



MI PORK SAMPLER

Michigan Ag Council Launches New Brand: Michigan Grown, Michigan Great at State Fair



By local farm families. MichiganGrown.org

The Michigan Ag Council recently launched its new brand, Michigan Grown, Michigan Great the Fifth Third Bank Michigan State Fair, September 1-5.

As part of the brand launch, fairgoers at the Michigan State Fair had the chance to win a \$250 Kroger gift card each day and donate to the Food Bank of Eastern Michigan by participating in the Michigan GROWN, Michigan GREAT selfie contest. Michigan GROWN, Michigan GREAT invited guests to take a selfie with a farmer during the Fair and post it on Facebook, Twitter or Instagram using the hashtag #migrwnmigreat for a chance to enter.

Michigan GROWN, Michigan GREAT also donated \$1 to the Food Bank of Eastern Michigan for every selfie shared using the hashtag.

Farmers met and talked with fairgoers at the Kroger Michigan-Made Pavilion, where guests were able to find food and other products provided by Michigan farms and small businesses. The Michigan State Fair took place at Suburban Collection Showplace in Novi.

“We’re excited to offer this opportunity for fairgoers to connect with local farmers,” said Steve Masters, executive

director for the Fifth Third Bank Michigan State Fair. “Since the fair will be held in Novi, we expect to have many parents interested in asking farmers questions about food quality and safety. Farmers are a dependable source for this type of information because they are the starting point for Michigan’s fresh foods and other agricultural products.”

Michigan GROWN, Michigan GREAT is a new brand of the Michigan Ag Council, which seeks to build trust in Michigan’s farmers and farming systems. The program is a 501(c)(6) organization supported, in part, by Corn Marketing Program of Michigan, GreenStone Farm Credit Services, The Kroger Co. of Michigan, Michigan Farm Bureau, Michigan Milk Producers Association, Michigan Pork Producers Association, Michigan Potato Industry Commission, Michigan Soybean Promotion Committee, Michigan Wheat Program and United Dairy Industry of Michigan.

To learn more about Michigan GROWN, Michigan GREAT, visit www.michiangrown.org.



Michigan Pork Producers Association Board Member Fred Walcott (far right) and his son, Will, take a selfie with a group at the state fair.



Capital Update

TPP Prospects Get A Little Brighter

The prospects for a congressional vote this year on the Trans-Pacific Partnership agreement have been boosted recently by several prominent politicians. Recently, Sen. Orrin Hatch, R-Utah, chairman of the Senate Finance Committee, which has jurisdiction over trade matters, told reporters the upper chamber could consider the TPP during a “lame duck” session – the period after the Nov. 8 election and the end of the year. House Ways and Means Committee Chairman Kevin Brady, R-Texas, echoed Hatch in an interview with the Texas Tribune. “What I’m absolutely certain of is, every day we delay in accessing that Asia-Pacific region, the more we lose economically,” he told the paper. “I think it is a mistake to withdraw from Trans-Pacific Partnership because if America abandons the Asia-Pacific markets, we’ll lose.” Also recently, Bill Clinton told CNBC, “The geopolitical reasons for [TPP] from America’s point of view are pretty clear.” Although Democrat presidential nominee Hillary Clinton has expressed opposition to the deal, the former president seemed to indicate she would like to make changes to the agreement but would support it as president. Also weighing in on the agreement was Japanese Prime Minister Shinzo Abe, who was in New York for the U.N. General Assembly. “Japan and the U.S. must each obtain domestic approval of the TPP as soon as possible for its early entry into force,” he said. “Success or failure will sway the direction of the global free-trade system, and the strategic environment in the Asia-Pacific.” The TPP includes the United States, Australia, Brunei Darussalam, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam, which combined have 800 million consumers and account for nearly 40 percent of global GDP. Getting Congress to take up and pass the agreement this year is the top priority of NPPC, which has called the trade deal the biggest commercial opportunity ever for pork producers and a “landscape-changing” agreement. According to Iowa State University economist Dermot Hayes, the TPP will cause U.S. pork exports to the 11 TPP partner countries to increase exponentially, creating 10,000 new U.S. jobs tied to those exports.

USDA’S Vilsack Questioned on Pending GIPSA Rule

U.S. Department of Agriculture Secretary Tom Vilsack recently defended his agency’s proposed Grain Inspection, Packers and Stockyards Administration (GIPSA) rule at a Senate Agriculture Committee hearing on the state of the farm economy. The so-called GIPSA Rule was proposed in 2010 to implement provisions related to the buying and selling of livestock and poultry included in the 2008 Farm Bill. But the proposed rule went well beyond the Farm Bill mandates and would have had a significant negative effect on the livestock industry. While the new rule – expected to be issued in the coming weeks – has yet to be made public, the 2010 one would have cost the U.S. pork industry more than \$330 million annually, according to a November 2010 Informa Economics study. (An updated study found that the regulation would cost even more to implement today.) Tens of thousands of comments, including 16,000 from pork producers, were filed in opposition to the 2010 rule, and Congress several times included riders in USDA’s annual funding bill to prevent it from finalizing the regulation. But no rider was included in the fiscal 2016 agricultural funding bill, and USDA earlier this year indicate it would move forward with new GIPSA rule. At the recent hearing, committee member Sen. Thom Tillis, R-N.C., raised concerns about the lack of clarity surrounding details of the rule and stressed the need for stakeholder input. “We’ve got a concern with the GIPSA rule. Because we don’t have a lot of clarity on it, it looks like a replay of the 2010 proposed rule,” Tillis said. Vilsack refused to comment on the final outcome of the rule, but when pressed by Sen. Joni Ernst, R-Iowa, he alluded that the agency would take public input. “I can assure you we are not going to put out something that doesn’t allow people to review it, understand it and give us feedback,” Vilsack said. NPPC has been lobbying lawmakers to ensure USDA allows the public to comment on any GIPSA rule offered.



Pork Checkoff

National Pork Board Delivers on Strategy of Responsible Antibiotic Use

The National Pork Board is leading the conversation to combat antibiotic-resistant bacteria and preserve the responsible on-farm use of antibiotics in pork production. The Pork Checkoff, funded directly by America's 60,000 pig farmers, defined its three-point antibiotic stewardship plan in mid-2015 and has delivered on its pledge of promoting research, pig farmer education and consumer and influencer outreach during 2016.

“Real, substantive change is underway on pig farms across America with the farmers themselves shaping the discussion around responsible antibiotic use,” said Jan Archer, National Pork Board president and a pig farmer from North Carolina. “We were the first food-animal industry to announce our stewardship plan, which underscores that antibiotics are essential tools for veterinarians and farmers to raise healthy livestock and to produce safe food.”

Archer added that today's pig farmers stand ready to implement the new, more stringent U.S. Food and Drug Administration (FDA) rules when they take effect on Jan. 1, 2017. These rules – FDA Guidelines 209 and 213 and the Veterinary Feed Directive Rule – end the use of medically important antibiotics for growth promotion and bring the use of medically important antimicrobial medicines under the direct supervision of veterinarians and dictate that they be used only when necessary to ensure animal health.

“We have been listening closely to the many audiences touched by food production,” said Archer. “From retail grocery chains to the foodservice industry, and from consumers to those influencers who define food production policy, we completely understand the important role pig farmers play in delivering safe food. We are committed to defining the ideal balance of the right medicine, in the right dose, at the right time for our pigs.”

Toward that end, in 2016 the U.S. pork industry has:

- Collaborated with federal agencies such as the U.S. Department of Agriculture, FDA, the Centers for Disease Control and Prevention and veterinary and farmer organizations to look for ways to continuously improve responsible antibiotic use.
- Introduced the Don't Wait... Be Ready! pig farmer awareness and education campaign.
- Invested \$750,000 in five research areas that include defining alternative antibiotic technologies, studying the environmental fate of antibiotics and better understanding the impact of antibiotic-resistant bacteria.
- Named a third-party panel of non-farm experts to provide objective, independent counsel on the National Pork Board's current and future research, education and communication priorities.
- Hosted several events and presentations with key influencers and the media to shape discussion around antibiotic use in both livestock and human health.

“America's pig farmers embrace the new FDA rules which truly change the long-standing practices of our industry,” said Bill Even, National Pork Board chief executive officer. “Pig farmers are committed to a process of continuous improvement in a number of areas, especially regarding responsible antibiotic use. One key element of that commitment is strengthening the relationships farmers have with their veterinarians.”

“We take our role as pig farmers very seriously when it comes to using antibiotics responsibly,” Archer said. “Just as in human medicine with patients and doctors, we realize that pig farmers and their veterinarians are the linchpin to keeping food safe, and antibiotics effective, for future generations.”

Materials outlining each of the pork industry's efforts are available from the Antibiotics Resource Center (pork.org/antibiotics). They explain how producers should prepare for the expansion of the veterinary feed directive (VFD) and the elimination of growth promotion use of antibiotics deemed medically important to human health. The Checkoff also is introducing a new infographic that highlights the major steps forward in responsible antibiotic use over the past year.

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Legislative Fly-in

TPP Pork Producers' Top Priority During NPPC Legislative Fly-in

Getting a vote this year on the Trans-Pacific Partnership (TPP) agreement was the top issue on which pork producers from around the country lobbied their congressional lawmakers during NPPC's biannual legislative fly-in Sept. 14 and 15. In addition to the TPP, more than 130 producers from 20 states urged their senators and representatives to include funding in the next Farm Bill for a Foot and Mouth Disease vaccine bank and to oppose a U.S. Department of Agriculture regulation – the so-called GIPSA rule – that would restrict the buying and selling of livestock. But the TPP was producers' No. 1 priority. The agreement includes the United States, Australia, Brunei Darussalam, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam, which combined have 800 million consumers and account for nearly 40 percent of global GDP. "The TPP represents our biggest commercial opportunity ever," said NPPC President John Weber, a pork producer from Dysart, Iowa. "This is a landscape-changing deal that will significantly affect the future of my family and pork-producing families throughout the country. The TPP will cause U.S. pork exports to increase exponentially, and we'll see at least 10,000 new U.S. jobs created because of that increase." During their Capitol Hill visits, pork producers pointed out the significant negative financial impact that failing to pass the TPP will have



Michigan Pork Producers Association Board Members Tim Kruithoff and Ed Reed stand with U.S. Representative John Moolenaar, MPPA Executive Director Mary Kelpinski and Pork Leadership Institute participant Jake Vance at the Fall Legislative Fly-in.

on their bottom line. Sales and market share will be lost to competitor countries, such as the European Union, that are negotiating free trade agreements with the TPP nations. Additionally, said Weber, the United States, which led the TPP negotiations, would lose credibility in the region if it abandons the TPP. Michigan attendees included Michigan Pork Producers Executive Director Mary Kelpinski, producers, Ed Reed, Marcellus; Tim Kruithoff, Kent City and Jake Vance, Carson City.