

MICHIGAN PORK

The source for information affecting Michigan's Pork Producers

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New Michigan Pork Producers Association Board Member Andy White



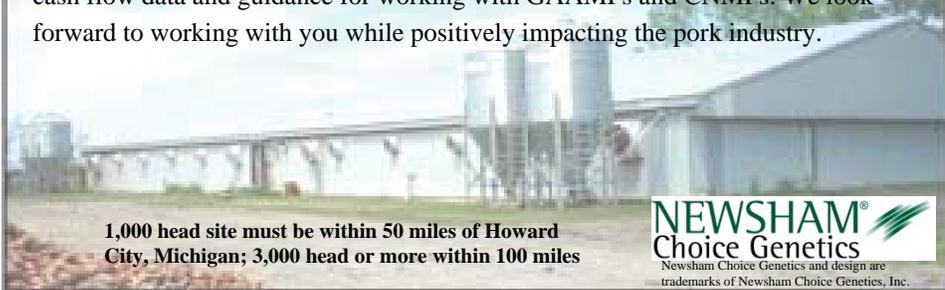
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Andy White elected to MPPA Board of Directors



At the March state-wide meetings, Andy White of Jones was elected to a three-year term on the Michigan Pork Producers Association Board of Directors.

When Andy left the farm to attend school at Michigan State University (MSU), he wasn't planning on returning home to the family farm, but a little time away made him realize how much he missed farming. After graduating from MSU with a degree in Agricultural Business, he did a short stint at Whiteshire Hamroc, a swine genetics company in Indiana. Following working for the genetics company, he had the opportunity to buy into the family operation.

Currently Andy is in partnership with his brother, Jon, and parents, Bill and Sue. Andy and Jon own about 1/3 of the operations 3,000 sows. The pigs are finished out in both Michigan and Indiana.

"I have been back home for about two years," said Andy. "It didn't take

me long to realize I enjoyed working for myself better than working on someone else's operation. Although the first year was a little tough, it has definitely been worth it."

White's raise all of the feed they need for the Michigan-finished hogs on roughly 2,600 acres. They also have two separate feed mills to mix the feed they use.

"Having two separate mills helps to ensure the feed doesn't get mixed-up and the finishing feed is antibiotic free," Andy added.

Having been a recent participant in the Pork Checkoff's Pork Leadership Academy, Andy saw getting on the MPPA Board as a way to put into practice the things he had learned.

"I would like to see more young people involved in agricultural leadership positions," Andy said. "We have

a little different perspective and can come at problems with a new light."

He sees animal welfare issues as some of the most challenging things the organization will have to face. In his operation they have a combination of different housing types

"We have both stalls and group housing at our different farms," Andy added. "Group housing forces producers to be better managers."

Andy believes consumer perception is also a challenge.

"The public is so far removed from agriculture and where their food comes from," Andy added. "People take what the media says as the truth and that is not always the case."

Andy says he wants to continue his long family heritage in agriculture and be part of the solution to the many challenges this industry is facing. 



MPPA Board Member Andy White, far right, is in a partnership with his brother Jon, not pictured, and his parents, Bill and Sue.



By: Dennis DeYoung
MPPA President

“something just doesn't seem right about giving someone you probably don't know the right to vote for you on issues . . .”

Voting by Proxy

I am a member of several organizations that hold annual membership meetings. Frequently, along with an invitation to the meeting, a form is included that can be signed and returned to authorize a board member to vote for you on any issue that may come up during the meeting, if you cannot attend in person. You have probably gotten these forms also. They are called proxy ballots. However, I don't think I have ever returned a proxy authorization form. Somehow, something just doesn't seem right about giving someone you probably don't know the right to vote for you on issues that are not yet determined.

Michigan Pork Producers Association's Bylaws authorize the Board of Directors to act on your behalf, which in-effect is the same as you signing a proxy authorization form. Essentially, by electing us, you have authorized us to represent you. We are a small group and are fairly well known to each other so it works well, but it does require your trust. Most of the decisions made by the MPPA Board are straight-forward. However, occasionally it can be rather daunting to be put in a position where one must act on behalf of a statewide industry. Last year, for example, when dealing with HSUS on the animal care issue, some of us might have decided differently if the decision would only have affected our own situation. But, we knew that the outcome would affect the whole industry and we acted accordingly.

This brings me to another situation with which we are currently dealing. Two years ago the pseudorabies virus was found in some wild pigs in Michigan. These animals had escaped from

a wild hog hunting facility. It was a great concern for us since they were fairly close to commercial pigs and we all knew the devastation it would cause if commercial pigs in Michigan became infected with the virus. Production losses, market disruptions, and quarantines could all have resulted if domestic pigs had become infected. Since that time, MPPA has worked with state agencies and other stakeholders to develop a strategy to eliminate or regulate wild pigs to limit the risk to commercial producers. We were successful in getting legislation passed earlier this year that allows feral hogs to be taken at any time by persons legally authorized to handle firearms. Key provisions of the legislation include:

- Declaring swine running at large on public or private property a public nuisance
- Permitting a local animal control officer or a law enforcement officer to kill swine running at large on public or private property
- Permitting persons with a concealed weapons permit or a valid hunting license to kill swine running at large on public property
- Permitting the property owner or other authorized persons to kill swine running at large on private property

In addition, MPPA has financially supported an ongoing wild hog trapping program that is being conducted by the Michigan Wildlife Conservancy and the Wildlife Services Division of USDA's Animal and Plant Health Inspection Service.

Despite these efforts, to this point

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By: Sam Hines
MPPA Executive Vice President
Hines@mipork.org

“... ‘reality is reality’ and sometimes you need to accept that fact and make the most of the hand you’re dealt.”

“Reality is Reality”

I know it sounds trite, but I really have begun to wonder where the summer has gone. The pace always seems to quicken during the summer. Maybe it’s because work demands remain the same but, at least in our case, we always try to build in some time for family gatherings, vacations and other activities that, for some reason, seem more enjoyable during this season. I have found in this role that one never lacks for new challenges; somehow they always seem to surface. Last year, it was H1N1, the animal care issue and the industry’s economic crisis and this year it’s feral swine and a host of issues at the national level such as the proposed new rule from USDA’s Grain Inspection, Packers and Stockyards Agency (GIPSA) that has the potential to terribly disrupt and limit options for marketing hogs. I’m sure we’ll be talking more about the GIPSA Rule in coming months, but in this article I want to focus on the feral swine problem and also share a few thoughts regarding the animal care controversy.

If you haven’t already done so, I would encourage you to read President DeYoung’s article as he discusses the wild hog problem in detail. The board has asked that I work aggressively with other stakeholders to secure an invasive species declaration and to develop programs that will bring the growing wild hog problem

under control. As I write this on August 12, the Natural Resources Commission and the Commission of Agriculture are meeting in Escanaba and one of the main items on the agenda is a discussion of the feral hog issue. Although I was unable to attend the meeting in person, MPPA supplied video-taped testimony outlining the pork industry’s concerns and conveying our support for declaring wild hogs an invasive species. Thanks to President DeYoung and Kris Dufflo for also taking time to supply comments on the video.

From the standpoint of the pork industry, there are several reasons we are gravely concerned about the threat these animals pose to our industry. Our overriding concern is the potential these animals have to spread diseases to domestic hogs. Although research has shown that wild hogs can carry more than 30 viral and bacterial diseases and nearly 40 parasites, our most immediate concern is the prospect of re-introducing the pseudorabies virus in domestic hogs. Michigan wild hogs have been found carrying the virus and the consequences to the domestic pork industry could be catastrophic, if wild hogs were to re-infect commercial herds. Of utmost concern, would be restrictions on pig movement and the impact an outbreak could have on international trade. Thousands of Michigan hogs are moving

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weekly to surrounding states to be finished on contract. An outbreak in domestic hogs could result in the border being closed and, consequently, these animals would be unable to be moved. I pointed out in my testimony that if facilities were not available in Michigan to finish these animals, which because of the numbers involved would very likely be the case; they conceivably might have to be euthanized and this would result in huge losses. Since pseudorabies was eradicated in Michigan in 2000 and nationwide in 2004, it is now a reportable disease under international trade rules. A pseudorabies outbreak anywhere in the U.S. could result in countries to which we export refusing to accept U.S. pork and this too could be devastating economically. It was only last year that we experienced a similar situation because of H1N1 and we all know what that did to our industry. Dealing with the wild hog problem in the most aggressive way possible is, in my view, the only approach that should be pursued and your board of directors agree. We have begun a full-court press working with other stakeholders to bring this menace under control and I will update you in coming months on our progress.

Finally, I wanted to share a few brief observations on the animal care issue. Earlier this summer, my home state, Ohio, entered into an agreement with HSUS and other groups that oppose some of the current animal care practices that was, for all intents and purposes,

very similar to the agreement crafted in Michigan last summer. As I have stated many times, it is unfortunate that the antagonist groups have the financial resources to impose animal care practices, especially when they have no expertise in this area and, one can argue, probably don't really care as much about the welfare of the animals you raise as they do about creating controversy to bolster their coffers and imposing their lifestyle preferences on the consuming public. One can lament this but, regardless, it is a reality and one that the pork and poultry industry leadership in Michigan were astute and visionary enough to realize before having to deal with a costly ballot referendum and the prospect that passage might have given them very little opportunity to control their own destiny. Many around the country were quick to criticize and accused Michigan of caving-in and there are still those who are casting aspersions our way. I have continued to defend the decision and believe recent developments reinforce even more strongly that what we did was correct. If I learned one thing from this controversy, 'reality is reality' and sometimes you need to accept that fact and make the most of the hand you're dealt. Recent developments suggest that others are beginning to realize it as well.

I hope you enjoy what's left of the summer. 

we have not been successful in getting anything accomplished to address controlling the source of the wild pigs; namely the shooting facilities from which these animals routinely escape or in some cases may even have been turned loose in the wild. The legislature has no money to regulate these facilities and has had no will to do anything else.

However, a turn of events has taken place. At the time I'm writing this, the Michigan Department of Natural Resources and Environment (DNRE) is considering declaring wild hogs an invasive species, which would in-effect make it illegal to own them. DNRE Director Humphries is considering this action because of the huge threat wild hogs pose to not only the domestic pork industry, but to other livestock, wildlife and wildlife habitat, crops, property, the environment and also to humans due to their aggressive nature and the potential danger they pose in collisions with motor vehicles. In fact, researchers have data indicating that a far greater percentage of collisions with wild hogs result in fatalities than with deer.

Those of us in agriculture generally don't want to interfere in other peoples' business; we are sort of a silent minority, as opposed to the vocal activist minorities. In fact, for many of us that trait is part of our heritage. One of my favorite Bible passages is Psalms 46: 10 which reads, "Be still and know that I am God." I believe this is a powerful statement and quite self-explanatory. We also hold personal property rights dear. So some might wonder why we want to impose our desire onto someone who is just trying to make a buck selling a wild pig hunt. But

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MABA Urges Michigan to Label Wild Pigs Invasive Species that Harms Local Jobs

Feral swine that escape from shooting pens can spread dangerous diseases

The Michigan Agri-Business Association called on Michigan to declare feral swine - often pigs that escape from so-called sport shooting facilities - an invasive species that endangers Michigan's pork industry and the jobs they produce. While pseudorabies is harmful to livestock, it does not affect humans.

"Wild pigs are a serious threat to Michigan's economy, the health of livestock and the environment," MABA President Jim Byrum said. "Michigan already faces an epidemic of invasive species, from Asian carp to zebra mussels to garlic mustard. All of them are causing havoc to industries ranging from fishing to tourism. If left unchecked, wild pigs will endanger Michigan agriculture and the jobs they create."

Hogs that escape from sport shooting facilities are blamed for the rising population of feral swine, which have been known to be prolific disease transmitters, especially pseudorabies.

While the disease was eradicated nationwide in 2004, it has been known to cause severe economic devastation - an estimated \$30 million in losses every year. The reappearance of pseudo-rabies in commercial swine herds in Michigan could cost the state its pseudorabies-free status and result in other states banning or restricting Michigan pork.

The pork industry is a major contributor to Michigan's agricultural economy, generating more than \$250 million annually in sales. Nearly one-third of Michigan commercial hogs are exported. In total, Michigan's 2,100 pork producers market over 2 million hogs per year and help create about 5,300 pork-related jobs. Although the pseudorabies virus cannot be contracted by humans, it can harm other livestock species, such as sheep

and cattle, which are also important industries in Michigan.

MABA also joined the Michigan Pork Producers Association, the Michigan Commission of Agriculture and the Michigan Commission of Natural Resources in calling for the sport shooting of swine to be made illegal in Michigan.

"Far too many local jobs and businesses count on Michigan's pork industry and livestock sector to remain healthy," Byrum said. "Michigan must take pro-active steps now to eliminate the threat that wild pigs present to our economy." 

Who let the hogs out?

Sportsmen call on regulators to declare wild boar an invasive species before it's too late

Michigan sportsmen and women joined members of the Michigan agriculture community in Escanaba on August 12 in supporting an administrative order that would list feral swine/wild boar (*Sus scrofa*) as a prohibited invasive species in Michigan. State law requires the Department of Natural Resources and Environment (DNRE) to list a non-native species as prohibited if it could potentially harm human health, severely harm agricultural, natural, or silvicultural resources, and effective management controls are not available. Scientists and wildlife biologists have concluded that wild boar overwhelmingly satisfy that criteria and presented the proposed order for discussion purposes on August 12 at a joint meeting between the Natural Resources Commission (NRC) and Commission of Agriculture.

Michigan United Conservation Clubs Executive Director Erin McDonough said that unlike domestic pigs, wild boar dramatically alter ecosystems, destroy wildlife habitat, feed on wildlife (including fawns),

and pose a significant public safety risk to hunters and other outdoor recreators. "Like the Asian carp, wild boar are an invasive species that will quickly displace native wildlife and significantly harm Michigan's economy if their points of entry are not completely blocked off to keep them out of Michigan permanently," said McDonough. "However, unlike with Asian carp, Michigan has a real opportunity to take action in order to prevent a permanent infestation of this invasive species."

In 2007 the NRC and then "Agriculture Commission" adopted a joint resolution "to prevent the establishment of feral swine in Michigan," citing the hog's aggressive/destructive behavior, danger to humans, wildlife predation and habitat destruction, ecosystem disruption, crop damage, and economic threat to Michigan's pork industry as critical consequences to taking no action. MUCC members

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Agreement reached between Ohio agriculture and HSUS: No ballot initiative this fall

In late June, Ohio Governor Ted Strickland announced that an agreement had been reached between Ohio agriculture leaders and the Humane Society of the United States (HSUS). As a result, HSUS agreed to drop their ballot initiative for 2010 and committed to no future initiatives for at least ten years.

“We have an agreement that I think without question will allow the pork

industry to remain viable in the state of Ohio,” said Dick Isler, Ohio Pork Producers Council executive vice president. “Given that animal agriculture is constantly changing, we will always find new and better ways to do things and I think that’s also true with animal housing.”

The outlined agreement allows the continued use of individual sow housing, or gestation stalls, in the

pork community for the next 15 years, through January 1, 2026. The agreement also places no restrictions on using individual sow housing until sows are confirmed pregnant. However, as of December 31, 2010, no new facilities that utilize gestation stalls will be allowed to be built.

“This agreement is the best compromise ever reached between agriculture and HSUS across the nation,” Isler said. “HSUS has agreed to support the mission and purpose of the Ohio Livestock Care Standards Board, which they have previously opposed.”

One of the highlights for Ohio agriculture as a result of this agreement is avoiding another costly ballot initiative this fall. Additionally, HSUS will join Ohio agriculture groups in funding research on science-based animal care standards.

“This is something that our members can live with and can therefore go on with their normal business and continuing to support more than 10,000 Ohio jobs and the state’s economy.”

The unity by Ohio dairy, beef, poultry, pork, soybean and corn associations, along with the Ohio Farm Bureau Federation, provided that this resolution was a combined effort on behalf of Ohio agriculture.

“As we move forward, consumers can continue to rest assured that no one has a higher level of standards and commitment toward providing a safe, affordable food supply, and maintaining the best animal care, than Ohio farmers,” Isler said. 

President’s Page

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in this case, I think we need to learn from others who have had experience with this situation. We have been told by agencies from other states farther south that they wish their states would have dealt with the problem of wild hogs during the early stages, which in-effect the experts say is where we are now in Michigan. They tell us that if we don’t act soon the problem will spiral out of control and we will have no option but to constantly live with the threat these animals pose, not only to our industry, but to wildlife, the environment, humans and all the other concerns listed earlier. Although it is estimated that there are between 3,000 and 7,000 wild hogs in Michigan currently, compare that with Texas where there are estimated to be between one and two million of them and no chance of ever bringing them under control. Wild hogs have been seen in 69 Michigan counties and the experts say that we are at a tipping point where we can either act aggressively and bring them under control or face the daunting challenges that states like Texas currently face in trying to manage the problem. With this in mind, the board held a conference call in late July and voted unanimously to support

declaring wild hogs an invasive species and asked Sam and our lobbyist to work collaboratively with other stakeholders to do everything possible to bring the wild hog problem under control. The experts say we have a chance of controlling them if we act soon. None of us want to look back in ten years and say that we should have done something sooner, but that now it is also too late for us. So we believe this is our chance to do something that would be a long-term benefit for not only Michigan’s pork producers but also Michigan’s residents.

In conclusion, I want to inform you that we have a new board member. Brian Pridgeon has accepted an appointment by the board to fill Dave Cheney’s board seat. Dave has exited pork production to focus on his grain enterprise. Dave has been a tremendous asset to the organization and I also count him as a friend. He will be missed by all of us and we wish him well. However, we welcome Brian and are grateful that he is willing to give of his time for our benefit.

I hope you have had a safe and enjoyable summer (\$60 hogs have really helped!). 

Air quality tool and training sessions can help farmers lower emissions

Jerry May, a Michigan State University Extension educator who specializes in pork production, was one of more than 20 professionals who helped create the National Air Quality Site Assessment Tool (NAQSAT). In cooperation with the Livestock and Poultry Environmental (LPE) Learning Center the group has scheduled a LPE training session for farmers and farm managers interested in learning more on Oct. 15.

“NAQSAT was developed mainly for educational purposes, and using it is completely voluntary,” May explained. “The results may be more valuable when NAQSAT is used in cooperation with Extension educators, agency personnel or private consultants. The tool isn’t meant to provide emissions data and/or regulatory guidance.”

NAQSAT can be used for swine, dairy, beef, broiler chicken, laying hen and turkey operations. It addresses eight concerns that relate to air emissions: animals and housing, feed and water, collection and transfer of manure, manure storage, land application, mortalities, on-farm records and public perception.

Users of the tool are asked a series of questions under each area of concern. Based on the answers to previously answered questions, the tool determines what additional questions need to be answered. Only questions that pertain to the operation currently being evaluated will be asked. Pop-up pictures assist the user in determining the relative rating to select when questions require a visual evaluation of the existing practices.

NAQSAT was designed in coop-

eration with more than 20 university professionals and 15 partnering agencies, including Michigan Pork Producers Association, for use on farms throughout the United States. It is available online at <http://naqsat.tamu.edu>. All sessions on NAQSAT are strictly confidential, and there is no farm identification required to access the tool.

The planned LPE online NAQSAT training session is for anyone interested in learning how to use the tool. The LPE session, scheduled for October 15, will provide an overview and cover the tool’s application on pork and poultry operations. The session begins at 2:30 p.m. EST and can be found by visiting <http://bit.ly/airqualitywebcast>. All LPE webcasts are archived and available for later viewing.

“Whether it is a large operation worried about greenhouse gas emissions or a small farm worried about public image and odor, NAQSAT provides valuable insight for farmers,” May said.

Development of NAQSAT was partially funded by the United States Department of Agriculture Natural Resources Conservation Service (USDA-NRCS) Conservation Innovation Grant program. For more information on the tool, contact one of the “State Contacts” listed on the NAQSAT website (<http://naqsat.tamu.edu>) under the “Resources” tab. 

Who let the hogs out?

(Continued from page 8)

in 2008 then adopted organizational policy to eradicate feral swine from Michigan’s landscape and the organization has worked ever since to combat the animal’s devastation of Michigan’s wildlife and outdoor heritage. This year, MUCC worked to enact a recent law that legalized the killing of wild boar by hunters.

In addition to the threat feral swine pose to Michigan’s outdoor heritage, McDonough said the destructive nomadic rototillers will also significantly harm Michigan’s economy if left uncontrolled. “The current economic devastation caused by wild boar to crops, private property, and wildlife habitat, coupled with the disease problems this invasive species creates for current livestock farmers and native wildlife is only a preview of what’s at stake if this invasive species - which can produce up to three liters in as little as 14 months - overrun Michigan’s wild landscapes,” she said. “Sportsmen and women pay for wildlife conservation; we will not stand to see our license fee dollars to improve wildlife habitat go to waste.”

McDonough said MUCC is supporting the proposed order, which will “turn off the faucet” by addressing the sources of the invasive wild boar in Michigan, but believes the Michigan Department of Agriculture and DNRE must work together with all stakeholders in developing an eradication plan that produces a scientifically sound and fiscally responsible framework to completely rid Michigan of wild boar. The proposed order was brought up for information only at the August 12 meeting, but will be considered for action by DNRE Director Rebecca Humphries in the coming months. 

MPPA's Mary Kelpinski gives Operation Main Street Program's 4,000th Speech

Pork producers are more committed than ever to demonstrating how much they care about producing safe and nutritious food, the well-being of their animals and protecting the environment. Through some amazing efforts, they have reached another important milestone for the National Pork Board's Operation Main Street (OMS) program. On Aug. 4, volunteer OMS speakers achieved the Pork Checkoff-funded program's 4,000th speech.

"Thanks to our volunteers, OMS has grown into a significant asset for the pork industry and an important voice for the pork industry's We Care initiative," said Perry Aasness, vice president of industry relations for the Pork Checkoff. "OMS speakers are now showing key decision-makers and influencers such as county commissioners, dietitians, and small animal veterinarians, how pork producers are working hard every day to do the right thing."

We Care is a pork industry initiative designed to help producers demonstrate they are committed to established ethical principals and animal well-being practices.

Mary Kelpinski, executive director of the Michigan Pork Producers Association in Holt, Mich., presented the 4,000th OMS speech to the Rotary Club in Warren, Mich., on Aug. 24. Kelpinski has been an OMS speaker since Sept. 2008 and has already scheduled 49 OMS speeches. Kelpinski is among almost 800 OMS trained speakers in 30 states.

Since OMS was launched in 2004, volunteers have continually gone above and beyond to speak out for the pork industry:

- 63 speakers have scheduled 20 or more speeches
- During a two-week period, almost every county commissioner in Nebraska heard from an OMS speaker
- One speaker logged 600 miles in one week to give six OMS presenta-

tions

"I am amazed and inspired by how hard these volunteers work every day to build trust and understanding not only in rural communities but also in urban centers," said Ernie Barnes director of industry relations for the Pork Checkoff. "And, they are always ready to step up when there are new challenges and opportunities to help the pork industry."

The 4000th speech milestone means:

- Almost 116,000 consumers and opinion leaders have heard firsthand about the pork industry's innovation, stewardship and economic impact from actual pork producers.
- More than 17 million people have seen positive pork industry news coverage based on an OMS media outreach program.

Through the OMS program, producers and other industry leaders receive intensive speaker training and updates on emerging issues so that they can speak out on behalf of the pork industry. Topics covered by the speakers



Mary Kelpinski, executive director of the Michigan Pork Producers Association, received pig cookies as a thank you for giving the 4000th Operation Main Street Presentation.

include environmental issues, changes in the pork industry, new technologies pork producers use and the positive impact pork production has on local and state economies. 

Media Coverage of Operation Main Street Speakers Extends Reach

The nearly 800 participants in the Pork Checkoff's Operation Main Street (OMS) program continue to make a difference, helped along by the media. Recognizing the news value of the pork industry's message, reporters are increasingly attending OMS presentations.

First-quarter media coverage of OMS speeches and news interviews with OMS speakers reached an audience of more than 4.5 million people through 44 print stories, 10 radio interviews and four television interviews.

And now the Checkoff's new OMS 2.0 program is reaching influential groups, such as dietitians, foodservice sale representatives, county commissioners, economic development groups and veterinary students. To qualify for OMS 2.0 training, participants must have completed the OMS program and have given several speeches. As of May, the 43 people trained in OMS 2.0 had given over 100 total presentations.

"OMS 2.0 is important because you're speaking to people who can have a significant impact on the pork industry," said OMS 2.0 speaker Mary Kelpinski. "For example, dietitians can pass on what they learn to patients, thereby increasing our consumer base. And county commissioners have tremendous clout when it comes to county regulations and ordinances that can make or break hog production." 

Senate Approves Price Reporting Reauthorization

In August, the Senate approved legislation to reauthorize the law requiring meat packers to report to the U.S. Department of Agriculture the prices they pay producers for animals. The National Pork Producers Council strongly supports the law and its extension.

Senators passed by voice vote S. 3656, sponsored by Senate Agriculture Committee Chairwoman Blanche Lincoln, D-Ark., and Ranking Member Saxby Chambliss, R-Ga., to reauthorize for five years the Livestock Mandatory Reporting Act, which is set to expire Sept. 30. The reauthorizing bill, which would extend the law to Sept. 30, 2015, also adds to the reporting law provisions requiring weekly reporting of pork exports – by price and volume – and of wholesale pork cuts.

“NPPC is grateful that the Senate has approved extension of this important law on mandatory price reporting,” said NPPC President Sam Carney, a pork producer from Adair, Iowa. “We implore the House to act swiftly on its bill reauthorizing the price reporting law, which will help producers make business and production decisions.”

Companion House legislation, sponsored by Agriculture Committee Chairman Collin Peterson, D-Minn., was approved by that panel July 28. The full House is expected to take up the measure, H.R. 5852, after lawmakers return from a month-long recess.

“The reauthorized price reporting law will bring even more transparency and certainty to the livestock markets,” Carney said. “This is the way – Congress working with the industries rather than bureaucrats dictating to them through regulations – to bring about competition and fairness.” 

NPPC Urges Restoration Of Animal ID Funding

Calling it vital to the United States livestock industry’s ability to more quickly control and eradicate foreign animal diseases and keep export markets open, the National Pork Producers Council urged Congress to restore funding for a national animal identification system.

In letters sent to the chairmen and ranking members of the agriculture subcommittees of the Senate and House Appropriations Committees, NPPC said the pork industry’s competitiveness and its exports, which create thousands of jobs and generate wealth, are threatened by the failure of the U.S. to implement an animal ID plan.

The Senate Appropriations Committee approved a fiscal 2011 agriculture funding bill that stripped out money for the U.S. Department of Agriculture’s animal traceability program. The House Appropriations agriculture subcommittee also “zeroed out” funding for it. President Obama had requested \$14.2 million for the program.

“NPPC supports a mandatory national ID system for all relevant species and is asking lawmakers to put back into the agriculture appropriations bill funding for the traceability

program,” said NPPC President Sam Carney, a pork producer from Adair, Iowa. “The goal of an ID system is trace back of an animal to its farm of origin within 48 hours of the discovery of a disease. That would allow a disease to be brought under control and eradicated more quickly, saving animals – and taxpayer dollars – and keeping foreign markets open to our exports.”

By not having an animal traceability program, NPPC said in its letter, the United States will be without one of the components the World Organization for Animal Health (OIE) considers essential for an effective veterinary services program. The United States will be at a serious competitive disadvantage in international markets as other countries tout their animal tracing capabilities.

Many major livestock-producing countries, including Canada, the European Union and Japan, have implemented, or are implementing, animal traceability systems. And most meat-importing countries will be in a position of requiring traceability as a condition for importing meat and will have the support of the OIE in their efforts, NPPC pointed out. 

Comment Period On USDA Rule Extended

While it welcomed the extension of the comment period on it, the National Pork Producers Council said the U.S. Department of Agriculture's proposed rule on the buying and selling of livestock and poultry will be a disaster for producers.

USDA on July 26 announced a 90-day extension of the public comment period on the regulation that implements sections of the 2008 Farm Bill and amends the Packers and Stockyards Act. The original 60-day comment period was set to end Aug. 23; the new deadline is Nov. 22.

"We are pleased that USDA extended the comment period on the proposed USDA rule," said NPPC President Sam Carney, "but this thing will be a disaster for pork producers like me who need options for selling our pigs and for managing risks."

According to a review by NPPC, the rule would dictate the terms of contracts, restrict marketing arrangements, require reams of paperwork, create legal uncertainty and limit producers' ability to negotiate better prices for the animals they sell.

"That's a recipe for stifling innovation, driving up costs, forcing simple contract disputes into court and – given those adverse consequences – compelling packers to own their animals rather than to contract with farmers like me to raise them," Carney said.

In addition to the extension, USDA issued a "misconception and answer" document on the rule, attempting to clarify six provisions – a highly unusual move, particularly during a public comment period.

"In issuing the 'clarifying' document, it's clear USDA had no idea of the tremendous adverse affects this rule would have on producers," said Carney. "That said, we not only question why the agency would issue such a document during the public comment period but why it appears to be

trying to confuse the plain meaning of the language in the proposed rule."

Agriculture Panel Concerned With GIPSA Rule

Members of a House Agriculture subcommittee expressed deep concern with the U.S. Department of Agriculture's proposed rule on livestock and poultry contracts and marketing arrangements, a regulation that would limit pork producers' options in selling pigs to processors, according to the National Pork Producers Council.

Reps. David Scott, D-Ga., and Randy Neugebauer, R-Texas, the chairman and ranking member, respectively, of the Agriculture Committee's Livestock, Dairy, and Poultry Subcommittee, in a hearing said they are troubled that the proposed rule amending the Packers and Stockyards Act (PSA) goes beyond the congressional intent of the 2008 Farm Bill. The legislation authorized USDA's Grain Inspection, Packers and Stockyards Administration (GIPSA) to issue rules clarifying certain provisions of the PSA and implementing new ones related to

capital investments, arbitration and poultry contracts.

Agriculture Committee Chairman Collin Peterson, D-Minn., who attended the hearing, and other subcommittee members also voiced concerns with the broad scope of the rule and its likely adverse effects on the livestock and poultry industries. One panel member said the rule would put livestock producers in his district out of business. Some lawmakers who participated in crafting the 2008 Farm Bill pointed out that Congress chose not to act on some proposals now included in the GIPSA rule because they would disrupt and destroy the U.S. livestock industry.

"Several of the rule's provisions go further than what was required by the Farm Bill," said NPPC President Sam Carney. "NPPC believes the proposed rule is overly broad and very vague, with many terms not well defined. As written, it appears the rule would have a negative effect on the ability of pork producers to enter into arrangements to produce hogs under contracts and to sell hogs through marketing arrangements." 

U.S. Needs Biofuels Policy that Considers Effects of Short Corn Crop, Says NPPC

NPPC said the ethanol industry should share more of the risk with livestock farmers if corn is limited due to a combination of bad weather and high demand for biofuels. Testifying before the National Research Council in Washington, NPPC board member Randy Spronk called it "bad policy" to force livestock farmers to bear almost the entire risk of rationing if there is a short corn crop. Spronk, a hog and crop farmer from Edgerton, Minn., opened his testimony by saying that while pork producers have strong feelings about federal ethanol policies, they strongly support increasing the production of renewable fuels as vital to U.S. energy and security needs. Spronk pointed out that pork producers endured the two most challenging years in their history in 2008 and 2009 thanks in large part to high feed costs triggered by a doubling in the demand for corn for use in ethanol. The demand increase has been driven by the 2007 clean energy act, which mandated a massive boost in the use of ethanol and other renewable fuels in gasoline, thus tying the price of corn to gas. Just the spectre of a short crop

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Without FTAs, U.S. Pork Producers Could Suffer

The failure of the United States to approve free trade agreements with Colombia, Panama and South Korea would result in the U.S. pork industry being out of those markets within 10 years at a cost to producers of more than \$11.50 per pig and to the U.S. economy of thousands of jobs, according to analyses released by the National Pork Producers Council.

Conducted by Iowa State University economist Dermot Hayes, the analyses take into account the trade agreements the three countries have concluded with other nations. Colombia and Panama recently finalized FTAs with Canada, and South Korea is nearing completion on a deal with the European Union.

NPPC joined with the American Farm Bureau Federation, National Association of Wheat Growers, National Cattlemen's Beef Association and National Corn Growers Association in decrying congressional inaction on the pending trade deals at a press conference last spring.

"It is clear," said Don Butler, NPPC immediate past president, "that without new trade agreements, the United States will be going backward by standing still. Our industry can't afford that; our country can't afford that."

"For us to remain a successful and viable industry," added Butler, "we need new and expanded market access. And the way to get that is through free trade agreements."

Exports are vital to the U.S. pork industry, which last year shipped more than \$4.3 billion of pork products, an amount that added about \$38 to the price producers received for each hog marketed.

Pork – and other – exports also create jobs, adding to the overall U.S. economy. For every 1 percent increase in the size of the U.S. pork industry, an expansion that would come through a rise in exports, 920 full-time pork industry jobs are created and nearly 4,600 jobs are generated throughout the economy, according to Hayes.

The U.S.-South Korea Free Trade Agreement would add \$10 to the price U.S. pork producers receive for each hog marketed and would create more than 3,600 pork industry and 18,000 total jobs. The FTAs with Colombia and Panama would, respectively, add \$1.15 and 20 cents to the price of each hog sold and generate 3,500 and 600 pork industry jobs, according to a separate analysis of the FTAs conducted by Hayes. 

Obama To Push Deal To Finalize Korea Trade Pact

President Obama has signaled his intention to set a deadline for removing outstanding obstacles to the implementation of the U.S.-Korea Free Trade Agreement (FTA) to gain congressional approval of the deal in 2011. The FTA would be one of the most lucrative ever for the U.S. pork industry, according to the National Pork Producers Council, which has championed the pact for three years now.

At the G-20 summit in Toronto in June, the president indicated he wants the deal done by the next G 20 meeting, which will be held in Seoul, South Korea, in November. U.S. Trade Representative Ron Kirk will be tasked with working with his Korean counterpart to bring about.

The U.S.-Korea FTA was completed and signed on June 30, 2007, but it has been awaiting action by Congress on the necessary implementing legislation. That legislation has been held up by demands from some lawmakers that improvements be made to the agreement in certain sectors, including automobiles.

"Having a firm deadline for resolving the outstanding issues is a major step forward and is wonderful news for American pork producers," said NPPC President Sam Carney, a pork producer from Adair, Iowa. "This is what we have been hoping to hear for almost three years," he added. "The export opportunities the FTA offers U.S. producers of pork and many other agricultural products in the Korean market are truly remarkable."

According to Iowa State economist Dermot Hayes, by the end of the FTA phase-in period, total U.S. pork exports to Korea will be almost 600,000 metric tons. This represents nearly twice the current U.S. export level to Japan – currently the top value market

U.S. Needs Biofuels

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in 2008, Spronk said, was enough to send corn prices soaring and to force corn to be rationed. As a result, pork producers suffered enormous losses and many small- and medium-sized pork producers went out of business. The pork industry remains "exceedingly vulnerable" to a repeat of 2008, said Spronk. He cited a recent university study predicting a 1-in-10 chance of bad weather reducing this year's corn crop enough to raise prices from \$4 per bushel to \$6 or \$7 per bushel. NPPC has advocated for federal policies that take into account serious, weather-induced grain production shortfalls and that address how the problems associated with a short crop can be shared equitably among all grain users. It also has called for moving the ethanol industry away from the current federal renewable fuels policy toward the next generation of biofuels by allowing the tax credit for blending ethanol into gasoline and the tariff on imported ethanol to expire. 

for the U.S. pork industry. The FTA will lift live hog prices by a staggering \$10 per animal when fully implemented and will generate an additional \$825 million in U.S. pork exports. Korea alone will absorb 5 percent of total U.S. pork production, and the FTA will create more than 11,000 new jobs because of increased pork exports alone.

“Given the difficulties our industry has faced over the past two years because of the economy, H1N1, higher costs of production and unjustified foreign trade barriers, the prospect of a firm date for implementation of the Korea FTA would be great news for U.S. pork producers,” Carney said.

“It would also help many other American farmers who depend on export markets for a major share of their income and who have been growing fearful that agreements between Korea and some of our competitors could leave us worse off than we are now,” Carney added. Korea has in place or is currently negotiating 13 other trade agreements, covering some 50 countries, many of which are competitors in food and agricultural products.

The Korean market is now the fifth largest for U.S. agricultural exports, valued at \$3.9 billion in 2009. According to economic analysis by the American Farm Bureau Federation, the Korea FTA would expand those exports in a wide range of commodities and result in \$1.8 billion in additional sales – a 46 percent increase.

Commodities that will gain immediate duty-free access to the Korean market upon implementation include

wheat, feed corn, soybeans for crushing, hides and skins, cotton and a broad range of high-value agricultural products. These include almonds, pistachios, wine, bourbon and Tennessee whiskey, raisins, grape juice, orange juice, fresh cherries, frozen French fries, frozen orange juice concentrate, corn gluten feed and meal and pet food.

A number of commodities will gain free access two years after implementation, including avocados, lemons, dried prunes and sunflower seeds, or five years, including food preparations, chocolate and chocolate confectionary, sweet corn, sauces and preparations, corn sweeteners, corn oil, other fodder and forage (alfalfa), breads and pastry, grapefruit and dried mushrooms.

Other U.S. farm products will benefit from expanded market access opportunities through new or expanded tariff rate quotas. These include skim and whole milk powder, whey for food use, cheese, starches – including high-value modified corn starches – barley, popcorn, and soybeans for food use. Market access improvements will also be seen for beef products, pears, apples, grapes and oranges.

The U.S.-Korea FTA is one of three that are pending approval by Congress. Agreements with Colombia and Panama also have been awaiting action for more than three years. NPPC has been calling for action on all three FTAs for years, pointing out the enormous risk of letting other countries move forward first. 

NPPC ‘Puzzled,’ ‘Disappointed’ in Vilsack Appointments to Pork Board

In a letter sent to U.S. Agriculture Secretary Tom Vilsack, NPPC said it is puzzled and disappointed with the secretary’s recent appointments to the National Pork Board, which administers the federal checkoff program for the U.S. pork industry. The program was set up by Congress through the Pork Promotion, Research and Consumer Information Act of 1985, or Pork Act. The National Pork Board’s 15-member board, which is responsible for making checkoff funding and program decisions, is chosen by the Secretary of Agriculture based on nominations received from the Pork Act delegate body, whose members also are appointed by the secretary. Historically the candidates eligible for service on the National Pork Board are ranked in priority order by Pork Act delegates at the annual National Pork Industry Forum, and traditionally the secretary has respected the will of the delegates. Vilsack in early June rejected two of the top five of eight candidates, including one from North Carolina and one from Minnesota, put forth by the Pork Act delegates. There were five vacancies to fill. In the letter, NPPC pointed out that pork producers in North Carolina, the second largest pork producing state, contributed more than 10 percent of the checkoff funds in 2009. NPPC said it would categorize Vilsack’s decision as “puzzling and disappointing to pork producers” and asked the secretary to share his perspective on the matter.



Canada Approves Free Trade Deal With Colombia, U.S. Pork Producers Lose Out

In June, the Canadian Senate gave final approval to a free trade agreement (FTA) with Colombia, ensuring that exports of Canadian pork products and many other food and agricultural commodities will have immediate market-access advantage over U.S. products in the Colombian market.

The United States and Colombia signed a free trade agreement Nov. 22, 2006 – now more than three and a half years ago. The Colombian Senate in 2007 voted to approve the agreement by a margin of 55-3 and the House by a margin of 85-10. The U.S. Congress has not yet begun debate on the implementing legislation.

According to Iowa State University economist Dermot Hayes, the U.S.-Colombia FTA, when fully implemented, would raise Live U.S. hog prices \$1.15 above what would

otherwise be the case. With Canada's action and with the failure of the U.S. government to implement the U.S.-Colombia FTA, trade benefits now will shift to Canadian pork producers. Hayes says that if the U.S. does not implement its FTA with Colombia, the U.S. will be completely out of the Colombian pork market within 10 years because of Canada's FTA tariff advantage.

"It is unfortunate that our producers have to pay the price for U.S. inaction on trade," said Sam Carney, president of the National Pork Producers Council and a pork producer from Adair, Iowa. "Canada will gain the inside track on future export opportunities in the sizeable and growing Colombian market."

"The sad truth is that the hardest market to gain access to is the one that

is lost to competitors. Business relationships between Canada and Colombia will become established, and when that happens, our only hope will be if we can offer a more competitively priced product," Carney said. "But that will be virtually impossible if Colombian tariffs on Canadian products remain lower than on ours for years to come."

The U.S.-Colombia FTA is one of three that are pending approval by Congress. Agreements with South Korea and Panama also have been awaiting action for more than three years. Panama also recently finalized an FTA with Canada, and South Korea is nearing completion on a deal with the European Union, so those markets are also in jeopardy of being lost to competitors. 

All Antibiotic Uses Improve Animal Health; Healthy Animals Improve Human Health

"All uses of antibiotics improve animal health, and these improvements in animal health can substantially improve human health," concluded one expert who testified recently at a congressional hearing on antibiotic use in livestock production and antibiotic resistance in humans.

Randal Singer, associate professor of epidemiology at the University of Minnesota, who for 12 years has studied antibiotic uses and antibiotic resistance, reiterated to the House Energy and Commerce Subcommittee on Health what the National Pork Producers Council and other livestock groups repeatedly have stated about antibiotic use in food-animal production: "The best way to manage antibiotic uses in animal agriculture is through sound, rational, science-based policy."

Opponents of modern livestock

production, however, are pushing a theory that antibiotic use in food animals is leading to an increase in antibiotic resistance in humans and, therefore, antibiotic use in livestock production must be restricted. Several groups, including Keep Antibiotics Working and the Union of Concerned Scientists, are supporting legislation sponsored by Rep. Louise Slaughter, D-N.Y., and the late-Sen. Edward Kennedy, D-Mass., that would ban the use in livestock and poultry of antibiotics that prevent or control diseases and improve feed efficiency and weight gain.

Witnesses at the congressional hearing, testifying in favor of such a ban, claimed that a number of studies link use of antibiotics in livestock with antibiotic resistance in humans, and they cited the results of a 1998 ban in Denmark on antibiotic growth promoters and preventatives.

But, testified Singer, "the removal of growth promoting antibiotics from use in food animals in Denmark resulted in an increased reliance on therapeutic doses of medically important antibiotics to treat the ill animals."

In April, the top scientists for the Centers for Disease Control and Prevention and the National Institutes of Health testified that there is no scientific study linking antibiotic use in food-animal production with antibiotic resistance in humans.

"Pork producers have a moral obligation to use antibiotics responsibly, under the direction of a veterinarian, to protect public health and produce safe food," said Howard Hill, DVM, a member of the NPPC board of directors. "Producers also have an ethical obligation to maintain the health of their pigs, and antibiotics are an important tool to help us do that." 

Where's Science Behind FDA Antibiotics 'Guidance'?

“Guidance” on the use of antibiotics in livestock and poultry production issued by the U.S. Food and Drug Administration could lead to the elimination or costly review of previously approved animal health products. The National Pork Producers Council said there appears to be no science on which FDA based the guidance.

The FDA guidance calls for antibiotics that are “medically important” to humans to be used in animals only when necessary to assure their health. It also says those antibiotics should be administered with veterinary oversight or “consultation.” FDA said the guidance would be used to develop public policy on animal antibiotic use.

“This guidance could eliminate certain antibiotics that are extremely important to the health of animals,” said NPPC President Sam Carney. “FDA didn’t present any science on which to base this, yet it could have a tremendous negative impact on animal health and, ultimately, the safety of food. As we know, healthy animals produce safe food, and we need every available tool to protect animal health.”

Antibiotics that currently are not labeled for preventing, treating or controlling diseases could continue to be used if after undergoing a second rigorous FDA approval process one of those label claims is proved. The process typically takes seven to 10 years and can cost antibiotics manufacturers millions of dollars.

On FDA’s call for animal antibiotics to be used under the “oversight” of, or in “consultation” with, a veterinarian, NPPC – which supports veterinary supervision – is concerned with the possible direction of the guidance. NPPC pointed out that a requirement that all antibiotics be accompanied by feed directives, for example, could be problematic given the country’s severe shortage of large animal veterinarians.

“Producers work with their veterinarians to develop animal health plans that include the judicious use of antibiotics,” Carney said. “The industry also has programs, including the FDA-reviewed Pork Quality Assurance Plus program, that educate producers about the responsible use of antibiotics.”

The guidance, which does not have the force of law but may be treated as such by FDA, is a move to address an increase in antibiotic-resistant ill-

nesses in humans, which opponents of modern animal agriculture blame on the use of antibiotics in livestock and poultry production. But top scientists with the Centers for Disease Control and Prevention and the National Institutes of Health recently told a U.S. House committee that there is no scientific study linking antibiotic use in food animal production with antibiotic resistance.



EPA Deal With Environmentalists Will Hurt Farmers

The National Pork Producers Council expressed deep frustration and anger over the U.S. Environmental Protection Agency’s continuing efforts to develop costly agricultural regulations that provide few if any additional environmental benefits.

EPA last May reached a settlement with several environmental groups on a lawsuit that challenges Clean Water Act permitting regulations for concentrated animal feeding operations (CAFOs). NPPC is part of that ongoing litigation. The CAFO Rule, which was issued Oct. 31, 2008, sets a zero-discharge standard for manure from CAFOs getting into waterways and imposes penalties – \$37,500 a day – on operations that do have discharges.

Prior to the 2008 rule, CAFOs were less likely to be held liable for discharges, and land application of manure for crop production was unregulated under the Clean Water Act. While the CAFO Rule brought large livestock operations fully under the Clean Water Act, it allows them to operate without a federal permit – and not be penalized – as long as they do not have discharges. (This approach was strongly affirmed in 2005 by a

federal appeals court.)

“With this one-sided settlement, EPA yanked the rug out from under America’s livestock farmers,” said Michael Formica, NPPC’s chief environmental counsel. “NPPC is looking at all appropriate legal responses to EPA’s disappointing course of action.”

In the settlement deal, EPA agreed to:

- Issue guidance by May 28, 2010, for what constitutes a “proposal to discharge” by a CAFO. Operations *presumed* to be discharging would need to get permits.

- Issue regulations requiring all CAFOs – even if there is no evidence they are not properly managing their manure – to submit the kind of detailed information that would normally be included in a Clean Water Act CAFO permit.

- Make available to the public all the information that CAFOs are required to submit.

“This agreement sets the stage for new Clean Water Act permitting measures that will add to producers’ costs, drive more farmers out of business, increase concentration in

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Area Regional Control & Elimination of PRRS: Tools, Process Enhance Success of Managing Disease on Swine Farms

PRRS experts at World Pork Expo review latest science for reducing infection, improving disease control, saving pigs.

According to a panel of leading swine veterinarians and disease researchers who spoke at the 2010 World Pork Expo, years of scientific study and on-farm research is paying off with highly effective strategies to help swine producers in their efforts to prevent and control porcine reproductive and respiratory syndrome (PRRS) virus. The consensus of the group: Producers and veterinarians are making a significant difference in controlling PRRS on production farms today.

Scott Dee, DVM, Ph.D., Swine Disease Eradication Center at the University of Minnesota, said the development of area regional control and elimination (ARC&E) programs, along with increased understanding of aerosol transmission and developments in air filtration, biosecurity and refined herd diagnostic techniques have proven to be effective in reducing PRRS virus transmission.

“In the last five to seven years, the swine industry has made major strides in understanding how PRRS virus spreads; what biosecurity protocols to use to prevent transmission; and how to more accurately diagnose and manage the disease when it occurs,” Dee said. “One of the most recent developments is called area regional control and elimination, which takes a ‘big picture’ approach to disease control by calling for collaboration of producers and veterinarians. This process is based on understanding the PRRS status across farms, as well as the risk factors that promote virus spread, to improve disease control within an area or region.”

The goal of ARC&E is to first eliminate PRRS virus on farms in low-prevalence and low-density swine areas, along with control of PRRS in

high-prevalence, high-density areas. The end result on the farm is to improve pig performance by reducing wild-type virus load in control areas and reducing the long-term risk of those viruses getting back into PRRS elimination areas.

Currently, the ARC&E working model that is used for every region includes five phases of completion:

- Feasibility assessment
- Pig-related identification
- Region characterization
- Design of PRRS elimination or control strategies
- Execution and monitoring of farm-specific plan

“We are exploring the feasibility of implementing this approach in Minnesota and preliminary results are promising,” Dee added.

John Waddell, DVM, Sutton Veterinary Clinic, Sutton, Neb., discussed some of the newer biosecurity protocols that are being implemented by producers to proactively minimize the potential points of contact and eliminate the direct and indirect sources of infection. “Using information gained from the Production Animal Disease Risk Assessment Program (PADRAP), which also involves detailed disease and biosecurity assessments from nearly 2,000 swine farms, we’ve been successful at identifying, benchmarking and indexing those processes that are either effective or ineffective in preventing and controlling the spread of PRRS,” Waddell said.

“Because the risk assessment data is so extensive and detailed, we have a high level of confidence in what protocols work, based on an operation’s type of production flow, geography and concentration of production facilities in the area, disease status,

PRRS Regional Elimination Project Underway in Michigan

A regional PRRS elimination effort is currently underway in West-Central Michigan. The project was started by former Extension Swine Veterinarian Dr. Barbara Straw who retired in March. Following Dr. Straw’s retirement, coordination of the project was picked-up by the Extension Swine Team under the leadership of Jerry May and Beth Ferry with assistance from Swine Practitioner Dr. James Kober.

The National Pork Board has directed significant checkoff dollars toward PRRS research in recent years and, according to Executive Vice President Sam Hines, Michigan Pork Producers Association is committed to providing assistance in whatever way necessary with the ongoing regional PRRS elimination project.

vaccination methods, transportation equipment and other variables,” he added. “These types of models help us to manage not only PRRS virus, but also a number of other swine diseases that follow similar routes of transmission and infection.”

Jean Paul Cano, DVM, professional services veterinarian with Boehringer Ingelheim Vetmedica, Inc., said that PRRS vaccination plays a critical role in most disease-management protocols to reduce PRRS infections on the farm as part of area regional control.

“Research shows the use of vaccine has direct benefit when used to mitigate the clinical consequences

of infection and improves the health and performance of pigs,” he said. “In addition, we’ve learned vaccinations have indirect benefits in reducing the level of virus and virus transmission within vaccinated populations.”

Consequently, reducing the level of PRRS virus that can be transmitted within a facility impacts the dynamics of the entire swine production system.

“Depending on the type of production facility, PRRS status and other factors, immunizing pigs against the virus, stabilizing the herd or even reducing the level of virus transmitted may help producers achieve their goals,” Cano added. “Mass vaccination intervention in area regional control programs can be one of the complementary tools along with a herd closure strategy; gilt acclimation programs; and appropriate pig flow and biosecurity protocols. Vaccine can provide protection and biologic and economic benefits when PRRS-naïve pigs are placed into high prevalence areas for finishing.”

Dee noted that, thanks to advances in PRRS research and industry tools and processes, swine veterinarians and producers now have enough information to make a difference when it comes to controlling this devastating disease.

“The most effective and successful PRRS control and prevention within an area requires a high degree of cooperation, coordination and collaboration within and among production systems in a region,” Dee concluded. “Fortunately, producers have a number of effective tools and processes available today to better help them determine current status, assess PRRS risk, measure and monitor infection status and improve their disease-management decision making.” 

China Begins Accepting U.S. Pork Shipments

In May, China gave official notice that it was accepting shipments of U.S. pork, a move hailed by the National Pork Producers Council. Pork produced on or after May 1 now can be exported to China.

The Asian nation closed its market to U.S. pork in late April 2009 in the wake of an outbreak in humans of novel H1N1 influenza, which the media misnamed “swine” flu.

In March, the United States and China reached an agreement to reopen the Chinese market to U.S. pork imports, but it took China until May to begin accepting product.

“This is tremendous news for U.S. pork producers,” said NPPC President Sam Carney. “China is one of our biggest markets, so being able to ship pork there is extremely important to the U.S. pork industry.

“Now that it can be sent to the Chinese market, we will focus on the remaining impediments to exporting U.S. pork to China,” Carney said.

NPPC is continuing to urge the Obama administration to press China

to address a number of other trade-related issues that limit U.S. pork imports. Among those issues are China’s ban on U.S. pork produced with ractopamine – an FDA-approved feed ingredient that improves efficiency in pork production – subsidies China provides its domestic pork producers and a value-added tax it imposes on imports.

The U.S. pork industry exported nearly 400,000 metric tons of pork worth nearly \$690 million to China/Hong Kong in 2008, making it the No. 3 destination for U.S. pork. Last year, U.S. pork exports to China/Hong Kong were down by 38 percent, falling to just under \$427 million.

In October, at the conclusion of the annual U.S.-China Joint Commission on Commerce and Trade meeting, China announced that it would rescind its pork import ban. Since then, NPPC worked closely with the Obama administration to pressure the Chinese to actually lift their ban and begin accepting U.S. pork imports. 

EPA Deal

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livestock production to comply and hurt rural economies,” said Randy Spronk, a Minnesota pork producer who heads NPPC’s environmental committee. “And the measures will do nothing really to improve water quality.

“Additionally, the settlement was negotiated in private and without consultation or input from the regulated farming community,” Spronk said. “This flies in the face of the Obama administration’s pledges to operate government more transparently. And, in this economy, the administration should be enacting measures that create jobs, not implementing regulations that put American farmers out of business.” 

Life-like Drill Helps Public Officials and Farmers Test FMD Response

In the event of a foot and mouth disease (FMD) outbreak in the United States, what public official would be in charge? What would happen to farmers in the outbreak area? Where would farmers go for information?

Those questions and others were put to a test during World Pork Expo in Des Moines, last June, where more than 80 attendees representing production agriculture, law enforcement, media and state and federal governments participated in Pork-Checkoff-sponsored table-top exercise based on a simulated FMD outbreak.

The United States has not had an FMD case since 1929, but recent outbreaks in Japan and elsewhere have brought renewed attention to

the need to be vigilant, said Patrick Webb, a veterinarian and director of swine health programs for the Pork Checkoff. Webb said exercises such as the one conducted at World Pork Expo were based on scenarios that require participants to make decisions and to move equipment and animals on a scale model of a small town and surrounding farms.

“We know from experience that each decision the participants make and each movement of resources on the table creates new challenges that must be solved,” Webb said. “We’ve found that it is a very effective way to demonstrate the importance of planning, preparedness and surveillance.”

The Pork Checkoff has conducted the table-top drill for law enforcement, government officials, media members and representatives from agriculture throughout the country.

“I know every time I participate in an FMD drill I realize just how devastating an FMD outbreak would be to me as a pork producer, and to all livestock producers in the U.S.,” said Jim Niewold, a pork producer from Loda, Ill., and chairman of the Pork Checkoff’s Swine Health Committee. “By practicing how we would respond, I feel like we as an industry are better prepared and have plans in place should we ever have FMD in this country.” 

National Pork Board Endorses Burger King’s Debut of Bone-In BK™ Fire-Grilled Ribs

With support from the National Pork Board, Burger King Corp early this summer introduced BK Fire-Grilled Ribs at participating Burger King® restaurants nationwide.

“We were pleased to see Burger King Corp. become the first national fast-food hamburger chain to serve authentic bone-in ribs,” says Paul Perfilio, national foodservice marketing manager for the National Pork Board. “When you talk about barbecue, you talk about pork, and these bone-in ribs were 100 percent pork and full of flavor.”

BK Fire-Grilled Ribs offered Burger King guests a premium option that rivaled casual dining offerings, but at a more affordable price, Perfilio said, adding that the ribs had been tested successfully during the last year with support from the National Pork Board. Media support for the ribs started on May 24, and the product was scheduled to be available for a limited time only.

“Anytime we can get a major foodservice chain to feature a great product like this, it helps keep pork top of mind with the public, and that’s beneficial for everyone involved,” says Dianne Bettin, chairman of the Pork Checkoff’s Domestic Marketing Committee. Bettin, from Truman, Minn., runs a farming operation with her husband, Doug.

“Offering authentic bone-in ribs is a testament to our commitment to bring guests premium products,” said John Schaufelberger,” senior vice president,

global product marketing and innovation, Burger King Corp. “We were pleased that the Pork Checkoff supported us throughout the development process.”

Guests at participating restaurants were able to try the ribs by adding on a three-piece serving to a BK Value Meal for a suggested retail price of an additional \$1.99. BK Fire-Grilled Ribs were also available for value-

(Continued on page 21)



Redesigned pork.org Web Site Offers New Features

The Pork Checkoff's online information resource for pork producers – pork.org – is getting a new look to make it easier for producers to get the information they need quickly and efficiently.

“The last time we made major improvements to our producer Web site was almost eight years ago,” said Bill Kessler, a Missouri pork producer who chairs the Checkoff's Producer and State Relations Committee. “So it was time. Members of our committee got to test drive the site and I think producers are going to like what they see.”

User data show that several thousand producers visit pork.org each week. In 2009, the site had more than 165,000 unique user visits. “Pork.org is easily the most complete source of information about Pork Checkoff programs,” Kessler said. “Producers use it for everything from market information to checking on their PQA Plus® certification status, and for the latest news.

“Even though the site is designed primarily for producers, we know that others come to the site searching for information about pork production. So resources such as our ‘Quick Facts’

book are easy to find and should help us demonstrate the principles of our We Care initiative to visitors.” Kessler said.

The redesigned site, in addition to having a cleaner look and feel, has a number of new features producers are going to find useful, Kessler said. Here are just a few:

- A new search feature allows a producer to type in a word or phrase to find the information they're seeking.

- Because certification information is one of the most used features of pork.org, there is a new section devoted to making it easier for producers to get the information they need about certification programs.

- There is a searchable database of all Pork Checkoff-sponsored research.

Short videos demonstrating how today's pork producers raise hogs, and audio “podcasts” that feature useful information for producers from industry experts, have a prominent spots on the home page.

- And because producers like to prepare pork as much as any consumer, the new site features a daily recipe combined with a convenient link to TheOtherWhiteMeat.com for additional pork information. 

Pork Producers Help Tennessee Flood Victims, Volunteers

After severe storms last spring dumped more than 13 inches of rain in Nashville, Tenn., in two days, the Cumberland River has left massive destruction in its wake, from the Grand Ole Opry to local hospitals and schools. In response, pork producers rolled up their sleeves to help feed those affected by the flood.

“The Tennessee Pork Producers reached out to us and said, ‘You know that trailer that we take to the Titans game to feed thousands of people during pork promotions? How about bringing it down and feeding thousands of people to provide some disaster relief help?’” said Nicole Boettger, producer services director for the Pork Checkoff.

In 24 hours, National Pork Board staff traveled from Des Moines to Nashville, picked up pork donated by Tyson Foods and Bob Evans and coordinated with about 20 Tennessee pork producers to help serve the food to relief workers, public safety workers and those displaced by the disaster. PIC North America, headquartered

in nearby Hendersonville, Tenn., also pitched in with several shifts of volunteers.

“People told us that whatever we need to do, let's make it happen,” said Boettger, who notes that the Pork Board is cooperating with the Red Cross on this project. “That's the cool thing about working with America's Pork Producers. It's more than just giving people a hot meal—it's part of knowing that we're part of the fabric that makes America a great country to live in.”

Providing a safe, wholesome pork meal was an important way producers could contribute as local residents tried to clean up and Nashville tried to get back on its feet, Boettger added.

“We always talk about how producers care for their animals, but this truly demonstrated that we also care deeply for people and our communities. This was a huge opportunity for producers to give back to others in need, and it demonstrated how we live out the ethical principles of the pork industry's We Care initiative every day.” 

BK™ Fire-Grilled Ribs

(Continued from page 20)

conscious customers in three- and six-piece serving sizes designed for snacking or as an add-on item. They were available for a suggested retail price of \$2.99 and \$5.69 respectively. Alternatively, for those in the mood for a more indulgent serving, an eight-piece order was also available for a suggested retail price of \$7.19. 

Capital Update

All activities reported under this heading are financed by non-check-off funds.

NPPC CEO TESTIFIES BEFORE U.S. COMMODITY FUTURES TRADING COMMISSION

NPPC CEO Neil Dierks testified on the efficacy of the livestock mandatory price reporting law before the U.S. Commodity Futures Trading Commission's Agricultural Advisory Council in Washington, D.C. Dierks told the council that NPPC supports accurate, timely and robust price reporting and additional opportunities that will allow choices if options are needed by producers and others in the market to accurately determine value. Others testifying focused on cotton and on wheat convergence.

SENATE APPROVES CHILD NUTRITION ACT

The Senate passed by voice vote legislation to reauthorize the Child Nutrition Act, which includes the federal School Breakfast and School Lunch programs. NPPC supports extension of the law but has raised concerns about efforts to restrict meat in the breakfast and lunch programs. The law, which expired Sept. 30, 2009, but was extended to Sept. 30 of this year, now runs through Sept. 30, 2015. The Senate measure, known as the "Healthy, Hungry-Free Kids Act" and sponsored by Agriculture Committee Chairwoman Blanche Lin-

coln, D-Ark., and Ranking Member Saxby Chambliss, R-Ga., authorizes \$4.5 billion for federal child nutrition programs and would create new standards for all foods in schools to give students healthier meal options. It also would expand the number of low-income children eligible for free or reduced-cost meals. A House bill has yet to see action.

NPPC FARM BILL TASK FORCE MEETS

Members of NPPC's Farm Bill Task Force met recently in St. Louis to begin discussions on issues pork producers would like to see addressed in the 2012 Farm Bill. Congress already has held hearings on the next Farm Bill. The task force is co-chaired by NPPC President Sam Carney, and NPPC President-elect Doug Wolf, a producer from Lancaster, Wis. The group will focus on titles of the Farm Bill important to the U.S. pork industry, including ones on the environment and energy, livestock, research and nutrition and credit and trade.

SENATE HOLDS FARM BILL HEARING

The Senate Agriculture, Nutrition & Forestry Committee recently held its third hearing on the 2012 Farm Bill. Focusing on agricultural trade with foreign nations, Committee Chairwoman Blanche Lincoln, D-Ark., spoke about the jobs that would be created if the U.S. relaxed its trade and travel restrictions with Cuba. U.S. Trade Ambassador Ron Kirk testified at the hearing along with Danny Murphy, vice president of the American Soybean Association, and Brent Roggie, general manager and COO

for the National Grape Cooperative Association.

HOUSE AGRICULTURE COMMITTEE APPROVES VETERINARY SERVICES BILL

The House Agriculture Committee approved bi-partisan legislation, H.R.3519, the "Veterinarian Services Investment Act," sponsored by Rep. Adrian Smith, R-Neb., that would direct the Secretary of Agriculture to establish a grant program to "develop, implement and sustain" veterinary service to help relieve a shortage of veterinarians. The program would include recruitment efforts and financial aid for veterinary students. There has been no action on a similar Senate bill, S. 3621, sponsored Sen. Tim Johnson, D-S.D. NPPC strongly supports the legislation.

LAWMAKERS QUESTION EPA ON ETHANOL BLEND RATE

In a letter sent to EPA Administrator Lisa Jackson, House Energy and Commerce Committee Chairman Henry Waxman, D-Calif., and Ranking Member Joe Barton, R-Texas, and Energy and Environment Subcommittee Chairman Edward Markey, D-Mass., and Ranking Member Fred Upton, R-Mich., asked what the agency is doing to ensure that increasing to 15 percent from 10 percent the amount of ethanol that can be blended into gasoline won't harm air quality, vehicle engines and other equipment and small business owners' investments in gas stations. Ethanol producers petitioned EPA to raise the blend rate, and

the agency is expected to act on the request in the coming months. NPPC opposes a rate increase, which would necessitate the use of more corn, driving up costs of corn for feed.

S.-KOREA FTA GAINING MOMENTUM IN WASHINGTON

Ten Democratic senators, including Senate Agriculture Committee Chairman Blanche Lincoln, D-Ark., and Senate Foreign Relations Committee Chairman John Kerry, D-Mass., sent President Obama a letter in support of his call for a prompt resolution of issues slowing implementation of the U.S.-Korea Free Trade Agreement. Passage of the FTA would greatly increase the possibility of meeting the president's goal of doubling American exports over the next five years. The Senate letter states that with passage of the agreement, a strong signal will be sent to the Republic of Korea and the rest of the region that the U.S. will follow through on its commitments and intends to remain deeply engaged in East Asia. NPPC is a staunch supporter of the FTA with South Korea. According to Iowa State University economist Dermot Hayes, the agreement, when fully implemented, will generate more than \$680 million in new pork sales and will create more than 9,000 new jobs in the U.S. pork industry.

FOOD-ANIMAL ORGANIZATIONS ASK SENATE NOT TO EXTEND ETHANOL SUBSIDIES

NPPC joined several other food-animal organizations in asking the Senate not to extend a tax credit and import tariff for the ethanol industry. Both expire at the end of the year. The Senate Finance Committee is considering whether to extend the 45-cent per gallon ethanol blender's credit and the 54-cent per gallon tariff on imported ethanol. In a letter sent to the Senate leadership by NPPC, the American Meat Institute, the National Turkey Federation, the National Chicken Council, the National Cattlemen's Beef Association, and the National Meat Association, the groups noted that the Congressional Budget Office (CBO) issued a report, showing that the ethanol subsidies cost taxpayers \$5.2 billion annually. The report was requested by Sen. Jeff Bingaman, D-N.M., chairman of the Senate Committee on Finance Subcommittee on Energy, Natural Resources, and Infrastructure. NPPC has policy that calls for allowing the blender's credit and import tariff to expire. Among other findings, the CBO reported:

- The biofuels tax credit costs taxpayers \$6 billion in 2009; \$5.2 billion was allocated to corn-ethanol production.
- The taxpayers' cost to replace one gallon of gasoline with one of corn ethanol is estimated to be \$1.78.
- Corn producers receive 73 cents to produce the ethanol equivalent of a gallon of gasoline.
- The benefit of the tax credit to blend-

ers ultimately is passed to corn producers in the form of higher prices received for their corn. This, in turn, increases the price livestock producers must pay to compete with blenders for feed corn.

- If the biofuels subsidies were reduced, corn-ethanol consumption would decrease by 32 percent. This would free around 1.44 billion bushels of corn for other uses, such as feed.

LEAN MEAT IS PART OF SOLUTION TO OBESITY EPIDEMIC, SAYS NPPC

NPPC submitted to the secretaries of Agriculture (USDA) and Health and Human Services (HHS) comments on recommendations for new dietary guidelines for Americans. Although it agrees with the Dietary Guidelines Advisory Committee that obesity is the No. 1 public health concern and that Americans need to eat more fruits and vegetables, NPPC said it is concerned with the committee's recommendation that Americans consume only "moderate" amounts of lean meat. In mid-June the committee submitted a report – *Report of the DGAC on the Dietary Guidelines for Americans, 2010* – to the USDA and HHS secretaries that will inform final dietary guidelines. Those guidelines serve as the foundation for food policy, such as for the National School Lunch and Breakfast programs, and for nutrition guidance for all Americans for the next five years. The problem with

the American diet, said NPPC in its comments, is not over-consumption of lean meat, which provides key nutrients not available from plant-based proteins and which studies show can aid in weight loss, it is over-consumption of empty calories – foods filled with added sugars and solid fats that provide little nutritional value. Lean meat is a nutrient-rich source of lean protein with unique attributes not offered by plant proteins, NPPC said, and extensive peer-reviewed research supports a clear role for protein in the form of lean meat, including many cuts of pork, as a key part of the solution to the obesity epidemic.

RACTOPAMINE HUMAN SAFETY REAFFIRMED AT CODEX

Delegates to the Codex Alimentarius Commission, which held its 33rd session in Geneva, Switzerland, to establish international food standards, guidelines and codes of practice, determined that “draft” maximum residue limits for ractopamine hydrochloride, or ractopamine -- a feed ingredient used to promote leaner meat – meet human safety standards. But the MRLs will remain – for the third year – at the final step of the approval process. Currently, 26 countries have approved the use of ractopamine in swine production. Also at the meeting, an intergovernmental task force on animal feed was created to set

guidelines for the manufacture of feed and to detail a list of feed hazards, and an international guidance for Foreign On-Site Assessments was adopted. The guidance reaffirmed the concept of systemic approval for establishments rather than plant-by-plant approvals. The guidance will serve as a framework for how countries should assess each other’s food-safety and control systems. NPPC’s Laurie Hueneker, director of international trade policy, sanitary and technical issues, attended the Codex meeting.

U.S. TRADE WITH CUBA BILL APPROVED BY HOUSE COMMITTEE

The House Committee on Agriculture voted to move H.R. 4645, the “Travel Restriction Reform and Export Enhancement Act,” out of committee. If signed into law, the bill would clarify how U.S. farmers and agricultural businesses conduct sales to Cuba and would eliminate the need to go through banks in other countries to conduct agricultural trades. In 2009 the U.S. exported 5,625 metric tons of pork and pork products valued at \$10.7 million to Cuba.

CAMPAIGN FINANCE REFORM LEGISLATION APPROVED BY HOUSE

The House passed a bill that would require corporations to disclose top donors in their political ads and to list the head of the company at the end of the ads. The bill, H.R. 5175, known as the DISCLOSE Act, has been criticized by a number of groups, including the Farm Animal Welfare Coalition of which NPPC is a mem-

ber, because the Humane Society of the United States may qualify for exemption from the bill despite spending well over \$100 million annually on “attack” campaigns targeted at legitimate animal uses, including food animal production. NPPC signed a letter of disapproval that was circulated to all House and Senate members.

NPPC PROMOTES REDALEN

NPPC recently promoted Chelsie Redalen to director of government relations in its Washington, D.C., public-policy office. Redalen had been deputy director of government relations. She will continue to work with Chris Wall, NPPC assistant vice president of government relations, as the organization’s top lobbyists. Redalen will focus on competitive market and science and technology issues, including food safety, antibiotics and animal health matters. Prior to joining NPPC as government relations associate in 2006, Redalen was a consultant for the National Rural Electric Cooperative Association and worked on the staff of House Agriculture Committee Chairman Collin Peterson, D-Minn. During her nearly four years with the organization, Redalen has helped build NPPC’s grassroots programs and grow its political action committee – PorkPAC – overseeing almost a doubling in contributions. Redalen, who grew up on a farm in Fountain, Minn., is a graduate of the University of Minnesota-Twin Cities, where she earned a bachelor’s degree in applied economics.

USDA AND HHS RELEASE 2010 AMERICAN DIETARY GUIDELINES REPORT

The 2010 Dietary Guidelines Advisory Committee, made up of 13 nutrition and health experts, released last June its 2010 Dietary Guidelines report for the U.S. Department of Agriculture (USDA) and Department of Health and Human Services (HHS). Among the major findings in the report, the committee recommends Americans cut back on salt, saturated fats and sugar, suggesting a link between excessive salt intake and heart disease. The report recommends lowering the maximum daily intake of salt from 2,300 milligrams to 1,500 milligrams. The report also calls for coordinating a strategic plan, including all sectors of society (e.g. farmers, agricultural producers, food retailers, health professionals, policy makers), to engage in the development and implementation of a plan to help all Americans eat well, be physically active and maintain good health and function. The Dietary Guidelines Report, which is issued every five years by USDA and HHS, is expected to be released before the end of the year. The guidelines are used as a basis for updating USDA's food pyramid and for determining the nutrition standards for all federal nutrition programs, including the National School Lunch and Breakfast programs.

MURKOWSKI AMENDMENT NARROWLY DEFEATED

The Senate earlier this summer narrowly voted against a resolution sponsored by Sen. Lisa Murkowski, R-Alaska, that would have overturned the EPA's decision to move forward on regulating carbon dioxide and other greenhouse gases under the Clean Air Act. The measure was supported by all 47 Republicans and six Democrats, including Senate Agriculture Committee Chairwoman Blanche Lincoln, D-Ark., who cited her concern about the burden that EPA regulation of carbon emissions could put on the economy. In December 2009 EPA issued an "endangerment finding" that greenhouse gases are harmful to public health, a move that would allow the agency to regulate greenhouse gas emissions. In January, NPPC signed onto a letter supporting Murkowski's resolution.

SENATE BRIEFING ON DENMARK'S BAN ON ANIMAL ANTIBIOTICS HELD

The Pew Campaign on Human Health and Industrial Farming, Sen. Dianne Feinstein, D-Calif., and Reps. Louise Slaughter, D-N.Y., and Howard Berman, D-Calif., hosted a briefing last spring on Denmark's experience in ending the routine use of antibiotics in food animals. Denmark in

1998 banned certain antibiotics in an effort to stem an increase in antibiotic-resistant illnesses in humans. Slaughter is the sponsor of H.R. 1549, the "Preservation of Antibiotics for Medical Treatment Act," which would ban from use in U.S. livestock and poultry production antibiotics that are used to prevent and control diseases. The briefing included Danish government officials who claimed their country's antibiotics ban resulted in a decrease in antibiotic use and in antibiotic resistance while pork production increased. The U.S. pork industry, using Denmark's own data, found that pig diseases and piglet deaths rose, the amount of antibiotics used to treat diseases increased by 110 percent and there was no positive effect on human health.

NPPC LAUNCHES BLOG

NPPC has launched a blog titled "Hogs on the Hill" in an effort to reach its various constituencies. "Hogs on the Hill" serves as an "up-to-the-minute" outlet for communicating on issues of the day, including many media rebuttals and editorials that national media outlets have chosen to ignore. Be sure to check out NPPC's blog by visiting nppc.org and following link: Hogs on the Hill. Blog posts will include NPPC press releases, commentary on topical issues and blurbs on items of interest to producers such as the quarterly Hogs & Pigs Report.

National Pork Board Implementing New Strategic Plan

Just months after adopting a new five-year strategic plan, the National Pork Board is busy implementing the plan's vision.

"Through the Pork Checkoff, we've set our sights on 'Leading a World-Class Food Industry,' and I'm already beginning to see some evidence of making that happen," said Bierman, a pork producer from Larrabee, Iowa. "If you look at the three areas of focus in that plan – helping farmers produce hogs in a socially responsible manner; refreshing the image of pork to increase consumer demand; and pursuing strategies to remain competitive globally – you can see some of the specific steps to implement the plan and its vision."

Bierman said the industry's We Care initiative is helping pork producers demonstrate their commitment to socially responsible production. He said one of the most visible ways pork producers do that is through the Pork Quality Assurance Plus® certification program.

"PQA Plus helps assure the world we're producing a safe and wholesome product and incorporates animal care and well-being principles. PQA Plus was introduced three years ago at World Pork Expo," Bierman said, "and I am proud to announce that we are very close to having 50,000 producers certified. It's quite a remarkable achievement and demonstrates the commitment producers make each day to producing safe food in a responsible way.

"We still have some work to do because we've set some ambitious goals to complete site assessments of all our farms by the end of this year," Bierman said. "But I am proud of my fellow producers' commitment to this important program."

Significant progress also is being made toward the goal of refreshing

and repositioning the pork brand, said Ceci Snyder, the Pork Checkoff's vice president of domestic marketing.

"We have just finished the early stages of our consumer research, and one insight I can share is that pork lovers see the world as full of possibilities," Snyder said. "One not surprising finding is that The Other White Meat is certainly well-known. But we have also found that it is so familiar that it blends into the background. It's not motivating our customers to buy more pork."

"How the Other White Meat factors into our new brand position is still being explored," she said. "We know for certain that we will protect the Other White Meat's important heritage both in marketing and legally."

Snyder said that based on consumer research, the new target audience is likely to be consumers who already are medium to heavy pork users. Members of the target audience also are more likely to be women who are married and have children.

Snyder noted the Pork Checkoff will continue to advertise pork between now and the end of the year, but that it will be *transitional* advertising and not the new brand position. "Between now and next March at Pork Forum, when we'll be ready to show you the brand evolution, some of the advertising and marketing materials you'll see will feature the pork logo with the word *pork* only, along with TheOtherWhiteMeat.com."

She said additional consumer research is planned this summer and there likely will be a test of the new brand position with a target audience this fall.



Survey - Checkoff Satisfaction at Highest Level

The National Pork Board's annual survey of pork producers shows that even though producers had a relatively gloomy view of the industry late last year, they remained positive about the work being done through their Pork Checkoff. The telephone survey of 550 producers selected at random from the National Pork Board's database was conducted in December.

Several of the questions in the survey have been asked each of the last eight years. For example, to ascertain producers' general outlook, they are asked if they believe the industry is moving in the right direction or wrong direction. In the 2009 survey, 40 percent said right direction and 50 said wrong direction. The wrong-direction number is the highest since the 63 percent of 2003. The highest right-direction was 64 percent in 2006. And producers are always asked if they support or oppose the Pork Checkoff and its programs. In 2009, support was 77 percent and opposition was 13 percent. The remainder had no opinion. The 77 percent support ties the all-time high from 2008.

The remaining questions are designed to get producer views of contemporary issues and programs to help the board in its budgeting process. Here are a few of the key findings from pork producers in the 2009 survey:

- 43 percent believe consumers have a positive image of the pork industry; 36 percent say negative and 19 said neither.
- 80 percent said the Pork Checkoff achieves its goals of promotion, research and consumer education.
- The We Care initiative is recognized by 57 percent and 86 percent say they approve of spending Checkoff re-

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Pork Checkoff Welcomes New National Pork Board Members

Agriculture Secretary Tom Vilsack has announced five appointments to the 15-member National Pork Board. The five appointees will serve three-year terms that began July 1. They were chosen from among eight pork producers nominated and ranked by the National Pork Act Delegate Body during its annual meeting in March.

The appointees are:

Everett L. Forkner, Richards, Mo. – Second term

Julie A. Maschhoff, Carlyle, Ill. – First term

Derrick D. Sleezer, Cherokee, Iowa – First term

Wathina M. Luthi, Gage, Okla. – First term

Steven R. Wuergler, Drain, Ore. – First term

Everett Forkner was recently elected vice president of the National Pork Board by his fellow board members. He is the owner and president of Forkner Farms Inc., which has 500 purebred sows and markets 8,000 hogs per year. He has sold hogs in 27 different countries. He also raises corn, soybeans and wheat on 2,000 acres.

Julie Maschhoff, along with her husband, brother-in-law and sister-in-law, is the owner of The Maschhoffs LLC, as well as its vice president of communications. The Maschhoffs LLC is a farrow-to-finish operation with 130,000 sows and markets 2.8 million hogs a year. She has been active on several National Pork Producers Council (NPPC) committees and testified on behalf of NPPC before the Environmental Protection Agency. At the state level she served on the Illinois Pork Producers Association Board and on its Environment, Public Policy and Producer Health and Pork Safety Committees.

Derrick Sleezer is a manager and employee of Sleezer, Inc. Sleezer, Inc. is a farrow-to-finish, farrow-to-wean and farrow-to-feeder pig operation

that has 700 sows and markets 15,000 hogs annually. The operation includes 1,500 acres corn, soybean and alfalfa. He is a graduate of the latest class of Pork Leadership Academy, serves on the Pork Checkoff Domestic Marketing Committee and is a Pork Act Delegate. At the state level he serves on the Iowa Pork Producers Association Promotion Committee, Iowa Pork Congress Committee and has served on the Foreign Market Development Committee.

Wathina Luthi is co-owner of Luthi Farms, LLC. Luthi Farms, LLC is a farrow-to-wean operation with 4,800 sows and markets 100,000 hogs a year. Luthi also raises cattle and has 960 acres of hay and wheat pasture. She is a member of the Okla-

homa Pork Council and is an Operation Main Street (OMS) and OMS.2 speaker. Her farm was the recipient of the 2004 National Environmental Steward Award.

Steve Wuergler, along with his wife and two daughters, owns a farrow-to-finish operation with 18 sows that markets 100-150 hogs annually and is a seedstock producer with 40 acres. He is a graduate of the National Pork Board's Pork Leadership Academy and has served as a Pork Act Delegate. He also was Oregon's state contact in 2007. At the state level, he is vice president of the Oregon Pork Producers Association, is a certified Youth Pork Quality Assurance® trainer and is a member of the Oregon Pork Producers Board of Directors.



Gene Nemechek Elected President of National Pork Board

Gene Nemechek, a swine veterinarian from Springdale, Ark., has been elected president of the National Pork Board by his fellow board members.

Nemechek is a swine quality assurance veterinarian with the live swine division of the Tyson Pork Group, Inc. for Tyson Fresh Meats Inc. Nemechek has a shared responsibility to work with the Tyson pork production units in Arkansas, Oklahoma, and Missouri as well as customer quality assurance for the Tyson Pork Group weaned pig and feeder pig customers.

Nemechek, the current board vice president, is serving his second three-year term on the National Pork Board and serves on the organization's Budget Committee, Resolutions Committee, Pork Safety Committee and Swine Health Committee. Previously, he served as president and vice president of the North Carolina Pork Council.



National Pork Board President Gene Nemechek.



Adam Wells-Morgan Wins Checkoff's National Taste of Elegance™ Competition

Adam Wells-Morgan, executive chef of The Club at Old Hawthorne in Columbia, Mo., won top honors in the 21st annual National Taste of Elegance™ contest last June in Baltimore, Md. The competition, sponsored by the Pork Checkoff, featured 18 chefs, all winners of state and regional Taste of Elegance culinary competitions. Wells-Morgan earned Chef Par Excellence honors and \$5,000 with his winning entrée of Duo of Pork: Sumac and Rosemary Scented Pork Loin and Cider Braised Pork Shoulder served with white cheddar grits, crispy carrots and leeks, and apple spice gastrique. He also was presented with the Media Choice Award, an honor given by representatives of foodservice media to the chef with the most creative application of a pork dish.

“The National Taste of Elegance event brought some of the nation’s best chefs together to share their talent using pork,” said Mary Kelpinski, Executive Director of Michigan Pork Producers Association. “By reaching chefs through Checkoff programs like this, the goal is to increase the number of pork items on menus.”

Ian Ramirez, from Brandywine Creek in Covert, is the 2010 winner of the Michigan Taste of Elegance and represented the state at the national contest.

In addition to Ramirez, competing chefs from Colorado, Florida, Indiana, Iowa, Kansas, Massachusetts, Minnesota, Missouri, Ohio, Oklahoma, Pennsylvania, South Dakota, Tennessee and Wisconsin created original pork entrees that were judged on taste, appearance and originality. The Taste of Elegance competitions were created to highlight chefs’ innovative ways of using pork and to encourage chefs to work with pork in creative, non-traditional ways.

Additional top-placing chefs include Jason Santos, who earned the Superior Chef Award and \$2,000 with

his Sous Vide Pork Belly, Honeydew, Raspberry Pudding, Lime Sugar, Pink Pepper dish and David Vlach, who earned the Premium Chef Award and \$1,000 with his Spiced Slow-Cooked Pork Shank with Gremolata and Black Beluga Lentil Tomato Stew.

Competing chefs also had the opportunity to attend an abridged version of Pork 101, a Checkoff-funded short course that focuses on pork quality, consistency and value. New to the Pork 101 program this year was a conversation with pork producers about the industry and pork production. Tim Bierman, a National Pork Board member from Iowa, along with Steve Weaver, a pork producer from California, showed photos from their farm, discussed the production practices of their operation and answered questions about the ethical principles and practices of the pork industry.

“Not only were the chefs able to view a hog carcass being broken down into different cuts, but they also heard the story of pork production firsthand

Below: 2010 Michigan Taste of Elegance winner Ian Ramirez, from Brandywine Creek in Covert, prepares his entree for the National Taste of Elegance.



from farmers,” said Kelpinski. “These chefs are the trendsetters of the food industry, and reaching out to them through a seminar like this is part of our overall effort to increase pork demand.”

Judges for this year’s event included:

- Stephan Hesse of Luna Rossa Trattoria and Wine Bar; Stillwater, Minn.
- Chris Lilly of Big Bob Gibson’s BBQ; Decatur, Ala.
- Michael Paley of Proof on Main; Louisville, Ky.
- Kevin Storm of Bellerive Country Club; St. Louis, Mo.
- John Sundstrom of Lark; Seattle, Wash.
- Tyler Wiard of Elway’s; Denver, Colo.

The Checkoff once again partnered with Cargill, featuring Sysco Corporation’s premium White Marble Farms, in providing pork for the competition. In addition to sponsoring the national event, Cargill also sponsored 15 state and regional Taste of Elegance competitions.

Other co-sponsors for the Checkoff-funded National Taste of Elegance event were Baltimore Renaissance Harborplace Hotel of Baltimore, Chefwear®, Steelite USA, Cutco Cutlery and Four Vines Vineyard. 

Lt. Rottinghaus Demonstrates We Care Principles Abroad

A passion for farming and service to his country landed 1st Lt. Scott Rottinghaus in Afghanistan as part of the 743th Agri-Business Development Team (ADT), a self-contained volunteer unit composed of about 60 Army National Guard Soldiers with backgrounds and expertise in the various sectors of the agribusiness field. The 734th's mission is to provide training and advice to Afghan universities, provincial ministries and local farmers to help provide increased stability and improved opportunities for Afghanistan's reemerging business sector.

Rottinghaus farms near Waterloo, Iowa, with his father and uncles. Together, they raise corn, soybeans and hogs, as well as some 3,000 early-wean and finish pigs a year.

"I will be using my farming background to provide the Afghan people with the base knowledge to quickly improve the value and sustainability of Afghan crop and livestock produc-

tion," Rottinghaus said. "We will be working with the village elders to determine what kind of projects they need done in their communities."

Rottinghaus may be in a different country, but he is still living the ethical principles outlined in the pork industry's We Care initiative.

"I am contributing to a better quality of life in the Afghan communities," said Rottinghaus. "The vast majority of Afghan farmers are subsistence farmers trying to raise enough food to feed their families and maybe have some left over to take to market."

Ethical Principles for U.S. Pork Producers

The We Care initiative is a joint effort of the Pork Checkoff, through the National Pork Board, and the National Pork Producers Council, to help demonstrate that producers are accountable to established ethical principles and animal well-being practices.



The We Care initiative is based on six guiding principles:

- * Produce safe food
- * Safeguard natural resources in all industry practices
- * Provide a work environment that is safe and consistent with the industry's other ethical principles
- * Contribute to a better quality of life in their communities
- * Protect and promote animal well-being
- * Ensure practices to protect public health

Pfizer Selects Two Interns from MSU for TEAM Pork

Pfizer Animal Health U.S. Pork Business Unit has named four interns who will be an integral part of their team – working with territory managers to implement diagnostic programs, manage on-farm trails and provide customer support.

"The Pfizer internship program is designed to identify talented young professionals who are passionate about the pork industry and provide hands-on experiences to help them grow their skills and further define their educational and career interests," says Jeff Hay, area sales manager for Pfizer Animal Health.

The interns from Michigan are:

-Matthew Asmus – a recent graduate of Michigan State University from Vandalia, Mich.

- Ryan Green – a Michigan State University student from Vandalia, Mich.



Survey

(continued from page 26)

sources to demonstrate that producers act responsibly.

- Asked whether they believed the National Pork Board responded adequately to the H1N1 market crisis, 67 percent said yes and 29 percent said no.
- Given a list of producer concerns, here is how producers ranked the top five: The ability of industry opponents to influence production practices; the public's understanding of pork production and food safety; environmental regulations related to air and water quality; a decrease in exports; possible limits on antibiotic use.
- 62 percent either have, or plan to have, their sites assessed through the Pork Quality Assurance Plus® program. Another 17 percent said they need more information and 13 percent said only if mandated.

Among those surveyed were 200 producers who market 101-5,000 hogs in 2008; 199 producers who marketed between 5,001 and 20,000 hogs; and 151 who marketed more than 20,000 hogs. The potential sampling error is plus or minus 4 percent at the 95 percent confidence level.



PQA Plus Site Status Rebate Program

Michigan Pork Producers Association is urging pork producers to become certified in the Checkoff's Pork Quality Assurance Plus® (PQA Plus®) program, with farms achieving site status by Dec. 31, in support of the We Care initiative. As of mid-August, 49,572 producers were certified in PQA Plus and 11,234 sites had been assessed. In Michigan, 1,495 producers have been certified and 141 sites have been assessed.

There is at least one PQA Plus-certified producer in every state except Vermont and Rhode Island. Also, more than 4,846 Michigan youth (ages 8 to 19) were certified in the Youth PQA Plus program, which promotes continuous improvement in production practices.

MPPA is offering a \$50 rebate per site to Michigan pork producers completing a PQA Plus Site Assessment prior to December 31, 2010. The funding is available on a first-come-first-serve basis.

The following requirements and stipulations apply:

- Producers must have all site paperwork completed.
- Producers must postmark the rebate form before December 31, 2010.
- Rebate amount may not equal more than the total assessment cost.
- Producers may request rebates for up to 5 sites, with total rebate not to exceed \$250.
- Rebates available on a first-come, first-served basis only as long as funds are available.



Please do not delay!

Details about the cost-share program can be obtained by contacting Mary Kelpinski at 517/699-2145 or Kelpinski@mipork.org.

Return the form below to request rebate

Name of producer: _____

Farm Name: _____

Organization (if contract grower): _____

Mailing Address: _____

Phone: _____ Email: _____

Date of Assessment: ____/____/20____ Total assessment cost: \$_____

PQA Plus Advistor: _____



Return form to Michigan Pork Producers Association, 4801 Willoughby Road, Suite 5, Holt,

Michigan Farmers' Risky Behavior

Some Michigan farmers tamper with their propane tanks hoping to save money, inadvertently putting themselves and their families at risk for property damage, bodily injury or even death. The Michigan Propane Gas Association (MPGA) is sponsoring the Safe Handling of Propane (SHOP) program, which is designed to promote safety when using liquid propane and propane equipment among the Michigan agricultural community and rural consumers.

"Propane is a safe source of fuel when handled properly, but human ignorance and carelessness can make propane volatile," said MPGA president Gary Shepherd. "Changing a propane tank's design is unsafe and makes its safety valves inoperable."

The MPGA has a history of successful public education programs designed to increase consumer and professional confidence in propane use. The MPGA continues to provide a free, state-certified training program for first responders to prepare them for propane emergencies. The Michigan Association of Fire Chiefs (MAFC) supports MPGA's efforts to promote the safe handling of propane.

"The MPGA has trained more than 5,000 first responders, and they are

well prepared to handle propane emergencies," said Chief Dave Peterson, MAFC president. "We know people manipulate their tanks or let them run dry, and the SHOP program is trying to discourage tampering."

Tampered tanks are dangerous because they can leak, creating the potential for explosions. Propane emergencies are often caused by do-it-yourself repairs on propane systems on the farm or at home, and self-repairs to any part of a propane system can override built-in safety features. At-home alterations of any kind are considered "tampering" and are illegal. The Liquefied Petroleum Gas Code (NFPA-58) regulates residential fuel gas system piping installation, venting and associated equipment for all types of gas fuels, including propane.

Accidents can also occur when homeowners let their propane tanks run dry, or nearly dry. By law—and for consumer safety—when an out-of-gas situation exists or a system has been tampered with, a leak test is required before the system can be restored to normal operation. This is usually done at the expense of the consumer. 

Top five risky behaviors of some Michigan farmers:

1. Using rags, tape and epoxy to stop leaks in gas lines.
2. Storing propane cylinders inside barns, homes and garages.
3. Tampering with safety devices so they can overfill portable cylinders.
4. Connecting portable cylinders to home heating systems.
5. Leaving propane cylinders in car trunks.

New PQA Plus Revisions Provide Program Enhancements

Over the last two years, PQA Plus® participants and industry experts have provided feedback about the program's Good Production Practices (GPPs) in the areas of animal care and food safety. As a result, the existing PQA Plus program has been enhanced, and new materials with the label "version 1.2" are available now.

Specific updates in version 1.2 include:

1. Within GPP No. 3, "Use Antibiotics Responsibly," specific guidelines will address issues for pork producers concerning antibiotic use in pigs. These same guidelines are covered in the Checkoff's Take Care program and are being rolled into the PQA Plus content.

2. Within GPP No. 9, "Develop, Implement and Document an Animal Caretaker Training Program," new content will assist pork producers in communicating important on-farm procedures when working at a production site and includes techniques for effectively training others and resources for documenting training sessions.

3. Within GPP No. 10, "Provide Proper Swine Care to Improve Swine Well-Being," certain animal handling practices from the separate, transportation-specific training program, Transport Quality Assurance®, are being added concerning procedures to use when handling and moving hogs. 

pork
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Pork Checkoff

Reports on checkoff-funded promotion, research and consumer information programs.

New Pork Industry Handbook Offers 1,700 Pages of Pork Info

The Pork Industry Handbook, a leading how-to guide for hog producers has been revised and is available through the Purdue University Cooperative Extension Service. The handbook includes sections on production and management systems, swine health, animal well-being and behavior, breeding and genetics, facilities and equipment, environmental management, marketing, pork quality, youth projects and worker health and safety.

New content includes more than 30 sections on nutrition and information on such feed additives as ractopamine and conjugated linoleic acid. The handbook was produced by swine experts at Purdue, 18 other land-grant universities, nine state pork boards and the National Pork Board, in cooperation with the U.S. Pork Center of Excellence and the Pork Checkoff.

The two-volume, 1,700-page guide comes in both print and DVD versions. The print version sells for \$125, the DVD version for \$60 and both versions for \$175. The two products and a copy of the U.S. Pork Center of Excellence's Diet Formulation and Evaluation software are available for \$250.

To order or for more information, contact Purdue Extension's The Education Store toll-free at 888-EXT-INFO, (888-398-4636) or visit www.the-education-store.com.

Applications for 2010 Pork Industry Scholarships Now Open

The Pork Checkoff, PIC and Pioneer are offering scholarships to juniors and seniors in college who plan to pursue a career in swine production management or a related field or will be seeking to attend graduate school and major in a discipline with an emphasis on swine. Interested students are invited to submit an application for one of 19 available scholarships.

Application guidelines should be followed and may be submitted online. The deadline is October 1, 2010. Recipients will be notified in December 2010.

"This is an extremely important part of what we do on behalf of America's pork producers," says Mark Knauer, animal science director for the Pork Checkoff. "Encouraging young people to continue their education in swine-related fields helps ensure that we have a steady pipeline of experts in areas critical to the industry's future success."

For more information, contact Mark Knauer at mknauer@pork.org or at (515) 226-2606.

Easy Cooking Label Program Promotes Pork

An eye-catching label on packages of pork is proving to be a small but mighty tool to drive pork sales at

major supermarket chains like Food Lion, Piggly Wiggly in South Carolina and Winn-Dixie in Florida.

"This is the year of the label in the Southeast," says Mike Walser, retail marketing manager, eastern division, for the Pork Checkoff, who noted that 276 high-volume stores in the U.S. military's Defense Commissary Agency (DeCA) are also interested in the on-pack labels. "Recent research has shown that labels increase retailers' sales by 6 to 10 percent, and we're glad to help retailers implement labeling programs for pork."

The Pork Checkoff has worked with Yerecic Label to design an "Easy Cooking" labeling program that's being implemented at the retail level. The on-pack, triangular-shaped corner labels can feature a pork recipe, a photo of the pork dish, cooking instructions, nutritional information and a coupon, in some cases. The label recipes can cover a variety of pork products, including roasts, chops, ground pork and more.

"On-pack recipe labels are the basic component of a successful meat case marketing program, because they offer an effective way to provide consumers with new mealtime solutions," Walser says.

To keep the labeling program fresh, the Pork Checkoff works with retailers to include new pork recipes on the labels as the seasons change. In addition, a color-coded system that clearly identifies pork products can be used to coordinate the appearance of the on-pack labels, in-store signage and advertisements, making it easier to consumers to shop the meat case.

"Once retailers implement a labeling program, they tend to stick with it, because it lays the foundation to build pork sales for the long run," Walser says.

U.S Pork Exports Post Solid Gains in May

U.S. pork exports continued a strong 2010 performance in May, the most recent month for which data is available. According to statistics released by USDA and compiled by the U.S. Meat Export Federation (USMEF) for producers, the gain in export value per animal processed in May was impressive: \$53.10 per animal - nearly 30 percent higher than the \$40.90 recorded in May 2009.

May pork export value increased 22 percent over a year ago and 5 percent from April 2010, reaching \$419.3 million. Export volume of 162,865 metric tons (359 million pounds) was up 13 percent over last year and 4 percent from the previous month.

The pork industry is seeing a higher return per pound on its exports in 2010. The value of those exports hit \$1.9 billion for the first five months of 2010, a 5 percent increase over last year. At the same time, the volume of exports this year is 787,869 metric tons (1.7 billion pounds), essentially even with last year's pace.

New Dietary Guidelines Support Pork

The U.S. Department of Agriculture's (USDA) new 2010 Dietary Guidelines offer good news for pork, since the recommendations reaffirm lean meat's nutrient value and role in a healthy diet.

"Pork is a quality protein that provides many under-consumed vitamins and minerals, and we have a good story to tell about pork's nutritional content," says Adria Sheil-Brown, a registered dietitian and manager of

nutrition communication and research for the Pork Checkoff. "We are working to ensure that USDA is aware of the importance of quality protein in a balanced diet and does not deemphasize the importance of lean meat, such as pork."

In the 2010 Dietary Guidelines, the Meat & Beans Group recommendation for the base USDA food grouping remains the same. The National Pork Board believes the current dietary guideline of an average of 5.5 ounce equivalents in the meat and beans group (based on a 2,000 calories/day diet) remains appropriate, based on the preponderance of scientific evidence.

Additional dietary recommendations include vegetarian versions of eating patterns, but the USDA report supports lean meat in the context of a healthful lifestyle. Red meat provides many under-consumed nutrients such as potassium, phosphorous and vitamin B12, says Sheil-Brown, who notes that vital nutrients such as iron and zinc are more easily absorbed when they come from meat rather than vegetables.

As expected, the 2010 Dietary Guidelines focus on reducing sodium and controlling weight, which supports lean pork's inclusion in the diet. While Americans currently consume two to three times more sodium than the recommended daily level, the good news is that fresh pork is naturally low in sodium, Sheil-Brown says.

Including lean pork in the diet can also help people lose weight while maintaining more lean tissue (including muscle), adds Sheil-Brown, who notes that pork tenderloin contains the same amount of fat and slightly less calories than the same size serving of skinless chicken

Celebrity Chef Fires Up Pork Grillers, Groupies

As the host of the Food Network's 10 Dollar Dinners, celebrity chef Melissa d'Arabian knows how to combine simple ingredients and quick preparation for maximum flavor. Since she often relies on grilled pork to create family-friendly meals, she has teamed up with the Pork Checkoff this summer to help consumers tame the flame and kick off the national photo contest, "Calling All Grillers with Groupies!"

"In our family, variety is the spice of summer. From weeknight chops and kid-friendly kebobs to party-pleasing ribs, pork offers unmatched versatility in cuts and flavor, pairing with almost any spice, rub or sauce," says d'Arabian, a budget-conscious and busy mother of four young daughters. "The ease and versatility of pork allows me to spend time with my favorite groupies - my daughters - regardless of the occasion."

To spread the word, d'Arabian starred in the Pork Checkoff's recent satellite media tour, which included 25 television and radio interviews with media outlets in top markets across the country, from Atlanta, Ga., to San Francisco, Calif. d'Arabian, who won season five of The Next Food Network Star in 2009, hit the airwaves with grilling tips and recipes, including her BBQ Blade Steak Papillotes ("food in foil"). "Melissa is a great spokesperson for pork because her focus on quick, kid-friendly meals really resonates with our target audience," says Traci Rodemeyer,

Pork Checkoff

manager of pork information for the Pork Checkoff. She notes that a variety of d'Arabian's pork recipes are showcased at TheOtherWhite-Meat.com, including Grilled Pork and Vegetable Chopped Salad; BBQ Blade Steak Papillotes; Tender Ribs with Smoked Paprika; Pork Skewers with Tangy and Zippy Orange Barbecue Sauces; and Grilled Spicy Sausage Patties.

Feed Bags Convey We Care Message

The Pork Checkoff is partnering with Sunglo Feeds to spread the industry's We Care message on thousands of feed bags. The nationwide feed company, which specializes in the show feed market, is printing the We Care logo and ethical principles on the back of 10 different varieties of its bagged swine feed.

"Everyone in the pork industry has a stake in the We Care initiative, including young producers exhibiting livestock at fairs and shows," said Ben Vainner, producer and industry relations outreach specialist for the Pork Checkoff. "We're excited about this opportunity and are pleased that Sunglo Feeds was the first company to step up and get involved.

Brian Hines, national sales account manager for Sunglo Feeds said that effort fits the company's philosophy of "doing the right thing to help the pork industry."

"While each youth who shows a pig is a small-scale pork producer, his or her product ends up in the food chain," Hines said. "What better way to promote the We Care ethical principles than by repeating them in producers' daily environment?"

Pork Checkoff Represented at the World Animal Health Meeting

At the annual World Organization for Animal Health (OIE) meeting held in Paris, France, representatives of 176 countries came together to discuss the latest animal health issues, ranging from disease outbreaks to new standards on animal welfare.

Dr. Paul Sundberg, vice president of science and technology for the National Pork Board, was part of an eight-person OIE delegation from the United States headed by the U.S. Chief Veterinary Officer. Specifically, Sundberg said delegates acted on international standards in the case of foot-and-mouth disease or other diseases that are in other parts of the world but could enter the United States. Also, issues such as antimicrobial resistance, pseudorabies vaccines and standards on Classical Swine Fever status were debated.

The delegate from Haiti presented animal health issues facing the island nation and highlighted the severe clinical consequences of Teschen virus. This is another swine disease foreign to the United States, but one that still poses a risk to American production because of the proximity of Haiti.

"It was important to participate in this global meeting," Sundberg said. "It's critical that we maintain a visible presence at these international standard-setting venues to help protect the best interests of U.S. producers concerning animal health, animal well-being and international trade."

New Recommended Tetracycline Withdrawal Times Help Maintain U.S. Pork Exports

International markets around the world continue to provide a valuable outlet for U.S. Pork and pork products. For this reason, the federal government, along with the U.S. Meat Export Federation, National Pork Producers Council, the American Pork Export Trading Company and others, work to ensure export customers get a continuous supply of high-quality, safe pork.

Recently, a new pork trade certificate with Russia has been negotiated. This certificate sets guidelines for packers that are exporting to Russia. The Russian Product Verification Program (PVP) is a program to verify compliance with the Russian tetracycline standard. The purpose of the PVP program is to provide specific product requirements for marketing U.S. Pork and pork products to the Russian Federation under the USDA Export Verification Program. One of the product requirements is a 14-day withdrawal period for all soluble and feed-grade tetracycline products to satisfy Russia's tetracycline minimum residue level (MRL). Packers may require some type of verification to show this withdrawal period is being met.

JBS United Presents the Second Annual John B. Swisher Leadership Award

JBS United, Inc., presented the second annual John B. Swisher Leadership Award to Glenn Grimes, at the JBS United Customer Appreciation Celebration held during the 2010 World Pork Expo in Des Moines, Iowa.

Glenn Grimes, the second recipient of the award, certainly exemplifies the award's criteria. Spending more than half of a century working as a market analyst in the U.S. pork industry, Grimes pioneered pork industry outlooks and the demand index model. Glenn is a driven and committed man who graduated from the University of Missouri in only two years. He later served as a professor and livestock marketing specialist at his alma mater for over 58 years. From the late 1960s to the early 1990s, Glenn was known as the national expert on structural

changes in the hog industry. He has also been associated with the National Pork Producers Council and the National Pork Board as a consultant for over 27 years.

The John B. Swisher Annual Leadership Award is an honor presented to an individual who exemplifies extraordinary leadership qualities and who has made an outstanding contribution to the advancement of the swine industry. This is the second time the award was presented at the World Pork Expo to an individual selected by the JBS United Awards Committee from a pool of nominated candidates.

Glenn was very excited to receive this award, stating "I have been honored to work in the swine industry for so many years, but this award and the recognition of my contributions is really appreciated. Thank you." 



Glenn Grimes receiving his award from John Swisher.

Hines family boar sets Hampshire sale record!

Hampshire records were shattered in July at the Summer Type Conference Sale in Louisville, Ky., as the National Swine Registry sold an all-time record priced Hampshire boar, owned by Cailyn and Payton Hines of Quincy, Mich.

Sired by EBM8 Huggy Bear 9-7 on a EC5 The Beast 97-2 dam, the Grand Champion Hampshire boar and Class 3 winner soared to a final gavel call of \$205,000. It was purchased by Lean Value Sires of New Carlisle, Ohio, and Sharrett Family Farms of Sabina, Ohio.

"Hampshires are back, and they are back big," said auctioneer Kevin Wendt of Irwin, Ohio. The crowd backed his statement with their bids.

Three generations of the Hines family were present as sisters Cailyn and Payton, both active members of the National Junior Swine Association, took turns parading the boar through the ring.

Contending bidder was Top Cut Genetics of Farmland, Ind. The previous Hampshire sale record was \$200,000, set approximately eight years ago. 



Payton Hines parades the Grand Champion Hampshire boar around the sale ring.

We are Listening

Dear MPPA:

Thank you for your gift to the Michigan State University College of Agriculture and Natural Resources. Your contribution, designated to the FFA Golf Outing Fund, is greatly appreciated.

Your generosity makes a difference to MSU and the CANR. Gifts such as yours directly affect the everyday lives of students, and are critical to the success of each of our programs. These dollars make it possible for scholarships, fellowships, research opportunities, technology needs and community outreach to happen - your gifts have a direct and immediate impact! Thank you for doing your part to ensure that Michigan State will continue its legacy as a leader in education, research and outreach that will advance knowledge and transform lives for generations to come.

On behalf of the faculty, staff and students of the MSU College of Agriculture and Natural Resources, I thank you for your support.

Jeffrey D. Armstrong, Dean
College of Agriculture and Natural Resources
Michigan State University

Dear MPPA:

I write to update you on legislation that could affect America's farm land.

Democrat leaders in Congress introduced legislation that would significantly expand the scope of the federal government's authority over our farm lands. H.R. 5088, *America's Commitment to Clean Water Act* would eliminate the word "navigable" from the definition of "water of the United States" within the Act.

This seemingly small change could have extremely harmful implications to American Farmers. It would effectively give the federal govern-

ment, including the Environmental Protection Agency, authority over all interstate waters including small farm ponds, groundwater, waters in ditches, and pipes.

If small streams and ponds were covered by the expansion of the law, future construction, maintenance and storage facilities could require onerous permits contributing to more Washington bureaucracy. Farmers and ranchers would be subject to even more regulation. Rest assured, I am opposed to this dangerous legislation.

In Michigan we are blessed with incredible natural resources such as our lakes and forests. As a parent, I want my children to enjoy the great outdoors like I did growing up. Accordingly, I will pursue a common-sense approach to environmental policy in my service as Michigan's Eighth District representative in Congress. Our environmental policies must be based on sound science and not emotion.

Again, I appreciate the opportunity to contact you. Should you have any questions or concerns, please do not hesitate to call on me.

Mike Rogers
Member of Congress

Dear MPPA:

The President has asked me to respond to your letter on behalf of the National Pork Producers Council and your state affiliates supporting resolution of the cross-border trucking issue.

Your letter notes the negative impact Mexico's tariffs have had on U.S. jobs. Your letter also notes that it is important for the United States to comply with its obligations under the North American Free Trade Agreement. I fully agree with both of these points. Secretary of Transportation Ray LaHood and I have heard directly from a number of U.S. farmers and

firms on the damage these duties inflict on competitive U.S. exports, and the jobs that have been put at risk at a time when exports should be leading us on the road to economic recovery. Enforcement of trade agreement obligations is also central to the trade policy of the Obama Administration.

As you know, H.R. 3288, the "Consolidated Appropriations Act 2010," included appropriations for the Department of Transportation and does not include the spending restrictions which had been contained in the March 2009 appropriations legislation. This prior legislation prohibited the use of appropriated funds for a cross-border motor carrier demonstration program with Mexico. Since H.R. 3288 was signed in December 2009, the United States now has the ability to work with the Congress and Mexico to develop a path for resolving our longstanding issues over cross-border transportation services. Such a resolution would contribute to the competitiveness of our economy and benefit our consumers. It would also, of course, result in Mexico ending its retaliation on U.S. goods.

The Obama Administration is committed to working with the government of Mexico to resolve this dispute in a manner that is consistent with our international obligations and that ensures our roads are safe and that all drivers meet our qualifications. The support of the National Pork Producers Council and other interested stakeholders will be key in this effort.

I appreciate the time you have taken to share your views on this important issue in U.S. - Mexico relations and look forward to working with you as we move ahead.

Ambassador Ronald Kirk
Trade Representative
Executive Office of the President

Dear MPPA:

Thank you for your recent letter to Ambassador Kirk and Secretary Vilsack regarding market access for American pork in the People's Republic of China. As you note in your letter, we have worked hard to lift all restrictions on U.S. live swine, pork and pork products imposed throughout the world in wake of the emergence of the H1N1 influenza virus. We have had many successes, and, as you know, the United States and China reached an agreement last May to open the Chinese market to U.S. pork and pork products.

Under the new agreement, China agreed to reopen its market to all pork and pork products and to base its decisions on international science-based guidelines. Given the importance of the Chinese market to U.S. agricultural interests, this is a major win for America's pork producers.

USTR staff continues to work closely with the National Pork Producers Council, USDA and other government agencies to secure full market access for U.S. pork and pork products in China and Taiwan that block our exports due to a ban on ractopamine. USTR has raised the ractopamine issue with these countries on multiple occasions and USTR is working very closely with industry, other government agencies and trading partners to ensure that an international standard for ractopamine will be adopted at the July 2010 CODEX Commission meeting.

On the issue of subsidies, I appreciate receiving your views on the programs that benefit China's pork industry. As we do with all WTO Members, the United States will continue to review China's programs to ensure that China and all our trading partners

honor their WTO commitments. I have also noted your concerns about China's value-added tax ("VAT") and its application to agricultural products, which the United States has raised in the WTO Committee on Agriculture. We will continue to closely track this issue, and keep you informed of recent developments.

Thank you for the opportunity to brief you on our most recent successes and activities to promote the U.S. pork industry. And as always, I look forward to working with you in the months ahead to ensure that foreign markets remain open for U.S. pork and pork products.

Ambassador Isi Siddiqui
Chief Agricultural Negotiator
Executive Office of the President
Washington, D.C.

Dear MPPA:

I would like to thank you for your sponsorship of the Michigan Pork Producers Association youth scholarships. It is wonderful to see you give back and support students who will do great things for the future of the swine industry.

I have been fortunate enough to have grown up surrounded by pigs. From an early age, I can remember going out to the barn with my dad and picking out the best animals for show. When I was old enough, I became avidly involved in 4-H as a showman myself. My love of showing pigs never stopped developing and I expanded my experience to showing at the Green & White Show at MSU and the National Junior Summer Spectacular

held in Louisville, Kentucky. Showing hogs has given me the opportunity to grow as a person; my experiences have taught me responsibility, the value of agriculture, and the importance of being a life-long learner. This past summer, I was able to give back to those that have expanded my horizons by having an internship with the National Swine Registry, working with their youth organization, the National Junior Swine Association. I have realized that my love for hogs is not just constrained to the show ring – I can and look forward to staying involved with the industry outside of the ring, as well.

This year I was fortunate enough to receive your \$750 scholarship. As a senior at Michigan State University, I will use this funding to continue on my path towards a degree in Agriculture Education. Following graduation, I plan to pursue a career focused on youth programming in agriculture – either through the classroom or through a youth organization like the National Junior Swine Association. Your financial assistance makes these goals more easily attainable.

Again, thank you for all your continued support of youth in the swine industry. The results of your generosity will be seen for many years to come. I personally appreciate your kindness and look forward to working with you more in the future.

Amanda Sollman
Brown City, Mich.

Cuban-Style Grilled Chops



Times:

20 minutes prep, 20 minutes cook

Ingredients:

4 8-ounce boneless pork top loin chops, 1 to 1 1/4-inch thick
2/3 cup fresh orange juice, (about 2 oranges)
1/4 cup red onion, finely chopped
1/4 cup canola oil , OR extra-virgin olive oil
1/4 cup fresh lime juice, (about 2 limes)
4 cloves garlic, minced (2 teaspoons)
2 teaspoons dried oregano
1 1/4 teaspoons ground cumin
1/2 teaspoon kosher salt

Cooking Directions:

Place pork in large, resealable plastic bag. Mix together orange juice, onion, oil, lime juice, garlic, oregano, cumin and salt in small bowl. Set aside 1/3 cup of the juice marinade. Pour remaining marinade over pork; close bag to seal. Turn bag to evenly coat pork with marinade. Refrigerate for 2-6 hours, turning bag occasionally.

Prepare a medium-hot fire in grill. Remove pork from marinade; discard marinade in bag. Grill chops, uncovered, over direct heat for 12-16 minutes or until internal temperature of pork reaches 160 degrees F., turning chops over halfway during grilling and brushing occasionally with reserved marinade. Transfer chops to cutting board. Loosely cover with foil; let rest for 5 minutes.

Serves 4

Nutrition:

Calories: 168 calories	Protein: 25 grams
Fat: 7 grams	Sodium: 180 milligrams
Cholesterol: 75 milligrams	Saturated Fat: 3 grams
Carbohydrates: 2 grams	Fiber: 0 grams

Listening

Dear MPPA:

Thank you for your donation in support of the 19th Annual ANR Golfing for Scholarships outing.

We truly appreciate your wonderful support for this annual event and in turn for support of students enrolled in the MSU College of agriculture and Natural Resources.

The ANR Alumni Association raises more than \$20,000 annually to fund scholarships, student activities and alumni programming. This year 12 students have received leadership scholarships and 8 students were awarded study abroad travel scholarships and 15 CANR student clubs have been awarded student club grants enriching the lives of students.

Again, thank you for your support.

Kathryn Reed

Assistant Director, Alumni Relations
and Special Events
Michigan State University

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<i>High-Lean Pork.....</i>	<i>2</i>
<i>Morrow & Parent Farm..</i>	<i>41</i>
<i>See Farms.....</i>	<i>41</i>
<i>Swine Vet Services.....</i>	<i>40</i>
<i>Top Line Equipment</i>	<i>41</i>
<i>United Feeds.....</i>	<i>41</i>
<i>Wooden Farms.....</i>	<i>41</i>

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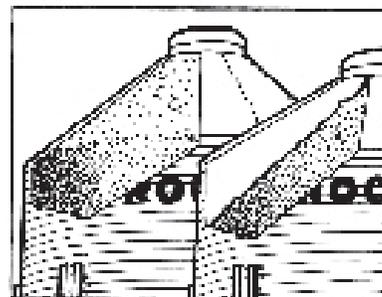
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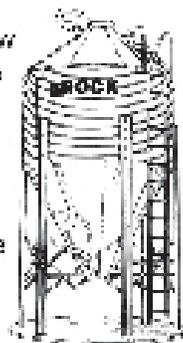


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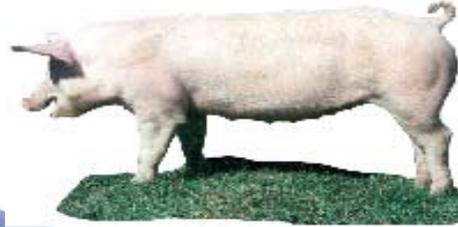
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Michigan office: 1-800-322-1658

Market Flexible

238#

DLY female
x
A-1200 boar



328#

DLL female
x
A-1200 boar

Sow Productivity

Avg. number of pigs/litter	9.5 (gilt litters)
Avg. litter weight	134.25 lbs.
Age weaned	17 days
Avg. pig weight	14.13 lbs.

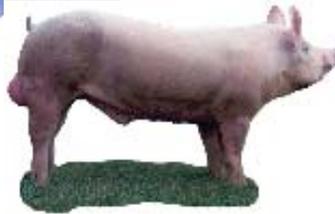
**Parent-line female
DLY Now Available**

Sow Productivity

Avg. born/litter	11
Avg. live born/litter	10.3
Avg. weaned/litter	9.5
Age weaned	24 days
Avg. pig weight	22.1 lbs.

Nursery/Finish Performance

Number of days in nursery	53
Avg. daily gain in nursery	1.018 lbs.
Avg. on-test weight finish	68 lbs.
Avg. off-test weight	238 lbs.
Avg. daily gain on-test	2.048 lbs.
Feed intake per day on test	4.98 lbs.
Feed efficiency test finish period	2.549 lbs.



**A-1200 terminal-
line sire**

Nursery/Finish Performance

Number of days in nursery	48
Avg. daily gain in nursery	1.025 lbs.
Avg. on-test weight finish	71.3 lbs.
Avg. off-test weight	328 lbs.
Avg. daily gain on-test	2.07 lbs.
Feed/day on test	5.80 lbs.
Feed efficiency	2.805 lbs.
Lean gain/day	1.057 lbs.
Age at slaughter	198 days
Days in finisher	124
Total gain/day of age from birth	1.657 lbs.

Carcass Cut-Out

Avg. backfat (Rough Pack)	0.56 in.
Avg. yield	76.13%
No Paylean® used	

Carcass Cut-Out

Avg. backfat (Tyson)	0.95 in.
Avg. loin depth	2.82 in.
Avg. live weight	328 lbs.
Avg. carcass weight	242 lbs.
Carcass Premium	\$6.52
Yield	76.21%
Fat-free lean gain/day	1.05 lbs.

Meat-Quality Evaluation

Loineye avg	6.35 sq. in.
Visual color avg.	2.92
Visual marbling avg.	2.32
Percent of intramuscular fat	2.32
Visual firmness avg.	2.035
Wetness avg.	1.857
Minolta score avg.	54.01
pH avg.	5.82

Meat-quality analysis by
Dr. Steve Moeller at
The Ohio State University Meat Lab.



Consulting Veterinarian
James A. Kober, DVM

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