



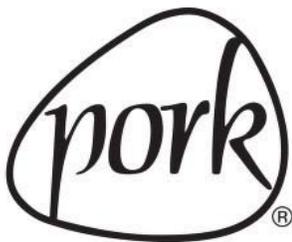
MI PORK SAMPLER

NPPC Urgest USDA to Defend 'Pork. The Other White Meat' Sale

In a meeting with the U.S. Department of Agriculture's Office of General Counsel, representatives of National Pork Producers Council (NPPC) demanded that the agency defend the purchase by the National Pork Board from NPPC of the Pork. The Other White Meat® trademarked assets. NPPC sold to the Pork Board in 2006 The Other White Meat® slogan and pork chop logo for about \$35 million. NPPC financed the purchase over 20 years, making the Pork Board's annual payment \$3 million. The sale was an arms-length transaction with a lengthy negotiation in which both parties were represented by legal counsel, and USDA, which oversees the federal Pork Checkoff program administered by the Pork Board, approved the purchase. The Humane Society of the United States, a lone Iowa farmer and the Iowa Citizens for Community Improvement in 2012 filed a lawsuit against USDA, seeking to have the sale rescinded. Initially, USDA defended the lawsuit, and a U.S. District Court dismissed it for lack of standing, but a federal appeals court in August 2015 reinstated the suit. But before any court proceedings on the merits of the lawsuit, USDA inexplicably changed course and entered into settlement talks with HSUS. According to NPPC President John Weber, a pork producer from Dysart, Iowa, and CEO Neil Dierks, who met with USDA's general counsel and

reiterated the pork industry's objection to any settlement, there was no indication where the agency stands on the case. NPPC is concerned that USDA already may have thrown in the towel. Such capitulation would be met with universal anger from pork producers around the country.

At NPPC's recent annual meeting, producer delegates unanimously approved a resolution calling on USDA to rely on the judgment of the Pork Board for the management and execution of Checkoff activities. (A related "advisement" was unanimously approved by Pork Board delegates.) In their meeting with USDA, Weber and Dierks pointed out that: the Pork. The Other White Meat® trademarks, particularly the pork chop logo, still are being used by the National Pork Board; regardless of how each of the trademarks is being used, the phenomenal recognition and awareness of them continue to make the trademarks some of the most valuable intellectual property in existence today; and the purchase agreement was for fair market value and continues to make sense for the Pork Board to perform under the contract, providing a valuable service to the entire pork industry. They also raised the issue of allowing a disgruntled, purported hog farmer to bring down an entire agreement, which would be a bad precedent for all Checkoff programs and federally approved contracts. USDA admitted it doesn't know - and never asked - whether the farmer raises hogs or whether he has been paying into the Pork Checkoff program. [It should be noted that HSUS previously was involved in a lawsuit that included false standing claims in a case against Ringling Bros. and Barnum & Bailey Circus. The animal-rights group settled bribery claims in that case by paying nearly \$11 million to the circus's owner, Feld Entertainment.] NPPC also urged USDA to follow the 1985 Pork Act, which created the Pork Checkoff program and gave authority to the Pork Board, through its board of directors, delegates and committees - collectively representing all pork producers - to make decisions about Checkoff funds and programs.



The Other
White Meat®



Capital Update

NPPC and MPPA join 225 Agricultural and Food Groups Urging Support for TPP

The National Pork Producers Council (NPPC) and Michigan Pork Producers Association (MPPA) recently joined 225 other agricultural and food organizations in expressing support for the Trans-Pacific Partnership Agreement and in urging congressional lawmakers to back the deal.

The TPP, negotiations on which concluded last October, is a regional trade deal that includes the United States, Australia, Brunei Darussalam, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam, which account for nearly 40 percent of global GDP.

“If faithfully implemented, TPP will help level the playing field for U.S. exports and create new opportunities for us in the highly competitive Asia-Pacific region,” said the agricultural and food groups in a letter to Senate and House leaders.

NPPC believes the deal could be the “biggest commercial opportunity ever for U.S. pork producers.” Iowa State University economist Dermot Hayes estimates the agreement will exponentially increase U.S. pork exports to Pacific Rim countries and help create more than 10,000 U.S. jobs tied to those exports.

“While U.S. pork producers support the TPP, it is imperative to make sure other countries do not artificially stimulate pork production through support programs in a way that will undermine the concessions they made in the TPP negotiations,” said NPPC President John Weber, a pork producer from Dysart, Iowa.

In addition to removing export barriers, the TPP agreement includes high-standard rules that will encourage market-driven and science-based terms of trade that will help the U.S. food and agriculture industry compete in the Asia-Pacific region, the agricultural and food groups pointed out in their letter.

“Trade agreements have benefitted the pork industry immensely,” said Pat Hunter, MPPA President and a

pork producer from Vicksburg, Mich. “The U.S. has become the number 1 pork exporter in the world and currently exports more pork to the 18 countries we have trade agreements with than to the rest of the world combined.” Hunter says the benefits from TPP are expected to exceed the benefits from past trade deals and those agreements have resulted in pork exports increasing 1,550 percent in value and 1,268 percent in volume since 1989, the year the United States implemented the Free Trade Agreement with Canada and started opening international markets for value-added products. “It’s critical for the pork industry that TPP is supported,” Hunter said.

North American Producers Committed to Responsible Pork Production

North American pork producer leaders meeting recently in Whistler, British Columbia, confirmed their industry’s common focus on producing nutritious, sustainable and affordable pork.

Hosted by the Canadian Pork Council (CPC), the meeting was attended by representatives of the CPC, the National Pork Producers Council and the Mexican pork producer organization, Confederación de Porcicultores Mexicanos (CPM).

In their discussions, the leaders recognized that, in addition to production efficiencies and environmental sustainability, pork producers share with the rest of society the expectation that pigs are raised in a manner that respects their animal welfare needs as well as society’s concerns that the industry uses antimicrobials prudently.

The pork producer leaders found that another commitment in common is the judicious use of animal health products and for farmers to play their part to preserve the continued effectiveness of antibiotics for humans and for animals. The industry continues to promote sound management, nutrition and good housing as the first line of defense to maintain and protect animal health, recognizing that animal health products should never be used as a replacement for good animal husbandry.



Pork Checkoff

Registration Now Open for Annual Pork Management Conference

The National Pork Board will host the annual Pork Management Conference, June 14-17, in Clearwater, Florida. The 2016 conference will bring together experts from across the U.S. pork industry to address current business trends and challenges facing the industry. Through presentations, breakout sessions and networking, attendees will gain important insight on industry trends and financial management practices to improve the performance and efficiency of their operation.

“The Pork Management Conference allows pork producers to interact with each facet of the industry,” said James Coates, chair of the Checkoff’s Producer and State Services Committee and a pork producer from Franklin, Kentucky. “This interaction provides pork producers and those working in the industry an opportunity to learn more about the different sectors, ask questions and take new information back to their farms.”

In addition to the general sessions open to all attendees on Wednesday, Thursday and Friday mornings, two concurrent sessions are specifically planned for Thursday, June 16. Topics include improving professionalism on the farm, accounting and tax update, employing technology, benchmarking, contracting, safety programs, risk management and insurance.

The registration fee is \$395 per person through May 27 and rises to \$435 after that date. A registration form and a detailed list of events are available at pork.org.

National Pork Board Applauds Efforts to Curb Antibiotic Resistance

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

Antibiotic-Resistant Bacteria (PACCARB). The Pork Checkoff, funded directly by America’s 62,000 pig farmers, has defined a three-point antibiotic stewardship plan centered on research, pig farmer education and outreach to pork industry partners and consumers.

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

Johnson specifically points to references in the PACCARB report that notes U.S. Food and Drug Administration (FDA) Guidance 209 and 213, which bring the use of medically important antimicrobial medicine under the direct supervision of veterinarians to be used only when necessary to ensure animal health. The report also defines the need to collect more, and better, data.

“Pig farmers embrace the new guidelines and are actively implementing them across the country,” Johnson said. “Strengthening veterinarian relationships, requiring a prescription or veterinary feed directive for the use of medically important antibiotics in water and feed, and prohibiting use of medically important antibiotics for anything other than treatment, control and disease prevention are major steps forward.”

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

In February, the National Pork Board convened the first meeting of its Blue Ribbon Panel on antibiotic stewardship. The panel’s focus is to provide objective, independent counsel on the National Pork Board’s research, education and communication priorities.

The Pork Checkoff also recently hosted Resistance: The Antibiotic Challenge. The dialogue, facilitated by The Atlantic Media Group, brought together key opinion leaders from human health, animal health, government, pharmaceutical, and retail and consumer groups to discuss the challenge of responsible antibiotic use in the 21st century.

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Michigan Youth Livestock
Scholarship

2016 Michigan Youth Livestock Scholarships Due June 1

To be eligible for either the Michigan Youth Livestock Scholarship Fund general scholarship or the statewide scholarship, the applicant must be a resident of Michigan and a graduating high school senior or a high school graduate continuing their education at an accredited institution in the year in which they are applying.

For the general MYLSF scholarship, the applicant must be a youth exhibitor at the Michigan Livestock Expo, the Michigan Dairy Expo or the former Michigan State Fair, for a minimum of three calendar years prior to the year of application. For the statewide scholarship, an applicant must be a youth exhibitor at a local, county, or statewide exhibition for a minimum of three years prior to the year of application.

Specific proceeds from the Michigan Livestock Expo Sale-Abration auction as well as charitable donations help fund the scholarships. The fund is

governed by a seven-member board comprised of volunteers from Michigan's agricultural community, with the corpus of the fund held at the Battle Creek Community Foundation. In 2014, approximately \$13,000 was deposited in the Michigan Education Saving Plans for youth exhibitors that compete in judging and showmanship events at the Michigan Livestock Expo on the Michigan State University campus.

Applications and qualification requirements for the MYLSF and the statewide scholarship can be obtained at www.michigan.gov/mda-mylsf. Applications must be postmarked no later than June 1, 2016. If you have any questions, please contact Jeff Haarer, Michigan Department of Agriculture and Rural Development's Producer Security Section Manager, at 517-284-5642 or Ernie Birchmeier, Michigan Farm Bureau's Livestock & Dairy Specialist, at 517-679-5335.