



# MI PORK SAMPLER



## Swine Health Update: African Swine Fever, What Pork Producers NEED to Know and Possibly Plan For?

### Locations:

**January 8, 2019**

6:00-8:30 p.m.

**Saginaw Research Station**  
3775 S Reese Rd.  
Frankenmuth, MI

**January 10, 2019**

6:00-8:30 p.m.

**Branch County MSUE Office**  
570 Marshall Rd, Suite C  
Coldwater, MI

**January 15, 2019**

6:00-8:30 p.m.

**Cass County MSUE Office**  
120 N Broadway St. Suite 209  
Cassopolis, MI

**January 17, 2019**

6:00-8:30 p.m.

**Kent County MSUE Office**  
775 Ball Ave. NE  
Grand Rapids, MI

These educational meetings will be focused on protecting the health of Michigan's pork industry. Representatives from National Pork Board will present their viewpoint on the likelihood of an African Swine Fever outbreak in the United States. Industry experts will discuss how pork producers can prepare for continued production if there would be an outbreak (Secure Pork Supply Planning). MDARD leadership will discuss their role in working with producers in such an event.

### Presentations:

#### African Swine Fever

- National Pork Board update and viewpoint

#### Preparing for What-If

#### Working on My Secure Pork Supply Plan

- Biosecurity, Assessing my Farm's Risks

#### MDARD's Expectations for Producers

**Dinner will be provided. Please RSVP to ensure a meal. RSVP at:**

**[www.events.anr.msu.](http://www.events.anr.msu.edu/2019SwineHealthMeetings/)**

**[edu/2019SwineHealthMeetings/](http://www.events.anr.msu.edu/2019SwineHealthMeetings/)**

**With questions, call Michigan Pork Producers Association at 517-853-3782 or email [schmitt@mipork.org](mailto:schmitt@mipork.org)**



## Capital Update

### VOTE ON 2018 FARM BILL COULD COME BY YEAR'S END

Congressional lawmakers recently discussed a possible “lame duck” vote on the 2018 Farm Bill. (A lame duck session is the period between congressional elections and the start of a new Congress.) A conference committee, reconciling Senate- and House-passed legislation, was expected in late November to approve a final bill, which would need to be voted on by the Senate and the House. NPPC asked that the five-year agricultural blueprint establish and fund a Foot-and-Mouth Disease (FMD) vaccine bank, as well as include money for the National Animal Health Laboratory Network, which does animal disease diagnostics, and block grants for state animal-health agencies for efforts to prevent diseases. While the details of the conference committee bill aren't known, the legislation is expected to include some mandatory funding for animal health and disease preparedness. If a vote on the 2018 Farm Bill does not occur before the end of the current Congress, it is likely the 2014 Farm Bill, which expired Sept. 30, would get a one-year extension, and new Farm Bill legislation would need to be introduced in the 2019 Congress.

### TRUMP, EU TRADE COMMISSIONER DISCUSS POTENTIAL TRADE TALKS

EU Trade Commissioner Cecilia Malmström was in Washington, D.C., recently to discuss a potential trade negotiation between the United States and the European Union. President Trump alluded to the need for free and reciprocal trade between the European Union and the United States in a series of tweets. One tweet in particular described the barriers that U.S. wine faces entering the EU. NPPC responded to this tweet, pointing to the barriers that U.S. pork faces as well and emphasizing the need for the EU to stop disparaging U.S. agriculture products and to remove unscientific barriers currently hindering U.S. exports to the EU.

Unfortunately, while in Washington, Malmstrom argued that food and agriculture should not be within the scope of U.S.-EU trade talks. The Trump administration, on the other hand, continues to insist that food and agriculture be included in negotiations. NPPC, and presumably other U.S. food and agriculture groups, will oppose the initiation of trade talks that do not include food and agriculture. As in all prior U.S. free trade agreement negotiations, NPPC's position is that all tariff and non-tariff barriers on pork must be eliminated. The EU's reasoning for wanting to exclude food and agriculture from trade talks is blatantly transparent: EU agriculture is inefficient and shielded from competition. The United States produces the safest, highest-quality pork and other foods in the world. While U.S. agriculture runs a global trade surplus, the United States has a significant trade deficit in food and agriculture with the EU. That deficit only can be rectified through comprehensive trade negotiations with the EU that include food and agriculture, resulting in the elimination all tariff and non-tariff barriers to trade.

### DESPITE CHANGE IN PARTY CONTROL, NPPC EXPECTS HOUSE TO SUPPORT FARMERS

While the results of the recent mid-term congressional elections saw Democrats take control from Republicans over the U.S. House for the 116th Congress that begins early next year – and put more Republicans in the Senate – NPPC still expects lawmakers to approve a Farm Bill that supports American agriculture, promotes rural prosperity and protects livestock from foreign animal diseases. It also expects them to support reforms that allow farmers to hire and maintain a legal, productive workforce and to pass free trade agreements that let U.S. pork producers export more product. Democrats in 2019 and 2020 will be in charge of the House's various committees, including the Agriculture panel, which is expected to be chaired by Rep. Collin Peterson, D-Minn.



## Pork Checkoff

### National Pork Board and U.S. Meat Export Federation to Partner on Pork 2040

The National Pork Board, the U.S. Meat Export Federation (USMEF) and the U.S. Department of Agriculture (USDA) announced that they will engage in a foresight-based marketing study called Pork 2040. The study will investigate changing consumer attitudes and trends in developed and emerging U.S. pork export markets in 17 defined countries.

“Previous international marketing studies centered only on quantitative statistics to define demand, production and market access,” said Bill Luckey, chair of the Checkoff’s International Marketing committee and a pork producer from Columbus, Nebraska. “This unique effort will be more comprehensive, investigating the relevant qualitative factors that shape consumer opinion and hence markets. The study will focus on forecasting the pork and pork-product demand landscape over the next several decades to help determine where best to invest our limited Checkoff resources.”

In addition to analyzing linear consumer trends, the Pork 2040 research will assess trends in the development of new production and marketing technologies, as well as in growing environmental concerns and in emerging legal, trade and regulatory regimes around the globe.

“Comprehensive research is vital to our international marketing planning and forecasting in order to stay ahead of the curve,” Luckey said. “We must take proactive steps to market products in both current and emerging markets well into the future.”

China, which has a growing and increasingly urban population base, will be the first country studied through the Pork 2040 lens. A research platform will be developed to enable the U.S. pork industry to design and implement a long-term strategy for U.S. pork consumption in China and to add context to one of the most critical export markets.

“By forecasting where pork and pork product demand is heading in China, the Pork Checkoff

and its partners can return value to U.S. pig farmers through a defined and united focus on growing export demand,” said Craig Morris, vice president of international marketing for the Pork Checkoff.

The Emerging Markets Program will provide initial funding for the project. This funding will enable teams of experts to assess consumer trends, attitudes and behaviors that influence China’s food system needs and the subsequent ability to increase U.S. exports into the region.

“Pork 2040 will help decision-makers in business, government and non-profit organizations understand and accommodate the myriad challenges facing our pork industry stakeholders,” Morris said. “Challenges routinely surface from ever-evolving factors that affect the global food system, and we need to be better informed about circumstances potentially within our control and influence.”

Contractors interested in submitting proposals for this market should visit [pork.to/2040rfp](http://pork.to/2040rfp) to download the request for proposals and submit their bid.

### Paying it Forward Ham by Ham this Holiday Season

Pig farmers across the U.S. understand the important role that they play in contributing to a better way of life in their communities, and recently, U.S. pig farmers, the National Pork Board, the National Pork Producers Council and State Pork associations kicked off the third annual **Hams Across America** campaign. The program’s goal is to highlight the many diverse product donations the pork industry makes throughout the year.

Pig farmers and those involved in the pork industry are encouraged to extend Giving Tuesday through Dec. 23 with **Hams Across America**. Individuals can participate by purchasing a gift of ham and paying it forward to loved ones and those in need. Participants are encouraged to share their pay-it-forward stories on social media using #RealPigFarming and #HamsAcrossAmerica.

Each year the **Hams Across America** campaign kicks off on Giving Tuesday – the first Tuesday after Thanksgiving. This nationally recognized day promotes charitable giving and pay-it-forward programs.

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In this issue:

Pork Educational  
Meetings

Now Accepting  
Scholarship Applications

Now Accepting MPPA  
Award Nominations

## Now accepting MPPA scholarship applications

**T**he Michigan Pork Producers Association awards more than \$3,000 annually in scholarships to high school seniors, college freshmen, sophomores or junior students. There are two scholarships available, the IAT Swine Management Scholarship for those pursuing or currently in Michigan State's Swine Tech program and the Michigan Pork Industry Scholarship for those pursuing or currently in a Bachelors program at any college. The interviews for both scholarships will be held January 26, 2019 during the Green and White Show, held at the MSU Pavilion in East Lansing.

**The deadline to apply for the 2019 Michigan IAT Scholarship and the 2019 Michigan Pork Industry Scholarship is January 18, 2019.**

**The applications are available at [www.mipork.org/michigan-pork-industry-scholarship/](http://www.mipork.org/michigan-pork-industry-scholarship/)**

**Please contact Emily Schmitt with questions at [schmitt@mipork.org](mailto:schmitt@mipork.org) or 517-853-3782.**

## Now Accepting 2019 MPPA Award Nominations

**Do you know someone that does an outstanding job in the pork industry? MPPA is looking for nominations for the 2019 Master Pork Producer, Distinguished Service, Contract Grower and Swine Herd Manager/Employee Awards.**

**The winner of each award will be recognized at the MPPA Awards Luncheon February 20 at the Lansing Center, Lansing, MI**

Please email the nomination to [schmitt@mipork.org](mailto:schmitt@mipork.org)  
or send or fax the information to:  
Michigan Pork Producers Association  
3515 West Road, Suite B  
East Lansing, MI 48823  
Telephone: 517-853-3782  
Fax: 517-853-3785

**All nominations must be in by Dec. 17, 2018.**