

MICHIGAN PORK

The source for information affecting Michigan's Pork Producers

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MPPA Welcomes New Board Member:

Tim Kruithoff, Kent City, Mich.



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**On cover, the Kruithoff family, left to right: Colin,
Justin, Madelyn, Christine and Tim.**

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MPPA Welcomes New Board Member

By: Megan Sprague, MPPA Program Director, sprague@mipork.org

Tim Kruithoff of Kent City, Mich., was recently elected to the Michigan Pork Producers Association's (MPPA) Board of Directors, filling a vacancy left after Pete Blauwiekel stepped down from his board position after serving many years as a board member and officer.

Kruithoff Farms was started by Tim's father, Wilson, in 1970. Tim will be following in his father's footsteps as a board member, since Wilson was a member of the MPPA Board during the 80's and early 90's. Kruithoff's pork operation began as a farrow-to-finish operation with 100 sows. Tim came back to the farm in 1991 and became a partner in the operation in 2000; the same year that they decided to streamline the operation by becoming a wean-to-finish farm.

Currently, Kruithoff Farms finishes 16,000 pigs and feeds 900 cows annually. Corn, soybeans and wheat are grown on their 2,200 acre farm with the majority of the grain produced being used to feed their livestock. Unlike many farms around the nation that switched to contract finishing, Kruithoff Farms remains unique in that they purchase weaning pigs and retain ownership of their animals.

Tim said he is in the process of buying out his father and is already incorporating the next generation into the farm. Tim's oldest son, Justin, recently finished college and has returned to the farm, much like his father, who said he returned because he enjoyed the life style farming provides.

"I grew up on a hog farm, and it's a



The Kruithoff family, left to right: Colin, Justin, Madelyn, Christine and Tim.

good way to raise a family," Tim said.

Kruithoff Farms is truly a family owned and operated farm. They employ two full-time and four part-time workers. Additionally, Tim's wife, Christine, helps with the bookwork and his younger son Colin, who is a junior in high school, helps out around the farm as well. In addition, Tim and Christine have a younger daughter, Madelyn. Tim believes that raising his children on a pig farm has given them a good work ethic and he appreciates the time he gets to spend with them.

"When I'm not working, I really just like to spend time with my family," he said.

As Tim works on transitioning the farm from first to second generation, he is already thinking about what it will look like when he passes the farm

on to the third generation. "Running a farm is expensive and I want to do everything I can to set up the next generation to make it easier for them so they can do a better job."

Future improvement is very important to the Kruithoffs, as they strive to be better farmers, not only for the next generation but also for their community.

"We try to keep improving our farm, so we can help other farmers improve; we want to make use of the resources that we have," Tim said.

Tim is also involved in Michigan Farm Bureau and has served on his local school board for seven years.

Over the past 44 years that Kruithoff Farms has been in business, there have been many changes to agriculture and the pork industry. Tim has seen

the landscape of the pork industry adapt to the needs of both farmers and consumers and he sees both positives and negatives.

“We have a lot more regulation now, which can encourage us to do a better job, but sometimes regulations don’t seem to be grounded in any type of science,” he said. This is a sentiment to which most pig farmers would likely relate but, Tim notes, there have also been changes in the structure of the industry.

“I have seen a lot of growth in the industry, fewer farms, but larger farms. There are more animals in fewer hands, but this has allowed a lot of people to stay a part of the industry by being contract farmers. It also has allowed pig farmers to focus on their segment of production,” said Tim.

As a member of the MPPA Board

of Directors, Tim hopes to be a resource and help improve the industry for the next generation and for those currently farming. He believes he will bring a new perspective, since he is from a different segment of the industry.

“Because we retain ownership of our pigs, rather than contract, I have an owner’s perspective from the wean-to-finish segment,” Tim added.

While on the board, Tim said he hopes to continue to work with consumers and help shape how they view farming.

“I would like to make sure that as the industry continues to advance we are making a good impression on them,” he said.

When asked what his favorite part of being a pig farmer was, Tim replied ‘working with pigs.’



Tim's parents, Rose and Wilson Kruithoff.

“Tim is obviously committed to the pork industry,” said MPPA Executive Vice President Sam Hines. “He will be a great addition to the Board and we look forward to his involvement.”



Kruithoff Farms, 2001.



By: Fred Walcott
MPPA President

“ Sending them off is like gift wrapping them for the packers and, because of TQA training, my employees both know how and aspire to do that final step correctly before the pigs leave the farm. ”

TQA Beneficial to Producers

The deadline for my article came in the midst of planting season and it has been hard to find time to collect my thoughts on anything other than getting out in the fields. However, life in other areas still moves on, with or without you, and Megan tells me the magazine has to get out.

I was really interested to hear the news about the recent release of the newest version of Transport Quality Assurance (TQA) (*page 12*). Our processor requires that the employees that deliver pigs to the plant be certified in TQA. You would think that would be the only reason we use TQA on the farm, but it's not.

My goal is to have everyone on our farm certified in TQA because of the inherent benefits of the program to our operation. Although we haven't quite met that goal yet, all of our load out crew members and managers are currently certified. Why certify beyond the minimum requirement? Because TQA is a standardized training tool and, in short, that means I know that every time my load out crews go to a different barn, both they and the manager at each barn have a mutual understanding of the correct way to handle and load pigs, and it's the same at every barn.

We view TQA as essential for not only the safety of the pigs, but the safety of our employees. When they are trained in TQA, I know that each employee has up-front knowledge about what could potentially happen when they go to load out or handle

pigs for any reason. Not only that, but because they load out in teams with coworkers also trained in TQA, they know they are responsible for their coworkers' safety. Additionally, they know their behavior while handling the pigs reflects on their character and has the potential to give them a bad reputation. For the process to work well, everyone needs to be on the same page with what are acceptable practices.

Our employees are well-versed in the production system that our pigs have gone through in order to reach the final “to market” stage. Sending them off is like gift wrapping them for the packers and, because of TQA training, my employees both know how and aspire to do that final step correctly before the pigs leave the farm. TQA helps employees understand the broader picture; it brings together different components like handling and biosecurity, allowing trainees to see that it's about the final product, safe food and consumer assurance.

As part of the changes to the TQA program, the National Pork Board has added more information on biosecurity. This is especially important today because of the possible spread of the Porcine Epidemic Diarrhea (PED) virus. With PED, Delta Corona virus, and the potential for a Foreign Animal Disease (FAD) outbreak (*page 28*), it is becoming very cru-

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By: Sam Hines
MPPA Executive Vice President
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“ Could it be that the message about HSUS’ deceptive fundraising tactics is starting to be heard and is taking a toll? ”

“May a Bad Month for HSUS”

I doubt anyone in animal agriculture will be lamenting the fact that the Humane Society of the United States’ (HSUS) empire has crumbled a bit lately. Humane Watch, a project of the non-profit Center for Consumer Freedom, reports HSUS and its affiliates revenues were down \$10 million in 2013. Could it be that the message about HSUS’ deceptive fundraising tactics is starting to be heard and is taking a toll? One would hope so as the sham this group has passed off for years under the guise of helping animals has undeniably hoodwinked a lot of donors. And, on May 15, it was revealed that HSUS and several co-defendants paid Feld Entertainment, the parent company of Ringling Bros. and Barnum & Bailey® Circus, \$15.75 million to settle cases from a lawsuit against the circus over the care of its Asian elephants (*see page 10*).

HSUS has often been described as PETA in business suits referring to the slick persona they attempt to convey as opposed to the sleazy, headline-grabbing stunts that PETA typically employs. However, as more of their tactics are exposed, I would contend that HSUS is every bit as sleazy, if not more so, since it appears HSUS attempts to conceal questionable activities rather than engage in openly outrageous behavior like PETA. This seems to be confirmed in the Feld news release, which states that (HSUS and its co-defendants) “*had paid a plaintiff for his participation in the original lawsuit and then attempted*

to conceal those payments.” It’s also interesting that the original suit, claiming mistreatment of elephants by the circus, was brought under the Endangered Species Act and was ruled by the U.S. District Court to be “frivolous,” “vexatious,” and “groundless and unreasonable from its inception.” All terms that could also be used to describe the baseless suits HSUS has filed in recent years related to purchase of the “Pork, the Other White Meat” advertising slogan and other perfectly legitimate actions by the Pork Board and NPPC.

And then, just five days later on May 20, Humane Watch revealed it was running a full-page ad in *USA Today* “*calling out HSUS for parking \$20 million of donor funds in offshore investment shelters in Bermuda and the Caymen Islands.*” Humane Watch goes on to say that “*(this) is only the latest in a recent spate of news questioning the financial practices of HSUS, including a downgrade in its charity rating, an investigation opened by the Oklahoma Attorney General, amending and restating years of federal tax returns, and federal racketeering litigation.*” I think the Oklahoma case is particularly interesting in that Humane Watch indicated the Oklahoma Attorney General “*issued a consumer alert against HSUS in response to complaints his office received that HSUS misled donors after last year’s tornadoes*

(continued on page 9)

As I See It


(continued from page 8)

by telling Oklahomans their money would go to help local shelters and dislocated animals.” Humane Watch goes on to point out that “It’s not just Oklahomans whom HSUS fools. In a recent poll of 1,050 self-identified HSUS donors, 87 percent said they were unaware that HSUS gives just one percent of its annual budget to local pet shelters. When informed of this sad reality, a full 83 percent of HSUS’s own donors polled agreed the group ‘misleads people into thinking that it supports local humane societies and pet shelters,’ and 59 percent were less likely to support the group going forward.”

May wasn’t a good month for HSUS, but until its actions are found so scurrilous and illegal that it is either put out of business, loses its non-profit status or is forced to discontinue its deceptive fund-raising tactics, it will continue to be, at the very least, an unfortunate distraction to the animal

agriculture community.

I have been involved in this industry a long time and earlier this year that fact was driven home when I received an invitation to attend the 50th anniversary reunion of the 1963 Ohio State University Meat Judging Team of which I was a member. Four of the six members of the team made it back to Columbus for the reunion and we had an enjoyable time reminiscing. It’s also interesting to note that all six of us have spent our entire careers in the livestock and/or meat industry in some manner. In 1963, none of us could have even remotely imagined the challenges the livestock industry faces today, many of which have been fabricated by groups like HSUS to justify and maintain their existence. However, with that said, all of us agreed that we have had gratifying careers in this industry and, even knowing today’s challenges, wouldn’t have changed our career paths. I spent

some time at this year’s statewide information meetings discussing the evolution and history of the pork industry organizations. Several indicated they enjoyed the history lesson and suggested I should write about some of the key events from the past four decades in this column. In the future, I will try to incorporate a history lesson occasionally. And, we can always hope that if HSUS continues shooting itself in the foot it may inflict wounds that aren’t easily healed. 

President’s Page


(continued from page 6)

cial to business continuity to employ strict bio-security procedures. Some of the bio-security precautions that we have been taking on our farm have included additional use of disposable boots, extended down time for trailers, double-checks for trailer cleanliness, and greater emphasis on movement between facilities to decrease the risk of spreading disease from finishers

back to sow units. Having drivers and employees understand their role in your farm’s bio-security can also help insulate you from diseases that might be coming back from the packers.

Another change to the TQA program is the ability to re-certify employees online. The ability to re-certify online is really going to help our farm reach the 100% trained goal

and allow us to keep certified employees current.

Finally, I would be remiss if I didn’t mention that TQA helps get my pigs to the packers without losing them during their journey. Pigs that arrive at the packers either dead or unable to be processed are a huge economic cost to the pork industry and not a positive reflection of our care standards. We want to do our best, stay sharp and care for our pigs in a way that reflects not only our respect for the purpose they serve, but our values as pig farmers. 

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HSUS and Co-Defendants Pay \$15.75 Million Settlement to Feld Entertainment Ending 14 Years of Litigation

The Humane Society of the United States (HSUS), along with their co-defendants, have paid Feld Entertainment, Inc., the parent company of Ringling Bros. and Barnum & Bailey® Circus, \$15.75 million to settle cases stemming from a lawsuit they brought against Ringling Bros.® over the care of its Asian elephants. This historic settlement payment to Feld Entertainment ends nearly 14 years of litigation between the parties.

“We hope this settlement payment, and the various court decisions that found against these animal rights activists and their attorneys, will deter individuals and organizations from bringing frivolous litigation like this in the future,” said Kenneth Feld, Chairman and Chief Executive Officer of Feld Entertainment. “This settlement is a significant milestone for our family-owned business and all the dedicated men and women who care for the Ringling Bros. herd of 42 Asian elephants. We look forward to continuing to set the standard for providing world-class care for all our animals and producing high quality,

family entertainment.”

HSUS and animal rights groups the Fund for Animals, Animal Welfare Institute, Born Free USA (formerly the Animal Protection Institute), the Wildlife Advocacy Project, the law firm of Meyer, Glitzenstein & Crystal, and several current and former attorneys of that firm, paid the settlement for their involvement in the case brought under the Endangered Species Act (ESA) that the U.S. District Court ruled was “frivolous,” “vexatious,” and “groundless and unreasonable from its inception.” Today’s settlement also covers the related Racketeer Influenced and Corrupt Organizations Act (RICO) case that Feld Entertainment filed against the groups after discovering they had paid a plaintiff for his participation in the original lawsuit and then attempted to conceal those payments.


In December 2012, the American Society for the Prevention of Cruelty to Animals (ASPCA), a former co-defendant in the case, settled its share of the lawsuits by paying Feld Entertainment \$9.3 million. Today’s settlement

brings the total recovered by Feld

Entertainment to more than \$25 million in legal fees and expenses, which the company actually spent in defending the ESA case.

“After winning 14 years of litigation, Feld Entertainment has been vindicated. This case was a colossal abuse of the justice system in which the animal rights groups and their lawyers apparently believed the ends justified the means. It also marks the first time in U.S. history where a defendant in an Endangered Species Act case was found entitled to recover attorneys’ fees against the plaintiffs due to the Court’s finding of frivolous, vexatious and unreasonable litigation,” said Feld Entertainment’s legal counsel in this matter, John Simpson, a partner with Norton Rose Fulbright’s Washington, D.C., office. “The total settlement amounts represent recovery of 100 percent of the legal fees Feld Entertainment incurred in defending against the ESA lawsuit.”

In the original ESA lawsuit, Feld Entertainment discovered the animal rights groups and their lawyers had paid over \$190,000 to a former circus employee, Tom Rider, to be a “paid plaintiff.” The Court also found that the animal rights groups and their attorneys “sought to conceal the nature, extent and purpose of the payments” during the litigation. Their abuse of the judicial system included the issuance of a false statement under oath by Rider, assisted by his counsel, who the Court found was “the same attorney who was paying him” to participate in the litigation. The Court found in addition to Rider being a “paid plaintiff,” that the lawsuit was “frivolous and vexatious.”

Additional information on this settlement and the underlying litigation can be found at www.ringling-brostrialinfo.com. 



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Pork Checkoff Updates Its Transport Quality Assurance® Program

Since 2001, the pork industry's Transport Quality Assurance (TQA) program has promoted responsible practices when handling and transporting pigs. In that time, TQA has undergone five revisions - always striving to offer the most current, science-based information on humane handling, biosecurity and proper transportation of swine.

The mission of the TQA program remains unchanged: to continuously build a culture of protecting and promoting animal well-being through the training and certification of animal handlers and transport personnel. In that process, TQA uses the most current industry-proven techniques in an effort to build consumer confidence and understanding of the high-quality pork products delivered to market every day.

"Consumers are hungry for information on how their pork is raised - from the farm to the table," said Sherrie Webb, animal welfare director at The National Pork Board.

"That need for information is about more than what happens on the farm and extends to how that animal is safely and humanely transported from

farm to market. That's why keeping current on transportation trends is so critical."

Staying current on transportation trends requires continuous evaluation and commitment. The Pork Checkoff's pioneering TQA curriculum focuses not only on safe handling, but also emerging diseases such as Porcine Epidemic Diarrhea and biosecurity. In 2014, each was a major focus in revising the program.

"Everyone involved in pork production - from producers, their employees, veterinarians and transporters - needs to develop a biosecurity plan that helps them to make good decisions and take sound action that reduces the risk of disease spread," said Brad Knadler, director of hog procurement, Triumph Foods.

"The Pork Checkoff's TQA program specifically addresses the need for serious biosecurity protocols to be in place and helps the pork industry further fight and reduce the spread of these industry-impacting diseases."

The updated program also provides a new approach to understanding basic pig behavior and body language, and how it contributes to a safe and


positive experience for both the pig and the handler.

"Calm pigs are easier to handle than excited, agitated pigs. Handling will be easier, and pigs less likely to become agitated and bunch together, if handlers use basic pig behavioral principles," said Webb.

"An important part of effectively using pig behavior during handling procedures is learning how the pig perceives and responds to the handler in different situations and environments."

Additionally, adapting to changes in weather, especially temperature extremes, costs the U.S. pork industry millions of dollars annually. Handlers and transporters must understand the affect weather can have on pigs during transport, and how best to protect them during extreme weather. The revised TQA program teaches transporters the importance of planning ahead and properly bedding and boarding trailers.

New with the release of Version 5 of the TQA program is the opportunity for participants to recertify online for the educational portion of TQA. If participants have a current TQA certification and valid email address, they may request access to the online system by contacting their TQA advisor. It is important to note that once an individual's TQA certification has expired they are no longer eligible for renewal via the online system and will be required to complete a face-to-face session with an advisor.

People seeking TQA certification for the first time or a face-to-face renewal session can contact a member of the Pork Team with Michigan State University Extension. Face-to-Face sessions that have been scheduled and can be found listed on the MSU Extension Pork page, http://msue.anr.msu.edu/program/info/quality_assurance_certifications 





Transport Quality Assurance[®]



The Pork Checkoff's updated TQA[®] curriculum focuses on safe handling, biosecurity and emerging diseases such as PEDV.

The updated program provides a new approach to understanding basic pig behavior and body language, and how it contributes to a safe and positive experience for both the pig and the handler.

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TQA is a clear demonstration of how the pork industry promotes and implements responsible practices when handling and transporting pigs.

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For more details, go to [**Pork.org/Certification**](http://Pork.org/Certification)



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Changes to the Right to Farm 2014 Site Selection GAAMPs

By: Jerry May, Michigan State University Extension

The Michigan Department of Agriculture and Rural Development recently made significant changes to the GAAMPs for Site Selection and Odor Control for New and Expanding Livestock Facilities. Livestock producers should be familiar with these changes.

The Right to Farm Act (RTFA) (MCL 286.471 et seq.) Generally Accepted Agricultural and Management Practices (GAAMPs) for Site Selection and Odor Control for New and Expanding Livestock Facilities (Site Selection GAAMPs) is a planning tool to help livestock farmers follow national standards and science-based practices when building new or expanding existing livestock facilities. Michigan State University Extension recommends all livestock producers review the Site Selection GAAMPs and consider the application of the GAAMP standards on their farm. This GAAMP is unique in that for large-scale livestock production facilities over certain size thresholds, the Michigan Department of Agriculture and Rural Development (MDARD) suggests the producer request Site Verification prior to the practice being implemented or in other words, prior to starting construction.

The Michigan Commission of Agriculture and Rural Development recently approved changes for the 2014 Site Selection GAAMPs. Changes to the 2014 Site Selection GAAMPs differentiate between areas considered primarily residential and not suitable for livestock facilities and those sites where the placement and keeping of farm animals is considered an acceptable land use.

The 2014 Siting GAAMPs define a site as being “primarily residential” *if there are more than 13 non-farm residences within 1/8 mile of the site or have any non-farm residence within 250 feet of the livestock facil-*

ity and local zoning does not allow agricultural uses by right. Category 4 sites are newly defined in the 2014 Site Selection GAAMPs and are areas which meet the new definition as “primarily residential” and not suitable for livestock facilities.

According to the Right to Farm Fiscal Year 2013 Report, since June of 2000 over 400 livestock producers utilized the Site Selection GAAMPs to select suitable sites for new and expanding livestock facilities and were subsequently verified by MDARD. The changes to the 2014 Site Selection GAAMPs will not impact those sites that have been previously verified by the program.

Changes within the 2014 Site Selection GAAMPs include:

- Persons keeping farm animals in places that are not acceptable for livestock facilities (Category 4) may still be allowed to keep their animal if a local government ordinance provides for raising farm animals. A local government (village, city, township, county or joint planning commission) that does not allow agriculture as a use by right in its zoning ordinance can allow animal agriculture as a special or permitted use. MDARD will not verify sites in Category 4 and it is up to the local zoning jurisdiction to enforce the provisions of the zoning ordinance. Owners of livestock facilities in Category 3 areas, where local zoning allows agriculture, will be expected to follow the guidelines within all other GAAMPs including Care of Farm Animals and Manure Management and Utilization.
- Persons who keep farm animals in Category 4 areas where a local ordinance does not provide provisions for keeping farm animals

may choose to do so at their own risk. Those persons must recognize they will not meet Site Selection GAAMP verification guidelines, local ordinance or zoning and their local government may determine that their keeping farm animals at that location is a violation. Thus local zoning officials may direct them to remove the animals.

- For persons who choose to raise animals, no matter where, including 4-H and FFA members and other youth with livestock projects, it will be in their best interest to practice good animal husbandry, maintain clean and neat facilities and in general, practice a good neighbor policy.

Other important points within the 2014 Site Selection GAAMPs include:

- The 2014 updates continue to make the Right to Farm Act, and the option for an MDARD GAAMPs determination, available for all new and expanding livestock facilities where zoning allows for agriculture uses, provided the proposed facility meets all the guidelines within the Site Selection GAAMPs.
- Proposed new or expanding livestock production facilities that will be below the GAAMPs size thresholds for MDARD verification of the site, (See the guidelines for Category I and II locations in Tables 2 - 5 [pages 6 - 9] of the Site Selection GAAMPs) should still seek to meet all pertinent Site Selection GAAMPs provisions. In this instance, it is the responsibility of the livestock producer to review the Site Selection GAAMPs checklist and self-assess the site to ensure the facility, and its

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State Agriculture Department Launches a New Consumer Focused Publication



The Michigan Department of Agriculture and Rural Development (MDARD) is excited to present a 70-page full color publication, the *Michigan Agriculture* magazine, as a way to connect readers with our state's food and agriculture community.

"Michigan's food and agriculture industry not only impacts the life of Michiganders every day, it also has a direct impact on the global marketplace. Around the world, Michigan is known to be a key source of high-quality food and agricultural products," said Jamie Clover Adams, MDARD director.

"Michigan is fortunate to have such dedicated and innovative farmers raising and growing the food we all eat every day."

This privately funded publication is designed to showcase Michigan's diverse agricultural industry that annually contributes \$96 billion to our state's economy. *Michigan Agriculture* includes stories about family-owned dairy farms and the growing number of culinary tourism opportunities. You can learn more about your Michigan-grown floriculture products or our tasty specialty crops. Also featured is

Michigan's dynamic role in agricultural exports, technology and research.

The *Michigan Agriculture* magazine will be distributed, free of charge, to public places around the state such as dentist offices, veterinarian clinics, libraries, and more. The goal is to educate rural and urban communities alike about the impact agriculture has on all our lives.

Look for the magazine near you or

read the digital version of *Michigan Agriculture* by going to www.MIagriculture.com. Share the link and help tell the story of Michigan's food and agriculture to the state, country and the world.

MPPA helped to fund the production of *Michigan Agriculture* by placing a full-page advertisement featuring Andy and Jon White of Jones, Mich. (seen below).



"We work 365 days a year..."

...to provide safe, affordable food for our family and yours."

Jon and Andy White
Michigan Pig Farmers

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Taking Proper Precautions Prior to County Fair and Exhibition Events can Safeguard Animal Health

Consider vaccination and biosecurity protocols for the 2014 show season.

By: Beth Ferry, and Madonna Gemus-Benjamin, Michigan State University Extension

As county fairs and livestock exhibitions start preparing for the 2014 show season in Michigan it is important to review, consider and implement vaccination and biosecurity protocols prior to tagging or weigh-in events. Fair and event managers, along with swine superintendents should be aware of the various animal health risks, including Porcine Epidemic Diarrhea (PED) and Swine Influenza that have been present in both small and large pig farms. They should discuss the best methods for reducing disease transmission for pigs that will be exhibited this summer at livestock events.

Vaccinations

If possible, encourage youth to purchase pigs from a breeder who currently has a vaccination program for their herd. This way historical information, herd health status and veterinarian recommendations can be taken into account when vaccinating. If the breeder of the pigs does not have a vaccination program in place, youth can work with their veterinarian to ensure that their animals receive the correct vaccines. Dr. Madonna Gemus-Benjamin, Swine Extension Veterinarian with Michigan State University suggests that youth producers at minimum vaccinate for Circovirus (PCV-2) and Influenza (SIV). Many breeders also include vaccines for Erysipelas and Mycoplasma hyopneumonia.

A vaccine program will help provide protection for exhibition pigs from common swine diseases. Circovirus is commonly found in commercial herds and causes loss of body condition, unthriftiness and rough hair coats. Swine Influenza is most often



expressed as a common cold in pigs and is characterized by elevated temperatures and respiratory rates, along with off feed events. Certain strains of this virus are also zoonotic, making it possible for the virus to transfer from pigs to humans, resulting in a public health concern. Vaccinating for Erysipelas in feeder pigs can reduce incidence of lameness caused by bacterial infection. Vaccination for Mycoplasma hyopneumonia will reduce the incidence of pneumonia and reduced growth common in pigs derived from positive herds or herds in high Mycoplasma dense areas. As with most vaccines, this will not guarantee that your pigs will not be exposed to the different diseases, however if your animals do become exposed it will help reduce the severity and incidence rate of the disease, which is important when achieving maximum growth of your animal.

This initial vaccine dose should be

given to the animals before purchase or shortly after they arrive at the new owner's farm. A second or booster dose of the vaccine should be given to the pigs a few weeks following the initial dose. The number of days between the initial dose and booster dose should be no less than 21 days and no more than 50 days. This will help ensure that your pigs have protection through exhibition and market. Currently a 4-way vaccine (Circo, SIV, Erysipelas, Mycoplasma) can be sourced for around \$2.50 per dose from local veterinarians and can be administered by a parent or responsible adult, following proper injection protocols.

Biosecurity: Risk factors and points of infection

When looking at the possibility of disease spread and health risks for ex-

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Taking Proper Precautions

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hibition pigs it is important to review biosecurity protocols and procedures. The highest risk of disease transfer comes when pigs from different sources are comingled with each other at a single location. Good examples of these are weigh-ins or tagging events for swine projects at a county fair. These events may not allow for nose-to-nose contact of the pigs, however disease and viruses can still “hitch a ride” on people, various objects or be tracked from place to place in manure. If such an event is scheduled for your county fair it is important to eliminate as many risk factors as possible and establish guidelines for those helping with these activities.

Create a protocol where the tagging/vaccinating person(s) entering the trailer wears disposable (Tyvek) coveralls, disposable or rubber boots and gloves. Once the person has completed the tagging and vaccination process they should wait until the pigs have quieted down or are on the front portion of the trailer, before exiting the trailer, eliminating the risk of a pig exiting the trailer and being exposed to other pigs and manure. An important rule of thumb is to leave as much organic matter (manure and bedding) in the trailer as possible; this eliminates other people tracking infected manure throughout the area.

Upon exiting the trailer the designated person should put on clean Tyvek coveralls, gloves and boots. They should either change their disposable boots or remove as much manure and bedding from their rubber boots as possible and dip them in a foot bath of bleach solution: one cup of 6 percent bleach to 32 cups of water at the entrance/exit point of the trailer. While in the footbath the person should remove their gloves and coveralls and discard into a garbage bag. Event coordinators can purchase

garbage bags with disinfection in the bags and drawstrings if they so desire to dispose of the used coveralls, boots and gloves. The designated person should also wipe hands and tagging equipment with Clorox disinfecting wipes or dip tagging tools into a bleach solution (1:32 ratio) as a disinfectant. Disposable syringes should be used to vaccinate each trailer of pigs and needles should be changed between trailers.

Because organic matter is hard to completely disinfect, you will need to change your foot baths often (every 4 or 5 trailers) and discard used bleach in an area away from any livestock traffic. Having Clorox wipes and disposable boots available for anyone who is helping open and close trailer doors is also important. The less contact that is made with areas that may be contaminated with virus the better. Michigan State University Extension suggests eliminating pre-fair weigh-ins for feeder size pigs for the 2014 exhibition year, as complete disinfection of a shared scale would be nearly impossible and increased pig traffic in common areas highly increases the likelihood of disease spread.

At any livestock event it is im-

portant that exhibitors use proper observation skills and only transport healthy animals, especially when a central collection point is being used. If an exhibitor does detect clinical symptoms in their pigs such as elevated temperatures, diarrhea or increased respiratory rates, allow them to make alternative arrangements for tagging or vaccinating their animals. Extreme care should be taken to not bring sick pigs to locations where other animals or exhibitors will be.

When reviewing your fair or exhibitions protocols for pre-fair weighing, tagging or validation events it is important to minimize the risk of disease spread. Evaluate each step of the process and work to minimize the comingling of pigs and shared equipment or tools. Implementing good biosecurity practices will help maintain the health of the animals involved in your event and allow for youth to have successful starts to their swine projects for the 2014 show season.



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Do Nitrification Inhibitors Help Retain Manure N in the Rootzone?

Nitrification inhibitors added to manure during application may reduce N lost in situations with unfavorable weather conditions.

By: Jerry May, Michigan State University Extension

Manure is a valuable asset to livestock farmers who grow crops. It provides nutrients; nitrogen, phosphorus and potash and helps maintain or increase soil health. One of manure's challenges is maintaining its nutrients in the rootzone and available for crop uptake. Nitrogen (N) is the least stable of the major crop nutrients and therefore, after it is field applied, manure's N is the most difficult nutrient to maintain within the crop rootzone.

Manure provides N for crop utilization in two forms, both as ammonia N and the N within organic matter. The N within organic matter is made available for crop uptake over time as the organic material breaks down and the N is mineralized, generally over a 3 year period. The bacteria actively breaking down organic matter and releasing N are more active during the warm summer months, when the need for N is greatest. Because organic N is slowly released over an extended time period and when plant uptake is the highest, there is less concern with organic N availability.

The ammonia in manure is quite different. In soil, ammonia is in the ammonium form (NH_4). The positive charged NH_4 securely binds to the negative charged soil particles but this bond may be rather temporary. When soils are warm (above 50 degrees F) the nitrification process quickly converts NH_4 to nitrite (NO_2) and nitrate (NO_3). Nitrite and nitrate no longer bind to soil particles and are subject to leaching as rain and/or irrigation water moves through the soil profile. In addition, if soils become saturated during extremely wet periods NO_3 then becomes subject to denitrification and may be lost to the atmosphere as atmospheric nitrogen (N_2) and nitrous oxide (N_2O).

For more information on the N cycle see the Michigan State University Extension news article: *What is reactive N and why should I care?*

Nitrification inhibitors act by slowing down the nitrification process with the goal of maintaining a higher percentage of the soil N as securely bound NH_4 . N-Serve™ and Instinct™

are both products of Dow Agrisciences, LLC containing the nitrification inhibitor nitrapyrin. When mixed with commercial fertilizers containing ammonia, or with manure, nitrapyrin acts by controlling the population of the bacteria responsible for initiating the nitrification process. N-Serve™ is an oil based product and is not easily mixed with manure. Instinct™ on the other hand, is a water soluble micro encapsulated product that may be easily used with liquid manure. The question then becomes does nitrapyrin maintain additional N in the rootzone and available for crop uptake?

In 2009 and 2010 Iowa State University researchers Kyvenyga and Blackmer used precision agriculture technologies to compare fall applied swine manure with nitrification inhibitor to swine manure without a nitrification inhibitor. Using GPS site specific technologies along with combine yield monitors at harvest, the Iowa State researchers were able to use field length treatment plots at multiple locations across the state. In 2009 there were 11 cooperating sites and in 2010 there were 15 sites. Manure was applied from early November to early December each year with most applications taking place in the last two weeks of November.

Kyvenyga and Blackmer reported that in 2009 the addition of nitrification inhibitor had no effect on grain yield or late season N status of the stalk. In 2010 the researchers reported there was a 50 percent chance of the nitrification inhibitor providing a positive economic return (increasing yield equal to or greater than the additional cost of the nitrification inhibitor) an effect they recognize as possibly due

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Michigan Pork Producers Association
would like to thank the
Michigan State University
Extension staff
for the **many ways** that they assist
Michigan pig farmers and
improve our industry.

Thank You!

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

The election of pork producer delegate candidates for the 2015 National Pork Producers (Pork Act) Delegate Body will take place at 10:30 a.m., Wednesday, June 18, 2014 in conjunction with the Annual Meeting of Michigan Pork Producers Association in the GreenStone Farm Credit Services Building at 3515 West Road, East Lansing, MI 48823. All Michigan pork producers are invited to attend.

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

Energy Efficiency Grant Opportunity for Farms and Small Businesses Now Available

By: Tom Dudek, Michigan State University Extension

Michigan Energy Office has issued a Request for Proposals (RFP) and has matching grants available for energy efficiency projects for farms and small business in Michigan. Here is an overview of what is required for a submission.

A total of \$150,000 is available from the Michigan Energy Office in matching grants for energy efficiency projects to retrofit existing buildings on all types of farms including greenhouses or small businesses in Michigan according to Michigan State University Extension. The main purpose behind this effort is to encourage cost effective energy upgrades that reduce operating costs for the owner, support local jobs and free up capital to re-invest in these businesses over the long term.

Grants can range from \$5,000 to


\$20,000 per application. All applicants must provide a minimum cash match equal to 100 percent of their grant's final request. Cash match's in excess of the minimum is highly encouraged.

To be eligible to apply, farms or small businesses must employ fewer than 100 people, own the facility that they are requesting the project for and must be located in Michigan. To apply, use the application form cited in the Request for Proposals (RFP). Projects need to show that they will improve energy efficiency by 20 percent or more and promote economic development and job creation as a result of the energy savings that are gained from the project.

Working with a MSU trained energy auditor to conduct an "energy audit" on the project intended for submission for funding would be helpful.

Also, look at additional incentives to carry out the project from electric and natural gas utility providers through energy optimization programs.

"Michigan Saves" is another source of funds as they offer loans to finance energy efficiency projects. Applicants need to look at all sources of available funds when developing any energy efficiency project.

The deadline for submitting proposals is Aug. 31, 2014, or until grant funds are exhausted. For further information, contact Terri Novak, Michigan Energy Office, Michigan Economic Development Corporation, at 517-930-3170 or novakt@michigan.org. 

This article was originally published by Michigan State University Extension. For more information, visit <http://www.msue.msu.edu>

GAAMPs


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location, is within the guidelines. These livestock producers also have the option of submitting the completed checklist and requesting MDARD verify the site.

- This same option of requesting a proactive site verification from MDARD is also afforded to livestock producers with new or expanding livestock facilities housing less than 50 animal units (AU). Producers requesting proactive verification for facilities

housing less than 50 AU in areas where zoning allows for agriculture uses, will be considered as having 50 AU and will need to follow the property line setbacks and other provisions for 50 AU listed in Tables 2 - 5 (pages 6 - 9) of the Site Selection GAAMPs.

The GAAMPs for Site Selection and Odor Control for New and Expanding Livestock Facilities are intended to provide statewide guidelines

for selecting appropriate locations for raising livestock. The site verification process is intended to minimize the impact of livestock production on non-farm residents while providing the opportunity for a dynamic livestock industry to grow and thrive. The 2014 changes recognize that livestock production is not appropriate in areas that are primarily residential (more than 13 residents within 1/8 mile) unless the local governing body provides provisions allowing the raising of farm animals in its zoning ordinance or other ordinances. 

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Nitrification Inhibitors

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to random chance. They also reported that in 2010 nitrification inhibitor had no effect on early season soil nitrate test or late season stalk N status. The Iowa State researchers also reported an unusually high amount of rainfall across Iowa in June and July 2010.

It appears that a positive yield response to the addition of nitrification inhibitors during manure application may be weather dependent. In a 15 year study comparing fall applied anhydrous ammonia to fall applied anhydrous ammonia with nitrification inhibitor and spring applied anhydrous ammonia, Minnesota researchers Randall and Vetsch (2001) reported the addition of nitrification inhibitor had a positive yield response in 7 out of the 15 years. In the Minnesota trial a positive response to nitrification inhibitor

was associated with years in which there was either a warm November or warm and wet April, May and June. While the Minnesota study involved fall applied anhydrous ammonia rather than manure, it does indicate conditions where a positive response to nitrapyrin added to fall applied ammonia, either manure ammonia or commercial anhydrous ammonia, may be expected.

Farmers considering the use of nitrification inhibitors should consider the products as insurance against unfavorable weather conditions and not as products with a positive yield response under normal conditions.

This article was originally published by Michigan State University Extension. For more information, visit <http://www.msue.msu.edu>



Correction:

The article "New Restrictions for Antimicrobial use in Animal Agriculture" that appeared on Page 17 of the 2014, Vol. 39 NO. 1 issue of Michigan Pork was incorrectly attributed. In the publication, authorship credit was mistakenly given to Gerald May and Beth Ferry, Michigan State University Extension (MSUE). The article was actually coauthored by Phil Durst, MSUE and Dan Grooms, DVM, PhD at MSU College of Veterinary Medicine.

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Biosecurity on the Farm: Protecting the Safety of Our Food Supply and the Health of Our Animals.

Michigan Pork Producers Association (MPPA) recently cosponsored an educational forum for staff of the legislature and the Michigan Department of Agriculture and Rural Development in Lansing. The forum was a chance for attendees to learn how Michigan's agriculture sector uses science, technology and best practices to protect the safety of our food supply and the health and wellbeing of their animals. Speakers at the forum included Mary Kelpinski, Executive Director of the MPPA, Megan Sprague, Program Director at MPPA, and Jeff Armstrong, egg farmer and member of Michigan Allied Poultry Industries.

Kelpinski began by giving an update on porcine epidemic diarrhea (PED) virus. Kelpinski noted that Michigan's pork producers are providing funding and partnering with government and other orga-

nizations to study the virus and find better ways to protect animals and prevent the spread of PED.

Michigan's pork producers have instituted a range of biosecurity practices to keep pigs healthy and make sure our pork supply is safe. Sprague highlighted one such program, the Pork Quality Assurance Plus (PQA) program.

PQA is an educational program that addresses food safety, animal wellbeing, environmental stewardship and public health issues. It includes individual worker certifications, on-farm site assessments and a statistically valid, third-party evaluation of available sites. Michigan's pork producers have also instituted versions of the program specifically geared toward young people and those who transport pigs.

Jeff Armstrong, who runs Sunrise Acres Egg Farm in Hudsonville, Mich. noted that Michigan's poultry

producers have similar programs and measures in place to protect the health and safety of chickens on the farm. Armstrong noted that most egg-laying hens today are housed in barns where they can be better protected from the spread of disease by controlling rodents and exposure to other birds. Armstrong's farm also includes biosecurity and food safety in all of its policies and manuals and retrain employees every six months.

The event was part of a series of monthly lunchtime sessions hosted by the Agricultural Leaders of Michigan, a coalition of agricultural, commodity and agribusiness leaders committed to promoting Michigan agriculture, participating in the ongoing dialogue about issues affecting our state, and harnessing agriculture's power and potential to further grow Michigan's economy.



Agribusiness Friendliness Index Gives Low Grades for Affordable Energy Supplies in Michigan.

New Colorado State University study highlights challenges Michigan farmers and agribusinesses face in powering their operations

A new study released recently by Colorado State University (CSU) shows Michigan lagging behind many other states when it comes to reliable, affordable supplies of energy to power farms, processing facilities and agribusinesses.

“The bottom line is, we can do better here in Michigan to expand availability of affordable energy supplies for agriculture,” said Jason Walther, a potato grower and president of Walther Farms.

“We’re ready to expand and grow into the future, and reliable energy infrastructure is a critical part of that equation.”

Last fall, Walther hosted members of the Michigan Public Service Com-

mission (PSC) at one of his farms near Hemlock. During that visit he pointed out to PSC members the lack of three-phase power access to the farm, which forces farmers to use costly diesel fuel to power irrigation systems.

The new “Agribusiness Friendliness Index” from CSU assigned letter grades across a wide range of factors impacting agriculture and agribusiness. Notably, Michigan lagged behind in major categories related to energy and fuel availability. Michigan received the following scores in the report:

- Diesel Fuel Prices: D – 40th in the nation.
- Electricity Prices: D – 35th in the nation.
- Natural Gas Prices: C – 25th in the nation.

Agricultural Leaders of Michigan (ALM), a coalition of agricultural, commodity and agribusiness leaders committed to promoting Michigan agriculture, emphasized the need for dependable, affordable fuel and electricity services to boost Michigan agriculture in future years.

“Michigan’s dairy industry has taken a wide range of steps in recent years to save energy and produce more with less,” said Ken Nobis, president of the Michigan Milk Producers Association.

“At the same time, there are real, bottom-line impacts when we don’t have access to affordable electricity and energy. Too often, rising energy costs in Michigan put our producers at a competitive disadvantage.”

Mary Kelpinski (pictured right), Executive Director of MPPA, and Megan Sprague, Program Director at MPPA, recently recorded two “Ag Reports” for ALM. They described how Michigan’s pork producers use new technology and best practices to protect the safety of our food supply and the health and wellbeing of our animals.

The Ag Report is a weekly radio spot on Greening of the Great Lakes sponsored by the Agricultural Leaders of Michigan. It airs weekly on News/Talk 760 WJR and features voices from Michigan’s growing agriculture sector. These two segments will air in June and will also be available online at www.MLive.com/environment.



Michigan Corn Growers Association



USDA Releases 2012 Census of Agriculture Findings


The U.S. Department of Agriculture's National Agricultural Statistics Service recently released the final results of the 2012 Census of Agriculture.

The data is collected every five years and highlights shifting trends in operator demographics, agriculture production and farm economics. Data

revealed that there are 3.2 million farmers operating 2.1 million farms on 914.5 million acres. The census also yielded the following data:

- The top five states for agricultural sales were California, Iowa, Texas, Nebraska and Minnesota.
- 87 percent of farms are operated

by families or individuals.

- Young, beginning principal operators whose primary occupation is farming increased 11.3 percent.
- Minority-operated farms increased, with Hispanic-operated farms increasing 21 percent.
- 144,530 farm operators sell products directly to consumers, totaling more than \$1.3 billion.
- Organic sales grew but accounted for only 0.8 percent of the total value of agricultural production. Organic sales were \$3.12 billion, up from \$1.7 billion in 2007.
- Farms with Internet access rose to 69.6 percent, up 13.1 percent.
- The number of farms producing on-farm renewable energy more than doubled.
- For the first time, corn and soybean acres topped 50 percent of all harvested acres. 




Mich. Pork Producers Fly into Washington, Meet With Members of Congress

MPPA Executive Vice President, Sam Hines, and Pete Blauwiekel, a pork producer from Fowler, Mich., attended NPPC's spring Legislative Action Conference in Washington, D.C.

The biannual "fly-in" drew from around the country approximately 125 pork producers, who lobbied their members of Congress on issues of importance to the U.S. pork industry, including the Hours of Service Rule for livestock haulers, EPA personal data release, the federal Renewable Fuels Standard, Porcine Endemic Diarrhea Virus (PED), USDA's Dietary Guidelines for Americans and trade issues, including the Trans-Pacific Partnership (TTP) and the Transatlantic Trade and Investment Partnership (TTIP).

National Pork Producers Council (NPPC) staff presented pork producers with updates on legislative issues. Speakers at the conference included Reps. Michael Conaway, R-Texas, and Jim Matheson, D-Utah; Darci Vetter,

USDA deputy undersecretary of Agriculture, Farm & Foreign Agricultural Services; Ed Pagano, former White House deputy assistant to the president for legislative affairs and partner at Akin Gump Strauss Hauer & Feld, LLC; and Richard Sellers, American Feed Industry Association senior vice

president of legislative & regulatory affairs. Producers, Capitol Hill staff and lawmakers also attended NPPC's Capitol Hill-famous and widely-attended "Rack of Pork" congressional reception. Approximately 900 people attended the event. 



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Court Hears Arguments in Meat Labeling Case

The 11 judges of the U.S. Court of Appeals for the District of Columbia Circuit recently heard arguments in a case brought by the American Meat Institute, National Pork Producers Council (NPPC) and several other livestock and poultry organizations against USDA's country-of-origin labeling (COOL) law.

COOL requires meat to be labeled with the country or countries where the animal from which it came was born, raised and slaughtered. The meat groups argued that the statute violates the First Amendment rights of regulated entities by compelling them to engage in "burdensome speech without constitutionally adequate justification." Earlier this year, a three-judge panel of the appeals court affirmed on appeal a U.S. district court's decision to uphold the COOL law but recommended that the case be heard en banc.

The rule implementing the COOL law, which was included in the 2002 Farm Bill, has gone through several iterations, with the latest regulation taking effect in late November 2013. That rule, like its 2009 predecessor, prompted Canada and Mexico to file complaints against it with the World Trade Organization. The WTO is expected to decide this summer whether COOL violates U.S. international trade obligations. If it does, Canada and Mexico will be allowed to place retaliatory tariffs on U.S. goods. 🐷

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MPPA recently participated at Ag day at the Capitol. At the event MPPA interacted with staff and legislators and handed out appetizers and recipes. Pictured above are Executive Vice President of MPPA, Sam Hines, MPPA President Fred Walcott and Representative Phil Potvin.

Proposed Rule Could Vastly Expand EPA Jurisdiction Over Waters

In March, the U.S. Environmental Protection Agency (EPA) and the U.S. Army Corps of Engineers issued a proposed rule on what constitutes a "water of the United States" under the Clean Water Act, a regulation that could expand the agencies' jurisdiction to include "waters" with little hydrologic connection to navigable waterways.

NPPC is reviewing the rule to determine its effect on agriculture. Also the House Appropriations Committee Chairman Hal Rogers, R-Ky., said the Obama administration won't receive funding to implement the rule until EPA provides Congress with cost estimates and other details of it. The proposed rule not only would apply to navigable rivers, their tributaries and adjacent wetlands but to intermittent or ephemeral streams and artificial channels if water from them could reach a navigable river. The proposed rule also would allow EPA and the Corps of Engineers to decide on a case-by-case basis whether to regulate geographically isolated water bodies and wetlands based on how they are judged to affect the physical, biological and chemical integrity of navigable waters. It is worth noting that EPA released the proposed rule though the agency has yet to complete its Connectivity Report, a scientific study EPA undertook to better understand how various water sources are connected to the navigable waters regulated under the Clean Water Act.

Since the U.S. Environmental Protection Agency issued the proposed rule debate has grown heated on Capitol Hill. Pork producers from across the country voiced to their members of Congress during NPPC's legislative fly-in (*page 24*) concerns with the proposed rule. EPA Administrator Gina McCarthy and Agriculture Secretary Tom Vilsack testified about the rule before Congress, and NPPC Chief Environmental Counsel Michael Formica and NPPC board members attended a stakeholder briefing with EPA officials to discuss potential concerns the proposal raises. 🐷

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

TTIP NEGOTIATIONS HELD IN BRUSSELS

The fourth round of negotiations on the Transatlantic Trade and Investment Partnership (TTIP), a free trade agreement (FTA) between the United States and the European Union (EU), were held recently in Brussels, Belgium. Prior to this round of negotiations, the two economic powers exchanged initial offers. Unfortunately, the EU has stated it is unwilling to eliminate tariffs on pork, beef and poultry.

EU Trade Minister Karl De Gucht said the EU will not change its legislation regarding beef hormones and the feed additive ractopamine, which is used in pork and beef production. The EU is the second largest market in the world for pork consumption and should be a significant export market for U.S. pork exports. But because of numerous trade-restrictive barriers, U.S. pork exports to the EU in 2013 amounted to only 4,505 metric tons – less than U.S. pork exports to some Central American countries.

NPPC's position is that tariffs should be brought to zero on all products, including pork. The elimination of tariff rate quotas (TRQs) and unscientific barriers erected by the EU to protect its domestic pork industry are reasonable requests that are consistent with all previous

U.S. FTAs. Removal of all EU barriers would significantly increase U.S. pork exports to the EU, creating more than 17,000 U.S. jobs, according to Iowa State University economist Dermot Hayes.

NPPC WEIGHS IN ON COMPLIANCE GUIDELINE FOR SALMONELLA IN MARKET HOGS

NPPC submitted comments on USDA's Food Safety and Inspection Service (FSIS) compliance guidelines for controlling and reducing the spread of salmonella in hog slaughter facilities. The guidelines will aid hog slaughter establishments in complying with the relevant regulatory requirements by providing best practices to prevent, eliminate or reduce levels of salmonella on hogs at all stages of slaughter and dressing.

NPPC agrees with the concept of providing a strong, technically accurate document to assist small and very small establishments in meeting regulatory requirements. However, the organization is cautious of the guidance becoming a regulatory document and asked FSIS to seek a means to convey to the FSIS workforce that the compliance guidelines are a tool to assist the industry in meeting regulatory requirements.

NPPC also requested that FSIS remove information on *Campylobacter*, *Trichinella* and *Toxoplasma* from the compliance guidelines so that it does not divert establishments' attention from salmonella control.

COMMENTS SUBMITTED ON DIETARY GUIDELINES

NPPC submitted written comments to the 2015 Dietary Guidelines Advisory Committee and to the U.S. Departments of Agriculture and Health and Human Services, which requested input on steps the food industry must take to maintain food safety, to ensure sustainability and to reduce sodium, added sugars and fats in the food supply. In the comments, NPPC said America's pork producers are among the most environmentally and socially conscious food producers in the world, and they have worked to improve diets and enhance breeding practices to raise leaner, healthier pigs to meet the demand for quality pork with less fat.

NPPC ELECTS NEW OFFICERS, BOARD MEMBERS AT NATIONAL PORK INDUSTRY FORUM

NPPC at its annual business meeting – the National Pork Industry Forum – held March 6-8 in Kansas City, Mo., elected new officers and members to its board of directors.

Taking over as president of the organization is Dr. Howard Hill, a producer and veterinarian from Cambridge, Iowa; Dr. Ron Prestage, a producer from Camden, S.C., became president-elect; and John Weber, a producer from Dysart, Iowa, was elected to the vice president's position. Each was elected for a one-year term.

New members elected to the board for three-year terms were David Herring, of Lillington, N.C.; Phil Borgic, of Nokomis, Ill.; and Terry Wolters, of Pipestone, Minn.

They join current directors Jim Compart, of Nicollet, Minn.; Jim Heimerl, of Johnstown, Ohio; Chris Hodges, of Kansas City, Mo.; Bill Kessler, of Mexico, Mo.; Ken Maschhoff, of Carlyle, Ill.; AV Roth, of Wauzeka, Wis.; and Ray Summerlin, of Rose Hill, N.C. Elected for a two-year term as the allied industry representative was Kent Bang, with AgStar Financial. Randy Spronk, a producer from Edgerton, Minn., will serve on the board as immediate past president. Re-elected for two-year terms to the NPPC Nominating Committee were Dave Moody, of Iowa, and Kraig Westerbeek, of North Carolina.

TPP MINISTERIAL MEETING HELD IN SINGAPORE

Chief negotiators and trade ministers attended the Trans-Pacific Partnership (TPP) Ministerial Meeting in Singapore, following recent negotiations in Vietnam. The two day meeting included representatives from each of the 12-member TPP nations, including Australia, Brunei Darussalam, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, Vietnam and the United States, which accounts for nearly 40 percent of global GDP.

In a joint statement, the trade ministers said they “have decided on a pathway of intensified engagement over the coming weeks on market ac-

cess and rules.” They also instructed their chief negotiators to meet again in July. Agricultural market access continues to be an outstanding issue in the TPP negotiations. Japan is demanding special treatment for its agricultural sector, including the exemption of certain “sensitive” products, including pork, from tariff elimination. In addition to being the largest value market for U.S. pork exports – \$1.89 billion in 2013 – Japan is the fourth largest market for all of U.S. agriculture, which shipped \$12.1 billion of food and agricultural products to the island nation in 2013.

The United States never has agreed to allow a trading partner to exempt as many tariff lines as Japan is requesting – 586. In the 17 free trade agreements the United States has concluded since 2000, just 233 tariff lines have been exempted from having their tariffs go to zero. If Japan is allowed exemptions, other TPP countries could demand similar treatment, significantly diminishing the benefits of the entire agreement. NPPC is continuing to press the Obama administration to insist that Japan eliminate all tariff and non-tariff barriers to pork and agricultural trade.

A final TPP agreement that does not eliminate all tariffs and non-tariff barriers on U.S. pork products will negatively affect U.S. pork exports for the next 20 years, meaning billions of dollars less in U.S. pork sales and tens of thousands fewer U.S. jobs. For NPPC to support a final TPP agreement, Japan needs to eliminate all tariff and non-tariff barriers on U.S. pork and pork products.

SMALL BUSINESS TAX BREAK LEGISLATION INTRODUCED, AGRICULTURE GROUPS APPLAUD

NPPC, along with 36 other agricultural organizations, signed onto a letter applauding the House Ways and Means Committee for addressing expired tax provisions.

The groups offered support and advice as to why it is important for Congress to renew certain areas of the expired tax code, with specific focus on the Section 179 small business expensing and bonus depreciation. Section 179 allows producers to write off capital expenditures in the year that purchases are made (rather than depreciate them over time).

In related news, the Ways and Means Committee held a hearing to examine the worth of implementing a permanent tax policy for employers and difficulties caused by tax policies that often expire and are extended for short periods of time. One day after the hearing, Reps. Pat Tiberi, R-Ohio, and Ron Kind, D-Wis., introduced legislation that would permanently let small businesses immediately deduct up to \$500,000 of investments in equipment and property. The bill would permanently renew the expanded Section 179 expense thresholds that expired at the end of 2013 and would modify those levels for depreciation.

The Michigan Secure Pork Supply Plan

Michigan Pork Producers Association, the Michigan Department of Agriculture and Rural Development and Michigan State University Extension are working together to develop and implement a plan for Michigan producers that ensures that they will have a very good opportunity to maintain or continue pork production in the event of a highly-contagious or foreign animal disease (FAD) outbreak in the U.S.

Why a Michigan Secure Pork Supply Plan?

In the event of a highly-contagious animal disease outbreak in the U.S., maintaining business continuity for the pork industry is critical for food security and animal health/welfare. In recent years, it has become apparent that the size, interdependent structure, efficiency and extensive movement inherent in the both the national and Michigan swine industries presents unprecedented challenges should such an animal disease outbreak or other disaster occur which impacts the Michigan swine industry. The goal of the Michigan Secure Pork Supply (MSPS) Plan to enhance communication and coordination, accelerate a successful disease response and provide a workable business continuity plan for commercial pork producers that is credible to State and Federal animal health officials while providing a safe supply of pork for consumers.

What are the advantages of participation?

1. Integration of enhanced biosecurity protocols will aid in addressing emerging animal health threats on the farm.
2. Participating farms will increase the likelihood and speed of approval for movement of animals from participating farms to harvest channels or other production sites as long as they have no evidence of disease during a highly-contagious disease outbreak in the U.S.
3. Producer participation prior to a high-contagious disease outbreak, while voluntary, is essential to the successful response to an FAD outbreak because producers will have implemented measures to enhance animal traceability, biosecurity and disease surveillance.

Key Participatory Steps:

Biosecurity:

Implement biosecurity standards (BPS) for Level One and Level Two

Level One biosecurity standards are those recommended by the swine industry to protect production sites from endemic diseases, emphasizing Porcine Epidemic Diarrhea virus.

Level Two biosecurity standards include a written site-specific Level Two biosecurity plan including:

- A Perimeter Buffer Area that effectively minimizes the potential for highly-contagious viruses to contaminate the production site.
- A Line of Separation that provides a high degree of confidence that highly-contagious virus can be excluded from contact with pigs.

Compliance with biosecurity standards are audited for Level Two only. Implementation of Level Two standards can occur before or after highly-contagious disease outbreak. Auditing after outbreak will tend to increase time before movement is allowed from that premise.

Traceability:

- Separate nationally standardized premise identification numbers (PINs) for epidemiological separate premises.
- Implement Swine Identification Program Standards and maintain all records in electronic format.
- Allow access by animal health officials to animal movement data for the purposes of trace back and trace forward investigations.
- Use only electronic formats for Certificates of Veterinary Inspection and interstate movement reports with validated PINs for sending/receiving premises.

Disease Surveillance:

- Maintain animal inventories by premises in electronic format.
- Submit surveillance data and samples and include validated PIN on all diagnostic forms.
- Train Herd health monitors: the herd health monitor is an employee who is responsible to conduct and document surveillance of all animals on the premise; daily completing an Active Observational Surveillance log or journal summarizing the health of all animals.
- Include highly-contagious disease awareness education to all employees on annual basis.

Pork Industry Honors Dr. Maynard Hogberg with Distinguished Service Award

The National Pork Board honored Maynard Hogberg, Ph.D., as the recipient of its Distinguished Service Award on March 8. Hogberg is professor and chair of the Department of Animal Science at Iowa State University.

The award was presented during the National Pork Industry Forum, the industry's annual business meeting which was attended by MPPA staff-members and Mich. pork producers (*pictured below*). The award is given annually to recognize the lifelong contribution to the pork industry by an outstanding leader.

"Dr. Hogberg has provided extraordinary leadership to the pork industry," said Sam Hines, Michigan Pork Producers Association executive vice president.

"He has brought segments of the industry together to find sustainable solutions that have benefited pork producers nationwide."

Hogberg began his career at Michigan State University, where he was a professor and led the development of swine Extension activities. He eventually went on to serve as the chair of the Department of Animal Science. While at Michigan State, he helped grow the state's pork industry by working with the Michigan Department of Agriculture to create Generally Accepted Management Practices for Manure Nutrient Management.

Hogberg was instrumental in the creation of the National Swine Registry. He, along with others, realized that the breed associations were stronger together than apart. In addition to the creation of the National Swine Registry, Hogberg's vision to engage youth in swine production led to the creation of the National Junior Swine Association, which strives to inspire young people to pursue careers in the pork industry.

Following his time at Michigan

State University, Dr. Hogberg became professor and chair of the Department of Animal Science at Iowa State University.

"Through his tireless efforts, he took an already strong and highly regarded curriculum to new heights," said Wendy Wintersteen, dean of the College of Agriculture and Life Sciences at Iowa State University.

"Among many accomplishments, he spearheaded construction of the Jeff and Deb Hansen Agriculture Student Learning Center, a premier place for students to gain hands-on experience in animal science."

"Throughout the pork industry, Dr. Hogberg is known for his positive collaboration, commitment to excellence and responsiveness to addressing the needs and concerns of all," Hines said.



Pictured above, left to right, MPPA President, Fred Walcott, Allendale, Mich; Mary Kelpinski, MPPA Executive Director; Andy White, Jones, Mich; Maynard Hogberg, Animal Science Department Chair at Iowa State University; Jodi Sterle, MSU graduate, former MPPA intern and currently an Associate Professor at Iowa State University; Sam Hines, MPPA Executive Vice President; Pat Albright, Colwater, Mich.; and Dale Norton, NPB Vice President, Bronson, Mich.

Pork Producers Provide Input on Checkoff Programs at National Pork Industry Forum

The Pork Act Delegate assembly met March 6-8 in Kansas City, Mo. One hundred fifty-six delegates, appointed by U.S. Secretary of Agriculture Tom Vilsack., traveled from across the country to represent pork producers and importers who sell pork products in the United States.

The duties of a delegate include nominating members to serve on the National Pork Board (NPB); establishing how much of the Pork Checkoff is returned to state pork organizations; and providing direction on the pork promotion, research and consumer information priorities funded by the Pork Checkoff.

Advisements and resolutions passed by the Pork Act Delegate include:

Communication Terms

MOTION: NPB shall continue to research and identify trends in consumer friendly language, and develop and distribute new and existing resources which communicate universal messaging proven to resonate positively and effectively with consumers throughout the entire pork chain. An emphasis should be placed on animal care practices.

WE CARE®

MOTION: National Pork Producers Council (NPPC) and NPB shall continue and enhance the efforts to share the story of pork producer's commitment to socially responsible pork production. These efforts should include the WE CARE® initiative, Channel Outreach to retailers and food service companies, and participation in the U.S. Farmers and Ranchers Alliance which is working to build consumer trust. Further, NPPC and NPB shall solicit financial support from others in the food chain for these efforts.

Animal Handling and Welfare Assurance Programs

MOTION: NPB in cooperation with the NPPC shall continue to develop and then introduce a new standardized program for animal handling, welfare assurance and production assurance.

Group Identification at the Packing Plant

MOTION: NPB shall work with researchers and packing plant personnel to explore alternative identification practices that limit stress on the animal and streamline the unloading process at the packing plant.

Feed Ingredient Handling


MOTION: NPB shall work with researchers and feed ingredient providers to develop practices and management techniques to reduce or eliminate potential contaminants from the feed supply system.

Swine Health Surveillance Date

MOTION: NPB, in cooperation with the NPPC, shall draft plans for funding and building the infrastructure needed to collect and manage swine health surveillance data through:

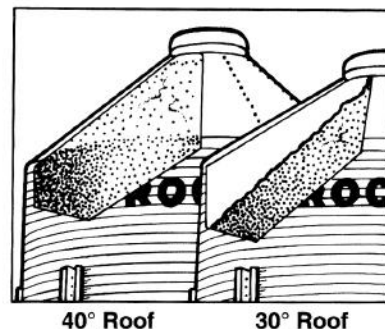
1. an industry-driven and directed program housed with NPB; or
2. an industry funded third party entity housed independently of NPB; or
3. a state-federal-industry program cooperatively funded and managed.

Support Use of Effective Methods to Stimulate Protective Immunity

MOTION: NPPC/NPB supports use of all effective methods to stimulate protective immunity against enteric pathogens, including "feedback" which is related to the human medical practice of coprophagy. Most recently these enteric pathogens include Porcine Epidemic Diarrhea virus. 

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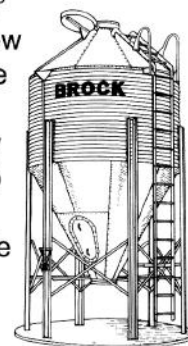
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Pork Checkoff

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

Chef Celebrates Heart-Healthy Pork's Diversity

Pork can be a powerful part of a healthy diet and during American Heart Month, the Pork Checkoff teamed with Food Network Star finalist, Chef Judson Allen, to promote pork's health benefits to African American consumers.

"Chef Allen is a great ambassador for pork," said Jose de Jesús, director of multicultural marketing for the Pork Checkoff. "Not only was pork a big part of his personal transformation, losing 100-plus pounds, but it plays a key role in his signature soul food."

The February campaign was geared toward African Americans as part of the Checkoff's new focus on multicultural consumers. Heart-healthy eating is especially important for African Americans, who are at increased risk for high blood pressure. This condition can, in turn, increase the risk of heart disease and can cause permanent heart damage even before symptoms appear.

"Pork tenderloin, certified as heart-healthy by the American Heart Association, offers a tasty option to make lean dishes flavorful and delicious," de Jesús said. *Keep the Soulful Flavors*

Tenderloin is one of seven pork cuts that are, on average 16 percent leaner than 20 years ago. Other lean team cuts are New York pork

chops, New York pork roasts, porterhouse pork chops, ribeye pork chops, ground pork and sirloin pork roasts.

"When I made the decision to incorporate more healthy foods into my diet, I wanted to be able to keep the soulful aromas and flavors from the dishes that I grew up eating," said Chef Allen, who hails from Chicago.

"That's why many of my new recipes includes pork tenderloin," Allen said. "You can still get the delicious flavor you love and still feel good about your choice because it's as lean as a skinless chicken breast."

BBQ Pork Tenderloin Recipe

To recreate the flavors he enjoyed while growing up, Allen now makes heart healthy BBQ Roasted Pork Tenderloin Stuffed with Collard Greens and Caramelized Onions. To spread the word about his recipe, available at porkbeinspired.com, Allen participated in live and taped media interviews on behalf of the Checkoff.

Allen and the Checkoff also teamed with one of inspirational music's most popular radio programs, The Yolanda Adams Morning Show, to help spread the benefits of pork and encourage listeners to try his recipe.

The partnership with the Yolanda Adams Morning Show included eight 60-second promotional spots that ran throughout February, one on-air interview with Chef Allen and a dedicated contest landing page on theyolandaadamsmorningshow.com. In addition, four text messages were sent out to 15,000 subscribers, who are fans of the show. Total impressions (or views) of the partnership with the Yolanda Adams Morning Show was 1.22 million.

The heart healthy pork message was also extended through nation-

wide radio with a targeted audio news release, reaching radio listeners from coast-to-coast. The radio package was distributed to African American radio programs and featured Chef Allen and his recipe. The segments aired a total of 69 times and generated a total of 3.44 million impressions.

Spreading the Word Through Social Media

To keep the momentum going, Chef Allen tapped into the power of social media in February. Consumers who tried Allen's recipe – or any other tenderloin recipe found at porkbeinspired.com – and shared it socially using #PorkHeartHealth had a chance to win an "I Heart Pork" prize pack.

A print placement was also secured in Cuisine Noir and Chef Allen held a live in-studio cooking demonstration on WGN-TV.

One final partnership to promote the health benefits of pork was an hour-long webinar hosted by Chef Allen and the Checkoff for the National Organization of Blacks in Dietetics and Nutrition members, held in early March. Adria Sheil-Brown, manager of nutrition communication and research for the Pork Checkoff shared the nutritional benefits of pork, nomenclature messaging and research being completed on the health benefits of pork. Chef Allen provided healthful ways to enjoy pork and included a personal touch by sharing his own health journey and how pork has played a role on his journey to lose weight.

Inspiration Resonates with a Wide Audience

In total, February Heart month outreach generated 8,112,539 media impressions.

"Chef Allen is inspirational, and his

message resonates with a wide audience,” de Jesús said. “His personal story shows how people can enjoy favorite family recipes in healthier ways with lean cuts of pork

DASH Eating Plan Taps Lean Pork as Menu Item

Adults following the well-documented Dietary Approaches to Stop Hypertension, or DASH, eating plan can also include lean pork to help lower blood pressure. According to new research funded by the Pork Checkoff, people with high blood pressure can benefit from a DASH eating plan that uses nutrient-rich lean pork as the predominant source of protein.

“This new Pork Checkoff-funded study further validates the important role of lean pork in a balanced diet,” said Karen Richter, president of the National Pork Board and a pork producer from Montgomery, Minn.

“Lean, nutrient-rich pork has many beneficial qualities that make it easy to incorporate into any healthy diet.”

Purdue University researchers found that when adults ate lean pork instead of chicken and fish as their main protein source, the blood pressure benefits were the same. Regardless of the protein source, study participants’ systolic blood pressure dropped about eight to nine points and their diastolic number decrease about four to five points after six weeks. Participants had their blood pressure consistently checked through a 24-hour blood pressure monitoring system.

“The DASH diet has been recognized by government and health organizations as an eating pattern that can promote health and help decrease the risk of chronic diseases,” said study lead author Dr. Wayne Campbell, nutrition science professor at Purdue University. “While the traditional DASH diet includes chicken and fish, our research suggests that lean pork

may also be a part of this healthy eating pattern.”

The study included 19 overweight or obese older adults - 13 women and six men - all with elevated blood pressure. Participants were randomly assigned to consume the DASH diet for two six-week periods, which included either chicken and fish or lean pork as the major protein source, or about 55 percent of their total protein intake. The DASH diet emphasizes increased consumption of fruits and vegetables, whole grains, low-fat dairy and typically, fish and chicken, along with reduced intakes of sodium and red meats.

For the latest pork nutrition information, recipes and more, visit porkandhealth.org.



MPPA recently participated in two Taste of Home Cooking School shows in Flint and Midland Mich.

In addition to fresh pork samples, educational materials and recipes were handed out to participants emphasizing cooking pork to the correct temperature.

Pictured left, Mary Kelpinski, Executive Director of MPPA, serving up pork to hungry participants. Not pictured, but assisting was Megan Sprague, Program Director at MPPA.

Enjoy free family fun and learning at three Breakfast on the Farm events

Interested in learning more about where your food comes from and how it's produced? You can get an opportunity this summer when you visit any of three Breakfast on the Farm (BOTF) events, scheduled from July to September. People of all ages can experience a memorable outing on a Michigan farm.

Breakfast on the Farm is a free family-friendly program that gives consumers and farm neighbors a first-hand look at modern food production and allows them to meet the farm families who work hard to produce a safe, wholesome food supply for Michigan communities and the world. Michigan State University (MSU) Extension began organizing the state-wide effort in 2009 to further educate the consumer about farming practices. MSU Extension works closely with county branches of Michigan Farm Bureau and farmer-hosts to recruit volunteers and promote the breakfast. While on the farm, visitors participate in self-guided tours and meet with local farmers to have their questions about food production answered.

To date, BOTF has reached more than 53,000 children and adults since

its beginning in 2009. Last year, attendees visited five BOTF events held in St. Clair, Ottawa, Gratiot, Montcalm and Hillsdale counties. Farm visitors had the opportunity to learn how cows are milked and how crops are grown. They sat on tractors, petted baby calves and ate ice cream. To top it off, attendees learned about proper animal care and farm equipment operation in addition to enjoying a selection of Michigan-grown and Michigan-produced food at the complimentary breakfast.

"We are excited about the 2014 host farms and the diversity they offer, as well as the opportunity to connect consumers with modern agriculture," Nancy Thelen, MSU Extension BOTF educator said.

"The Breakfast on the Farm connection increases consumer confidence in Michigan food products and increases their understanding of agriculture as a whole."

Data from past surveys at the events show that for 45 percent of the attendees, it was their first visit to a modern working farm in at least 20 years. Another 33 percent of the visitors have only been on a farm one to

five times in the last 20 years.

Breakfast on the Farm is an opportunity for families to learn about the agriculture industry from the experts themselves, the farmers.


Upcoming Breakfast on the Farm 2014 dates include:

- July 19, Crandall Dairy Farms LLC, Battle Creek (Calhoun County)
- August 16, De Grins Oer Dairy Farm, Blanchard (Mecosta County)
- September 6, Uphaus Farms, Manchester (Washtenaw County)

All of the events run from 9 a.m. to 1 p.m. with breakfast ending at noon. Although there is no cost to attend the event or take the tour, tickets are required for the free breakfast.

To find out more about Breakfast on the Farm or to see pictures from past events, visit www.breakfastonthefarm.com. Locations to pick up your tickets will be posted on the website approximately one month before each event.

If you would like your farm to be considered for a 2015 Breakfast on the Farm program, or know of another farm which may be interested, the application and a checklist to guide interested host farms are located at http://www.breakfastonthefarm.com/breakfastonthefarm/contact_us. Completed applications are due by September 1, 2014. Questions can be directed to Ashley Kuschel at 586-337-4985 or kuschela@anr.msu.edu, or Nancy Thelen at 734-222-3825 or thelenn@anr.msu.edu.

If you are involved in pig farming and would like to volunteer your time at the MPPA "Little Pig Barn" booth (*pictured left*) at a BOTF, please contact Megan Sprague at sprague@mipork.org or 517-853-3782. 



Twitterbook?

My husband, who feels he has no use for social media, always asks me if I'm on Twitterbook. To some it may be obvious that he is poking fun at my frequent use of social media, but for many people it's very difficult to keep up with the ever-changing world of social media. For farmers, with limited time, it can also be very difficult to decide where to invest their time on the internet. So here is a quick summary of some common social media platforms, which might help you decide where to get started online.

- Megan Sprague, sprague@mipork.org

What works for you?

It's easiest to pick one platform and be consistent with it. Different platforms work better for different types of people. Find your fit!

Facebook is ideal for any farmer! It works best to be consistent with posting, minimum twice weekly. Posting photos and sharing events on the farm are a great way to connect!



Pinterest is a virtual cork-board where people store recipes, blogs and information. This works best for the farmer who enjoys surfing the web.



Twitter is ideal for the "on the go," smart phone using farmer. Twitter generally involves tweeting at minimum, daily. It is ideal for someone looking to interact with others through conversations and relationship building.



Youtube is great for the farmer who isn't camera shy and is willing to have some fun! Videos shot from a phone can easily be used to show viewers what goes on on your farm!



Instagram is a camera application for smart phones. It allows you to snap quick photos and share them with "followers." It works well for a farmer who enjoys communicating through photos!



Don't forget! For the farmer who doesn't mind writing, you can blog for the Michigan Ag Council (generally once a month)! Please contact Megan Sprague if you are interested or need help kick-starting your farm's social media!

We are Listening

Dear MPPA:

On behalf of the third graders at Beaverton Primary School, we would like to thank you for the materials provided by your company to our third graders at the 2014 Gladwin County Farm and Garden Show. The students enjoyed them, had fun learning about your industry, and were thrilled to be able to take the materials home to share with their families.

We appreciate your support to our students. Thank you again.

Third Grade Teachers
Beaverton Primary School
Beaverton, Mich.

Dear MPPA:

Thank you for your gift to the Michigan State University (MSU) College of Agriculture and Natural Resources (CANR). Your contribution, designated to CANR Alumni Activities, is greatly appreciated.

Gifts like yours are critical to the success of our programs and our students. These dollars make it possible for scholarships, fellowships, research opportunities, technology needs and community outreach to happen – your gifts have a direct and immediate impact.

On behalf of the faculty, the staff and the students of the CANR, thank you for your continued support.

Fred L. Poston
Dean of MSU CANR
East Lansing, Mich.

Dear MPPA:

On behalf of the entire Growing Michigan Agriculture Conference planning committee, I would like to extend a sincere thank you to Michigan Pork Producers Association for your contribution to this event, helping make the event so successful.

Our goal for the Growing Michigan Agriculture Conference has been to bring people from all across Michigan's diverse agricultural industry together to hear from knowledgeable speakers on the industry hot topics. Your generous sponsorship helped make our vision a reality by assisting us with providing timely information to a vast cross-section of the state's agricultural industry. We were able to bring in Michigan State University experts and nationally renowned speakers to provide cutting edge information that will help Michigan Producers maximize their farm's potential.

As the Growing Michigan Agriculture Conference continues to grow, please know that partnerships with sponsors, such as you, are vital to the success of this event. Your support is truly appreciated. Thanks again!

Dale Rozeboom
College of Ag and Natural Resources,
Michigan State University
East Lansing, Mich.

Dear MPPA:

AutumnFest 2013 was a wonderful event, celebrating Michigan agriculture and natural resources. Around 800 alumni and friends from the CANR joined us for an exciting and successful event. On behalf of the ANR Alumni Association and the CANR, I want to offer our most sincere thanks for your donation of the 2 folding chairs for the 2013 AutumnFest auction

and raffle. We had a wonderful response to both the auction and couldn't have raised the money without your support. Since 1989 the ANR Alumni Association has awarded more than \$672,000 in scholarship monies and student club grants, something we could not do without organizations like yours.

Kathryn Reed
ANR Alumni Association
East Lansing, Mich.

Dear MPPA:

Thank you very much for the hats you provided as awards for the Championship round of the Swine Quiz Bowl at the MSU Pavilion. They are very nice and needless to say, have kept me warm in this brutal cold weather. Thank you for providing us with the opportunity to showcase our skills and for providing us with very nice awards.

Will Selleck
Green and White Hog Show Participant
Charlotte, Mich.

Dear MPPA:

Thanks so much for your contribution. I had a great time here at the Kettunen Center learning about biosecurity and economics. I appreciate your contribution to me being able to go to the Kettunen Center. Thanks again!

Mansel Reed
2014 4-H Beef, Sheep and Swine Workshop
Kent County

Dear MPPA:

On behalf of the US Pork Center of Excellence (USPCE), I would like to thank you for your support and partnership contribution. With your support we are able to reach new students and further grow our education programs, Professional Swine Manager and Swine Science online. Additionally, we were able to create a new resource, the National Swine Reproduction Guide, which was launched in November. As we continue to grow as a non-profit organization, please know that partnerships with our supporters are vital to the success of our outreach. We look forward to our continued partnership with you.

Chelsey Branderhorst
USPCE Program Manager
Clive, Iowa

Dear MPPA:

As the Food Bank Council of Michigan commemorates its 30th anniversary, we are deeply grateful for the role that you have played in hunger relief in our state. Your contributions have fed many in need and have given hope in times of duress.

Thank you for your recent charitable gift to the Food Bank Council of Michigan. Your generous donation will help our network of food banks to feed hungry people in our state.

Kareemah El-Amin
Executive Director
Food Bank Council of Michigan
Lansing, Mich.

Dear MPPA:

I wanted to thank you for your generous sponsorship of my recent trip to the AVMA Student Legislative Fly-In in Washington, D.C. While at the con-

ference I was educated on the current bills affecting the veterinary profession and animal welfare in general as well as how to speak with politicians on a state and national level to have the voice of those in the production animal industry heard. On the final day I was able to speak with staff from Senators Levin and Stabenow's office as well as representatives of Representative Fred Upton. If you would like any more information about my visit please let me know or check out the article on the MSU College of Veterinary Medicine's webpage, www.cvm.msu.edu/fly-in.

Matt Kuhn
MSU Vet Student
Okemos, Mich.

Dear MPPA:

I wanted to take a minute and personally thank you for supporting the Michigan FFA Foundation and our convention which wrapped up on March 7, 2014. As you probably know, the FFA State Convention is one of the highlights of an FFA member's career, and this year was no different. The convention hosted over 1,500 FFA members and guests and again provided competition, leadership development opportunities, and outstanding keynote speakers like Barrett Keane. The FFA has again provided an experience not soon forgotten by the members and it's because of our supporters like you that this occurs.

Ramey Lunceford
Executive Director
Michigan FFA Foundation
East Lansing, Mich.

Dear MPPA:

Thank you again for your generous support of the 2014 Michigan 4-H Beef, Sheep and Swine Teen and Adult Leaders Workshop. Over one hundred participants attended the workshop held at the Kettunen Center.

Michigan Pork Producer's continued support of youth and the 4-H livestock program is greatly appreciated. The 4-H workshop provides an educational opportunity for both youth and adults to learn about livestock and related project areas. The hands-on sessions are taught on a variety of topics to meet the needs of the attendees while allowing for application of science and life skills. Without your generous support these opportunities would not be widely available to youth and adults across Michigan. Thank you again for your donation and generous support of 4-H programming.

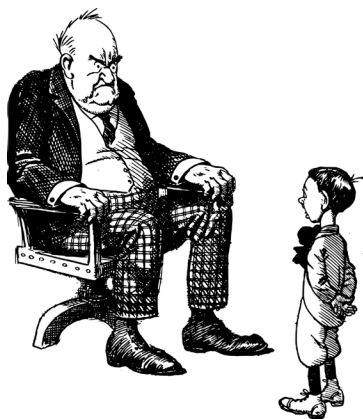
Julie Thelen
MSU Extension Educator
East Lansing, Mich.

Dear MPPA:

Thank you for your support of our annual Project RED program during our Mid Michigan Farm and Garden Show. The coloring books were greatly appreciated.

Gladwin County Farm Bureau
Gladwin, Mich.

From the Archives



Editor's Note: "From the Archives," a new segment, will highlight historical events, old photos and industry happenings from the past. We hope you will find this new feature interesting, entertaining, educational and, for some, maybe a little nostalgic as you reminisce old times.

The Michigan Pork Alliance, conceptualized by Dr. Maynard Hogberg (featured page 30) and MPPA Executive Vice President Sam Hines, was formed in 1995 and functioned until 1998 when key alliance member Thorn Apple Valley, Inc. discontinued operation. The mission of the alliance was to bring stakeholders together to work collectively on challenges facing all segments of the pork industry. Members of the Alliance in 1995 were MPPA, State Government, Michigan State University, Michigan Livestock Exchange, Thorn Apple Valley, Inc. (a Mich.-based pork processor at the time), and Michigan Farm Bureau.



Pictured left, members of the Pork Alliance are shown discussing the groups' mission, goals and objectives at a well-attended press conference during the 1995 Michigan Pork Expo.



Pictured above, Michigan Pork Alliance Coordinator, Dr. Larry Granger, is shown at his desk in the MPPA Office.



Pictured above, a Michigan Pork Alliance meeting. Shown left to right: Darold McCalla, Michigan Livestock Exchange; Kent Ward, Thorn Apple Valley; Joel Dorfman, Thorn Apple Valley; Kevin Kirk, Michigan Farm Bureau; Michael Chaddock, Michigan Department of Agriculture; Jack Laurie, Michigan Farm Bureau; and Maynard Hoberg, Michigan State University.

Michigan Audiences Respond to James Moll's "Farmland"

Michigan Ag Council hosts screenings of farming documentary, now in theaters.

The Michigan Ag Council collaborated with the U.S. Farmers and Ranchers Alliance (USFRA) to advance the release of Academy Award®-winning filmmaker James Moll's new feature length documentary, "Farmland."

The group hosted a private screening at the AMC Star Theater in Grand Rapids April 15, before the national release of the film, which offers an intimate glimpse into the lives of six young farmers and ranchers across the U.S. chronicling their high-risk/high-reward jobs and their passion for an evolving way of life that has been passed down from generation to generation.

Eighty individuals, including media, farmers, professionals in the agriculture industry, chefs, teachers and processors attended the private screening and a farmer panel Q&A session afterward (which included two Michigan pig farmers). The film was released in theaters nationwide on May 1, including Michigan locations in Canton and Birch Run.

Surveys completed and comments

shared after the screenings recognized a boost in morale for the agricultural community and a more positive perception of modern agriculture from individuals not directly tied to farming.

"I thought the movie was great," said Chris Heck, a Michigan Farm Bureau member from Monroe County.

"It really focused on the emotional side of farming and some of the issues that we face every day."

Those whose perception of agriculture was positively changed through the film shared comments like "I now see that there is humanity in large-scale farming," and "This brings to light how technology has had such a great impact on farming."


Jennifer Garland, a Belleville High School science teacher, awaits the day when she can share the film with her students.

"As a teacher I am excited to see a film that I can use in the future to expand the horizons of my students," said Garland. "We read Michael Pollan's book 'Omnivore's Dilemma,' and it leaves the kids with a very

negative view on big farms. I love that 'Farmland' showed everything from the one-woman organic farm to the larger more industrial chicken farm. Getting food to our table is not an easy process, and I felt 'Farmland' did a great job building appreciation for today's farmer."

The film has been distributed via D&E Entertainment in more than 60 major markets. Numerous national exhibitors will be carrying the film as well as key independent theaters. It is anticipated to be available for digital viewing on platforms like Netflix and Hulu in fall 2014 and will be available on DVD sometime afterward. USFRA is developing a plan to introduce the film to high schools and college campuses in 2015.

Visit www.farmlandfilm.com to view the trailer. Find an updated list of Michigan show times at www.michiganagriculture.com/events.

"Farmland" was produced by Moll's Allentown Productions, with generous support from the U.S. Farmers & Ranchers Alliance®. 

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