



MI PORK SAMPLER

Public Notice by Michigan Pork Producers Association and the National Pork Board

The election of pork producer delegate candidates for the 2016 National Pork Producers (Pork Act) Delegate Body will take place at 10:30 a.m., Wednesday, June 17, 2015 in conjunction with the Annual Meeting of Michigan Pork Producers Association in the GreenStone Farm Credit Services Building at 3515 West Road, East Lansing, MI 48823. All Michigan pork producers are invited to attend.

Any producer, age 18 or older, who is a resident of the state and has paid all assessments due may be considered as a delegate candidate and/or participate in the election. All eligible producers are encouraged to bring with them a sales receipt proving that hogs were sold in their name and the checkoff deducted. For more information, contact Michigan Pork Producers Association, 3515 West Road, Suite B, East Lansing, MI 48823, 517-853-3782.

Don't forget to get your farm MAEAP certified

The Michigan Agricultural Environmental Assurance Program (MAEAP) is an innovative, proactive program that helps farms of all sizes and all commodities voluntarily minimize agricultural pollution risks. MAEAP was developed by a coalition of agriculture farmers, commodity groups, state and federal agencies, and conservation and environmental groups.

Getting certified reduces your legal and environmental risks, shows your community that environmental stewardship is important to you, balances efficient production and environmental practices and helps ensure safety on your farm.

For more information, contact 517-373-9797 or email mda-esd-maeap@michigan.gov

Volunteers Needed at Breakfast on the Farm



Breakfast on the Farm events are kicking off this summer, beginning July 11. These events offer attendees an opportunity to learn about farming and food production while having a free breakfast and touring farms across the state of Michigan. Each event runs from 9 a.m. to 1 p.m., with breakfast ending at noon. Michigan Pork Producers Association is looking for volunteers to help educate attendees about pork production. Contact Emily Walker at walker@mipork.org or 517-853-3782 for more information or to sign up.

- July 11: Mason County hosted by Stakenas Farms, Free Soil, MI
- July 25: Sanilac County hosted by Roto-Z Dairy Farm, Snover, MI
- Aug. 8: Van Buren County hosted by Hood Farms Family Dairy, Paw Paw, MI
- Aug. 15: Gratiot County hosted by Wheeler Dairy, Brekenridge, MI
- Aug. 29: Hillsdale County hosted by Pleasant View Dairy, Jonesville, MI



Capital Update

NPPC Urges Congress to Fix Meat Labeling Law

Trade retaliation is imminent unless Congress repeals a U.S. meat labeling law, said the National Pork Producers Council, following the recent World Trade Organization decision upholding an earlier ruling that the statute violates U.S. international trade obligations.

The WTO rejected an appeal by the United States of the international trade body's October 2014 ruling that the U.S. Country-Of-Origin Labeling (COOL) law discriminates against Canadian cattle and pigs and Mexican cattle. COOL requires meat to be labeled with the country where the animal from which it was derived was born, raised and harvested. Canada and Mexico send livestock to the United States to be fed out and processed. The WTO decision paves the way for those countries to place tariffs on U.S. imports.

"Unless Congress acts now, Canada and Mexico will put tariffs on dozens of U.S. products," said NPPC President Ron Prestage, a veterinarian and pork producer from Camden, S.C. "That's a death sentence for U.S. jobs and exports."

Canada and Mexico are expected to quickly request authorization from the WTO to retaliate against U.S. products. The level of retaliation will be equivalent to the economic harm incurred by the countries from COOL; Canada and Mexico are expected to claim billions of dollars in damages. The WTO likely will authorize retaliation sometime this summer.

NPPC opposed COOL when it was being debated by Congress as part of the 2002 Farm Bill, warning that, among other things, the law was not compatible with WTO rules.

"The United States economy can't afford to have its products restricted, through tariffs, to its No. 1 and 2 export markets," Prestage said.

"Congress needs to address this now. If it doesn't, the lost jobs and the damage to our economy will be on lawmakers' heads."

In response to the ruling, House Agriculture Chairman K. Michael Conaway (R-TX) introduced H.R. 2393, a bill to repeal mandatory Country of Origin Labeling (COOL) requirements for beef, pork, and chicken products May 19. Chairman Conaway and his colleagues held a bipartisan press conference with representatives from industries that are targets of retaliation by Canada and Mexico. H.R. 2393 would amend the Agricultural Marketing Act of 1946 to repeal Country of Origin Labeling requirements with respect to beef, pork, and poultry, and for other purposes.

NPPC Critical of Dietary Guideline Recommendations

A report from the Dietary Guidelines Advisory Committee (DGAC) will be used by the secretaries of Agriculture and Health and Human Services to write the 2015 Dietary Guidelines for Americans, which affect all federal food purchasing programs, including the School Lunch program. NPPC pointed out that there is ample scientific evidence supporting the nutritive value of meat and noted that previous Dietary Guidelines recognized and supported the critical role animal proteins play in ensuring a nutritionally optimal American diet.

The organization said that the DGAC concluding that consumers should eat less "red" and "processed" meats and omitting lean meat from the profile of a healthful diet were reached "on tenuous grounds." NPPC also was critical of the committee for not reviewing the "full breadth of scientific research that supports the inclusion of meat into healthy dietary profiles" and for relying extensively on information sources from outside the Nutrition Evidence Library, a USDA repository of nutrition information. Additionally, NPPC took the DGAC to task for including a recommendation related to "sustainability," instructing consumers that a diet higher in plant-based and lower in animal-based foods would be more environmentally sustainable.



Pork Checkoff

PORK Academy Features Full Slate of Producer Seminars at World Pork Expo June 3-5

NPPC's annual World Pork Expo will be held June 3-5 at the Iowa State fairgrounds in Des Moines. The Pork Checkoff's Producer Opportunity for Revenue and Knowledge (PORK) Academy sessions will again be part of the World Pork Expo. The annual sessions are designed to educate pig farmers on the latest trends in pork production.

“ These sessions will provide attendees with information to help operate their farms more effectively ... ”

“PORK Academy offers an outstanding lineup of leading experts who will address issues facing producers today,” said James Coates, chair of the Checkoff's Producer and State Services Committee and a pork producer from Franklin, Kentucky. “These sessions will provide attendees with information to help operate their farms more effectively and to stay current on industry trends and challenges.” 2015 PORK Academy seminars will be held at Varied Industries Bldg. Room C and will cover issues from antibiotic guidance, to PEDv, to the common industry audit and much more.

For more information, visit: <http://www.pork.org/pork-academy-features-full-slate-producer-seminars-2/>.

Annual Pork Management Conference to be held in June

The Pork Checkoff will host the 2015 Pork Management Conference, Your Pork Industry

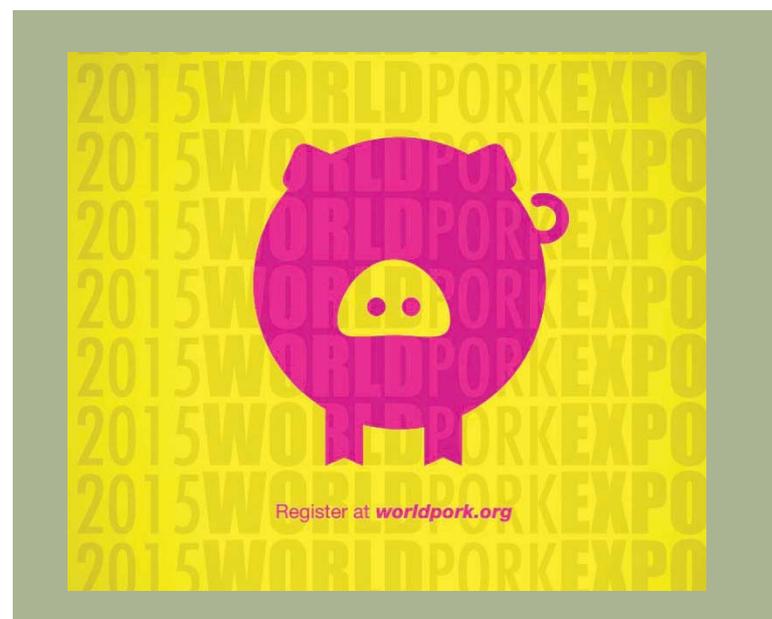
Investment, June 16-19 in New Orleans.

This annual conference brings together experts from across the industry to speak on current business trends and challenges that help pork producers gain important insight and financial sophistication to manage their operation.

“The Pork Management Conference combines the latest production trends and business information with opportunities for pork producers to interact with knowledgeable financial professionals dedicated to helping them succeed,” said Coates “Each attendee will come away from this three-day conference armed with tools they can use immediately to improve their farm.”

In addition to the general sessions open to all attendees on Wednesday, Thursday and Friday mornings, two concurrent sessions are planned for Thursday. Topics include capital development and diversification opportunities and experiences, generational transfer of farm ownership/leadership, audit overload panel, income and estate tax planning, surviving disasters on the farm, price discovery and mandatory price reporting.

The registration fee is \$395 per person through May 29 and rises to \$435 after that date. A registration form and a detailed list of events are available at pork.org.



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NPB Launches Summer Mission to Save the Country from Flavorless Grilling



Grilling season is heating up – but the National Pork Board (NPB) discovered that millions of Americans might be missing out on what could be a seriously tasty summer. After ranking all 50 states based on their flavor footprint – the volume of social media food conversations people had about flavor, seasonings and sauces in 2014 – NPB found that many states may be in dire need of some flavor-packed inspiration. The top 10 “flavor deserts” reach coast to coast and include Arizona, Nevada, Michigan (ranking 3rd), Texas, Ohio, California, New Mexico, Illinois, Georgia and Oklahoma.

With grilling season underway, the National Pork Board launched its flavor mission with an unexpected cookout “crash” in one of the country’s top 10 states most in need of a flavor infusion. NPB created a little fun for one unsuspecting couple in Illinois, enlisting improv actor and comedian Anthony Courser to pose among their grill-out guests and humorously sneak pork chops on the grill to feed the unsuspecting crowd.

NPB’s “The Grill Crashers” series will air on social channels and feature “crashes” from across the country all summer long. Together with comedic actor and not-so-clueless grilling enthusiast Donald Faison, NPB will surprise fans with unexpected cookout crashes in California later this month. America’s pork farmers also will team up with local radio disc jockeys in Atlanta, Washington, D.C., Dallas and Houston to conduct BBQ Flavor Takeovers throughout the summer, helping inspire people to crash their own summer cookouts with new flavor – and pork.

To see where each state stands in the flavor line-up, watch grill crashers videos and find more pork recipes that will have summer grilling tasting great, visit PorkBeinspired.com/GrillCrashers.