

MICHIGAN PORK

The source for information affecting Michigan's Pork Producers

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Producer Spotlight: The Albrights



Pat and Colleen Albright outside of their Union City, Michigan processing plant, Countryside Quality Meats.

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Michigan Pork

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Producer Spotlight: The Albrights

By: Megan Sprague
MPPA Program Director
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Building relationships within their community, creating educational opportunities for those interested in pork production, and encouraging families to spend time together are all a large part of what happens at Albright Swine Farms.

Pat and Colleen Albright of Coldwater, Michigan, own and run a 180-200 head sow facility that produces pigs for their hog roasting business, niche market sales, restaurant sales and show pig sales. In 1987, Pat and Colleen took over the family farm to go into full time hog production, but eventually they had to make a decision on what type of facility they were going to operate.

That question was soon decided when their son, Doug, became interested in the show pig industry. Since the farm was already using AI techniques, it was a natural transition into breeding and selling show pigs. They began acquiring purebred sows, and in the last 15 years they have had significant growth, from selling 40-50 show

pigs per year to 500-600 per year. One way that the Albrights have been able to facilitate this growth is through the use of online sales and their website, www.brightswine.com. They have found it to be not only successful, but a very unique way of marketing their pigs.

Doug is still very involved in the show aspect of the operation, as “show pig manager.” He works with their online sales and makes contacts around the country as he travels for his job with Pfizer. The show pig component gives the whole family a chance to participate. Colleen, who does all the record keeping for the farm, is responsible for training and handling their show pigs.

Transitioning into selling show pigs was a wise decision for the Albrights, and really has worked well to give them irreplaceable opportunities.

The Albrights attribute the fact that both their son, Doug, and their daughter, Bailey, have graduated from college and work in agriculture is in



(Above) Bred sows lounge inside the main barn at Albright Swine Farms.

some part due to their experiences on the show circuit, or family “vacation” as the Albrights dub it. Just like families that have kids on traveling sports team, the Albrights view stock shows as a family activity. It gave their kids an opportunity to meet other livestock producers from around the country and develop lasting friendships with quality kids.

“You always knew where your kids were and who they were hanging out with at livestock shows,” Pat Albright commented.

He went on to talk about how important it is for kids to experience different types of shows in different regions, to really go beyond the county fair, and ultimately make more opportunity out of their livestock projects. The Albrights still continue that tradition, even though their kids are grown, with Colleen’s involvement as a facilitator for the Michigan Swine Youth Challenge, a swine project participation competition, and her role as Vice President of the Branch County Fair Board.

Selling show pigs isn’t the only way that the Albrights interact with the next generation. They also in-



(Above) Pat Albright inspects a piglet in one of their farrowing rooms.

corporate student employment into both their hog roasting business and their production facility. Every year new student employees are brought in to learn about agriculture, pork production and hard work. Some of these students have no agricultural background, but have need for a summer job, while others may already have had an agricultural background. Student employees are just one of the many ways that the Albrights try to incorporate and educate others using their farm.

Another educational endeavor at the Albright farm began six years ago when the Albrights began raising Berkshire Hogs. They are now the largest producers of Berkshire Hogs in Michigan. The Berkshires are sought after for their meat quality. Raising Berkshires has put them in contact with small and first time hog farmers. At first, the Albrights assumed that those buying breeding hogs from them would have a basic grasp of concepts such as farrowing, processing, breeding, and general care. Unfortunately, they quickly realized that with the



(Above) The Albrights can go nowhere without their faithful farm dog, Skeeter.

(Below) The Albrights have nine hog roasters that they use for events all over the state.



growing information and popularity of Berkshires on the Internet, many of these people had little to no experience in raising hogs. The Albrights began offering, for a small fee, animal husbandry training. They bring groups of inexperienced hog farmers onto their farm for the day to teach them about moving pigs, animal welfare, injections, processing and the many other aspects of raising pigs. This gives them not only hands-on experience, but a look into what the Albrights call a scaled down version of a commercial operation. These classes also give the new farmers a resource in the Albrights, and it seems to make them more comfortable asking questions in the future. Although bringing in that many people could leave them vulnerable, especially because of biosecurity, it was easy to make the decision to allow people in because they were accustomed to having people on their farm to look at show pigs. Albrights are very proud of their PQA Site Assessed status and the work they have done to ensure a quality environment where they can showcase pork production in a way that would be difficult in a different business model.

Their relationships with niche producers continues because they bring a lot of business into the Albright's processing facility, Countryside Quality Meats in Union City, Michigan. At Countryside, they process cattle, hogs, lamb, goats, and some deer and produce delicious products such as jerky and brats. They also offer a "share of a farm" promotion, where they pair up with a vegetable grower to deliver fresh meat to their customer's doorstep. It allows them another opportunity to interact with niche producers and build those relationships.

With all these business ventures, including their 150 hog roasts per year, one would think that they might be too busy to be involved in different organizations. Remarkably, for the Albrights, being involved in organizations inside and outside of agriculture remains a top priority. Pat has been a member of his community's Rotary Club for over twenty years. He is the only farmer in the club, and finds that agriculture is a frequent topic of



(Above) At Countryside Quality Meats employees process and package meat products for customers.

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By: Ed Reed
MPPA President

“ We take the biggest gambles and only a farmer can understand what it’s like to plant a seed, fertilize it, and hope it grows. ”

“I can’t wait until 2013!”

I can’t wait for 2013! When you start running and fixing pivots in June, and irrigating heavily all summer, you know it’s going to be a rough one. I wasn’t around fifty years ago when the last bad drought hit, but have never seen the kind of drought that we have this year. On our farm, we are expecting to see anywhere from 0 to 50 bushels coming off of our non-irrigated fields. Unfortunately, the reality of getting nothing off many fields is not going to be surprising. We are down 50 percent from last year in our yield estimates and glad that like many farmers, we had a good year last year.

Although we originally bought more land as a hedge against feed costs, and it has served us well in the past, this year it’s not panning out. We are doing our best to book feed and at the same time working to get our pigs to market. We really seem to be doing better than some though. We had a farmer who offered us feeder pigs, if we paid to transport them, all the way from Canada. The value of those feeder pigs is almost nothing, and the hog market certainly isn’t covering input costs at the present time. Local sow buyer Heinold is getting calls as far away as Iowa from farmers looking for a market for their sows, as many farmers are looking to downsize their breeding herds.

I think the big question that is haunting hog producers right now is where are we actually going to get corn and bean meal from? We will be competing with other countries, like the Asian market, that have always had to import soy products. Unfortunately, after a poor bean crop out of South America, and prices rising from \$300 to \$500 per ton for bean meal,

it’s looking pretty dire.

On our farm, we have been feeding alternative feeds such as wheat “midds,” fat, and cereal but, as are most of our feedstuffs, these are also tied to the price of corn.

Acquiring more alternative feeds will be important if we are going to replace protein deficits in the future. Unfortunately, Dried Distillers Grains with Solubles (DDGS), a by-product of ethanol, is also appreciating in value making it less attractive, but possibly still a viable option for producers. Who would have thought \$300 a ton DDGS might price into our rations? As mentioned above, the cost of corn has also caused ethanol producers to buckle down on costs and slow production. This means less available and higher priced DDGS. Also, with the cost cutting, ethanol plants are hesitant to spend the extra money to dry DDGS for pork producers, when cattle feeders can buy and utilize them wet. Vomitoxin and Aflatoxin levels in drought stressed corn also are limiting our ability to feed DDGS. When Vomitoxin and Aflatoxin are present in a bushel of corn, the level present in a bushel of DDGS is 3 times what was present in the original bushel of corn. Obviously, pork producers will have to become more creative when it comes to formulating rations.

In the big scheme of things, producers are going to have to put a lot of emphasis on alternative feed ingredients and definitely feed more wheat. Companies like Smithfield are already buying corn from South America, but for the rest of us the next crop to come

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By: Sam Hines
MPPA Executive Vice President
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“To me, it’s really reprehensible what HSUS has done and continues to do to disrupt something as noble as producing protein for a hungry world.”

“HSUS’ tactics are reprehensible”

It seems there is no lack of things for pork producers to worry about these days. Understandably, this summer’s severe drought is uppermost on everyone’s minds, but developments in the animal care arena haven’t gone unheeded either. In recent months, several major retail companies and quick service restaurants have announced that, at some point in the future, they will use only pork from operations that raise hogs without using gestation stalls. These announcements have come in response to the Humane Society of the United States (HSUS) threatening to besmirch the brands of companies that resist announcing they will source pork from only gestation stall-free operations.

No matter that it is unlikely these companies will be able to source the quantities they need only from operations raising hogs without using gestation stalls. Apparently, upper level management at these businesses didn’t think that through; they simply wanted to get HSUS off their back and announcing they plan to purchase pork only from gestation stall-free facilities seemed the easiest way to do so. However, in their rush, it appears many of them have made promises they will likely be unable to keep. Proof of this seems to be borne out by the results of a survey announced at World Pork Expo that indicates only 17.3 percent of sows in the U.S. currently spend some time during gestation in open or group housing. The survey is described in more detail in the ensuing article, but it is obvious that HSUS has found another effective way of imposing its anti-meat agenda by pressuring food companies and retailers to agree to its demands. I believe NPPC

responded to these actions appropriately by stating:

“It is very disconcerting that retailers, in making decisions about sourcing pork products, continue to succumb to the pressure of activist groups such as the HSUS without any consideration of the impact on American farm families, who produce the safe and affordable pork that they sell to consumers. These unilateral and impulsive announcements are made without any recognition that nearly all of the pork products produced in the United States today come from facilities built for the validated practice of gestation stalls.

Nowhere in the announcements is there any discussion on the willingness of these companies to pay for these requests. These are very complex issues that require interaction of the complete supply chain. Simply making an announcement without understanding the supply chain’s ability to meet the requests or the costs associated with them is simply irresponsible. Our customers need to understand that these announcements come with severe and unintended consequences.

We believe there is a responsibility to ensure that there is transparency, and these food retailers have an obligation to assure their customers that the product they are purchasing is coming from verified sources.

These forced changes on our producers’ choice of sow housing may very well put hog farmers out of business and will certainly increase the price of pork for consumers.

We are American farm families and take great pride in our track record

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Survey Shows Few Sows in Open Housing

Results of a survey issued at the World Pork Expo, the annual trade show of the National Pork Producers Council (NPPC), show that the overwhelming majority of the U.S. sow herd spends some time in individual housing, known as gestation stalls. The findings confirm NPPC's concerns about recent pronouncements by food companies that they will use only pork from operations that are gestation-stall free.

The survey, conducted by University of Missouri extension economist Ron Plain, found that currently only 17.3 percent of sows spend a portion of gestation in open pens. Plain surveyed pork operations with 1,000 or more sows. He received responses from 70 operations, which combined own about 3.6 million of the nation's 5.7 million sows.


"Today's survey shows that these food companies obviously haven't thought through the complexities, logistics or implications of their requests," said NPPC President R.C. Hunt, a pork producer from Wilson, N.C. "Simply making an announcement without understanding the entire supply chain's ability to meet these requests or the challenges involved is utterly befuddling. We feel it is important to have this first-hand information available to our customers."

The Plain survey found that 20.2 percent of sows on operations of 1,000-9,999 sows, 18.9 percent on operations of 10,000-99,999 and 16.4 percent on operations of more than 100,000 are in open pens for some portion of gestation. When asked about plans to put more sows in open pens, the largest operations indicated that 23.8 percent of their sows would be in them in two years, operations of 10,000-99,999 sows would have 21.3

percent of their pigs in such pens and operations of 1,000-9,999 would have 20.7 percent.

But it is important to note, said NPPC that an operation may use both individual and open pen, or group, housing and that sows on some operations may spend time in both systems.

"Given that few sows always are in open housing and that producers may use both individual and group housing, it would be extremely difficult and costly for the pork supply chain to sort, segregate and trace product to meet the requirements of these food companies," Hunt said. "Regardless, this issue is about giving animals the best care possible, and hog farmers like me know through years of experience that individual housing provides that best care. Despite that, animal welfare groups have coerced food companies to announce that in a few years they will only use pork from operations that are gestation-stall free."

In 2009, facing the threat of a ballot initiative by the Humane Society of the United States Michigan producers agreed to discontinue using gestation stalls by April of 2020. "One only needs to see what is happening in Europe to realize that the gestation stall ban will increase costs for producers and ultimately make pork more expensive for consumers," said MPPA Executive Vice President Sam Hines. "Despite what the animal welfare groups say, this issue isn't driven so much by care for the animals as the desire of these groups to promote a vegetarian lifestyle. One can make a pretty strong argument that what these groups are doing is even morally wrong when the end result makes food more expensive to those in society who are least able to afford it." 

President's Page

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out of the ground will be wheat. Feeding more wheat, which has a high feed value, will become very important to pork producers. Another consideration is the Renewable Fuel Standard (RFS) waiver. Waving the RFS could potentially be a game changer, and with the government as a wild card, you never can be completely sure what will happen.

One thing I do know is that farmers are eternal optimists. We take the biggest gambles and only a farmer can understand what it's like to plant a seed, fertilize it, and hope it grows. Like I said, I can't wait for 2013!



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issue and issues to
come thanks to Pork
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 **2012 Drought resources**

The Albrights

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discussion.

"If I didn't go to Rotary who would answer their questions?" Pat says, reflecting back to the many conversations he had with his fellow members during the "Swine Flu," H1N1, crisis. Not only is it a service to my community, but there is no substitute for the relationships and trust I have built with the people I talk to at my Rotary meetings," Pat says. "Agriculture is missing a huge opportunity by not being more involved in community organizations outside of agriculture."

Because the Albrights emphasize being part of organizations outside of agriculture, one could ask why they also work so heavily with agricultural organizations like Michigan Farm Bureau and Michigan Pork Producers Association? They believe that every farmer should be involved in their commodity organizations. In their opinion, it allows you to be a part of changes that affect your livelihood, and Pat comments, "if you are not participating in that change, then you really have no reason to complain about

those changes." He also appreciates the benefits to his business that come from working with other MPPA Board members. His involvement in MPPA allows him to utilize other producer's skill sets, network with other producers, and see what they do and apply it to his operation.

"Pat Albright, like every member of the MPPA Board, brings a unique and beneficial perspective to the board," says Sam Hines MPPA Executive Vice President, "and I think Pat and the other board members enjoy being a part of that interaction."

When asked what the biggest challenges for today's pork producers are, Pat mentioned the drought as currently being the big issue, and while it will be difficult to overcome, he believes the pork industry will come through.

Secondly, it was not surprising that the Albrights emphasize education as the key to future success for agriculture. Not just education of consumers, but of fellow commodity producers.

"Welfare issues are huge for producers, but no issue outweighs the



(Above) The Albrights multi-generational farm resides in Coldwater, Michigan.

need to educate fellow farmers. When we divide over issues that we haven't educated ourselves about, HSUS (Humane Society of the United States) is winning. We need to learn why other industries practice certain ways, and everyone needs to learn from other commodities' past successes and failures. When that is accomplished, so many other issues will be overcome easily," Pat says.

The Albrights are passionate about family, community, and agriculture, and have done a wonderful job at finding a way to put all of those passions together to gain a positive reputation and maintain a successful business.



(Above) A crossbred Duroc piglet at the Albright farm.



Livestock and Poultry Coalition Seeks Waiver to Protect Farmers

With drought conditions in most of the Corn Belt their worst in more than 50 years and corn yields expected to drop significantly, NPPC joined a coalition of meat and poultry organizations in asking the U.S. Environmental Protection Agency (EPA) to waive the federal mandate for the production of corn ethanol. In a petition delivered to EPA Administrator Lisa Jackson, the coalition asked for a waiver “in whole or in substantial part” of the amount of renewable fuel that must be produced under the Renewable Fuels Standard (RFS) for the remainder of this year and for the portion of 2013 that is one year from the time the waiver becomes effective. The RFS has “directly affected the supply and cost of feed in major agricultural sectors of this country, causing the type of economic harm that justifies issuance of an RFS waiver,” said the coalition in its petition. It pointed out that EPA was granted the authority in the 2005 Energy Policy Act and again in the 2007 Energy Independence and Security Act to waive because of severe economic or environmental harm the annual volume of renewable fuel that must be produced. In asking Jackson to take prompt action to provide a measure of relief for livestock and poultry producers, the coalition petition said, “[i]t is abundantly clear that sufficient harm is occurring now and that economic conditions affecting grain supplies and feed prices will worsen in the months ahead. Both conditions provide an independent basis for a waiver of the RFS.” Members of the coalition that signed the petition include the American Sheep Industries Association, California Dairy Campaign, Dairy Producers of New Mexico, Dairy Producers of Utah, Idaho Dairymen’s Association, Milk Producers Council, National Cattlemen’s Beef Association, Na-

tional Chicken Council, National Pork Producers Council, National Turkey Federation, Nevada State Dairy Commission, Northwest Dairy Association, Oregon Dairy Farmers Association, Southeast Milk Inc., United Dairywomen of Arizona, American Feed Industry Association, American Meat Institute, North American Meat Association and the Washington State Dairy Federation.

Lawmakers Ask EPA for Waiver of Corn-Ethanol Mandate

The National Pork Producers Council on August 2nd praised a group of congressional lawmakers for asking the U.S. EPA to waive the federal mandate for the production of corn ethanol to help livestock and poultry producers weather the worst drought in more than 50 years.

Led by Reps. Bob Goodlatte, R-Va., Steve Womack, R-Ark., and Mike McIntyre, D-N.C., 156 members of the House asked EPA Administrator Lisa Jackson to waive the Renewable Fuels Standard (RFS) for the rest of the year to “help ease corn supply concerns and protect American consumers, livestock producers, and the economy.”

The drought affecting most of the Corn Belt – the worst since 1956 – is expected to significantly reduce yields of grain crops, including corn. Some agricultural forecasters now are estimating that just 11.8 billion bushels of corn will be harvested this year – about 13 billion were harvested in 2011 – meaning corn-ethanol production will use about 4 of every 10 bushels.

“NPPC appreciates the congressional leadership being shown on this issue,” said NPPC President-elect Randy Spronk, a pork producer from



Edgerton, Minn. “These lawmakers recognize that the expected low crop yields we’ll have because of the severe drought coupled with pressures on corn usage from federal energy policy will devastate livestock and poultry producers. We are pleased that these members of Congress are joining livestock and poultry organizations in formally petitioning EPA to grant an RFS waiver, a tool put in the law to address situations such as this drought.”

The members of Congress asked EPA to consider a “fair and meaningful nationwide adjustment” in the RFS. They said prompt action could help ease short corn supply concerns and “literally save jobs across many U.S. industries and keep families fed.”



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As I See It

(continued from page 7)

of producing a safe, affordable and healthful food for the American consumer. We think we deserve to be part of these decisions that are being asked of us.”


In recent weeks, HSUS has further ramped-up its attacks on the pork industry, most likely because NPPC and many other major agricultural groups have been outspoken in their criticism of the HSUS/ United Egg Producers agreement. The agreement seeks legislation that would mandate production standards for egg laying operations and is strongly opposed by NPPC, National Cattlemen’s Beef Association, and American Farm Bureau Federation because the groups believe it sets a dangerous precedent for allowing federal bureaucrats to regulate on-farm animal production practices.

It’s disconcerting, to say the least, to observe the coercive tactics of HSUS. In 2009, facing the threat of a ballot initiative that we knew would pass, Michigan producers wanting to have some say in how the transition occurred, agreed to discontinue using gestation stalls by April of 2020. It was simply too great a risk to leave this decision to the whims of an electorate that doesn’t understand pork production and why modern sow housing systems have evolved. A ballot initiative might have demanded an immediate cessation to the use of gestation stalls, no opportunity to preserve them for breeding purposes, and maybe even the elimination of farrowing stalls. We couldn’t take that risk, so we negotiated an agreement to phase out using stalls over a ten year period. Since that time, HSUS has switched tactics from promoting passage of ballot initiatives to pressuring foodservice and retail companies to announce they will not purchase pork from operations utilizing gestation stalls. It will truly be interesting to

see what will happen and what steps HSUS will take when these companies are unable to source adequate supplies from gestation stall-free operations once their arbitrary time lines for doing so kick in.

Has HSUS done any of this with the welfare of the animal in mind? Not likely, because if they had there is pretty solid evidence from an animal welfare perspective that well-managed operations using gestation stalls enhance animal well-being and support individualized care. I’m not suggesting that this can’t be accomplished with group housing, but there are pretty solid reasons why the survey mentioned earlier indicated gestation stall systems evolved to be the industry norm. Rather, the evidence indicates HSUS’ actions are motivated more by its desire to promote an anti-meat eating agenda and to raise money for its coffers than any concern it has for the welfare of animals. It’s truly unfortunate that with all the other issues pork producers need to be concerned; they have to deal with the frustrations generated by groups like HSUS. To me, it’s really reprehensible what HSUS has done and continues to do to disrupt something as noble as producing protein for a hungry world. I heard a presentation a couple years ago that made the case that what HSUS and other radical animal rights groups are doing is even morally wrong. This gentleman argued that their tactics are sure to result in higher prices for meat and eggs and that it is morally wrong to increase prices in this manner when those most adversely affected are those least able to pay more. I agree and, in fact, resent that the tactics of these groups will increase prices for all of us—producers at the production level and consumers at the consumption level. And, if you don’t believe that will happen, take a

look at how this is all playing out in Europe right now. When the gestation stall-free mandate kicks in January 1, 2013, it is estimated that pork production in EU Countries will decrease by at least ten percent and possibly more with prices increasing by 20 to 30 percent at retail. Interestingly, egg shortages have already been experienced in Great Britain and some other countries this year because of the requirements imposed on how laying hens can be housed.

It’s really disheartening that a well-funded group like HSUS could be so disruptive, but that’s a reality in today’s environment and just one more frustration with which producers must deal. However, the Center for Consumer Freedom (CCF) has embarked on an effort to expose HSUS for what they are and push back a bit. If you haven’t done so, check out the CCF Website at www.humanewatch.org. You will find it interesting. Thankfully, a group like CCF that HSUS can’t directly attack effectively has stepped-up to expose them. One can only hope that as more people learn what HSUS is really about that their influence will wane. For those of us in animal production, that day can’t come too soon. 



U.N. Body Approves Standard For Feed Additive

The National Pork Producers Council (NPPC) praised a U.N. commission for finally approving an international standard for a safe and approved feed ingredient.

The Codex Alimentarius Commission, which was established by the U.N.'s Food and Agriculture Organization and its World Health Organization to promote food safety and fair practices in trade, adopted a science-based standard for ractopamine, a feed ingredient used to promote leanness in pork and beef. It was the fifth time the U.N. body considered setting a maximum residue limit for ractopamine.

"NPPC is pleased that the Codex commission finally approved this scientifically proven safe product," said NPPC President R.C. Hunt,

"The commission, as it should, fulfilled its mandate to base standards and guidelines on science."

Like all feed ingredients, ractopamine was evaluated and approved by the U.S. Food and Drug Administration and has been approved for use in 26 countries, including Australia, Brazil, Canada, Indonesia, Mexico, the Philippines and South Korea. A Codex panel of international scientists, including scientists from the European Union, three times has confirmed the safety of ractopamine, most recently in 2010 based on data from China.

Despite those findings and the support of the United States, Brazil, Canada, Costa Rica, Mexico and countries in every part of the

world outside of Europe, the standard again was opposed for non-scientific reasons outside the scope of the Codex by the European Union and Russia. The EU, China, Taiwan and Thailand currently ban imports of pork from pigs fed ractopamine.

"U.S. pork producers are very disappointed with the continued opposition to ractopamine for reasons other than scientific ones from several countries, particularly Russia," Hunt said. "That country is set to join the World Trade Organization this year, and the WTO requires member countries to abide by international trade standards. Given Russia's intransigence on ractopamine, we're concerned about its commitment to WTO principles."



NPPC Says Trade Barriers Need To Fall

Pork producers and the U.S. economy are losing billions of dollars in exports because of non-science-based food-safety and health barriers erected by foreign countries, the NPPC told a House subcommittee.

Testifying on behalf of NPPC, Jim Boyer, a hog farmer from Ringsted, Iowa, told the Small Business Committee's agriculture, energy and trade panel that so-called sanitary and phytosanitary (SPS) measures are restricting market access for U.S. pork and are adversely affecting U.S. pork producers, particularly small ones like him.

Those trade-restricting barriers must fall, said Boyer in discussing SPS issues NPPC wants addressed in any trade agreements the United States negotiates, including:

- Trans-Pacific Partnership: While the U.S. pork industry supports the

TPP – an 11-nation regional trade pact – countries that are part of the agreement must eliminate their SPS barriers. The deal also should include an SPS chapter with a meaningful dispute-settlement provision.

- Russia: The country, which soon will join the World Trade Organization (WTO), has a number of SPS measures that restrict U.S. pork imports, including a zero-tolerance standard for pathogens on meat, a standard no country can meet. Russia should abide by the WTO's Agreement on the Application of Sanitary and Phytosanitary Measures.

- European Union: Although it should be one of the largest export markets for U.S. pork, the EU is one of the smallest because of its SPS barriers. Any U.S.-EU trade agreement must address such non-science-based trade restrictions.

- Taiwan: The Asian nation unfairly restricts U.S. pork exports from hogs fed ractopamine, a feed additive approved by the U.S. Food and Drug Administration, 25 other countries and the U.N.'s food-safety standards-setting body. Taiwan's entry into the TPP negotiations should hinge on it eliminating that SPS barrier.

"We are convinced that if we sit by passively while SPS measures are erected and maintained, we will see our exports rapidly erode," Boyer testified. "Pork producers understand that the future of our industry depends on adopting new and safe technologies and in expanding exports. We must protect our current market access from unfair barriers or such expansion will be impossible."



Ag Expo Sees Highest Attendance in Recent History

Michigan Ag Expo 2012 saw its highest attendance numbers in recent history, organizers said.

More than 18,000 people visited Ag Expo on July 17th -19th. to see vendors specializing in everything from equipment to feed to services. Visitors also enjoyed stock dog, alpaca product and tillage demonstrations as well as ride-and-drive opportunities and dozens of educational sessions.

According to Ag Expo director Kris Hynes, the total attendance for this year's show was 18,250.

Drought Tip #1

Improve pellet quality:

Fines cause feed wastage but feed utilization and efficiency can be improved by implementing a quality pelleting process that ensures less than 20% fines at the feeder.


Research at Kansas State University shows that pelleted diets result in more highly available nutrients, less dust, less feed wastage, better feed conversion and lower incidence of ulcer problems. Always check the cost of pelleting against expected efficiency gains to determine if pelleting is economically beneficial. For more information go to <http://www.pork.org/filelibrary/FeedWeb1210.pdf> or contact your local extension educator for assistance.

"We were thrilled by the excellent response we received from visitors and exhibitors alike," she said. "Our focus this year was to increase our educational opportunities for all of our visitors, and we accomplished that goal. Overall, we are pleased that all the hard work and effort paid off for our community."

Ag Expo drew about 250 commercial vendors and more than 30 educational exhibitors, many of whom showcased MSU research, teaching and Extension work in the College of Agriculture and Natural Resources (CANR) tent.

Hynes noted that many growers took advantage of drought assistance from MSU Extension educators.

Visitors to the CANR tent contributed \$2,100 to support CANR scholarships and enjoyed complimentary ice cream from the MSU Dairy Store. Hands-on activities in the CANR tent included the Michigan Pork Produc-

ers Association's miniature finishing barn, which allowed attendees an up close and personal look into how pigs are raised today. A version of Breakfast on the Farm and the opportunity to see chickens hatching were also among the educational exhibits in the CANR tent. 



(Above) Photo courtesy of Paul Jackson of Michigan Farm Bureau.

Governor Rick Snyder talks with Executive Director of MPPA Mary Kelpinski about MPPA's new educational tool, the miniature finishing barn.

Michigan State University Initiative Awards More Than \$361,000 in Research, Outreach Funding

The Animal Agriculture Initiative (AAI) at Michigan State University (MSU) recently awarded more than \$361,000 to seven new projects designed to help enhance animal agriculture.

The AAI is Michigan's animal agriculture research, teaching and Extension initiative housed at MSU. It is a partnership between MSU, livestock producers, industry organizations and the Michigan Department of Agriculture and Rural Development. Its objective is to address challenges facing Michigan animal-based agriculture through research and Extension projects.

Janice Swanson, chair of the Department of Animal Science at MSU

and AAI director, said the Animal Agriculture Coalition, the funding arm of the AAI, always receives far more proposals than it can fund, and that results in strong proposals that produce solid outcomes.

"There is stiff competition," she explained. "Unfortunately, our funding is limited, so we have to choose carefully. Proposals were ranked on the basis of scientific quality, industry partnering, and whether they addressed issues identified as high priority by industry groups, MSU Extension program teams and the AAI Coalition."

The AAI Coalition is made up of representatives from the MSU de-

(continued on page 17)

We Care Farm Signs

The Michigan Pork Producers Association is partnering with the National Pork Board and the National Pork Producers Council to offer free, customized farm signs highlighting the We Care responsible pork initiative.

The project allows producers to customize the signs with their farm name. The aluminum signs are 15 by 18 inches in size and are designed for outdoor use.

The We Care responsible pork initiative establishes ethical principles for pork producers to show consumers their dedication to quality pork production and continuous improvement on their farms. By affirming these principles, producers acknowledge their responsibility to:

- Produce safe food
- Protect and promote animal well-being
- Ensure practices to protect public health safeguard natural resources in all practices
- Provide a work environment that is safe and consistent with the other ethical principles
- Contribute to a better quality of life in their communities

Producers must have current PQA Plus certification and complete the order form below to receive their free sign. For more information, please contact Megan Sprague at Sprague@mipork.org or (517) 853-3782.

Michigan We Care Sign

Farm Name (to be printed on sign) _____

Contact Name _____ Title _____

Address _____ City _____ Zip _____

Phone Number _____ Email Address _____

Date PQA PLUS ® Certified: _____

Return to:

Michigan Pork Producers Association
3515 West Road, Suite B
East Lansing, MI 48823



Michigan Pork Producers Association Membership Application

Name: _____

Farm/Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____

Email: _____

Please check one:

- ☐ \$40.00 Producer/Owner Member: Individuals or firm (one vote per firm) with over \$30,000.00 gross annual sales from hogs.
- ☐ \$40.00 Producer/Grower Member: Contract grower and/or person or firm (one vote per firm) with less than \$30,000.00 gross annual sales from hogs.
- ☐ \$40.00 Associate Member: Person or companies associated with the pork industry. Associate members do not have voting privileges.
- ☐ \$5.00 Student Member: Individuals under 21 years of age. Student members do not have voting privileges.
- ☐ \$100.00 Gold Contributor: A Gold Contributor provides additional support for MPPA programs requiring the use of unrestricted (non-checkoff) funds. Producer Gold Members are eligible to hold office and vote.
- ☐ \$250.00 Gold Industry Member Contributor: A Gold Industry Contributor provides additional support for MPPA programs requiring the use of unrestricted (non-checkoff) funds. Gold Industry Contributors do not have voting privileges.

Payment Options (Membership is tax deductible):

☐ Credit Card: Type: ☐ Visa ☐ Mastercard Card Number: _____

Expiration Date: _____ Code: _____ Name on Card: _____

☐ Check: Please make checks payable to MPPA

Mail to: Michigan Pork Producers Association, 3515 West Road, Suite B, East Lansing, MI 48823

MI Pork PAC Contribution

The Michigan Pork Political Action Committee (MI Pork PAC) allows MPPA to help with the election of friends who are supportive of the pork industry. Contributions may be accepted from individuals, partnerships, LLC's, and Sole Partnerships. NO CORPORATE CONTRIBUTIONS CAN BE ACCEPTED.

Name: _____

I would like to contribute \$_____ to MI Pork PAC.

☐ Credit Card: Type: ☐ Visa ☐ Mastercard Card Number: _____

Exp. Date: _____ Code: _____ Name on Card: _____

Please make checks payable to: MI Pork PAC - 3515 West Road, Suite B, East Lansing, MI 48823

Checkoff Research Looks at Sow Housing

The Pork Checkoff has funded \$1.2 million in scientific research on sow housing over the last decade that shows a number of production systems can work well for pigs. However, the sow-housing issue continues to make headlines.

To date, Michigan and at least seven other states have enacted legislation limiting gestation stall use. Also, there has been a flurry of announcements from pork industry customers seeking to require suppliers to provide pork from sows housed in groups rather than gestation stalls.

According to Sherrie Niekamp, the Checkoff director of swine welfare, Checkoff studies related to gestation housing have ranged from evaluations of space allowances for group-housed sows, to an analysis of the cost of sow housing conversion, which researchers have projected to cost the pork industry \$2.7 billion to \$3 billion based on changes in the net present value of existing facilities.

"In any pork production system, the most important tool a producer has is the ability to provide care of each animal," Niekamp said. "We hope the research findings will help producers fine-tune and improve the way they take care of sows by using science to evaluate housing systems."

There are four main literature reviews that summarize the available science comparing individual housing to group housing. The reviews help the industry provide science-based answers on this issue.

- The Welfare of Intensively Kept Pigs, commissioned by the European Union 1997, recognizes that there are advantages to using individual housing versus group housing.

- A 2001 Australian study led by Dr. John Barnett showed that the design of the swine housing system is more important to animal well-being

than the housing system, per se. It also emphasized that public perception issues should not be confused with animal welfare.

"In addition, this literature shows that the focus on housing systems may be to the detriment of recognizing the importance of another key factor in the pigs' environment – the stockperson," Niekamp said.

- A 2004 literature review commissioned by the Pork Checkoff and led by Dr. John McGlone at Texas Tech University concluded that gestation stalls or well-managed pens produce similar states of well-being for pregnant gilts and sows, in terms of physiology, behavior, performance and health.

- A literature review published in 2005 by the American Veterinary Medical Association concluded that all sow housing systems now in use have advantages and disadvantages, and there is no simple or objective way

to rank housing systems for overall welfare.

- Based on the literature review analysis, the Checkoff's Animal Welfare Committee has shifted funding priorities beyond comparing individual housing and group housing. "The Checkoff is now focusing on improving key factors to optimize specific elements of particular housing systems," Niekamp said.



Feeding Wheat to Stretch Swine Rations

For the most part, the feeding value of wheat and corn are equivalent, but a wheat-for-corn ration should be introduced gradually and be carefully balanced.

Wheat and corn are both very palatable and are excellent sources of digestible energy for swine. Wheat and corn have about the same level of minerals, vitamins and crude protein, with wheat a little higher in crude protein.

When feeding wheat to swine consider the type of wheat fed. Soft winter wheat (commonly grown in Michigan) is 1 to 2 percent lower in crude protein than hard red wheat. Both have more amino acids than corn, and will reduce the amount of soybean meal needed to meet the requirements for the class of swine to be fed. The amino acid balance and the bioavailability of each amino acid will differ from those in corn and adjustments in synthetic amino acid additions may be justified.

Vitamin and mineral availability in wheat is also different from that of corn. Notably, the availability of phosphorus in wheat is about 50 percent; whereas in corn is only about 15 percent. Consequently, less supplemental phosphorus and (or) phytase may be

(continued on page 18)

Drought Tip #2

Decrease feed particle size:

For every 100 micron change in particle size, feed efficiency is impacted by 1.2 percent. Decreasing particle size from 750 microns to 600 microns will result in substantial savings per pig. In most cases, this particle size is not fine enough to worry about ulcer problems, but feed dust will be increased. For more information go to <http://www.pork.org/filelibrary/FeedWeb1210.pdf> or contact your local extension educator for assistance.

New Swine Veterinarian to Join College of Veterinary Medicine and MSU Extension Team

Madonna Gemus-Benjamin has been appointed assistant professor in the Department of Large Animal Clinical Sciences in the Michigan State University (MSU) College of Veterinary Medicine and swine health Extension veterinarian with Michigan State University Extension (MSUE). Dr. Gemus-Benjamin joined the faculty September 1st.

A leading authority in swine health and an expert in research-based pork production practices, Dr. Gemus-Benjamin will be conducting Extension and research activities aimed at improving swine health and productivity. She will work closely with swine producers, industry professionals, and regulatory bodies.

"The college is very pleased that Madonna will be joining us," said Ray Geor, chair of the MSU Department of Large Animal Clinical Sciences. "Her passion for production animal medicine and animal welfare is going to be a great asset to the department and to Michigan's pork industry as a whole. She takes an approach that considers the success and well-being of the animal, the producer, the stockperson and the student, and we're delighted about the contributions she'll be able to make in her new role with MSUE and the department."

Dr. Gemus-Benjamin comes to MSU from private practice, where she provided professional services to pork producers as well as regulatory and health agencies including the Canadian Food Inspection Agency, the U.S. Department of Agriculture and the Veterinary Drug Directorate. She has served on the Drug Use and Regulatory Committee on Extra-Label Drug Use as well as with the Canadian Swine Health Board National Biosecurity Training Program. She was president of Veterinary Science Consulting Inc., a swine veterinary

practice serving the southern Alberta pork production industry. Previously, she held a veterinary position at Elanco Animal Health. She received her doctorate in veterinary medicine from the University of Guelph and completed a residency in swine production medicine and a master's degree in animal welfare at Michigan State University.


Wendy Powers, director of agriculture and agribusiness for MSU Extension, said Dr. Gemus-Benjamin's experience brings an added dimension to the MSUE team of educators and specialists who focus on pork production.

"Keeping pigs healthy is key to keeping the pork industry healthy," Powers said. "We are thrilled to have Dr. Gemus-Benjamin on our team. We look forward to working with her to continue to address the needs of Michigan's pork producers."

"Pork producers appreciate the commitment of Dr. Powers and Dr. Geor in making it a priority to fill the Swine Extension Veterinarian position," said Sam Hines Executive Vice President of Michigan Pork Producers Association. "The retirement of Dr. (Barbara) Straw certainly left a void in the swine health area and we are delighted MSU Extension and the College of Veterinary Medicine realized the importance of renaming someone to this role; particularly at a time when budgets are tight." Hines continues, "swine health and animal well-being are paramount to every pork producer and Dr. Benjamin certainly shares those values and will be assets in helping Michigan producers attain those goals."

"This is an exciting move for me," Dr. Gemus-Benjamin said. "I'm looking forward to working



with such talented colleagues and with the dedicated people in Michigan's pork industry. It's a great opportunity to advance our commitment to animal and human health and safety, economic prosperity, and the integrity of the food supply." 

Research Funding


(continued from page 13)

partments of Agricultural, Food and Resource Economics; Animal Science; Biosystems and Agricultural Engineering; Crop and Soil Sciences; Food Science and Human Nutrition; and Large Animal Clinical Sciences (College of Veterinary Medicine); MSU AgBioResearch and MSU Extension.

The two swine related research projects funded for 2012-2013 are:

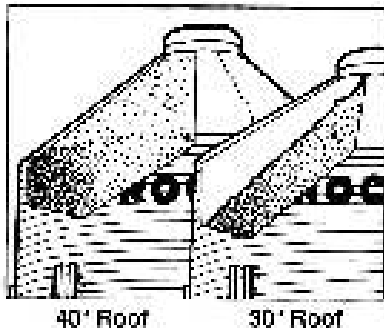
Feeding amino acids to reduce air emissions and the carbon foot-printing of swine production: Wendy Powers, MSU Department of Animal Science and MSU Extension, \$62,470.

Critical analysis of sow housing alternatives: Ronald Bates, MSU Department of Animal Science, \$7,000.

More than 200 research projects have been funded by the AAI since it was established in 1996 as part of the grass-roots-driven Revitalization of Animal Agriculture in Michigan Initiative. 

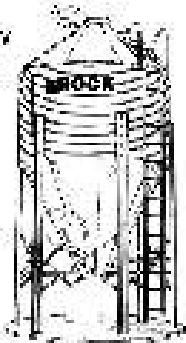
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Look for Revised Pork Quality Assurance Plus Program in 2013

Consumers and pork-chain customers have more than a passing interest in how today's pork is raised. That's why Illinois pork producer Phil Borgic is pleased that the revamped Pork Quality Assurance Plus (PQA Plus) program set for 2013 will address the changing needs of pork producers, packers, retailers and consumers.

"Pork producers are being asked to verify and continuously improve our certifications and knowledge base," said Borgic, who is on the Checkoff's PQA Plus task force. "Planned updates to the 2013 PQA Plus program are credible and will enhance the program."

Enhancements to the PQA Plus program, include:

- Testing - Open-book test questions will relate to animal well-being and pork safety. "The addition of a testing component will demonstrate producers' commitment to continuous improvement and education and enhance the pork industry's credibility," said Dinah Peebles, manager of certification programs for the Pork Checkoff.

- Online certification - First-time certifications will still need to be obtained through face-to-face training with a PQA Plus advisor or trainer. However, individuals who wish to renew their PQA Plus certification will be able to do so online.


- Site assessment - After completing a site assessment in the revised PQA Plus program, producers will need to submit a corrective action plan for all non-compliances and follow up with the PQA Plus advisor to receive site assessment status. Site assessments will remain at the three-year renewal time frame.

Ensuring that the revised PQA Plus program will be as useful to producers as possible requires extensive input from many respected sources. The

Pork Checkoff's subject committees - Swine Health, Animal Welfare, Public Health and Producer Safety, Pork Safety, Quality and Human Nutrition, Environment and Producer Services have been discussing details of the PQA Plus task force's direction.

Producer-led committees also are providing input on the wording of the revamped PQA Plus program.


The Checkoff's board of directors will finalize and approve the new PQA Plus program, which will be submitted to USDA's Agricultural Marketing Service for final approval.

Borgic, a long-time supporter of PQA Plus, looks forward to the revised program, which plays a key role in the industry's We Care initiative. "Continuous improvement is essential to the pork industry's success," Borgic said. "The revisions will offer an important way for producers to show our commitment to providing a safe, quality product while promoting animal well-being and protecting the environment." 

Feeding Wheat

(continued from page 16)

used in feed manufactured with wheat. Calcium, sodium, zinc, iron, copper and selenium are inadequate in both wheat and corn. Vitamin supplementation should not need to be changed with the inclusion of wheat instead of corn.

Wheat can be used for all classes of swine and can be completely substituted for corn with no adverse effect on performance. Wheat tends to 'flour' and should be rolled or coarsely ground using a 3/8-inch to 1/2-inch screen. Operate the feed mill at lower rpm than when grinding; if ground too fine (< 200 microns) then dustiness, bridging the feeders and palatability problems may result. 

Attention!

The Distinguished Service Award is given to an individual that has made significant contributions to the Michigan Pork Industry and MPPA

☐

The Master Pork Producer Award is given to a producer who has demonstrated skills in proficient swine production and taken an active leadership role in the Michigan pork industry.

☐

The Swine Herd Manager/Employee Award is given to an outstanding employee on a hog operation in Michigan.

☐

The Contract Grower of the Year Award is given to recognize individuals for superior commitment, knowledge, leadership and skill in proficient pork production.

☐

Do you know someone that does an outstanding job in the pork industry? Michigan Pork Producers is looking for nominations for the 2013 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 on February 21st at the Lansing Center, Lansing, Michigan

If you would like a digital nomination form or would like to e-mail the information without a form, please contact **sprague@mipork.org**. Otherwise, you can send or fax the form to our offices (address below).

All nominations must be in December 1, 2012.

Nominee: _____

Affiliation/Company: _____

Address (where individual can be reached): _____

Telephone Number: _____

Why this person should receive this award: _____

Person filling out this form: _____

Telephone number where you can be reached:

Check the above box next to the corresponding award for your nominee and mail form to:
Michigan Pork Producers Assoc.
3515 West Road Suite B
East Lansing, MI 48823
Fax: (517) 853-3785

Legislators Honored at MPPA Reception

On June 13, 2012 the MPPA board and special friends gathered to honor those legislators who have done an outstanding job supporting Michigan's pork industry and all of agriculture

The legislators that were honored are as follows:

Rep. Joel Johnson
Rep. Robert Genetski II
Rep. Amanda Price
Rep. Matthew Lori
Rep. Holly Hughes
Rep. Mike Callton
Rep. Kenneth Kurtz
Rep. Bruce Rendon
Rep. Aric Nesbitt
Rep. Harvey Santana
Rep. Charles Brunner
Rep. Stacy Erwin Oakes
Rep. Kate Segal
Rep. Marcia Hovey-Wright
Rep. Alberta Tinsley-Talabi
Sen. Mike Green
Sen. Rick Jones



(Above) Senator John Proos, third from left, with board members, left to right, President Ed Reed, Pat Hunter, Dennis Wooden, and Andy White.

Sen. Tonya Schuitmaker
Sen. John Proos
Sen. Arlan Meekhof
Sen. Bruce Caswell
Sen. Judy Emmons
Sen. John Gleason
Sen. Gretchen Whitmer
Sen. Roger Kahn



(Below) Senator Judy K. Emmons converses with board member Harley Sietsema from Allendale.



Representative Charles Brunner, second from left, with, from left to right, MPPA President Ed Reed, MPPA Executive Vice President Sam Hines, and MPPA lobbyist, Bill Zaagman, from Governmental Consultant Services Inc. where the event was held.



(Above) MPPA President Ed Reed, left, presents Senator Rick Jones with his plaque.

Building a Better Michigan through Agricultural Entrepreneurship

As part of the Green and White Swine Youth Education Fair, Morgan Kennedy, Perry, received first place by submitting the essay below for the Senior Essay Contest. The senior age division was asked to submit an essay on the following topic: The Governor of Michigan has expressed his desire that the state of Michigan be more entrepreneurial in agriculture. How can you, your family, and other farmers who raise pigs be more entrepreneurial?

Imagine traveling one hundred and sixty stories to the top of the world's tallest building, the Burj Khalifa. When you reach the top and look at the spectacular view of the city, your mind could not begin to comprehend

the amount of time, energy, and hard work that was put into the masterpiece by countless builders. Building a structure is like building a business. Each requires organization and management while taking considerable

initiative and risk. Pork producers, like builders, are entrepreneurs. They are creative visionaries willing to take risks in order to meet the needs of

(continued on page 32)



Agricultural Leaders OF MICHIGAN

Michigan's agricultural businesses are hiring, but finding people with the right skills and training to fill the sector's needs is a challenge, according to Agricultural Leaders of Michigan (ALM), which hosted a forum to discuss these issues on August 8th. at the Radisson Hotel in Lansing.

"Globally and nationally, demand for food is expanding at a staggering pace," said Dave Armstrong, president and CEO of Greenstone Farm Credit Services. "If Michigan agriculture is going to keep up with demand, we need the people and skills that will allow the industry to grow. We need to get the message out that there are good-paying jobs in an industry that is on the rise, and we need to find ways to get young people interested in agriculture."

The forum, which drew around 100 people, focused on identifying the skills and job training needed in the agricultural sector and finding ways to get young people inter-



Elizabeth Simmons, Ph.D., the Dean of Lyman Briggs College of MSU, spoke on their partnership with the College of Agriculture and Natural Resources.

ested in careers in agriculture. Representatives from agriculture, business and education gathered to give their perspectives and brainstorm solutions.

Some of the areas in agriculture where Michigan businesses have the most trouble finding people include crop and soil sciences, agri-business management, agricultural logistics and transportation, and animal husbandry. Michigan agriculture today is satellite driven, and high-tech jobs like site-specific fertilizer application,

soil sampling and process controls in grain elevators are also in high demand.

Speakers at the forum included: Jamie Clover Adams, Director of the Michigan Department of Agriculture and Rural Development; State Representative Joel Johnson; Dr. Doug Buhler, Interim Dean of the College of Agriculture and Natural Resources at Michigan State University; and Dr. Elizabeth Simmons, Dean of Lyman Briggs College at Michigan State University.



MPPA Executive Vice President Sam Hines spoke on a panel that addressed industry employment needs.

Drought Tip #3

Maintain equipment for optimal efficiency:

Rotate or replace hammers in the hammer mill to ensure consistent particle size. Also, make sure rolls on the roller mill are properly maintained for the desired particle size. Make sure that mixing equipment is maintained so that distribution of nutrients is ensured throughout the entire volume of feed. Also, calibrate and maintain the scales for weighing pigs and feed at least twice per year. For more information go to <http://www.pork.org/filelibrary/FeedWeb1210.pdf> or contact your local extension educator for assistance.

Agricultural Leaders praise new appointees to Departments of Ag, Natural Resources

ALM expressed support for the appointments of Keith Creagh as director of the Michigan Department of Natural Resources (DNR) and Jamie Clover Adams as director of the Department of Agriculture and Rural Development (MDARD).

“Directors Creagh and Clover Adams both have proven records of leadership in the agricultural sector,” said Jim Byrum, president of the Michigan Agri-Business Association. “Michigan agriculture generates more than \$90 billion annually, and that number is expected to grow as Michigan’s farmers and agri-businesses expand to meet skyrocketing global demand for food. We look forward to working with both directors to strengthen Michigan agriculture and move our state forward.”

Director Keith Creagh previously served as the director of the MDARD. He will replace Rodney Stokes, who accepted a position in the executive office of Governor Snyder, creating the vacancy at the



(Left) Jamie Clover Adams, director of MDARD.



(Right) DNR director, Keith Creagh.

DNR.

Ms. Clover Adams was the director of the Kansas Department of Agriculture prior to moving back to

Michigan. She has served in various positions with the Senate Republican Caucus and most recently in the Department of Environmental Quality.



(Above) Members of ALM met with Jamie Clover Adams to discuss agricultural issues.

Agricultural Leaders applaud Snyder for moving forward on new international bridge

ALM applauded Governor Rick Snyder for negotiating an agreement with Canada that will begin the process of building the New International Trade Crossing between Michigan and Canada. Construction of the bridge is expected to create 10,000 jobs and support 237,000 jobs in Michigan that depend on

trade with Canada in the long term.

The agreement allows for the creation of an International Authority to oversee bidding to privately design, develop, finance, construct and operate the NITC. The authority will be made up of three members appointed by the government of Canada and three members appointed by Michi-

gan.

“Michigan agricultural businesses applaud Gov. Rick Snyder for moving forward on one of the most significant projects for Michigan to compete in international trade and create local jobs,” said Jim Byrum, president of the Michigan Agri-Business Association. “Michigan agriculture depends



on open, reliable access to domestic and international markets. This new project will open new global markets for farmers, allowing us to reach new markets and keep up with growing worldwide demand for food.”

“Agriculture employs one in four Michigan citizens, with many local jobs depending on trade,” said Dave Armstrong, CEO GreenStone Farm Credit Services. “Building a new international bridge is critical to helping us create and keep these jobs. Gov. Snyder’s agreement with Canada will help establish southeast Michigan as a global transportation hub that will support and grow Michigan agriculture.”

“The key to Michigan agriculture’s continued success is reliable access to markets and with Canada representing Michigan’s largest single trading partner, a new bridge is the key to strengthening Michigan’s economy,” said Sam Hines, executive vice president of the Michigan Pork Producers Association. “More than 25 percent of U. S. pork is currently exported worldwide and a new bridge will significantly improve Michigan agriculture’s reach into markets far beyond our borders. This new agreement will bring real opportunities to all sectors of Michigan agriculture, from agri-businesses to food processors to family farms.”

“Michigan poultry producers are working hard to grow and create local jobs, and one of the great opportunities we have is trade with Canada and states on the U.S. East Coast,” said George House, executive director of the Michigan Allied Poultry Industries Inc. “We are excited about the new agreement to build the New Inter-

national Trade Crossing. We thank Governor Rick Snyder for positioning Michigan agriculture to continue growing and competing in the global economy.”

“Michigan agriculture currently contributes over \$90 billion a year to Michigan’s economy and that number is poised to continue growing,” said Jeff Sandborn, president of the Michigan Corn Growers Association. “If we are going to keep up with increasing global demand for food and agricultural commodities, we need to expand trade capacity and access new markets. Thank you Governor Snyder for your commitment to building the New International Trade Crossing that will allow us to seize new opportunities for economic growth.”

“As Michigan’s largest commodity, milk and dairy depend on good transportation networks to get to markets in Canada and beyond,” said Ken Nobis, president of the Michigan Milk Producers Association. “Our export opportunities have grown significantly in the past several years and access to international markets starts with our ability to cross the U.S. Canadian border. Michigan milk producers welcome the agreement with Canada to

build an international bridge that can help us achieve this important goal.”

“Michigan potatoes are a real bright spot and growth area in the agriculture sector, and that growth is driven by strong, reliable access to international and East Coast markets,” said Ben Kudwa, legislative director of the Potato Growers of Michigan Inc. “The new international bridge will help potato farmers and processors in Michigan continue to be successful, and that translates to investments and jobs in Michigan. Gov. Rick Snyder should be praised for negotiating an agreement that will bring thousands of jobs to Michigan and allow Michigan agriculture to grow and thrive.”

Under the new agreement, no Michigan taxpayer money will be used to construct the bridge. In addition, Canada’s expenditure of \$500 million will be eligible as U.S. federal matching funds for more highway projects across Michigan which will create additional construction jobs.

Michigan Corn Growers Association



All activities reported under this heading are financed by non-check-off funds.

NPPC APPEALS PROPOSED NEW FIRE STANDARD FOR ANIMAL HOUSING

NPPC filed on behalf of a large coalition of livestock organizations an appeal to the National Fire Protection Association (NFPA) over its amendment to fire standards for animal housing facilities, which are incorporated by reference into state building codes and insurance policy terms. The amended NFPA 150 Standard would require the installation of sprinklers and smoke control systems in all animal housing facilities, including livestock barns, together with quarterly inspections of sprinkler systems and is estimated to cost many tens of billions of dollars for producers nationwide. The appeal admonishes NFPA's process for failing to provide an adequate opportunity for stakeholder participation, the standard's overbroad and impractical nature and the health and biosecurity issues that likely would arise because of the standard's inspection requirement. NPPC environment counsel Michael Formica argued the appeal during the NFPA Standards Council meeting in mid-August.

NPPC PARTICIPATES IN TPP NEGOTIATIONS

The 13th round of negotiations of the Trans-Pacific Partnership (TPP) Agreement concluded with progress made toward the conclusion of the more than 20 chapters under negotiation. NPPC Vice President and Counsel for International Affairs Nick Giordano traveled to San Diego and met with U.S. officials and officials from other member nations. TPP is a regional trade pact that includes the United States, Australia, Brunei, Chile, Malaysia, New Zealand, Peru, Singapore and Vietnam. The TPP negotiations represent the best opportunity for the U.S. pork industry to remove sanitary-phytosanitary (SPS) barriers to trade and eliminate import duties in the countries involved in the negotiations. Vietnam offers the most potential for expanding U.S. pork exports. According to Iowa State University economist Dermot Hayes, if all barriers, including current tariffs, were removed, the United States could ship approximately \$600 million of pork to Vietnam. In June, Mexico and Canada were invited to join the TPP negotiations but will not formally join negotiations until December.

NPPC AT WORLD MEAT CONGRESS

NPPC attended the 19th World Meat Congress in Paris, France. NPPC participated in meetings on global challenges and opportunities for the meat industry and hosted a meeting for the Pork Exporters Group. One of the primary topics of focus was the European Union's ban on sow stalls, due to take effect January 1, 2013. European producers voiced concerns

about declining production due to the sow stall ban. According to a report by the British Pig Executive (BPEX), the EU's partial ban on sow stalls will result in a 5-10 percent decline in pig production.

NPPC MEETS WITH COLOMBIAN PRODUCERS, ATTENDS LATIN AMERICAN PORK CONGRESS

NPPC board members and pork producers Gary Asay and Larry Liepold traveled with Vice President and Counsel for International Affairs Nick Giordano recently to Colombia to meet with Colombian pork producers and government officials to discuss cooperation with the Colombian pork industry. NPPC has been working with the Asociación Colombiana de Porcicultores (the Colombian Pork Producers Association) to expand the market for U.S. pork in Colombia and to provide technical support for industry modernization.

U.S. pork exports are expected to increase significantly because of the recently implemented U.S.-Colombia Free Trade Agreement (FTA). Increased domestic consumption of pork and modernization of the domestic industry will benefit Colombian and U.S. producers and diminish the likelihood of conflict. Prior to implementation of the FTA, NPPC worked closely with U.S. and Colombian officials to remove unscientific and burdensome trichinae mitigation measures that Colombia required the U.S. pork industry to meet. The removal of those restrictions and the ability to ship fresh/chilled pork will boost exports. NPPC also attended the Latin Ameri-

can Pork Congress in Pereira, Colombia, where many issues of interest to pork producers were discussed.

ALBANIA REPEALS REQUIREMENT TO USE EU CERTIFICATES FOR MEAT IMPORTS

Albania repealed an order issued earlier this year to use European Union (EU) veterinary certificates for the import of fresh meat and live animals. The order would have nearly closed the Albanian market to U.S. pork exports. The EU export requirements include non-science-based trichinae mitigation measures, a ban on the use of pathogen reduction treatments in meat production and extensive paperwork and segregation of product as a condition of approval for pork exports. As a result of the EU's sanitary and technical barriers, U.S. pork exports account for less than a half a percent of total EU annual pork consumption. As more countries apply for membership in the EU, there is a concern that they will adopt more restrictive requirements for meat imports. In response to Albania's adoption of more restrictive requirements, NPPC worked with USDA, the State Department and the U.S. Trade Representative to resolve the issue and keep the Albanian market open to U.S. exports. In 2011, the U.S. shipped 1,393 metric tons of pork and pork products to Albania valued at more than \$3.1 million.

COMPLY WITH MCOOL RULING, HARMONIZE NORTH AMERICAN HOG MARKET, SAYS NPPC

NPPC urged the Obama administration to comply with a World Trade Organization (WTO) decision against the U.S. Mandatory Country-of-Origin Labeling (MCOOL) law and will work to promote harmonization of the North American hog market.

The WTO Appellate Body in early summer upheld a previous WTO dispute settlement panel ruling that the meat labeling law violates U.S. trade obligations under the WTO Agreement on Technical Barriers to Trade. NPPC opposed MCOOL when it was under consideration in the U.S. Congress. NPPC warned that the U.S. pork industry risks retaliation from Canada and Mexico, both of which filed complaints with the WTO over the U.S. labeling law, if it refuses to comply with the MCOOL ruling.

Canada complained that MCOOL hurt Canadian livestock producers. NPPC's position on MCOOL is consistent with its longstanding support for harmonization of North American meat and livestock policies with regard to product labeling, food safety, animal health and subsidy programs.

On the latter two issues, NPPC has asked the Canadian government to recognize the U.S. swine herd health status as equivalent to Canada's – recognition that will facilitate pork trade between the countries – and to reform its hog subsidy programs, which distort the North American hog and pork market, limiting the growth of U.S. pork production, employment and profitability. Ontario's Risk Management Program, for example, which over five years would boost

Canadian hog production by more than 606,000 animals, would cut U.S. pork production by more than 430,000 hogs worth more than \$73 million and cost nearly 600 U.S. pork industry jobs, according to an estimate by Iowa State University economist Dermot Hayes.

NPPC MEETS WITH CANADIAN OFFICIALS TO DISCUSS SUBSIDIES

NPPC Past President Doug Wolf and Vice President and Counsel for International Affairs Nick Gior-dano met with Canadian federal and provincial government officials to ask that Canada end its hog subsidy programs before entering the Trans-Pacific Partnership (TPP) trade talks. Wolf says that the Canadian subsidy programs distort the North American hog and pork market and limit the growth of U.S. production, employment and profitability. Analysis of one of the subsidy programs, Quebec's ASRA program, found that if the program is eliminated and assuming the current distribution of North American pork production, the U.S. pork industry would increase by 3.4 million hogs, valued at \$576.9 million, and add approximately 4,611 jobs over 10 years, according to Iowa State economist Dermot Hayes. Repeal of Canada's provincial and federal hog and pork support programs must be part of the Obama administration's assessment of Canada's eligibility to join the TPP negotiations. NPPC will remain opposed to Canada's inclusion in the TPP until the country eliminates its pork industry subsidies.

HOUSE HEARS FROM EPA ON CERCLA MANURE REGULATION

The House Energy and Commerce Subcommittee on Environment and the Economy held a hearing to review the U.S. Environmental Protection Agency's regulation of manure as a hazardous material under the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA). CERCLA, also known as the Superfund law, was approved to clean sites contaminated with hazardous substances that endanger the public health or environment. The House is considering H.R. 2997, the "Superfund Common Sense Act," which would prohibit EPA's regulation of manure as a hazardous material. EPA testified that it has no plans to introduce regulations and does not consider manure a hazardous material. Still the agency is continuing to review data from a National Air Emissions Monitoring Study (NAEMS) of emissions from farms, including data on ammonia and hydrogen sulfide emissions from manure.

AG GROUPS ADVOCATE FOR USE OF SCIENCE IN ANTIBIOTIC REGULATION

A coalition of 11 agricultural groups sent a letter to Rep. Louise Slaughter, D-N.Y., highlighting the strict federal approval procedure and rule of antibiotics, the lack of human health danger from their judicious use and the advantages that antibiotics present in livestock production. Rep. Slaughter in February demanded food companies divulge their purchase policies in regard to antibiotic use in livestock. Slaughter is the author of H.R. 965 "Preservation of Antibiotics for Medical Treatment Act", which aims to ban the use of several important categories of antibiotics used for preventing and managing diseases and for promoting nutritional efficiency in livestock. NPPC is a member of the coalition that also includes: the American Farm Bureau Federation, American Feed Industry Association, American Meat Institute, Animal Health Institute, American Veterinary Medical Association, National Cattleman's Beef Association, National Chicken Council, National Milk Producers Federation, National Meat Association and the National Turkey Federation.

NO HOUSE FARM BILL ACTION; LAWMAKERS APPROVE DISASTER AID PACKAGE

The House failed to approve a 2012 Farm Bill before adjourning for its month-long recess, but it did pass a \$383 million disaster aid package that mostly gives relief to crop farmers and some livestock producers, namely cattle and sheep, affected by the worst drought in more than 50 years. The drought relief bill passed on a 223-197 vote. The House Agriculture Committee in mid-July approved a five-year Farm Bill; the Senate passed its 2012 Farm Bill in early July. The 2008 Farm Bill is set to expire on Sept. 30.

WORLD PORK EXPO HELD IN DES MOINES

More than 20,000 pork producers from around the world attended the 2012 World Pork Expo at the Iowa State Fairgrounds in Des Moines. A variety of educational seminars were held, focusing on relevant pork industry issues, including market outlooks, herd health, nutrition, Porcine Reproductive & Respiratory Syndrome as well as public relations. Pork Quality Assurance Plus and Transport Quality Assurance training were also completed by pork producers. Youth with more than 2,600 pigs participated in Junior National judging contests. More than 450 companies were represented at the trade show, comprising a total of 900 exhibit booths.



Michigan Ag Council Launches Pure Michigan Radio and Billboard Campaign

From Traverse City cherries to South Haven blueberries, Frankenmuth chicken to Hudsonville Creamery ice cream, there's nothing that says Pure Michigan like Michigan agriculture. The Michigan Ag Council (MAC) – with support from their commodity groups and agricultural business partners including MPPA – is collaborating with Travel Michigan to launch a “Pure Michigan Agriculture” campaign advertising the sights, sounds, smells and tastes of Great Lakes food this summer.

With a focus on the tradition and heritage of Michigan's hard working farmers and their families, “Pure Michigan Agriculture” will attempt to introduce consumers to the kind, honest, committed people behind their dinner plate. Coupled with the sector's substantial contribution to the economy, the homegrown aspect of the over 200 foods produced in Michigan is the major message of the campaign.

“Pure Michigan Agriculture,” launched June 4th with radio spots and billboards on high traffic highways in five major Michigan media markets—Detroit, Grand Rapids, Lansing, Traverse City and Flint. The Pure Michigan Agriculture website will



also feature links to information on the foods grown and raised in the state. MAC partners will feature information about their commodity or business area on the Michigan.org website and will also post summer food updates on the Pure Michigan Facebook page.

Since agriculture is such a key component to Michigan's serene landscape, George Zimmermann, Vice President of Travel Michigan remarks that agriculture is a great fit for the nationally-acclaimed, most visited tourism site in the United States.

“Our agricultural resources are already playing a valuable role in our efforts to attract new visitors to Michigan. Who doesn't enjoy biting into the first Michigan apple of the season or sitting down to a meal prepared with fresh, local products? Michigan is the second most agriculturally diverse state in the nation, and with culinary

tourism on the rise there are countless opportunities for the tourism industry to work closely with our agricultural community to showcase these assets to visitors from across the country,” Zimmermann says.

MPPA Executive Director and Michigan Ag Council Secretary Mary Kelpinski agrees that the partnership is a win-win. “Michigan agriculture is great for this state in more ways than one,” Kelpinski said. “Our family owned farms not only provide local food, they support 923,000 jobs and contribute \$91.4 billion to the state's economy.”

Visit <http://www.youtube.com/puremichigan> to playback a copy of the radio spot online. Direct your family, friends and neighbors to <http://www.michigan.org/Partners/Michigan-Agriculture> for more information.



What NPPC does:



By enrolling in the Strategic Investment Program, you are assured a seat at the table when decisions are made regarding the future of the U.S. pork industry. Producers agree to contribute .10/\$100 of market value. Contract growers pay .10/\$100 of gross contract value. Employees can pay \$100 per year. A significant share of the program dollars is returned to support state organizations. The ability to use these unrestricted funds better equips state organizations and NPPC to respond to today's threats on the state and national level.

	Strategic Investment Program	Mandatory Pork Checkoff
Negotiate for fair trade (import/export)	STRATEGIC INVESTMENT PROGRAM	
Fight for reasonable legislation	STRATEGIC INVESTMENT PROGRAM	
Fight for reasonable regulation	STRATEGIC INVESTMENT PROGRAM	
Inform and educate legislators	STRATEGIC INVESTMENT PROGRAM	
Provide producers direct access to lawmakers	STRATEGIC INVESTMENT PROGRAM	
Proactive issues management with media	STRATEGIC INVESTMENT PROGRAM	PORK CHECKOFF
Secure and guide industry research funding		PORK CHECKOFF
Enhance domestic and global demand		PORK CHECKOFF
Provide producer information and education		PORK CHECKOFF
Funding	\$0.10/\$100	\$0.40/\$100

Next Step in Professionalism: Pork Checkoff Introduces a New Certified Swine Manager Program and Professional Swine Manager Curriculum

The Pork Checkoff is introducing a new Certified Swine Manager program this fall to take pork producers to the next level in professionalism. The program will promote the industry's ideal of continuous improvement and further the We Care ethical principles. In conjunction with this, the new program will define a core body of knowledge needed to achieve standards in pork production, establish educational standards, provide resources to acquire knowledge and offer certification to validate knowledge gained and work accomplished.

"This program, developed with the U.S. Pork Center of Excellence (USPCE), is another tool to help develop the knowledgeable, skilled employees who are invaluable to the success of the pork industry," said Jim Lummus, manager of producer learning and performance for the Checkoff.

To become a Certified Swine Manager, producers will be required to pass assessments, including both a test and an on-the-job evaluation, to confirm the individual's competence in all pork production phases. The assessments will verify employee knowledge, skills and abilities in areas

including farm and personnel management, breeding and gestation, farrowing and wean-to-finish.

"We hope producers will realize the program's importance and incorporate it into their leadership development programs," added Lummus.

While the Certified Swine Manager program outlined above will not have educational requirements, materials and resources will be offered to help producers prepare for the certification exams. The USPCE, in collaboration with the Pork Checkoff, is leading an effort to develop a community college curriculum for pork production workers.

The Professional Swine Manager (PSM) curriculum will include classroom sessions, delivered via Internet by community college instructors experienced in pork production. Hands-on learning at a farm site and facilitation by a senior production manager will be part of the program.

The courses will qualify for credit toward an associate degree, with the first courses offered this fall. Courses include Introduction to Swine Production, Sow Farm Management, Wean/Finish Management, Employee

Management, Facility Operations, Production Records and Internship/Work Experience.

The PSM curriculum provides the means to offer economical, reliable training to employees. It also targets community or technical college students interested in becoming involved in pork production after graduation.

"Completing the curriculum will help participants find employment and advancement opportunities in pork production, as well as aiding in passing the certification exams to become a Certified Swine Manager," said Lummus. "And it's a win for the pork industry, with more skilled, trained individuals in the workforce pool."



Drought Tip #4

Monitor feed ingredients for potential mycotoxin contamination:

Scientists have identified several mycotoxins that cause significant, detrimental health and performance problems in swine fed contaminated plant based feedstuffs. Fungal infestation and subsequent mycotoxin production can occur during plant growth, maturity, harvesting, storage and processing of grains, and is influenced primarily by moisture level, temperature, and availability of oxygen. In addition, grain that is damaged, immature, drought stricken or otherwise stressed is more susceptible to mold growth. For more information go to

<http://www.pork.org/filelibrary/FeedWeb1210.pdf> or contact your local extension educator for assistance.

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NRCS Announcing Grants to Help Farmers Adapt to Drought

The U.S. Department of Agriculture's Natural Resources Conservation Service (NRCS) has up to \$5 million in grants available to evaluate and demonstrate agricultural practices that help farmers and ranchers adapt to drought. NRCS is taking applications for Conservation Innovation Grants (CIG) to help producers build resiliency into their production systems so they can adapt to climatic extremes, such as the historic drought impacting the nation.

NRCS is offering the grants to partnering entities to evaluate innovative, field-based conservation technologies and approaches. These technologies and approaches should lead to improvements such as enhancing the water-holding capacity in soils and installing drought-tolerant grazing systems, which will help farms and ranches become more resilient to drought.

"Severe drought conditions across the U.S. have greatly impacted the livelihood of our farmers and ranchers," said NRCS Chief Dave White. "Conservation Innovation Grants allow us to generate and deploy as soon as possible cutting-edge ideas that help farmers and ranchers run sustainable and profitable operations."

Grant applications are due Oct. 15, 2012. Private individuals, Tribes, local and state governments and non-governmental organizations can apply.

Funds will be awarded through a competitive grants process for projects lasting for one to three years. Apply electronically at www.grants.gov/ or contact the NRCS National CIG office at (703) 235-8065.

NRCS is especially interested in projects that demonstrate:

- Cropping or grazing systems that increase resiliency to drought through improved soil health;
- Increases in available soil water holding capacity by enhancing organic matter with reduced tillage, cover

crops and organic amendments;

- Improvements in water use efficiency for agricultural production;
- Coordination with NRCS Plant Material Centers in using drought resistant plants and practices;
- Recommendations for appropriate nutrient management following an extended drought;
- Analysis on a regional basis of how agricultural production and conservation systems fared during drought conditions;
- Agricultural approaches that flourished in low-precipitation areas;
- Traditional/historical production


practices that have proven effective in dealing with drought;

- Alternative feeding systems for confined animal operations that incorporate novel drought-tolerant feedstocks;
- Alternative housing or cooling systems for improved energy efficiency and better climate control in confined animal operations; and
- Technologies that reduce water use in confined animal operations.

View the complete Announcement of Program Funding at www.grants.gov or <http://www.nrcs.usda.gov/technical/cig/>. 

Operation Main Street Participants Speak Up for Pork

Since its launch in 2004, the Pork Checkoff's Operation Main Street (OMS) program has played a key role in how the public views the pork industry. With a mission of spreading the We Care message, producers and others who go through OMS training connect directly with the public and consumers on a local level. "To date 940 people have completed OMS training. That translates to 5,403 speeches, all sharing the pork industry's We Care message. OMS participants have volunteered 33,902 hours of their time to speak up for pork. As the pork industry strives to continu-

ously improve its programs, the Pork Checkoff has responded to broadened producer interest. An OMS 2.0 training session was added in 2006, which was designed to take the pork industry's message to higher-level opinion leaders and decision makers, as well as further develop the skills and confidence required of speakers in more challenging situations. All producers are encouraged to help speak up for pork. To get involved in the OMS program and training, call the Pork Checkoff Producer Service Center at (800) 456-7675 or visit pork.org. 



Executive Director of MPPA Mary Kelpinski recently shared the pork message with a Detroit Rotary Club.

Reports on checkoff-funded promotion, research and consumer information programs.

Pork Claims “Most Valuable Protein” Title

Lean pork is a powerful partner on the plate and a new advertorial is inspiring food and nutrition professionals to kick meals up a notch by promoting this overachiever of super foods. The full-page “Pork Packs Nutrients in Every Lean Serving” advertorial was recently featured on the inside cover of Food and Nutrition Magazine, a quarterly publication from the Academy of Nutrition and Dietetics.

“This was a great opportunity to showcase lean pork and its nutrient density while highlighting the last four years of our published nutrition research,” said Adria Sheil-Brown, manager of nutrition communications and research for the Pork Checkoff. The magazine, which reaches more than 80,000 readers, targets professionals in health care, food service, academia, school and community nutrition programs, the food industry, the media and others who influence Americans’ diet and health. “Approximately 86 percent of members in food/nutrition management are involved in making food purchases, and many of them work at large organizations,” Sheil-Brown said.

“The Pork Checkoff’s advertorial in Food and Nutrition Magazine is a great opportunity to reach the health influencers who are talking to our customers.” Through the advertorial, the Pork Checkoff noted

that a 3-ounce portion of pork tenderloin provides an excellent source of protein, thiamin, vitamin B6, phosphorus and niacin. Pork is also a good source of potassium, riboflavin and zinc, yet contributes only 6 percent of calories to a 2,000-calorie diet. The advertorial also highlighted research showing that pork:

- Curbs late-night munchies. Including lean pork or other proteins in three daily meals reduced late-night desires to eat and decreased distracting thoughts about food, both of which derail dieters if left unchecked.
- Helps fill you up. Including lean pork or other lean proteins in three daily meals rather than six mini-meals resulted in improved satiety throughout the day. Feeling full throughout the day may lead to an overall calorie reduction.
- Builds a better breakfast. Eating high-quality protein foods, such as lean Canadian bacon, at breakfast resulted in a greater sense of fullness throughout the day, compared with eating additional protein calories at lunch or dinner.

“To help spread the word, we’re encouraging health and nutrition professionals to visit PorkandHealth.org or PorkBeInspired.com for delicious recipes that do double-duty to keep pace with today’s busy families,” Sheil-Brown said.

Revamped Interactive Website Educates Youth

Youth need to look no further than the newly redesigned www.pork4kids.com to find information on pork production. From learning about farmers to finding recipes, this website has it all in one place.

“Pork4Kids.org is an accurate resource for parents and teachers, as well as state pork producer organizations” said Stacie Schafer, state marketing manager for the Pork Checkoff. “There is a lot of great information available in various forms for teachers and parents, as well as kids.”

One new feature includes the “Farmer Spotlight,” which showcases the Checkoff’s Environmental Steward Award recipients. A photo shows consumers the Steward’s farms and a description of what they do on their farm that makes a difference. Other updates include temperature and nutrition information. The recipe search also has been expanded to include the over 1,800 recipes available through the Pork Be Inspired database.

The “For Grownups” section has ideas that can be used at home or in the classroom. Printable placemats, along with craft and game ideas, are a great way to get everyone involved. There are tips for teaching about all stages of the meal process, from cooking prep to after dinner clean-up. The redesigned site not only provides information, but also suggests ways to apply it.

“With recipes and interactive games, it’s a great place for parents and kids to visit together,” Schafer said. “The redesigned site provides visitors with better navigation options, making it easier for visitors to find the most useful information for them. Even with the new look, the site still offers multiple ideas for teachers and parents to use with children.”

National Pork Board CEO Takes Part in the Third Annual Food Summit

National Pork Board CEO Chris Novak was a key speaker at The Atlantic's third annual Food Summit. Novak, representing the U.S. Farmers and Ranchers Alliance, was a member of a panel that discussed the session's topic of Feeding the World of Nine Billion - Sustainability.

The questions focused on land and water usage, conventional vs. non-conventional farming methods and investments being made towards agricultural advancement and technology. When asked about the necessity for meat-based protein in a diet, Novak cited USDA recommendations for a healthy diet that includes lean meat as a protein source. Novak also emphasized the importance of technology and its utilization in agriculture, stressing the value of continued research. He pointed to its use in decreasing soil erosion and water pollutants in American agriculture.

Fellow panelist Rick Leach, president and CEO of World Food Program USA, also spoke about the importance of technology in feeding the world's growing population, particularly in efforts in the developing world. The other panel members were Robert Paarlberg, professor of political science at Wellesley College; Mark Smallwood, executive director of the Rodale Institute; and Jocelyn Zuckerman, executive editor of Whole Living. The discussion was moderated by Steve Clemons, Washington editor-at-large for The Atlantic.

New Producer Guide Addresses Sow Injection Protocols

Using proper injection techniques will help increase product efficacy and absorption, while reducing injection-site reactions, broken needles, and residues. If correct dosage of a product is more than 10 mL, as indicated by the label or as directed by a veterinarian, Checkoff research indicates you should follow these steps to prevent a violative residue. Failing to do so can cause a delay in absorption that may result in a violative residue in the meat.

- Never deposit more than 10 mL of an injectable antimicrobial product in one site.
- To deliver the appropriate dose, separate injection sites by at least 3 inches where multiple injections are administered.
- Separate injection sites by at least 3 inches from the previous day's injection site when multiple-day therapy is needed.

To view and download a copy of the producer guide, go to pork.org and click on the "Research" tab.

Pork Checkoff Teams with Golden Corral to Add New Pork Entrees to Menu

The Golden Corral restaurant chain celebrated good taste when it added zesty new pork entrees to its Endless Lunch and Dinner Buffets during a summer promotion.

"Our guests love the variety of pork options available at every Golden Cor-

ral restaurant, and we're constantly looking to enhance the buffet dining experience," said Dolly Mercer, Golden Corral's marketing, consumer promotions and national events manager. "The National Pork Board has been an invaluable resource for us as we define new, innovative pork products to test." Known for its family-friendly buffets, Golden Corral is capitalizing on pork's broad consumer appeal by showcasing pork's versatility and value. New home-cooked favorites are enhancing the options on each Endless Buffet, which include regional BBQ to Golden Corral's ever-popular pork roast. Bacon also adds a burst of flavor to vegetable side dishes, from green beans to cabbage.

"Pork is a high-quality product that offers a tremendous value," said Beverly Lynch, Golden Corral's vice president of food and beverage, who noted that Golden Corral purchases the raw commodity and cooks the pork in multiple recipes for its restaurants. "We don't buy prepared foods and are proud to feature home-cooked baby back ribs, flame-grilled pork ribs, boneless ribs, fresh-off-the-grill pork chops, pork steaks and more." Buffets like Golden Corral offer a great way to help move thousands of pounds of pork, said Howard Greenblatt, national foodservice marketing manager for the Pork Checkoff.

New Study Shows Today's Pork Production More Sustainable than 50 Years Ago: Data Reveal Decades of Continuous Improvement

A new study finds that while pig farms of the 1950s may be remembered as idyllic, they were not as sustainable as those of today. This becomes clear as the metrics most associated with sustainability are revealed from their 1959 baseline - a 35 percent decrease in carbon footprint, a 41 percent reduction in water usage and a 78 percent drop in land needed to produce a pound of pork.

Garth Boyd, Ph.D., an environmental researcher and former university professor, led a team of university and industry scientists who conducted this Checkoff-funded study to look at how the industry's gains in production efficiency over the last 50 years have affected pork's environmental impact. Everything affecting pork's footprint at the farm level was included in the model, including feed, water, energy, land and crop-nutrient resources needed to produce pork.

"The study underscores just how much improvement farmers have made over the past half century,"


Boyd said. "The pork industry has been very successful in significantly reducing its environmental impact and use of natural resources by nearly 50 percent across the board per 1,000 pounds of pork produced, which is quite an accomplishment."

Much of the gains in efficiency can be attributed to the continuous improvements farmers have made over the years in both crop production and in the care they give their animals through better nutrition, health and overall management. This appears to be reflected in the study's findings that showed a 29 percent increase in hogs marketed compared to 50 years ago with a breeding herd that is 39 percent smaller. Feed efficiency, a major factor that affects the land required for growing feedstuffs, has improved by 33 percent during this time frame.

"This study shows how farmers today can produce more pork with fewer resources than ever before," said Everett Forkner, a pork producer from Richards, Mo., and immediate

past-president of the National Pork Board. "I'm not really surprised by this data either as I've seen a lot of change on my own farm over the years as I've evaluated and implemented new technologies."

According to the study, when all of the findings on efficiency gains are totaled, the progress towards greater sustainability is clear with this example: Today's farms can produce 1,000 pounds of pork with only five pigs from breeding to market compared with eight pigs in 1959.

"As a pork producer, I'm proud of the accomplishments we've made as an industry," Forkner said. "But today's competitive market demands that we do even more to improve how we produce pork and I'm confident we can meet that challenge. We'll do it with more innovations, more Checkoff-funded research and our continued dedication to the We Care ethical principles." 

Building a Better Michigan

(continued from page 20)

pork consumers around the world. In Michigan, Governor Rick Snyder has issued a challenge for pork producers as well as all farmers to become increasingly entrepreneurial. While using resources wisely, large scale pork producers, small family businesses, and even youth like me can live up to this challenge.

Large scale pork operations can be more entrepreneurial by exporting to foreign markets, modernizing

operations, and exploring value-added food processing (Cammel). Due to the outbreak of disease in Asia, many swine herds were reduced creating the need for foreign exports. Realizing this need, swine entrepreneurs can participate in exporting their livestock and products to these markets. Specifically, Michigan hog farmers will benefit from new trade agreements made with countries such as Korea, Cambodia, Laos, Philippines, and Vietnam

who are desperate for pork products (Cammel). Organizations such as The Livestock Exporters Association of the USA are available to assist farmers in all aspects of exporting livestock (Press Release). This resource enables all producers, regardless of size, the opportunity to export their swine products to places all around the world. Additionally, modernizing current swine operations will help Michigan pork producers to withstand impending competition while remaining environmentally-sound. If pork prices continue to rise, people may opt for less expensive meat choices such as low-priced beef, buffalo, and poultry (Industry Status).

If farmers modernize their opera-

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tions by making them more energy efficient, they will maintain competitive prices which will entice people to choose pork over other meat choices. Value-added food processing consists of anything that is done during the production process to add value to the product and result in a higher value of that product (Value-Added Food Processing).

For pork producers, this could mean processing pork into a variety of sausages or finding innovative ways to create new products out of pork by-products.

In a smaller capacity, my family can also participate in being more entrepreneurial in our swine operation by combining our individual skills and ideas to build a strong and successful business. For many years, we have worked to raise quality meat that is as close to organic as possible for our own consumption as well as for others, but we have had difficulty creating a reliable market where we can get our products sold and create a widespread customer base. Through advertising and public relation skills, my sister plans on developing a website and a Facebook page informing people of our products. My dad's knowledge of the transportation industry will allow our farm to find inexpensive methods of shipping across the globe. My mom and I have been researching how to render hog lard and make organic specialty soaps to sell at farm markets. As an entrepreneurial family, we can contribute to Michigan's success.

While large scale pork producers and small, family owned businesses find ways to be more entrepreneurial, I can be innovative in my community and country, and build a positive reputation for the pork industry. Throughout my show career, I have exhibited swine at many state and national shows, and as I continue to grow and learn more about all the different techniques of showmanship, I have developed a desire to reach out and help the youth in my county who

Drought Tip #5

Consider use of wet-dry feeders:

Wet-dry feeders may reduce feed wastage and dust due as pigs can wet the feed to the consistency they desire. Palatability also is improved over dry diets thereby increasing consumption and performance in some cases. For more information go to <http://www.pork.org/filelibrary/FeedWeb1210.pdf> or contact your local extension educator for assistance.

do not have the opportunity that I was given. As more and more people come to me expressing desire for showmanship training, I see an opportunity to be an entrepreneur by beginning a show camp as a small business. With just a little money and a lot of hard work, I feel I can not only build a small business, but also contribute to the success of others. Along with my showmanship camp, I have aspired to one day have a small swine operation of my own. Successful entrepreneurs cultivate an interest which could one day yield large profits. Likewise, my passion to start a small, three sow operation could one day grow to be an exceptionally large and profitable business. An entrepreneur is not just an adult or an owner of a large business, it can be a young person like me who observes our world, sees a need, and creates a way to meet those needs. The future of Michigan depends on my generation.

Clearly, Michigan pork producers of all sizes and ages can become more entrepreneurial by remaining connected to the needs of the swine industry, being aware of emerging opportunities, and being willing to try new things in order to find solutions while protecting the environment and its resources. The ideas as to how farmers can become more entrepreneurial are limitless. Just like builders use architectural plans, bricks, and cement,

swine entrepreneurs use technology, hard work, vision, and ingenuity to build strong businesses which will create a stronger Michigan. If farmers become more entrepreneurial in their businesses, they will not only impact their communities but they will also be an example to other industries around the world. Swine producers of Michigan must keep their eye on the goal and be willing to take risks in order to be entrepreneurs; they are up to the challenge. As Governor Rick Snyder said, "You love what you're doing and you're good at it. We need that kind of passion. You can be a mentor."

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"Value-Added Food Processing."

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Feed Ingredient	Dry Matter (percent)	Dry Matter Basis			Suggested Maximum** Inclusion Rate (percent of Total Diet)		Relative Value (Compared to...)
		DE kcal/kg	Protein (percent)	Lysine percent	Grower/ Finisher	Nursing/ Dry Sows	
Energy Feeds							Corn
Alfalfa Meal	92	1989	18.5	0.80	10	NR/60	80-90
Bakery Waste, dried	91	4330	11.9	0.30	40	10	100-110
Barley	89	3427	12.7	0.46	80	80	95-105
Beet Pulp, dried	91	3148	9.5	0.57	10	10	90-100
Brewer's Grains, dried	92	2283	28.8	1.17	10	10	110-120
Corn	89	3961	9.3	0.29	80	80	100
Corn, high moisture	72	3961	9.3	0.29	40	40	80-90
Corn Distillers, dried grains with solubles	93	3441	29.8	0.67	20	40	100-110
Corn Distillers, dried solubles	92	3614	29.0	0.89	20	?	135-145
Corn Gluten Feed	90	3322	23.9	0.70	25	5/90	110-130
Corn Gluten Meal	90	4694	66.9	1.13	5	5	150-160
Corn Hominy	90	3728	11.4	0.42	80	80	100-110
Fats and oils	100	8000	0.0	0.00	6	6	175-210
Flax	90	3400	37.3	1.38	5	5	150-155
Oats	89	3112	12.9	0.45	20	20	85-90
Oats, hullless	86	4047	19.9	0.55	95	95	110-115
Potato Chips	90	5833	7.2	0.34	25/10	25	125-150
Rye	88	3716	13.4	0.43	40/77	NR/25	100-105
Sucrose	99	3833	0.0	0.00	33	?	85-95
Sorghum	89	3380	9.2	0.22	80	80	95-98
Soybean Hulls	89	1025	14.0	0.98	10	30	60-70
Triticale	90	3689	13.9	0.43	77	25	90-105
Wheat, hard red spring	88	3864	16.0	0.43	80	80	105-115
Wheat, soft white winter	89	3820	13.3	0.37	80	80	100-105
Wheat Bran	89	2719	17.6	0.72	10	15	110-120
Wheat Middlings	89	3455	17.9	0.64	40	40	110-130
Wheat Shorts	88	3392	18.2	0.80	40	40	120-125
Whey, dried	96	3474	12.6	0.94	15	10	130-140
Whey, liquid	7	3571	12.9	1.17	30	?	140-150
Protein Feeds							Soybean Meal
Beans, cull	84	3600	26.4	1.45	12	12	55-65
Brewer's Grains, dried	92	2283	28.8	1.17	10	10	40-50
Canola Meal	90	3206	39.6	2.31	15	15	75-85
Corn Distillers, dried grains with solubles	93	3441	29.8	0.67	20	40	45-55
Corn Distillers, dried solubles	92	3614	29.0	0.89	20	?	55-60
Corn Gluten Feed	90	3322	23.9	0.70	25	5/90	45-55
Corn Gluten Meal	90	4694	66.9	1.13	5	5	55-70
Fababeans	87	3730	29.2	1.86	20	10	65-75
Fish Meal, menhaden	92	4098	67.7	5.23	5	5	160-170
Flax	90	3400	37.3	1.38	5	5	60-65
Lupins, sweet white	89	3876	39.2	1.73	20	20	70-80
Meat Meal	94	2867	57.4	3.27	5	5	120-130
Meat and Bone Meal	94	2440	51.5	2.51	7.5	7.5	120-130
Milk, skim (dried)	96	4146	36.0	2.98	10	10	100-110
Milk, whole (dried)	88	5667	27.5	2.50	10	10	100-105
Peas	89	3860	25.6	1.69	20/35	40	65-75
Soybean Meal, 44 percent	89	3921	49.2	3.18	35	35	100
Soybean Meal, 48 percent	90	4094	52.8	3.36	35	35	100-105
Soybeans, roasted	90	4600	39.1	2.47	10	25	90-100
Sunflower meal	90	2010	26.8	1.01	20	10	50-60

NR = not recommended ? = not enough information for a recommendation to be made ** = Maximum that can be used

Bacon Double Cheese Burger Dip

from www.closetcooking.com/

A hot cheesy baked dip with all of the flavors of a bacon double cheese burger that makes for some great game day snacking!

Servings: makes 4+ servings

Prep Time: 10 minutes

Cook Time: 50 minutes

Total Time: 1 hour

Ingredients

- 1/2 pound ground beef
- 6 strips bacon,
cut into 1 inch pieces
- 1 small onion, diced
- 1 clove garlic, chopped
- 4 ounces cream cheese,
room temperature
- 1/2 cup sour cream
- 1/4 cup mayonnaise
- 1/2 cup mozzarella, shredded
- 1/2 cup cheddar cheese, shredded
- 1 tablespoon worcestershire sauce
- 2 tablespoons ketchup

Directions

1. Cook the ground beef in a pan over medium heat, set it aside and drain the grease from the pan.
2. Cook the bacon in the pan until crispy, about 6-10 minutes, set aside and drain all but a tablespoon of the grease.
3. Add the onion and saute until tender, about 5-7 minutes.
4. Add the garlic and saute until fragrant, about a minute.
5. Mix the ground beef, bacon, onions and garlic, cream cheese, sour cream, mayonnaise, mozzarella, cheddar, worcestershire sauce and ketchup and pour it into a baking dish.
6. Bake in a preheated 350F oven until the top starts turning a light golden brown and then sides are bubbling, about 20-30 min.



It's football season! Ready to cheer on your favorite Big Ten team? Serve up this delicious dip at your next game day party.

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Market Flexible

238#

DLY female
x
A-1200 boar



328#

DLL female
x
A-1200 boar

Sow Productivity

Avg. number of pigs/litter	9.5 (gilt litters)
Avg. litter weight	134.25 lbs.
Age weaned	17 days
Avg. pig weight	14.13 lbs.

Parent-line female DLY Now Available

Sow Productivity

Avg. born/litter	11
Avg. live born/litter	10.3
Avg. weaned/litter	9.5
Age weaned	24 days
Avg. pig weight	22.1 lbs.

Nursery/Finish Performance

Number of days in nursery	53
Avg. daily gain in nursery	1.018 lbs.
Avg. on-test weight finish	68 lbs.
Avg. off-test weight	238 lbs.
Avg. daily gain on-test	2.048 lbs.
Feed intake per day on test	4.98 lbs.
Feed efficiency test finish period	2,549 lbs.



A-1200 terminal- line sire

Nursery/Finish Performance

Number of days in nursery	48
Avg. daily gain in nursery	1.025 lbs.
Avg. on-test weight finish	71.3 lbs.
Avg. off-test weight	328 lbs.
Avg. daily gain on-test	2.07 lbs.
Feed/day on test	5.80 lbs.
Feed efficiency	2.805 lbs.
Lean gain/day	1.057 lbs.
Age at slaughter	198 days
Days in finisher	124
Total gain/day of age from birth	1.657 lbs.

Carcass Cut-Out

Avg. backfat (Rough Pack)	0.56 in
Avg. yield	76.13%
No Paylean® used	

Carcass Cut-Out

Avg. backfat (Tyson)	0.95 in.
Avg. loin depth	2.82 in.
Avg. live weight	328 lbs.
Avg. carcass weight	242 lbs.
Carcass Premium	\$6.52
Yield	76.21%
Fat-free lean gain/day	1.05 lbs.

Meat-Quality Evaluation

Loineye avg	6.35 sq. in.
Visual color avg.	2.92
Visual marbling avg.	2.32
Percent of intramuscular fat	2.32
Visual firmness avg.	2.035
Wetness avg.	1.857
Minolta score avg.	54.01
pH avg.	5.82

Meat-quality analysis by
Dr. Steve Moeller at
The Ohio State University Meat Lab.



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