

Speakers Will Stress Perseverance at 2010 Pork Symposium

The 2010 Professional Pork Producers Symposium will be held February 11, 2010, at The Lansing Center. Guest speakers will discuss a variety of topics surrounding the theme of "Perseverance and Trajectory," providing producers with information that will assist them in their operations and open their eyes to new and exciting opportunities that exist in the pork industry.

The Professional Pork Producers Symposium is an annual event that brings together swine producers from around the state to share information about the ever-changing pork industry. This year's symposium brings together speakers from both the academic and business worlds in order to better prepare producers for the challenges they face in their quest to produce the world's pork supply.

Current guest speakers and the topic they will discuss this year include:



Dr. Steve Meyer, "Where We've Been and Where We're Heading"

Financially, the past two years have been most challenging for the industry. All of us are looking for profitability to return. How and when is the

question that Dr. Steve Meyer will be addressing February 11. Meyer is the founder and president of Paragon Economics, a consulting firm working primarily in livestock and meat marketing based in Adel, IA. The company's clients include the National Pork Board, National Pork Producers Council, Chicago Mercantile Exchange (CME) and National Hog Farmer magazine. He is perhaps best known as the lead author of the CME's Daily Livestock Report and a contributor to National Hog Farmer magazine's weekly e-letter, *North American Preview*. Meyer obtained his bachelor's and master's degrees in agriculture economics from Oklahoma State University and a doctorate degree in that field from Iowa State University in 1987.



Professor Peter Brooks, "Group Housing and Management of Gestating Sows" and "European Trends in Pork Production"

This fall, Michigan made a major decision to discontinue the housing of gestating swine in individual stalls. This will present a new set of challenges, including how we can meet the nutritional needs of group-housed sows. Producers and researchers in

Europe have been down this path before and have learned much through successes and failures. Brooks comes to Michigan to help producers learn from Europe's pork production experiences. Brooks comes from a farming background in the United Kingdom. He attended the University of Nottingham where he gained a First Class Honors degree in Animal Production; completed his PhD and spent two years as a Meat and Livestock Commission, Post-Doctoral Research Fellow. He joined the staff at what was then Seale-Hayne College in 1972 as a Lecturer in Animal Production and was later appointed as Head of Agriculture, a post which he held for the next 18 years. Brooks held a number of senior posts including Director of Food Technology Transfer Centre, Head of Research and Associate Dean and was awarded a personal chair in Animal Production in 1991. The last four years of his University career were spent as Head of the School of Biological Sciences at the University of Plymouth. In recognition of his academic contribution, he was made Emeritus Professor of Animal Production in July 2009.

His research career has spanned a large number of areas, including studies on the 'male-effect' on puberty in gilts, the effect of nutrition on reproduction and the effect of biotin on reproduction in sows. Additionally, he pioneered the use of electronic sow feeders in group housing and has also been very involved in research on the behavior and welfare of pigs under different housing systems. Most recently, Brooks led a research team working on the aspects of liquid feeding pigs. The group pioneered work on the use of inoculants to produce fermented liquid feed for pigs.

Christopher Novak, “Public Policy and Activism”

Producers, activists, consumers, politicians, scientists, and talk-show hosts are just a few of the “pieces” on a large chess board. Headlines increasingly encourage farmers to be involved in the public debates about animal agriculture. National Pork Board CEO, Chris Novak will speak at the 2010 Michigan Professional Pork Producers Symposium about what producers should be realizing and what they can be doing now. Novak joined the National Pork Board in October 2008. As Chief Executive Officer, he leads the organization’s strategic planning and program implementation.

Prior to joining the National Pork Board, Novak served as executive director of the Indiana Soybean Alliance and Indiana’s corn organizations. He led the merger of two soybean organizations and helped build partnerships between Indiana’s soybean, corn and livestock commodity organizations. He also worked to secure passage of the Indiana state corn checkoff.

Novak has been executive director of the Terrene Institute, a nonprofit environmental education organization. He served as an executive of the American Soybean Association and was the science communication manager for Syngenta, where he directed biotechnology communication activities.

He began his professional career as a legislative assistant to U.S. Sen. Charles Grassley of Iowa and joined the National Pork Producers Council (NPPC) in 1990 as director of public policy. In 1992, he became NPPC’s first director of environmental services. Novak has a bachelor’s degree from Iowa State University, a law degree from the University of Iowa and an executive master’s degree in business administration from Purdue University.



Dr. Wendy Powers, “Environmental Challenges in Meeting Projected Global Food Needs”

In December, leaders from around the world met in Denmark to talk about climate change and, at the same time, the *Feedstuffs FoodLink* (11.23.09) headline read “Hunger is historic.” According to USDA, “Hunger in America is at the highest level in history.”

Dr. Wendy Powers is a professor and Director of Environmental Stewardship for Animal Agriculture in the Departments of Animal Science and Biosystems and Agricultural Engineering at Michigan State University. She will speak about the challenge of balancing environmental preservation and feeding more people. Powers joined the faculty at Michigan State University in November 2006 after being on the faculty at Iowa State University for just under 10 years. As director, Powers coordinates environmental activities related to animal agriculture for the college. Working in a multi-species capacity, her primary research focus is on diet modification to alter odor and gaseous emissions and manure nutrient excretion. Her extension efforts are currently focused on implementation of management

practices to reduce agriculture’s environmental impact and addressing the concerns of rural citizens by improving understanding and communication.

Dr. Ronald Bates and Joe Strittmatter, “Carcass Merit”

Is carcass merit a ‘done deal?’ Do you think that this is ‘old news?’ At this year’s Symposium, Bates and Strittmatter will emphasize the continued importance of carcass merit.

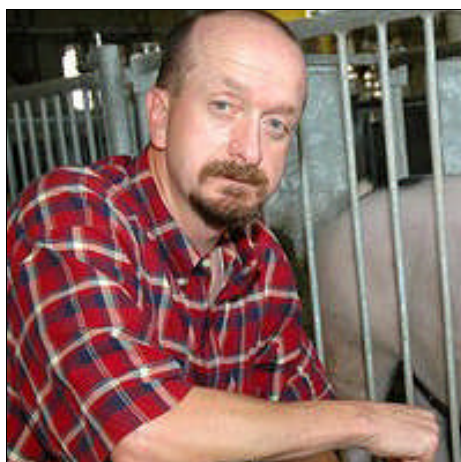
Bates is an Associate Professor of Swine Genetics Management at Michigan State University. His specialty is Swine Breeding Management for both commercial and seedstock producers. In addition, he has worked with producers in the areas of resource management and packer buying programs. Bates is a member of the Genetic Advisory Committee for the National Swine Registry and serves on the Executive Committee of the National Pork Board’s Swine Educators Committee.

Strittmatter is an account manager with Pig Improvement Company (PIC). Prior to his work with PIC, he served in the Army from July 1967 to June 1970 as a Nike Hercules Fire Control Mechanic. He then attended Pennsylvania State University where he received a degree in Animal Industry. While at Penn State, he was a member of the Meats, Horse and Livestock Judging Teams. Upon graduation, he came to Michigan State University as the Swine Farm Manager, a position he held from 1974 to 1979. While at Michigan State, he was instrumental in beginning, with the Michigan Swine Breeders Association, the On-Farm Production Barrow Evaluation contest. He joined PIC in February of 1980 and moved to Quincy, Michigan in August of 1981. Since moving to Michigan with PIC, Stritt-

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matter has worked with producers and allied industry professionals across the Midwest. He began putting together League Lists from different harvest centers in 1995 to help illustrate the importance of maximizing genetic potential through growth rate, efficient performance and carcass merit. Strittmatter received the Michigan Pork Producers Association Distinguished Service Award in 2008.

Rounding out the days presentations will be a Four Corners breakout session. Producers can select the session of greatest interest to them and talk to the experts about current topics. The year's topics focus on four very important issues: the moldy 2009 corn crop, the possibility of eradicating PRRS, the need for "emergency" plans when catastrophe happens, and the "New" NPDES permit.



Dr. Dale Rozeboom, "Mycotoxins in Feed Rations"

Rozeboom has been a member of the Michigan State University Department of Animal Science faculty since 1992. He teaches courses in swine production and comprehensive nutrient management planning. His extension efforts provide statewide and national leadership through his collaboration with the MSU Extension Pork and Animal Ag and Environment Teams, and Michigan's livestock com-

modity associations. Long-term, his swine research has focused on applied nutrition and production management issues relevant to the pork industry; including enhancing the effectiveness of systems used for feeding and watering lactating sows, understanding how management factors affect the profitability of extensive pork production, and the evaluation of alternatives to feed-grade antimicrobials.



Dr. Barbara Straw, "PRRS Regional Eradication Program Year One June 2009 – May 2010"

Straw holds the Dave Ellis Swine Professorship at MSU where she provides veterinary extension, coordinates swine diagnostics and conducts research. She developed and leads two intensive post-graduate educational series, the Swine Health Management and Statistical Analysis in Production Medicine Certificate Series that provide training to over 400 practicing veterinarians. She has been an invited speaker at 58 North American and international conferences, has published numerous papers in scientific journals, and been an advisor for 9 graduate students. She is the editor-in-chief of two reference texts, "Diseases of Swine" and "Diagnosis of Swine Diseases".


Dr. Nancy Barr, "Mass Mortality Emergency Plans"

Barr is a senior field veterinarian with the Michigan Department of Agriculture's (MDA) Animal Industry Division, where she specializes in emergency preparedness and avian influenza programs. She earned her Doctor of Veterinary Medicine degree from Michigan State University in 1997 and also holds a bachelors degree in Zoology & Animal Behavior.

Mike Bitondo, "New NPDES Permits"

Bitondo is an Environmental Quality Specialist in the NPDES permits section of the Water Bureau with the Michigan Department of Environmental Quality (MDEQ). In this role, Bitondo specializes in regulations for CAFOs, including rules, permits and policies. Previously, he specialized in permits for groundwater cleanups. Prior to his work with MDEQ, Bitondo worked for 13 years with NSK Corporation as the environmental compliance contact for the Ann Arbor, Mich., ball bearing plant.

Bitondo holds a Bachelor of Science degree from Eastern Michigan University. He previously served as a township trustee for Hamburg Township in Livingston County for two four-year terms.

The symposium will also include a banquet luncheon and awards program. Registration begins at 8:30 a.m., with the program beginning at 9:00 a.m. The program will conclude around 4:00 p.m. All attendees are encouraged to attend the Taste of Elegance reception held following the symposium. For more information, contact Mary Kelpinski at kelpinski@mipork.org or 517-699-2145 or Dr. Dale Rozeboom at rozeboom@msu.edu or 517-355-8298. 

2010 Professional Pork Producers Symposium

“Perseverance and Trajectory”

Thursday, February 11, 2010

The Lansing Center, 333 E. Michigan Ave, Lansing, MI

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| 8:30 | Registration | 1:45 | European Trends in Pork Production
Dr. Peter Brooks , Professor Emeritus of Animal Production, Devon; United Kingdom |
| 9:00 | Welcome
Dr. Karen Plaut , Chair, Department of Animal Science, Michigan State University | 2:35 | Carcass Merit
Dr. Ronald Bates , Extension Swine Specialist; MSU, East Lansing, MI
Joe Strittmatter , Account Manager, Pig Improvement Company; Quincy, MI |
| 9:15 | Where We've Been and Where We're Heading
Dr. Steve Meyer , President, Paragon Economics Inc.; Adel, IA | 3:00 | FOUR CORNERS
<input type="checkbox"/> New NPDES Permit— Mr. Mike Bitondo , MI Dept. of Environmental Quality; Lansing, MI
<input type="checkbox"/> Mass Mortality Emergency Plans— Dr. Nancy Barr , MI Dept. of Agriculture; Lansing, MI
<input type="checkbox"/> Mycotoxins and Feed Additives— Dr. Dale Rozeboom , MSU, East Lansing, MI
<input type="checkbox"/> PRRS Regional Eradication Program Year One— Dr. Barbara Straw , MSU, East Lansing, MI |
| 10:30 | Break | 4:00 | Closing comments |
| 10:45 | Group Housing and Management of Gestating Sows
Dr. Peter Brooks , Professor Emeritus of Animal Production; Devon, United Kingdom | | |
| 11:30 | Environmental Challenges in Meeting Projected Global Food Needs
Dr. Wendy Powers , Director, Environmental Stewardship for Animal Ag; MSU, East Lansing, MI | | |
| 12:00 | Banquet Luncheon & Awards Program
Speaker: Christopher Novak , CEO, National Pork Board; Des Moines, IA | | Taste of Elegance Reception follows in the Ballroom |

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