

MI Pork Sampler

October 2012



Michigan Pork Producers visit Washington for National Pork Producers Council's (NPPC) Legislative Conference

Pork producers from across the country traveled to Washington, D.C., September 12th. to attend NPPC's biannual Legislative Action Conference. Michigan producers Dennis DeYoung, Plainwell; Bob Bloomer, Sebawaing; and Pat Albright, Coldwater along with Michigan Pork Producers Association (MPPA) Executive Vice President Sam Hines participated in the conference.

While there, producers met with members of Congress to discuss issues of importance to the pork industry, including the 2012 Farm Bill, a waiver of the federal Renewable Fuels Standard and trade matters. NPPC staff also presented the producers with updates on legislative issues. Producers and Capitol Hill staff attended NPPC's Capitol Hill-famous "Rack of Pork" congressional reception.

Comments from conference attendees:



Bob Bloomer:

"During my trip to D.C., I enjoyed attending the 'Rack of Pork Reception.' I was able to talk with the some of the Congressmen's aids in a relaxed atmosphere, as they asked more questions about what we talked about earlier that day. It amazes me the amount of pressure that a congressman may get from both sides of an issue. Another advantage in traveling to the

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The *MI Pork Sampler* is MPPA's new publication that will help you fill up on state and national pork news in between *Michigan Pork* helpings!

Operation Main Street featured on news

Operation Main Street (OMS) is a program that the Pork Checkoff launched in 2004 to train producers and coordinate opportunities to speak about the pork industry to their communities.

MPPA Executive Director Mary Kelpinski is a prolific OMS speaker who has spread the word to many people over the years with her positive message about pork and pork production.

She was recently scheduled to do an OMS presentation to the Swartz Creek Kiwanis Club on Aug. 16 at 7:30 a.m., and because of her commitment to present was asked to come by Flint NBC23-TV before her presentation to do an interview. She was featured on both morning broadcasts and their website. Mary's interviews reached an audience of 450,000 viewers, proving how her commitment to OMS presentations really paid off for the Michigan pork industry.



NPPC Update...

Nebraska's Rep. Adrian Smith a 'Friend Of Pork'

NPPC presented Rep. Adrian Smith, R-Neb., with the "Friend of Pork" award at its Fall Legislative Conference.

The award is reserved for members of Congress who demonstrate a strong commitment to and continually work to advance the U.S. pork industry.

"America's pork producers have no better friend in Congress than Congressman Adrian Smith," said Nebraska Pork Producers Association President-Elect Jan Miller. "Adrian's rural Nebraska roots are the basis of his strong common sense agriculture values."

Farm Bill expired, to be dealt with after November Election

Congress left town without passing either a new five-year Farm Bill or an extension of the current 2008 bill, which expired Sept. 30th. The House Agriculture Committee in mid-July approved a five-year Farm Bill; the Senate passed its 2012 Farm Bill in early July. The U.S. pork industry supports a new five-year bill, and NPPC will continue working with lawmakers to pass a bill when Congress is back for lame duck session in November. House Speaker John Boehner, R-Ohio, said lawmakers will "deal with the Farm Bill after the election."

NPPC Applauds Issuance of Wholesale Pork Reporting Rule

NPPC applauded the release of a final rule to implement the wholesale pork reporting provision of the federal mandatory price reporting law, which requires meat packers to report price data to the U.S. Department of Agriculture's Agricultural Marketing Service (AMS).

NPPC worked to get the reporting provision included in legislation that reauthorized in September 2010 the Livestock Mandatory Reporting Act and helped develop the regulation as part of a

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negotiated rule making process. The rule outlines what information packers will be required to submit to AMS, how the information should be submitted and other requirements. Packers will be required to submit the price of each sale, quantity and other characteristics, such as the type of sale, item description and destination of the product. AMS will use the data to produce timely, meaningful market reports.

"America's pork producers are grateful for USDA's cooperation in helping develop this valuable tool for pork producers since it is becoming increasingly common to sell hogs based on the cutout price," said NPPC President R.C. Hunt, a pork producer from Wilson, N.C. "This important addition to the price reporting law allows for a more competitive market and will provide greater transparency in the livestock market."

Statement of NPPC President R.C. Hunt on USDA Pork Purchase

"The National Pork Producers Council is grateful for USDA's \$100 million supplemental pork purchase, which will be used for various federal food assistance programs.

"This purchase will help pork producers who are struggling with the effects of this severe drought, which has adversely affected much of the nation's corn crop.

"In fact, many producers still face the prospect of severe losses because of record-high feed prices, which have gone up because of the drought.

"NPPC will continue to work with USDA to help pork producers through this current crisis."

Checkoff News...

Pork Producers Draft 2013 National Pork Board Budget

In the midst of some of the most difficult market conditions in years, more than 50 pork producers met in Des Moines Sept. 5th. and 6th. to draft a 2013 budget for the National Pork Board (NPB) that focuses on continuing to build pork demand while addressing several challenging production issues.

The producers from throughout the country who make up the Plan of Work Task Force, including Michigan producer and NPB board member Dale Norton from Bronson, Michigan, continued a planning and budgeting process that began earlier this summer, when producer-led committees identified specific action steps designed to meet the goals in the board's strategic plan. Those goals include:

- Refresh and reposition pork's image to increase domestic and international consumer demand.
- Protect the rights and ability of U.S. farmers to produce pork in a socially responsible and cost-competitive manner.
- Pursue strategies to enable U.S. pork producers to remain highly competitive, long term, on a global basis.

Based on 2013 revenue projections from the Pork Checkoff, the board has established a budget target of \$67 million, which is about 5 percent below the 2012 budget. Revenue forecasts are lower for 2013 because hog prices are projected to be slightly lower than they were this year. NPB revenues come from the Pork Checkoff, which collects 0.4 percent of the sale price when a hog is marketed.

"The impact of the widespread drought this summer on the 2013 hog market was on the minds of the producers working on this year's budget," said Conley Nelson, an Algona, Iowa, farmer and pork production executive who serves as president of NPB. "We expect to see relatively good market prices for our pigs, but the drought has significantly depleted the corn and soybean crops that are the foundation of hog diets. As a result, we're going to have feed and other costs that will make it difficult for most producers to

be profitable in 2013."

He added, "The challenge as we put together our next budget was to continue to support our successful new *Pork Be inspired* marketing campaign and our growing export markets, while at the same time doing all we can to help pork producers prosper under difficult conditions. There also were proposals for important research projects, and the board believes we must continue to support the industry's *We Care* initiative and other efforts to build consumer trust.

Each of the producer committees that oversee foreign and domestic marketing, science and technology, and producer education and services makes budget requests for specific tactics. The Plan of Work Task Force then aligns the committees' spending requests with the board's budget target. The producers on the Task Force, selected to represent the diversity of U.S. pork production, included 15 board members, representatives of the board's nine producer-led committees and pork producers who represent differing geographic regions and production styles. The group also included a representative of pork importers, who contribute to the Pork Checkoff.



Register now for Free Employee Management Webinars

NPB is offering six free webinars this fall to help swine managers deal with the challenges of managing human resources. The webinars will help managers discover new methods, tips and tools for working efficiently and effectively with their operations' most important resource – people. To participate, you must register in advance, as well as register separately for each webinar. All of the webinars will be held from 3 to 4 p.m., CST. The webinars being offered are:

Interviewing and Hiring	Wednesday, Oct. 24
Training	Wednesday, Oct. 31
Coaching and Feedback	Wednesday, Nov. 7
Conflict Resolution	Wednesday, Nov. 14
Discipline and Termination	Wednesday, Nov. 28
Appraising Performance	Wednesday, Dec. 5

For more information, contact Charlotte Peterson at SPeterson@pork.org or at (515) 223-2614.



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Legislative Conference is the chance to get to know the other members of the MPPA Board when you are out of town together.

I like that in America, we vote on an issue and the majority wins. Even if I don't agree with the decisions made, it is great to live in a free country."

Pat Albright:

"The Fall Legislative Conference was another successful event. One that provided information to those of us in attendance and then gave us the ability to go directly to the officials who could effect change. I had the chance to meet with Congressmen Walberg and Upton, and the staff of several others. We discussed the Farm Bill, antibiotic use, and trade issues mostly. The 'Rack of Pork' reception was attended by many of the congressional staff and a few congressmen, and was



standing room only for much of the evening."

Dennis DeYoung:

"I met with Representative Fred Upton, who is my congressman, and also with staff members of several other congressmen. I still



find that there is very little support for HSUS among the visits that I make and I have probably been in every Michigan Congressional Office over the years that I have gone to D.C. My schedule also allowed me to accompany Pat Albright on his visit with Rep. Walberg. Although I have met with his staff in the past I had not met the Congressman before and found him to be the kind of man we need more of in politics. If you are in his district he certainly deserves your support, as does Representative Upton."



October is National Pork Month!