination, he highlighted the family's commitment to environmental protection, including using cover crops, no-till and building terraces on their land.

The Lupkes are active in their community and were involved with both 4-H and FFA while their children were at home. Tim and

Beva both also have full-time, off-farm jobs.

The "Big Show," which airs on both WHO and WMT radio, broadcast live from the presentation.

Financial support for the Wegin Good Farm Neighbor award is made possible by the Coalition to Support Iowa's Farmers. The award recognizes Iowa livestock farmers who take pride in doing things right, including caring for the environment and their livestock and being good neighbors. The award was created by long-time WHO farm broadcaster Gary Wegin and is named in his honor.



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Kansas State meat scientists looking at new ways to preserve bacon

Can a simple antioxidant bring more sizzle to American's love affair with bacon?

Kansas State University researchers think so, and they're setting off on a project to figure it all out.

Meat scientists have known for a long time that meat develops an off flavor the longer it sits, even if you have it refrigerated. Kansas State University meat scientist Terry Houser said the fat in meat deteriorates over time, a process called oxidation because it is caused by the interaction of oxygen with the meat product.

"We know that bacon has a problem with oxidation over time," Houser said. "So what we're trying to do is look at classes of antioxidants that we can use to stabilize that fat."

Bacon purchased in a grocery store is less susceptible to oxidation because retail meat often is vacuum packaged. However, Houser and his colleagues are looking specifically at bacon that is packaged for the food industry.

"If you're a local restaurant owner, you would most likely buy bacon

in what we call an HRI, or hotel/restaurant/institutional form of bacon," he said. "The slices of bacon are laid flat on a single sheet of paper and stacked in a box, with no vacuum packaging. They usually arrive to the store frozen in 5- or 10-pound boxes."

The challenge, Houser said, is to add antioxidants to the frozen products so

that they last longer and yet maintain the flavor that customers so desire.

"Anytime we have to throw product out of the freezer is a bad deal," Houser said. "You increase your plate costs in a restaurant scenario. We really want to minimize those losses in the bacon area."

Kansas State's work will focus on adding natural antioxidants found in smoke and plant extracts that can be most effective in preventing oxidation in bacon. Then, Houser said, they will determine how long the antioxidants work and what concentrations are optimal.

In thinking of a pork product, Houser likened bacon to the ribeye steak in a beef carcass, in terms of the value it carries in the carcass.

"So it would seem that we would want to do our very best to make sure our customers come back and eat bacon time after time," he said.

The university's research is funded by the National Pork Board.

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Study finds disinfectant inactivates PEDV in freezing temperatures

Pork producers now have another tool to combat Porcine Epidemic Diarrhea Virus (PEDV): accelerated hydrogen peroxide® (AHP®) disinfectant, sold under the brand name Accel®.



A recent Pork Checkoff-funded study at Iowa State University found the disinfectant inactivates PEDV even in the presence of feces found in swine trailers.

A real key to the study was the fact that it mimicked harsh, real-life conditions, said Lisa Becton, DVM, the Pork Checkoff's swine health information and research director.

"In particular, our Swine Health Committee wanted to know if the AHP disinfectant would work in cold conditions, under which PEDV thrives and spreads easily," she said.

For the study, Iowa State researchers prepared PEDV-positive feces and PEDV-negative feces (for the control group), which they spread onto aluminum trays designed to replicate the floor of a commercial livestock trailer. The trays were placed in a refrigerator at 39°F for 30 minutes to replicate the inside of trailers during winter.

The AHP disinfectant was mixed with a 10 percent propylene glycol solution to keep it from freezing under winter-like temperatures (14°F). The chilled trays were subjected to one of 10 treatments that involved the AHP disinfectant at concentration rates of 1:16 and 1:32, contact times of 40 and 60 minutes and heavy or light loads of PEDV-infected feces. Following the treatments, each tray's contents were collected and administered to groups of four-week-old pigs to determine whether the PED virus remained infectious.

"The results show that when mixed with propylene glycol, AHP effectively inactivates PEDV in the presence of light or heavy feces loads at temperatures below freezing," said Derald Holtkamp, DVM, ISU assistant professor of veterinary diagnostics. "This was true for both the 40-minute and 60-minute disinfectant contact time periods, which is generally achievable under field conditions."

The results also held true for both AHP disinfectant concentration rates.

"This is not an absolute control measure for PEDV, but the more we know, the wider range of options producers have for effective control," Becton said. "The priority defense against PEDV is still to thoroughly wash, disinfect and dry livestock transport vehicles."

When thorough cleaning and disinfecting is not possible, however, the researchers concluded that using a minimum 1:32 concentration of AHP disinfectant in a 10 percent propylene glycol solution with 40 minutes of contact time is an effective option to reduce PEDV transmission between pig groups.

"When specific application restrictions exist, such as short contact times, cold weather or the presence of a significant amount of fecal matter, the AHP disinfectant provides a workable alternative," Holtkamp said.



Silos and Smokestacks President Cara Miller and Director of Partnerships Candy Streed accept the leader award from Iowa Secretary of Agriculture Bill Northey.

Silos and Smokestacks NHA recognized with ag secretary award

The nation's only national heritage area devoted to telling the agriculture story has been recognized by Iowa Secretary of Agriculture Bill Northey.

Northey presented the Silos and Smokestacks National Heritage Area with an Iowa Secretary of Agriculture Leader Award on Aug. 2 at the Heartland Acres Agribition Center in Independence in recognition of its leadership in agritourism and sustainable heritage development. Northey recognized Silos and Smokestacks' efforts to highlight the land, people and communities in northeast Iowa that tell the story of agriculture in Iowa.

"Silos and Smokestacks does a tremendous job of sharing the story of Iowa agriculture," said Northey. "The sites within the heritage area showcase the important role agriculture has played in our state's history as well as highlighting the impact of our state's agriculture industry around the world. It is my honor to recognize Silos and

Smokestacks and highlight the great work they do preserving and promoting our state's agriculture industry."

Northey created the Iowa Secretary of Agriculture Leader Awards to recognize, honor and promote Iowa citizens,

companies and organizations that have made significant contributions to Iowa's agriculture industry.

Silos & Smokestacks National Heritage Area is one of 49 federally designated heritage areas in the nation and is an affiliated area of the National Park Service. Through the development of a network of sites, programs and events, Silos & Smokestacks' mission is to interpret farm life, agribusiness and rural communities-past and present. Silos & Smokestacks National Heritage Area preserves and tells the story of American agriculture and its global significance through partnerships and activities that celebrate the land, people and communities of the area.

The heritage area is in northeast Iowa and covers 37-counties and 20,000-square miles. It features 117 sites and attractions, including farms, museums, historic sites, scenic routes and tractor assembly tours.

More information can be found at silosandsmokestacks.org.

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June results confirm strong first half for U.S. pork exports

U.S. pork exports capped a very strong first half of the year in June. Statistics released by USDA and compiled by the U.S. Meat Export Federation in August show that exports achieved higher values on a per-head-slaughtered basis and accounted for a steady-to-higher percentage of total production.

The June total for pork was 200,229 mt, up 6 percent year-over-year and the largest June volume on record, valued at \$527.1 million, a 4 percent increase. This pushed the first-half total to 1.25 million mt, valued at \$3.21 billion – up 13 percent and 16 percent, respectively.

Exports accounted for 27 percent of total pork production (up more than one percentage point from a year ago) in June and 22 percent for muscle cuts only (steady with last year). For the first half, with production at a record pace, both ratios increased significantly from a year ago. The percentage of total production jumped from 25.3 percent to 27.8 percent, and for muscle cuts the increase was from 21.4 percent to 23 percent. Export

value per head slaughtered in June was up 1 percent to \$53.41 and the first-half average increased 12 percent to \$54.09.

Pork exports to leading volume market Mexico remained on a record pace in June, increasing 19 percent year-over-year in both volume (64,712 mt) and value (\$124.9 million). This pushed the first-half total to 398,565 mt (up 23%) valued at \$731.6 million (up 29%).

June exports to leading value destination Japan were below year ago levels, dipping by 8 percent in volume (30,401 mt) and 10 percent in value (\$124.3 million). But first-half totals remained higher than a year ago at 200,175 mt (up 4 percent) valued at \$810.6 million (up 8 percent). Chilled pork exports to Japan declined 2 percent to 107,032 mt, but value increased 5 percent to \$501 million.

Elsewhere:

- Capitalizing on rapid growth in home meal replacement items and other foods that

emphasize convenience, as well as duty-free status for most cuts under the Korea-U.S. Free Trade Agreement, pork exports to South Korea climbed 31 percent from a year ago to 94,545 mt, valued at \$258.5 million (up 38%). This year, Korea's imports have been driven by strong consumer demand as Korea's domestic pork production is slightly ahead of last year's pace.

- While exports to China/Hong Kong fell below last year's pace in volume (271,297 mt), value still increased 3 percent (\$558.4 million). This reflected the strong price commanded for pork variety meat, as first-half variety meat exports to the region climbed 19 percent in volume (172,269 mt) and 28 percent in value (\$367.2 million).

NOTES:

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



National Pork Month

Ideas to promote pork and the industry

U.S. consumer demand for pork has been steady if not slightly increasing in recent years, but our need to promote and tell the pork story never stops. There's no better month to do just that than October Pork Month. There are any number of ways to educate the public about responsible pork production and the benefits of pork. We've listed a few potential Pork Month activities you may want to consider below:

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 like the corn or soybean growers to 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.

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

U.S. pork gains market access to Argentina

After years of work to knock down non-scientific barriers, the National Pork Producers Council notched a victory when the White House announced an agreement on Aug. 17 that gives U.S. pork producers unfettered access to Argentina, a large pork-consuming nation. The announcement came following a visit to Argentina by Vice President Pence earlier in the week.

“U.S. pork producers are the most competitive in the world and we have long sought the opportunity to provide affordable, high-quality pork in Argentina,” said NPPC President Ken Maschhoff.

In comments to *Politico*, Nick Giordano, NPPC counsel and vice president of global government affairs, noted the considerable potential for the opportunity due to economic reform and growth in Argentina. “It feels good to get a win,” he said.

NAFTA talks begin

Renegotiation talks surrounding the North American Free Trade Agreement (NAFTA) began in mid-August with U.S. Trade Representative Robert Lighthizer emphasizing his views on the shortcomings of the agreement.

“NAFTA has fundamentally failed many, many Americans and needs major improvement,” he said.

NPPC continues to advocate a NAFTA modernization approach that enhances existing benefits and maintains zero-tariff rates on pork traded in North America. Since NAFTA went into effect Jan. 1, 1994, U.S. trade to Mexico and Canada has more than tripled, with American farmers exporting more than \$38 billion of products to the two nations in 2016 alone.

Favorable reprieve in farm emissions reporting mandate

In response to a motion from the U.S. Environmental Protection Agency, and a supporting brief by NPPC

that highlighted previous challenges faced by pork producers when filing air emissions reports, the U.S. Court of Appeals for the District of Columbia Circuit agreed to delay until Nov. 14 onerous and unnecessary farm air emissions reporting requirements. The court left open the possibility of a further extension beyond this date.

The motion was made on the grounds that approximately 63,000 farms affected by this reporting requirement would need time to prepare and so “regulatory and administrative approaches to address these reporting obligations” could be explored.

NPPC welcomes the decision and continues to work with the EPA on regulatory approaches to limit the burden of reporting on producers.

Public comment period on WOTUS extended

The U.S. Environmental Protection Agency extended its public comment period on plans to repeal the Waters of the U.S. regulation (WOTUS) until Sept. 27. Earlier this year, the Trump administration ordered a review of the WOTUS rule, which broadened the EPA’s regulatory authority over waterways to include, among other water bodies, upstream waters and intermittent and ephemeral streams such as those that farmers use for drainage and irrigation. It also expanded the EPA’s authority to include farm lands adjacent to such waters.

NPPC CEO testifies in support of No Regulation without Representation Act of 2017

At a House Judiciary subcommittee hearing in late July, NPPC CEO Neil Dierks testified in support of the “No Regulation Without Representation Act of 2017.”

H.R. 2887 was introduced by Rep. Jim Sensenbrenner, R-Wis., to prohibit a state from imposing tax or regulatory burdens on businesses, including pork

operations, not physically present in the state. For example, states such as California and Massachusetts, with very little pork production, have banned the use of gestation stalls in their state while prohibiting the sale in their state of pork from pigs born to sows housed in these stalls from any state.

NPPC acknowledged the rights of states to regulate within their borders, even when these decisions are uninformed, but advocated against the ability of states to dictate the practices of farmers in the other 49 states.

Swine veterinarians take their issue to the ‘Hill’

NPPC held a Swine Veterinarians Public Policy Advocacy Program in Washington, D.C., in July.

The event attracted 17 swine vets from around the country who used the time to educate their congressional members on important pork industry issues.











The swine veterinarians visited 34 members of Congress in a two-day period. Their No. 1 ask of lawmakers was to include language in the 2018 Farm Bill establishing a vaccine bank to deal with an outbreak of Foot-and-Mouth Disease (FMD) in the United States.

NPPC has made the creation of a robust FMD vaccine bank its top priority for the 2018 Farm Bill. An FMD outbreak in the United States would prompt countries to close their markets to U.S. meat exports, creating a surplus of meat on the domestic market that would cost the beef and pork industries a combined \$128 billion over 10 years if livestock producers weren’t able to combat the disease through vaccination, according to Iowa State University economists. The corn and soybean industries would lose \$44 billion and \$25 billion, respectively, over a decade. Economy-wide job losses would top 1.5 million.

NPPC has pointed out that the cost of establishing an FMD vaccine bank, according to another ISU analysis, is estimated to be \$150 million annually, an amount that pales in comparison to the \$20 billion yearly cost of an outbreak to the beef, pork, corn and soybean sectors alone.

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

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 pork.org.

News from the National Pork Board

Illinois pork producer shares perspective of gene editing on animal ag

Science and ethics experts took part in a first-of-its-kind conference Aug. 16-17 in Berkeley, Calif., on the role of gene editing. CRISPRcon – a summit named for the genome editing technique creating Clustered Regularly Interspaced Short Palindromic Repeats (CRISPR) – brought together a diverse set of panelists to discuss this emerging technology.

CRISPR technology allows for precise changes to be made to the DNA of living cells, which holds the potential to eradicate diseases, transform agriculture and enable massive leaps forward in environmental and life science. Through a series of keynote speakers, panels and interactive discussions, CRISPRcon offered a single forum for those with a stake in gene editing to share ideas, ask and answer questions and explore the path forward.

Included on the panel of speakers at the two-day event was Illinois producer Thomas Titus. He was one of only two farmers who presented among the scientific experts, physicians, patients, environmentalists, consumers and community leaders to explore a wide range of potential applications for gene editing. The future of gene editing spans many aspects of life – from human and

animal health to agriculture and conservation.

“Gene editing will have great impact on the future of farming, and especially on livestock production,” Titus said. “Although in its very early stages of development and acceptance, gene editing could ultimately be used to make pigs resistant to diseases, thereby improving food safety, animal welfare and the environmental impact of agriculture.”

Titus, who also grows grain on his farm, was part of a panel discussing

where CRISPR technology could take society by 2050. His appearance was supported by the Pork Checkoff and National Pork Producers Council. Other panelists included representatives from the Center for Genetics and Society, the Institute for the Future, PICO National Network and The Breakthrough Institute.

“Today’s consumer is educated, and asking questions about where their food comes from and how it is raised,” Titus said. “That’s why I welcome every chance I get to talk about today’s pork production. I



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appreciated the opportunity to once again open my barn doors to share how I raise pigs with these key influencers in food production.”

Other topics addressed during the conference included societal perception and acceptance of CRISPR application in surgery, human health and food production and conservation.

Three Iowans selected for #RealPigFarming Student Social Forces team

The Pork Checkoff announced last month that it has selected 12 college students to represent the #RealPigFarming Student Social Forces team this year. The group includes three students from Iowa who are all attending Iowa State University.

Brooke Sieren from Keota, Edan Lambert from Orange City, Amy Lund from Polk City and the other nine participants were selected based on their involvement in the pork industry and their strong communication skills. The team will be active until December.

“Social media is ingrained in young people’s lives,” said Claire Masker, public relations director for the Pork Checkoff. “It’s easy for them to share their thoughts about an industry that they are proud to be a part of through the various social media channels available to them.”

Consumers continue to have questions about how pigs are raised, and no one knows the answers better than pork producers. The Pork Checkoff’s social media outreach program is helping real farmers share real stories with consumers through #RealPigFarming. The hashtag (#) before Real Pig Farming helps people search social media posts with the same phrase, making it easier for them to follow conversations.

“I am excited to have this opportunity to share my Real Pig Farming story with consumers searching for answers about where their pork comes from,” said Lambert.

“The social forces team will be encouraged to use #RealPigFarming as advocates for the pork industry,”

Masker said. “Through social forces, the students will be able to improve their communications skills and expand their professional network within the industry.”

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



Iowa Livestock Insider" launched

The Coalition to Support Iowa's Farmers has created a new newsletter - the "Iowa Livestock Insider." The monthly online publication was designed to replace the organizations' former "E-TEAM! Newsletter" to provide farmers with the latest information on Iowa's livestock industry using effective and user-friendly navigation.

"Since 2004, the coalition has served more than 3,900 Iowa farm families by providing the expertise and resources they need to grow successfully and responsibly," said CSIF Executive Director Brian Waddingham. "The introduction of the rebranded newsletter is a step forward in communicating our services to Iowa farmers and sharing timely tips and tools they can implement on their livestock farms."

The "Iowa Livestock Insider" will focus on leading livestock trends and feature content about the coalition's Green Farmstead Partner Program and the Wergin Good Farm Neighbor Award. The newsletter also will include a calendar of upcoming events with links to the coalition's website and registration pages.

"In many ways, the newsletter is an extension of the free and confidential assistance we provide to the farm families we work with," said Waddingham. "The new design not only highlights best management practices, but showcases some of our success stories in a more visually appealing manner."

Farmers and industry partners interested in signing up for the "Iowa Livestock Insider" may subscribe by sending an email to info@supportfarmers.com with their name and email address.

CSIF is a non-profit organization that assists livestock farmers who want help interpreting rules and regulations, guidance on good site locations for barns,

counsel on enhancing neighbor relations and tips on how to protect the environment at no cost. For more information, call (800) 932-2436 or visit supportfarmers.com.

The Coalition to Support Iowa's Farmers was created by farmers to help farmers raise livestock responsibly and successfully. It's a joint partnership involving the Iowa Beef Industry Council, Iowa Cattlemen's Association, Iowa Corn Growers Association, Iowa Farm Bureau Federation, Iowa Pork Producers Association, Iowa Poultry Association, Iowa Soybean Association, Iowa Turkey Federation and Midwest Dairy Association.



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Spicy Latin Back Ribs

6-8 racks pork back ribs,
(about 12 pounds total)
1/2 cup cumin
1/2 cup chili powder
4 tablespoons coriander
2 tablespoons cayenne pepper
4 tablespoons black pepper
2 tablespoons cinnamon
2 tablespoons brown sugar
1 tablespoon salt

Nutrition:
Calories: 710 calories
Protein: 45 grams
Fat: 55 grams
Sodium: 730 milligrams
Cholesterol: 210 milligrams
Saturated Fat: 20 grams
Carbohydrates: 9 grams
Fiber: 4 grams

In large jar with tight-fitting lid, place rub ingredients. Place lid on jar, shake well until blended thoroughly. Pat ribs dry with paper towels. Rub Spicy Latin Rub generously over all surfaces of ribs; cover and refrigerate up to 12 hours or cook immediately. Place ribs, not overlapping, over indirect heat on grill (may need 2-3 kettle-style grills). Close grill hood and cook ribs NOT directly over coals for 1 1/2 - 2 hours, until ribs are very tender. * Remove ribs from grill, wrap securely in heavy aluminum foil. Place foil-wrapped ribs in brown paper bags, close bags and let ribs rest for up to 1 hour. Unwrap ribs, cut into serving portions and serve with barbecue sauce for dipping. Makes 12-16 servings. * Alternatively, roast ribs on rack in shallow pan in 350° F oven for 1 1/2 - 2 hours.

Grilled Pork Tenderloin with Balsamic Vinegar

pork tenderloins
1/4 cup olive oil
1 cup balsamic vinegar
3 tablespoons fresh rosemary,
OR sage OR thyme
1 teaspoon garlic, chopped
To taste salt and pepper



Combine oil, vinegar and garlic with rosemary in a self-sealing bag. Add pork tenderloins and marinate them for 30 minutes in the refrigerator. Remove from marinade and discard remaining marinade. Season tenderloins with salt and pepper. Grill over medium-hot fire, turning occasionally, for 20 minutes, until meat thermometer inserted reads 145 degrees F., followed by a 3-minute rest time. Slice to serve. Serves 4.

Sugar & Spice New York Pork Chops

4 boneless New York (top loin)
pork chops, 3/4-inch thick
2 teaspoons sweet paprika
2 teaspoons brown sugar, light
1 1/2 teaspoons coarse salt
1 teaspoon cumin
1 teaspoon black pepper
1/2 teaspoon cinnamon
Grated zest of 1 orange



Nutrition:
Calories: 250 calories
Protein: 42 grams
Fat: 7 grams
Sodium: 810 milligrams
Cholesterol: 120 milligrams
Saturated Fat: 2 grams
Carbohydrates: 4 grams
Fiber: 1 grams

Prepare a grill to medium-high heat (about 450 degrees F.). Mix all ingredients except pork together in a small bowl. Rub all sides of pork chops with spice mixture. Let stand 15 to 30 minutes. Oil grill grate. Grill chops over direct heat until the internal temperature reaches between 145 degrees F. (medium rare) and 160 degrees F. (medium), on a meat thermometer, 4 to 5 minutes per side. Remove chops from the grill and let rest for 3 minutes. Serves 4.

Southern Skillet BBQ Pork

4 New York (top loin) pork chops,
1/2-inch thick
1/4 cup Italian dressing
1/4 cup barbecue sauce
1 teaspoon chili powder



Nutrition:
Calories: 175 calories
Protein: 22 grams
Fat: 7 grams
Sodium: 325 milligrams
Cholesterol: 55 milligrams
Saturated Fat: 2 grams
Carbohydrates: 3 grams
Fiber: 0 grams

Stir together Italian dressing, barbecue sauce and chili powder. Pour over pork chops in shallow dish or plastic bag. Marinate from 30 minutes to overnight in the refrigerator. Heat nonstick skillet over medium-high heat; drain pork chops and place in skillet. Brown chops on both sides; add remaining marinade. Cover pan and simmer over medium heat for 4 minutes until internal temperature on a thermometer reads 145 degrees F., followed by a 3-minute rest time. Serves 4.



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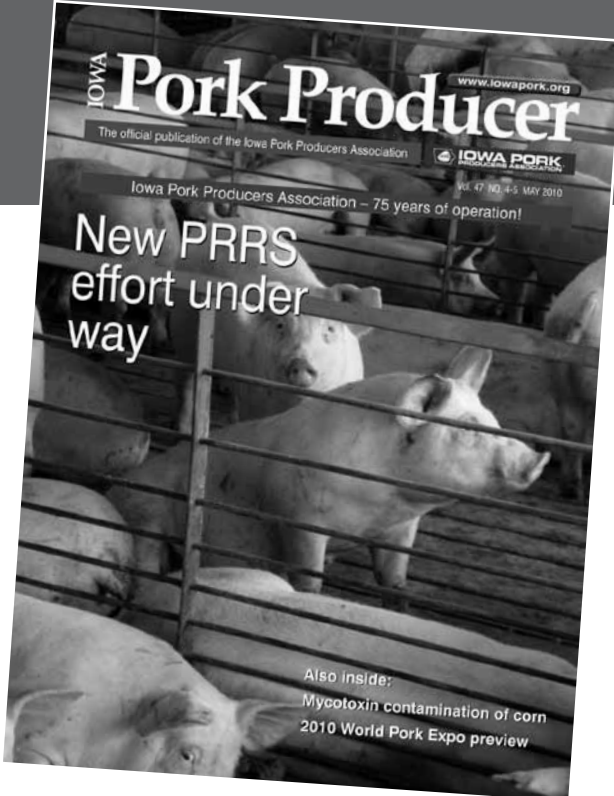
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The official publication of the Iowa Pork Producers Association
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Vol. 47 No. 4-5 MAY 2010
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Also inside:
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2010 World Pork Expo preview



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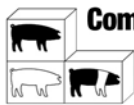
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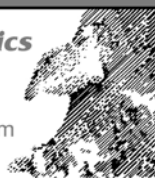
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The advertisement features a large background image of a modern, clean industrial facility, likely a pork processing plant, with long aisles and overhead lighting. On the right side, there is a vertical strip showing a close-up of metal railings.

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