Powering Pork Demand

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People. Pigs. Planet. SM
Paying It Back Ham by Ham

When pork producers introduced We CareSM, it was important that five of the six ethical principles were production related: Producing safe food, enhancing animal well-being, protecting the environment, safeguarding natural resources and providing a safe work environment. For the sixth and final ethical principle, there was no question that it would address contributing to a better quality of life in the communities they call home.

From volunteering at community events to providing pork to a local fund raiser, being good neighbors has always been part of what makes pork producers who they are. And this holiday season is no different. Producers are getting on board with #HamsAcrossAmerica.

The initiative kicked off Nov. 29 on Giving Tuesday, which falls each year on the first Tuesday after Thanksgiving. The nationally recognized day promotes charitable giving and pay-it-forward programs.

Pork producers are extending Giving Tuesday throughout December with #HamsAcrossAmerica, which will become an annual event. Farmers and others involved in the pork industry are showing their appreciation for friends, family and neighbors through the gift of ham – in the form of gifts or donations of ham or ham-based products.

Some of these activities are being highlighted on social media using #RealPigFarming. All producers are invited to join in and to share their stories. So gift a ham, or two or 20. And happy holidays from all of us at the Pork Checkoff.

– Jan Jorgensen, editor
The NEW Veterinary Feed Directive (VFD) for feed-grade antibiotics and prescription rule for water-based antibiotics that are medically important will take effect:

**YOUR CHECKLIST FOR SUCCESS**

- **Understand** the new feed (VFD) and water (Rx) rules
- **Strengthen** your vet-client-patient relationship (VCPR)
- **Communicate** with your feed mill
- **Assess** your herd health and welfare strategies
- **Renew** your commitment to responsible antibiotic use
- **Ensure** your record-keeping compliance

Visit [pork.org/antibiotics](http://pork.org/antibiotics) for more information.

**JANUARY 1, 2017**
That’s the case with the pork industry right now. All of us are being tested as the industry goes through growing pains, but these experiences are teaching key lessons that will make us better in the end. The Pork Checkoff’s research, education and promotion activities also are coming into sharper focus, reminding us that:

• **Now is a time for action.** As you read this issue, you’ll get a sense of just how proactive the pork industry’s leaders are. This past summer, members of the National Pork Board approved $1.1 million of supplemental funding to promote pork domestically through retail channels, multi-cultural marketing and more.

The board also approved additional funding to support international trade and pork export market development through the U.S. Meat Export Federation. These investments are vital in today’s competitive protein-rich environment.

• **Leadership pays dividends.** As the federal government’s new veterinary feed directive (VFD) becomes effective Jan. 1, 2017, I’m proud of how the pork industry has provided incredible leadership in antibiotic usage. Years ago when pork producers defined the industry’s We Care℠ principles, they acknowledged how the judicious use of antibiotics helps producers protect and promote animal well-being, produce safe food and ensure practices to protect public health. Pork producers continue to lead the way on this important issue.

• **The producer’s voice matters.** The need for the pork industry to communicate and build trust with consumers never ends. Just ask the Pork Checkoff’s new Pig Farmer of the Year℠, Brad Greenway.

As a South Dakota native, I’ve had the pleasure of knowing Brad and his wife, Peggy, for years. They are genuine, sincere and passionate about agriculture and are willing to give their time to speak up for the pork industry. The pork industry’s powerful legacy of consumer outreach also is reflected in Operation Main Street, which is celebrating 12 years of producer volunteers sharing the pork industry’s story.

• **A big vision and small steps lead to success.** The pork industry’s big vision to provide a safe pork supply for consumers worldwide also is supported by many small steps, including the Pork Checkoff’s crisis drills. Pork industry leaders have been refining strategies for more than 20 years to help the industry respond in the event of a foreign animal disease.

This is more important than ever because roughly 25 percent of the U.S. pork supply is exported. The closure of export markets would be one of the first things to occur in the event of a disease outbreak. Our industry’s ability to respond quickly is essential to U.S. producers’ ability to provide pork for the world’s table.

While challenges have come with growth in the pork industry, it’s always better to be in an expanding industry than a declining one. I’m confident pork producers will not only master the lessons presented through this growth, but will pass the test with flying colors. ☝️
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A Hurricane Force
Jan Archer leads the National Pork Board with passion and purpose
By Jan Jorgensen

As animal lovers, pig care naturally was a top priority for Jan Archer and her husband, Jack, when October’s Hurricane Matthew hit the East Coast. Unprecedented flooding washed out roads, including the ones that led to the Archers’ Goldsboro, North Carolina, pig farm.

“We always make sure one of us is at the farm when bad weather is coming,” said Archer, who is president of the National Pork Board. “My husband drew the long straw and got to the farm before the storm blocked his way. He waited it out there, making sure the pigs were well cared for and comfortable.”

He didn’t do too bad himself either, enjoying the comforts of a generator, a pull-out couch, an “all-important coffee maker” and a refrigerator, Archer said.

“We have to be transparent. Many Americans don’t know a farmer, let alone what we do.”

– Jan Archer, with her husband, Jack

Power didn’t come on in town for days,” she laughed.

Putting animal care first is what other producers across the country also would have done. She points with pride to the six We CareSM ethical principles pig farmers follow daily in their barns, including to provide animals with good care.

Those Michigan Winters
Archer grew up as a small-towner on the shores of Michigan’s Lake Superior. While attending Michigan State University, her inherent love of animals ran headlong into a class taught by Dr. Maynard Hogberg. He later chaired Iowa State University’s animal science department and received the Pork Checkoff’s 2014 Distinguished Service Award.

“Michigan winters can be harsh, so I had signed up for a swine management class because it wasn’t at the cold hour of 8 a.m. and it fulfilled my science elective,” she said.

“I absolutely loved it and was fascinated by the lectures.”

Archer considered becoming a companion animal veterinarian, but decided that they spend more time with people than animals.

Instead, Archer jumped into a pork career after college, starting with a stint in Kansas at Dekalb Swine Breeders, where she met her husband. Always involved with raising pigs, they also lived in Pennsylvania and Singapore before building their North Carolina farm.

Today, Archer Farms LLC is a farrow-to-wean farm with 1,200 sows. They produce about 28,000 weaned pigs annually and also raise
“I got into farming because I love animals, but I’ve grown to love the people who raise them,” she said.

Through Archer Consulting, she provides certification in Pork Quality Assurance® (PQA) Plus, Youth PQA Plus® and Transport Quality Assurance® to producers and allied industry.

“I love talking to producers and working with them on their PQA Plus site assessments,” she said. “These programs demonstrate that we’re doing the right thing. I joke, though, that we produce 5 lbs. of paperwork for every pound of pork. We chart daily observations, environmental issues, rain events, irrigation, every animal treated, pigs farrowed, waste samples, soil samples and more.”

Few Know a Farmer

“The days of working behind closed barn doors are over. We have to be transparent,” Archer said. “Many Americans don’t know a farmer, let alone what we do.”

It’s important to talk to young people, schools, city officials, environmental classes, biology classes and others, she said.

“We all need to get our work done on the farm, but communication with consumers also is so important,” she said. “We can be creative, such as using Facebook Live to bring people into the barns. Consumers have the right to know how the food they feed their families is raised.”

Don’t Skip Tough Issues

Producers need to talk about the tough issues, too, Archer said.

“As we move toward FDA’s new use antibiotic-use rules being implemented Jan. 1, real, substantive change is underway on U.S. pig farms,” Archer said. “And we’re shaping the discussion. We need to explain why it’s important to retain the use of these medicines to ensure that we can produce safe, healthy animals.”

She urges all pig farmers to get involved in their own way to support the industry they all love.

“It’s one of the most gratifying things you can do,” Archer said. “This industry is full of smart, honorable, caring and hard-working people. It’s an honor serving as president this year and working to help fellow producers keep doing what we all love.”

She added, “Speaking up for pork is my passion. “If I could, I’d stand on a mountaintop and tell the world about all the goodness pork offers consumers and about all of the dedicated farmers who produce it.”

Archer may not be on a mountaintop, but she is one hurricane force that has people’s attention.
Are You Ready?
New Antibiotic Use Rules Start Jan. 1
By Mike King

Are you ready? The U.S. Food and Drug Administration (FDA) will implement new regulations governing how you can use many of the antibiotics on your farm starting Jan. 1, 2017. Working now with your herd veterinarian and your feed supplier can help ensure that you can keep your pigs healthy and growing in the new year.

With the start of the new year, growth-promotion use of antibiotics that are medically important to human health will no longer be allowed. (See complete list at pork.org/antibiotics under the FDA tab.) Also, if antibiotics are administered to food animals via water or feed, you will need to get a prescription, or a veterinary feed directive (VFD), from your veterinarian before using them.

Record-Keeping Is Key
To ensure that you can get a VFD when needed, you’ll need the following information for your veterinarian:

- Your name, business or home address, and telephone number;
- The premises at which the animals specified in the VFD are located; and
- The approximate number of animals to be fed the VFD feed by the expiration date of the VFD.

After getting a VFD, the FDA requires that you:

- Only feed animal feed bearing or containing a VFD drug or a combination VFD drug to animals based on a VFD issued by a licensed veterinarian;
- Do not feed a VFD feed or combination VFD feed to animals after the expiration date on the VFD;
- Provide a copy of the VFD order to the feed distributor if the issuing veterinarian sends the distributor’s copy of the VFD through you, the client; and
- Maintain a copy of the VFD order for a minimum of two years and provide VFD orders for inspection and copying by FDA on request.

To keep informed on the upcoming changes, bookmark pork.org/antibiotics on your computer or smart phone. New information is posted as it becomes available.

What Is a VFD?
The FDA defines a veterinary feed directive (VFD) as a written statement issued by a licensed veterinarian in the course of the veterinarian’s professional practice that authorizes the use of a VFD drug or combination VFD drug in or on an animal feed.

This written statement authorizes the client (the owner of the animal or animals or other caretaker) to obtain and use animal feed bearing or containing a VFD drug or combination VFD drug to treat the client’s animals only in accordance with the conditions for use approved, conditionally approved or indexed by the FDA. A VFD also is referred to as a VFD order.
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Pork Producers Shape Conversation on Responsible Antibiotic Use

Priorities help protect people, pigs and the planet

By Mike King

Let there be no doubt — as a pork producer, your industry is leading the conversation both to combat antibiotic-resistant bacteria and to preserve the responsible on-farm use of antibiotics for farmers.

“Real, substantive change is underway on pig farms across America with farmers shaping the discussion on responsible antibiotic use,” said National Pork Board President Jan Archer, Goldsboro, North Carolina.

“We were the first food-animal industry to announce a stewardship plan,” Archer said. “The plan underscores that antibiotics are essential tools for veterinarians and farmers to raise healthy livestock and to produce safe food.”

The Pork Checkoff announced a three-point antibiotic stewardship plan in mid-2015 and has delivered on its pledge of promoting research, pig farmer education and consumer and influencer outreach in 2016. This comes just as the U.S. Food and Drug Administration (FDA) prepares to implement Guidelines 209 and 213 and the Veterinary Feed Directive Rule Jan. 1.

The new regulations will end the use of medically important antibiotics for growth promotion, putting their use under the direct supervision of veterinarians when necessary to ensure animal health.

“As producers, we’re ready to implement the new, more stringent FDA rules when they take effect,” Archer said.

**Striking the Right Balance**

“We’ve been listening closely to our retail and foodservice partners, as well as to consumers and influencers who define food production policy,” she

Pork Checkoff Milestones in Promoting Responsible Antibiotic Use:

Collaborating with federal agencies, such as USDA, the FDA and the CDC, along with veterinary and farmer organizations, to look for ways for continual improvement of responsible antibiotic use.

A comprehensive education, research and communication strategy ensures the pork industry’s antibiotics plan works for the betterment of people, pigs and the planet.
The first step in being prepared for the new antibiotic use regulation is to solidify a professional relationship with a veterinarian, if you haven’t done so already, according to Dave Pyburn, senior vice president of science and technology for the Checkoff.

“Farmers may be at a different place in being prepared, but it’s time to get any remaining things done,” Pyburn said. “If you still need to find a veterinarian for your farm, visit the Checkoff’s Antibiotic Resource Center at pork.org/antibiotics. In conjunction with Global Vet Link, pork producers can click on the “Find-a-Vet” button to locate a vet to establish a veterinary-client-patient relationship (VCPR).”

Pyburn added that having a valid VCPR is critical as we enter 2017 because that’s the only way you can legally obtain a veterinary feed directive (VFD) for in-feed antibiotics or a prescription for medications used via water, as required by FDA regulations.

“Exploring the information on our Antibiotics Resource Center is a good way to learn more about specific issues and scenarios related to the new regulations,” Pyburn said. “With less than a month to go, the Checkoff is continuing to expand its materials and information to assist producers in this momentous change in how antibiotics are used and obtained.”

This includes a Pork Checkoff Report newsletter dedicated to frequently asked questions on the new rules that will arrive in producer mailboxes in early January.

“Take steps now to have a plan ready to go Jan. 1,” Pyburn said. “You’ll be in great shape to start the new year off right for you and your pigs.”

YOUR CHECKLIST FOR SUCCESS

- Understand the new feed (VFD) and water (Rx) rules
- Strengthen your vet-client-patient relationship (VCPR)
- Communicate with your feed mill
- Assess your herd health and welfare strategies
- Renew your commitment to responsible antibiotic use
- Ensure your record-keeping compliance

pork.org/antibiotics

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Introduced the Don’t Wait... Be Ready! pig farmer awareness and education campaign that directs producers to the Checkoff’s Antibiotic Resource Center on pork.org.

$750,000 Checkoff funds allocated in 2016 for antibiotics research.
Pork Preppers: Crisis Training Drills Help Prepare for Potential Threats

By Darcy Maulsby

What would happen if foot-and-mouth disease (FMD) broke out near your farm? How fast would it spread? Would you be able to transport or sell hogs? The pork industry is working to answer these questions and more as part of its crisis preparedness.

“The best time to think about a crisis is before one occurs,” said Cindy Cunningham, assistant vice president of communications for the Pork Checkoff. “By planning, you can position resources to ward off potential threats and be ready to respond rapidly.”

The Pork Checkoff hosted two crisis drills this fall, the first with about 50 state pork association staff and another with packer/processor employees. Eight more drills are planned with state pork associations in 2017.

“We’ve focused on crisis planning for more than 20 years, refining the process as new technologies have emerged,” Cunningham said. “While the tabletop drills focus on FMD and include toy farms, roads, trucks, pigs and more, no two training sessions play out the same,” she said. “The exercise is every farm kid’s dream until the crisis scenario unfolds. The many issues to consider quickly become clear.”

Be Ready: Know Your Role

The goal of the drill? Help participants understand their responsibilities and other people’s roles in the event of a crisis, from producers to officials with the state veterinarian’s office.

“Things get intense during a real-life crisis,” said Patrick Webb, DVM, director of swine health programs for the Pork Checkoff. “Decisions must be made fast, so the more prepared you are, the better things will be.”

The hands-on experience provided by the tabletop training is invaluable, noted Webb, adding that drills can range from two hours to all day. He encourages producers to take part in one if they have the chance. Contact your state association or call (800) 456-7675 for details.

“People learn by doing, which makes the tabletop drills much more effective than just watching a presentation,” Webb said.

He added, “Each decision participants make and each movement of resources on the table creates new challenges. The training highlights the importance of planning, preparedness and surveillance to protect farms and the pork industry.”

See page 24 for tips on how to be prepared.

Get pork industry text alerts.

ALERT!

Sign up for free alerts from the Pork Checkoff during a pork industry crisis by texting “Pork Crisis” to 97296 on your smartphone. For details, call (800) 456-7675 or go to pork.org.

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INDICATIONS:

Cattle - Single-Dose Therapy: Enroflox 100 is indicated for the treatment of bovine respiratory disease (BRD) associated with Mannheimia haemolytica, Pasteurella multocida, Histophilus somni and Mycoplasma bovis in beef and non-lactating dairy cattle and for the control of BRD in beef and non-lactating dairy cattle at high risk of developing BRD associated with M. haemolytica, P. multocida, H. somni and M. bovis.

Cattle - Multiple-Day Therapy: Enroflox 100 is indicated for the treatment of bovine respiratory disease (BRD) associated with Mannheimia haemolytica, Pasteurella multocida and Histophilus somni in beef and non-lactating dairy cattle.

Swine: Enroflox 100 is indicated for the treatment and control of swine respiratory disease (SRD) associated with Actinobacillus pleuropneumoniae, Pasteurella multocida, Haemophilus parasuis and Streptococcus suis.

RESIDUE WARNINGS: 

Cattle: Animals intended for human consumption must not be slaughtered within 28 days from the last treatment. This product is not approved for female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

Swine: Animals intended for human consumption must not be slaughtered within 5 days of receiving a single-injection dose.

HUMAN WARNINGS: For use in animals only. Keep out of the reach of children. Avoid contact with eyes. In case of contact, immediately flush eyes with copious amounts of water for 15 minutes. In case of dermal contact, wash skin with soap and water. Consult a physician if irritation persists following ocular or dermal exposures. Individuals with a history of hypersensitivity to quinolones should avoid this product. In humans, there is a risk of user photosensitization within a few hours after excessive exposure to quinolones. If excessive accidental exposure occurs, avoid direct sunlight. For customer service, to obtain a copy of the Material Safety Data Sheet (MSDS) or to report adverse reactions, call Norbrook at 1-866-591-5777.

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ADVERSE REACTIONS: No adverse reactions were observed during clinical trials.

ANIMAL SAFETY: In cattle safety studies, clinical signs of depression, incoordination and muscle fasciculation were observed in calves when doses of 15 or 25 mg/kg were administered for 10 to 15 days. Clinical signs of depression, incoordination and incoordination were observed when a dose of 50 mg/kg was administered for 3 days. An injection site study conducted in feeder calves demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue and underlying muscle. In swine safety studies, incidental lameness of short duration was observed in all groups, including the saline-treated controls. Musculoskeletal stiffness was observed following the 15 and 25 mg/kg treatments with clinical signs appearing during the second week of treatment. Clinical signs of lameness improved after treatment ceased and most animals were clinically normal at necropsy. An injection site study conducted in pigs demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue.

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Lessons Learned from the Avian Influenza Outbreak

“Things won’t always go according to plan, so be prepared to adjust.”

It’s easy to get lulled into thinking things will remain fine, but a crisis can change things quickly. Consider the devastating avian influenza outbreak in 2015, which resulted in the loss of more than 32 million birds in Iowa alone. The emergency showed why pork producers need to plan, according to Jeff Kaisand, DVM, assistant state veterinarian for the Iowa Department of Agriculture and Land Stewardship (IDALS).

“Things won’t always go according to plan, so be prepared to adjust,” said Kaisand, who offers the following lessons from the avian influenza outbreak to help pork producers enhance their crisis management plans.

1. **Accept the unknowns.** While the IDALS had a poultry emergency response plan before the avian influenza outbreak, it couldn’t cover every scenario that emerged during the actual emergency.

   “Government isn’t going to have all the answers,” Kaisand said. “Create a rudimentary plan for your farm, but be aware that potential challenges, such as livestock transport restrictions or the lack of a vaccine, could occur.”

2. **Develop a carcass disposal plan.** In an outbreak, depopulation may be the first tool used to stop disease spread.

   “Sometimes this is the only way to keep ahead of a foreign animal disease, but that provides challenges in how to dispose of carcasses,” Kaisand said. “Landfills weren’t a viable option during the avian influenza outbreak because they either wouldn’t accept dead animals or didn’t have enough capacity. Burial and composting on the farm were often more practical. The take away is that it’s important to have a plan for carcass disposal on-site.”

3. **Review your enterprise risk management.** What if your pigs have to be depopulated? Will indemnity be paid? Will you receive full market value? What about opportunity loss when the farm is sitting empty?

   “Currently, there are no loss of opportunity payments even if you’re paid an indemnity for the livestock that are depopulated,” Kaisand said. “Now is the time to discuss these issues with your lender.”

4. **Look at the big picture.** During an emergency, people sometimes think farm restrictions are unfair.

   “Because foot-and-mouth disease in the pork industry could be much worse than what we experienced with avian influenza, understand that many tough decisions will need to be made to manage the crisis,” he said.

For more information on how to be prepared on your farm, go to [pork.org](http://pork.org).
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Following an outbreak of H3N2v influenza in 2012, local, state and national fair organizers needed to find improved biosecurity procedures to protect exhibitors, their pigs and the estimated 150 million North American fairgoers. Thanks to recent work funded by the Pork Checkoff and collaboration of all segments of the industry and state and federal government, the job has become more clear-cut.

In the past seven years, human cases of influenza A H1N1v, H1N2v, and in particular, H3N2v have been associated with swine exhibitions. From 2011 to September 2016, 364 human H3N2v cases were reported from 14 states. The largest outbreak occurred in 2012, with 309 human cases of H3N2v flu identified. The majority were exhibitors or others in close contact with pigs at fairs.

“The need for a nationwide protocol for fairs (see sidebar) was clear,” said Bret Marsh, DVM. He is the Indiana state veterinarian and a driving force in achieving a workable, science-based protocol.

“In 2012, we identified the H3N2v in pigs at four county fairs with evidence of transmission between humans and pigs,” Marsh said. “We knew we had to prevent this from happening again. We also needed to calm public concern while maintaining an important part of agriculture and tradition for our youth.”

**Tailored Action Plans**

Since each fair and breed exhibition is different, a one-size-fits-all approach was not appropriate.

“Instead, we developed a menu of options – practical action steps – to make exhibitions healthier for swine and exhibitors, as well as for the visitors,” Marsh said.

The Swine Exhibitions Zoonotic Influenza Working Group (state/national animal health, human health, 4-H/ youth, breed associations and the pork industry) met in 2012 to develop measures to minimize influenza virus transmission between swine and people at swine exhibitions. Protocols recently were updated due to the new findings.

Previous Checkoff influenza surveillance, led by Ohio State University researcher Andrew Bowman, found that the prevalence of influenza A-infected swine detectable at the end of ag fairs was commonly greater than 60 percent.

However, the prevalence of influenza-infected swine entering fairs was unknown, as was how the virus likely was transmitted between pigs while there. Swine-to-swine transmission was thought to be mainly pen-to-pen.

**Pre-Fair Flu Rates Low**

To find more answers, Bowman and his colleagues used a snout-wipe method to swab pigs entering agricultural fairs in Indiana and Ohio in July and August of 2014. They also did this every day of the fair.

They found that the frequency of influenza A virus isolation from exhibition pigs arriving at Midwest fairs was only 1.5 percent. This meant that control efforts should focus on limiting the spread of influenza during swine exhibitions rather than attempting to prevent the entry of influenza-infected pigs.

Bowman and his team also found that corralling pigs for weighing, tagging
and other activities, with contamination of chutes and other equipment, likely enhanced the spread of influenza at some exhibitions. Cleaning and disinfecting surfaces and equipment may be very important, he said.

72-Hour Mark Is Critical
Corroborating other studies, they found that the prevalence of influenza A-positive pigs increases substantially after 72 hours at an exhibition. This supports recommending that pigs be on the grounds no longer than 72 hours, he said.

“This research has given us a foundation for educating show organizers on how to make their events healthier for pigs and people,” Marsh said. “Our data show that conningling pigs beyond 72 hours leads to more infected animals and potential exposure to humans.

A Collaborative Effort
“While human cases have generally dropped during the last few years, we know from the Ohio State research that influenza A virus in swine continues to circulate at these events,” Marsh said. “Minimizing its spread and the opportunity to cross to humans has to remain a top priority to maintain our commitment to One Health.”

One Health is a worldwide collaborative effort to attain optimal health for people, animals and the environment.

“This is about education, awareness and making progress,” he added.

Recommended Protocols

Pig exhibitors – from local county fairs to national shows – should assume that some strain of influenza will be circulating at the event. Taking steps personally to keep animals healthy is the first step. Start with vaccination and basic biosecurity and watch for signs of illness. Sick pigs should stay home. The main components of the protocols include:

For Exhibition Organizers:
• Limit time pigs are congregated, commingled and at an exhibition.
• Clean and disinfect gates, chutes, sort panels and any equipment that will be used during weighing and identification procedures.
• Establish a relationship with a veterinarian who will be present or on call for the exhibition. The vet will monitor animals for clinical signs, evaluate sick animals and take steps as warranted to ensure that ill pigs are removed from the exhibition area and isolated. The designated vet should consider testing swine with signs consistent with flu.
• Establish a protocol to remove sick pigs from the exhibition area immediately.
• Establish a temporary isolation area for sick pigs on or near the exhibition or fairgrounds.
• Maintain records of individual swine identification and source farms to enhance the speed and accuracy of an animal disease investigation associated with the exhibition.

For Exhibitors:
• Consult a veterinarian to help outline and implement applicable biosecurity and swine health practices at home.
• Become familiar with the clinical signs of influenza and other illnesses in pigs (off feed, lethargic, fever, nasal discharge, and cough).
• Seek veterinary assistance if a pig becomes sick.
• Understand the risks to both humans and animals of taking a sick pig to a show. Sick pigs and sick people need to stay home so they do not risk infecting other pigs or people.
• Ask the exhibition organizer about any specific actions that may be required if a pig becomes sick at the show.
• Clean and disinfect all tack, feeders, waterers, and show supplies before bringing them to the fair.
• Allow at least seven days of “down time” (i.e. on-farm quarantine) after returning from a previous exhibition before showing a pig or pen-mates to reduce the risk of spreading influenza.
• Discuss influenza vaccines for swine with a veterinarian and check exhibition rules for any requirements. Vaccines may be used prior to an exhibition as long as slaughter withdrawal times are observed. Vaccinated pigs may be less likely to become ill, and if they do, they may be contagious for a shorter time.

Go to pork.org/flu for the full report, Measures to Minimize Influenza Transmission at Swine Exhibitions, Other resources, such as A Champion’s Guide to Youth Swine Exhibition, also are available.
Greenway Goes Whole Hog on Ethical Pig Farming

By Darcy Maulsby

What do consumers really want to know about pork production? The answer might surprise you, says Brad Greenway, who often talks with consumers on behalf of the pork industry.

“Most people don’t want all the details,” said Greenway, who farms near Mitchell, South Dakota, and who has been named the 2016 America’s Pig Farmer of the YearSM. “But they do want to know that as farmers, we care about our animals.”

This care is evident in the way Greenway and his wife, Peggy, run their wean-to-finish operation. It’s also why Greenway won the America’s Pig Farmer of the Year award, which is designed to recognize a pig farmer who excels at raising pigs using the pork industry’s six We CareSM ethical principles and connects with today’s consumers about how pork is produced.

“The We Care principle that means the most to me is to produce safe food,” said Greenway, whose family has been farming in South Dakota for more than 100 years. “Everything else revolves around this.”

As he has participated in Pork Checkoff consumer outreach programs, such as Operation Main Street, Greenway has seen just how big of a disconnection exists between farmers and non-farm consumers. To him, this is an opportunity.

“Having the trust and confidence of the consumer is so important to me,” Greenway said. “I look forward to sharing my personal farm story with consumers to help them understand the care that goes into raising pigs today.”

Getting It Right

Greenway was named America’s Pig Farmer of the Year following a third-party audit of on-farm practices and written and oral interviews by subject-matter experts.

“Brad embodies the very best in pig farming. It’s important that we tell today’s consumers how we raise their food in an ethical, transparent way.”

– National Pork Board President Jan Archer

As the 2016 America’s Pig Farmer of the YearSM, Brad Greenway met with Chicago media to help urban customers put a face on pig farming.

Connecting with Consumers

Audience reach:
88.4 million people

Satellite media tour:

553 TV, radio and web reports reached
11.7 million people

News release:

195 pick-ups and placements

A satellite media tour offered the chance to answer questions about farming with media across the country.
experts. He has achieved excellence in all aspects of pig farming, including animal care, environmental stewardship, employee work environment and outstanding community service.

“Today, more than ever, it is important not only to point out where progress is needed, but to recognize when we get it right,” said Robin Ganzert, president and CEO of American Humane, who helped select the 2016 America’s Pig Farmer of the Year.

“I am humbled and honored to receive this award,” Greenway said. “But we’re not unique when it comes to doing what’s right for pigs, people and the planet. In hog country, that’s the norm every day in our barns.”

A Farming Heritage
Greenway jokes that he “literally hasn’t gone far in life,” farming only a mile from the farm where he grew up. His grandparents began farming nearly 100 years ago when they came to the United States from England.

Today, Greenway and his wife are part of a local sow cooperative and raise pigs in their two wean-to-finish pig barns. They also raise beef cattle and grow corn, soybeans, wheat and alfalfa.

The Greenways focus on solutions that will keep their farm sustainable, both now and in the future. While they apply swine nutrients on their land to grow the crops that nourish their pigs, sustainability goes beyond this.

Spreading the Word
Serving as America’s Pig Farmer of the Year is helping the South Dakotan amplify this message.

“Brad embodies the very best in pig farming,” said National Pork Board President Jan Archer, Goldsboro, North Carolina.

“It’s not enough to do this. We also have to keep asking, ‘Do our customers and our community know what we’re doing on our farm?’ If not, we’re not doing our job,” Greenway said. “I want people to have confidence in the way we care for our animals and trust the food that comes from our farm.”

“It’s important that we tell today’s consumers how we raise their food in an ethical, transparent way. Brad’s interest in sharing his farm’s story – and putting a face on today’s pig farming – will help us reach this goal.”

In October, Greenway and butcher Kari Underly, who

“I want people to have confidence in the way we care for our animals and trust the food that comes from our farm.”

– Brad Greenway
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was one of this year’s judges, met with Chicago media. During desk-side interviews, they discussed housing and animal care; safe food production with a focus on improvement; multi-generational farming; antibiotic use and other key topics. Media included Reuters, Bloomberg Businessweek and the CRN nationally syndicated radio show What's Cooking?

Greenway and Underly also did interviews with 28 television stations from a studio in downtown Chicago, reaching consumers around the country. Greenway also taped a 30-second TV spot that is airing on DirecTV affiliates.

“I’m proud of the pork industry and have always been adamant that farmers need to tell their story,” he said. “This was a great opportunity to ‘open the barn doors’ and be transparent.”

Greenway says he gets up every day with a purpose: Do the best job he can of taking care of the animals. He knows the importance of a job well done.

“The pork that my family produces will end up on a consumer’s plate,” Greenway said. “We never forget that.”

To find out how you can be the 2017 America’s Pig Farmer of the Year, go to AmericasPigFarmer.com.
Sustainable Practices Stand Out During Master Butcher’s Farm Visit

Inspiration took an unexpected form when Kari Underly, a master butcher and author from Chicago, toured the farm of Brad Greenway, America’s Pig Farmer of the Year. “Being around Brad and his family makes you want to be a farmer, too,” said Underly, who helped judge the 2016 America’s Pig Farmer of the Year contest.

Foodservice professionals like Underly play a vital role in connecting farmers with consumers. “I love the versatility of pork,” Underly said. “You can smoke it, marinate it, grind it to make beautiful sausage, cure it. The options are endless,” she said.

The Pork Checkoff recently caught up with Underly to see what else inspires her about pork and the farmers who produce it.

Q: What were your impressions about how pigs are raised on the Greenways’ farm?

A: The first thing you notice about Brad and Peggy is the passion they show for their work. They truly love raising pigs on Brad’s family farm. I was most attracted to the diversity on the farm and the Greenways’ attention to sustainable practices.

Q: How does this annual award help consumers understand the farm-to-fork connection?

A: It exposes the consumer to the farmer as a person who is an important, contributing member of the community. Farmers feed their families and their communities the same product that goes across the country and onto your plate. Whether a family raises hogs inside barns to protect them from extreme heat or cold, or chooses to raise hogs on pasture, folks want to know that their food is safe and that animal well-being is protected. It’s important for hog farmers to be able to share their production practices with the end consumer.

Q: What do you think would surprise people about today’s pork production?

A: People would be surprised to see how much care and passion goes into raising hogs. The health and well-being of the animals is of utmost importance. I think people would also be surprised to see how much care goes into farm biosecurity. The public can be assured that U.S. pork is healthy and safe.

“The public can be assured that U.S. pork is healthy and safe.” – Kari Underly

Underly shares preparation tips with the Greenways on their farm.
Pork Producers Share Sustainability Message with Food Chain Partners

By Angela Anderson

Pork producers this summer joined grocers and food marketers to share some of what they have learned on the farm to improve sustainability.

The producers were part of a panel discussion at the annual Global Sustainability Summit of the Food Marketing Institute and the Grocery Manufacturers Association in New Orleans in August. The summit provides food companies with tools, connections and solutions to incorporate sustainability into every aspect of their business models.

The producers shared progress made on their farms and on those across the U.S. The panel, hosted by the Pork Checkoff, featured Keith Schoettmer, Tipton, Indiana, the 2015 America’s Pig Farmer of the Year; Drew Derstein, a Lewistown, Pennsylvania, producer; and Kraig Westerbeek, vice president of environment and support operations, Smithfield Food’s Hog Production Division, Warsaw, North Carolina.

“Sustainability is nothing new for agriculture or pig production,” Schoettmer said. “Today’s pork production model is sustainable.”

Jarrod Sutton, vice president of domestic marketing for the Pork Checkoff, moderated the panel discussion. “America’s pork producers have a great story to tell,” Sutton said. “From a focus on continuous improvement to defining pork sustainability, pig farmers have been at the forefront of sustainability on the farm. This summit gave producers a platform to share their progress and to address any questions.”

Derstein agreed, saying, “It’s important to talk with our food chain partners about how pork producers are leaders when it comes to being more sustainable. And Checkoff tools, such as the pig production environmental footprint calculator, can help them meet their company’s sustainability goals.”

Schoettmer said that the conference helped dispel some misperceptions. “Being able to measure the progress we’ve made over the years and show increased efficiency on the farm came as a surprise to some attendees,” he said. “But they went home knowing that pork producers are doing what’s right for people, pigs and the planet.”

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- UV Processed Porcine Plasma
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Brad Greenway and his family at Greenway Pork of Mitchell, S.D. are dedicated to doing what’s right for their pigs and to providing high-quality, safe pork for all consumers. Purina Animal Nutrition is grateful for the opportunity to work with Brad and his family and wishes them success for generations to come.

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Record Hogs Test Plant Capacity
Producers feel pinch but new plants to open soon
By Steve Meyer

Cash hog prices have fallen from the record highs of 2014, and the long-feared packing capacity crunch is now upon us, pushing hog prices to their lowest level since 2009.

The lowest production costs since 2010, continued strong domestic pork demand and rebounding U.S. pork exports are mitigating factors, but losses for producers this fall and into 2017 will be substantial. Producers are benefiting from three years of good U.S. crops, including record harvests in both 2014 and 2016. Costs averaged $67/cwt carcass in 2015 and are forecast to average just over $64/cwt in 2016.

As of early November, corn and soybean meal futures prices indicate that costs will be only slightly higher in 2017. The estimates, based on Iowa State University’s Estimated Costs and Returns series, represent, in my opinion, the best U.S. farrow-to-finish operations.

Demand News Still Good
Domestic pork demand was lower than a year ago through September, but it is quite high from a historical perspective. Real per capita expenditures (RPCE) for pork – the National Pork Board’s chosen metric – rose 3 percent in 2015 following gains of 5.5 percent in 2013 and 7.6 percent in 2014. That is the best three-year period on record.

This year’s RPCE figures are not much lower. Through September, it was 2.1 percent lower year-to-date than in 2015. Much of the year-to-date decline occurred in the first quarter when year-on-year comparisons were made smaller by unusually high 2015 RPCE figures. This was due to over-stated domestic consumption from delayed exports caused by the West Coast port slowdown.

Large Numbers Catch Up to Packing Capacity
The challenge this fall centers on high weekly market hog supplies relative to the capacity of U.S. packing plants. U.S. pork packing capacity has grown by only 1.5 percent since 2008.

The industry has dodged the capacity bullet twice in

### Estimated Farrow-to-Finish Hog Production Costs

<table>
<thead>
<tr>
<th>Year</th>
<th>Actual Costs</th>
<th>Forecast Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$89.60</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>$77.76</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>$67.00</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>$64.02</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>$65.23</td>
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Source: ISU, USDA AMS, CME Group, EMI Analytics Forecasts

### Real Per Capita Pork Expenditures

<table>
<thead>
<tr>
<th>Month</th>
<th>2015</th>
<th>2016</th>
<th>Avg. ‘11-’15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb</td>
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<td></td>
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<td>Mar</td>
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<td>Apr</td>
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<td>May</td>
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<td>Jun</td>
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<td>Jul</td>
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<td>Aug</td>
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<td>Sep</td>
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<td>Oct</td>
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<td>Nov</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Dec</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Yr/Yr % Change = -3.3%
YTD % Change = -2.1%

Source: EMI Analytics, Inc. using data from U.S. Dept of Commerce and USDA ERS, FAS and NASS
recent years. The drought of 2012 drove feed costs higher, reducing pig supplies in 2013; and PEDV reduced pig crops by an estimated 6 million pigs in 2013 and 2014, once again reducing market hog supplies and preventing a capacity crunch in 2014.

However, the crunch finally arrived in the fall of 2015 when hog numbers neared capacity in several weeks and exceeded it in one, pushing cash hog prices to the low $50s per cwt, carcass basis.

**Record Hogs Marketed Curtail Profit Outlook**

This fall’s situation is more serious. Hogs harvested the week ended Nov. 4 set a new record of 2.532 million head, breaking the two-week-old record of 2.514 million head. The record, according to EMI Analytics forecasts, may fall several more times before the year’s end.

Pork producers have done a very good job of keeping marketings current since Sept. 1, but higher hog numbers will impact hog prices in two ways.

- First, more hogs means more pork. This has pushed prices of pork cuts lower, reducing the value of the pork carcass and thus the amount that packers will pay for pigs. We expect price pressure to continue into the first quarter of 2017.
- Second, processing this many hogs through a fixed-capacity harvest system puts the leverage in packers’ hands, allowing the spread between carcass value and hog prices to widen. In fact, pork packers’ gross margins (the value of the pork carcass plus non-carcass by-products less the amount paid for the pig itself) have neared the record levels set during the 2014 PEDV scare and in recent weeks, have exceeded 1998 levels when hog prices fell to all-time lows.

Recent negotiated hog prices in the mid-$40s per cwt and the average price across all pricing methods in the low $50s per cwt have put producer returns well below break-evens.

Lower costs and continued strong domestic demand are positives for the outlook, but ample supplies and high-capacity utilization have taken estimated 2016 profits to zero and estimated 2017 profits to -$4.13 per head as of Nov. 11. The 2017 profit estimate is $5.00 per head lower than in June. Hogs sold in November and December could lose $35 to $40 per head, with some producers losing even more.

**New Plants to Open**

A solution to the packing plant capacity shortage is on the way but will not arrive in time to alleviate the pressure on hog prices.

### U.S. Packing Capacity Under Construction

<table>
<thead>
<tr>
<th></th>
<th>Fall 2016 Daily Head</th>
<th>Fall 2016 Annual Head</th>
<th>Fall 2017 Daily Head</th>
<th>Fall 2017 Annual Head</th>
<th>Fall 2018 Daily Head</th>
<th>Fall 2018 Annual Head</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasant Hope, Missouri</td>
<td>2,500</td>
<td>625,000</td>
<td>2,500</td>
<td>625,000</td>
<td>2,500</td>
<td>625,000</td>
</tr>
<tr>
<td>Windom, Minnesota</td>
<td></td>
<td></td>
<td>4,000</td>
<td>1,000,000</td>
<td>4,000</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Sioux City, Iowa</td>
<td>12,000</td>
<td>3,000,000</td>
<td>12,000*</td>
<td>3,000,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coldwater, Michigan</td>
<td>10,000</td>
<td>2,500,000</td>
<td>10,000</td>
<td>2,500,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wright County, Iowa</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10,000</td>
<td>2,500,000</td>
</tr>
<tr>
<td>Total</td>
<td>2,500</td>
<td>625,000</td>
<td>28,500</td>
<td>7,125,000</td>
<td>38,500</td>
<td>9,625,000</td>
</tr>
<tr>
<td>Head per week</td>
<td>12,019</td>
<td>137,019</td>
<td>185,096</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent of ’15 avg = 2.195 million</td>
<td>0.5%</td>
<td>6.2%</td>
<td>8.4%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent of ’15 max = 2.507 million</td>
<td>0.5%</td>
<td>5.5%</td>
<td>7.4%</td>
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</tbody>
</table>

*This plant could process 20,000 head per day if they operate double-shifts by the end of 2018

Updated: 11/2/16
the impacts this fall. One new plant, in Pleasant Hope, Missouri, already is operating. Another is now slated to open in Windom, Minnesota, in early 2017.

Large increases in capacity will come in the summer of 2017 when plants in Sioux City, Iowa, and Coldwater, Michigan, begin operations. Another large plant is now scheduled to open in Wright County, Iowa, in the fall of 2018.

New harvest capacity will increase the competition for available hog supplies and provide room for industry growth. Current EMI Analytics forecasts indicate that the new capacity will be largely filled by the fall of 2017, although the situation is not expected to be as negative as it is now.

**Exports and Disease Are Wild cards**

There are two major wild cards going forward. The first is exports, which lagged year-ago levels significantly for much of 2015 due to a much stronger dollar, the West Coast port problems, trade restrictions by Russia and China/Hong Kong and intense competition from the EU.

A late-year surge drove 2015 exports up 1.8 percent from 2014. Exports for 2016 through September were 1.2 percent larger than one year earlier based on carcass-weight equivalent data from USDA. The value of those exports is up 2.2 percent from last year.

Exports during the last three months of 2017 are expected to exceed year-ago levels due to lower U.S. pork prices. Analysts expect 2017 exports to grow by 1 to 4 percent.

The second wild card is disease. The incidence and impact of PEDV decreased the last two winters, but its impact this winter is as yet unknown. Three winters of experience and the steady improvements made in sow herd infections bode well, however, for piglet survival.

The incidence of porcine respiratory and reproductive syndrome (PRRS) increased in 2016 after a new, serious strain emerged in 2015. But higher death losses have not increased enough to significantly impact hog supplies.

So what can you do? Keep hogs moving. Delay non-essential purchases. Be more particular about items that impact efficiency. Lock in profits when you can, and, perhaps, small losses when larger losses are likely. This downturn will end, but getting through this no doubt will be a challenge. 🦃
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*PRDC stands for Porcine Respiratory Disease Complex.
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When you’re good at what you do, it shows. America’s pork producers are on track to produce record pork supplies in 2016, breaking the previous record set in 2015. Modest growth of the U.S. herd, along with rising productivity on the farm, signal ample pork supplies into the new year.

“An unprecedented amount of pork is hitting grocery store coolers while competition from other proteins is increasing,” said National Pork Board President Jan Archer, Goldsboro, North Carolina. “But as the industry grows, there are new opportunities along with challenges.”

The Pork Checkoff is partnering with retailers and packers to create real value for consumers domestically and globally, Archer said. “Producers are great at meeting challenges, and we must be nimble to address issues as they arise,” she said. It’s definitely not the time for a wait-and-see approach, said Jarrod Sutton, vice president of domestic marketing for the Checkoff. “We feel producers’ sense of urgency and are responding to pressures in the marketplace,” Sutton said. “The Checkoff is kicking things up a notch, or several notches, to keep pork sales strong.”

How Did We Get Here?
Record market hog supplies – and tight packing plant capacity – didn’t come as a surprise, according to Steve Meyer, vice president of pork analysis for EMI Analytics and a consultant to the National Pork Board. “We’ve been building toward this for a number of years,” Meyer said. “After suffering severe losses from porcine epidemic diarrhea virus (PEDV) a few years ago, U.S. pork producers were ready to grow.”

When challenged with PEDV and losses in production, producers responded by increasing their biosecurity and producing more, healthier pigs than ever before, Meyer said. “Consider trends in pigs per litter, which have grown 1.7 to 1.9 percent nearly every year for the past 10 years except 2013-14 during the PEDV outbreak,” he said.

Ten years ago, pigs per litter averaged 9.11 compared with the record of 10.59 set December 2015 through March 2016. But while pork productivity has risen, packer capacity has struggled to keep up. “The pork industry got a taste of tight packer capaci-
ty in 2015 and got a big dose of it this year,” Meyer said. “But it wasn’t a surprise.”

It helps that more U.S. pork processing capacity is under construction or has recently started operating. By the fall of 2018, new plants in Missouri, Minnesota, Iowa and Michigan could increase processing capacity for pigs by more than 11.6 million head per year, Meyer said. (See page 27)

“In the meantime, pork faces challenges from large competing meat supplies as the U.S. beef industry rebounds from the 2012 drought and the poultry industry recovers from the 2015 avian influenza outbreak,” Meyer said.

**Americans Love Meat**

“The good news, though, is that Americans haven’t lost their taste for meat protein,” Meyer said. “Consumers still eat plenty of meat.”

While per-capita meat consumption in America dipped to 202.2 pounds per year in 2012, it will likely reach 213 to 214 pounds for 2016. “We’re getting closer to the 2006 record of 221.7 pounds per capita of red meat consumption,” Meyer said. “Strong demand for meat is a bright spot for our industry.”

To capitalize on this, the Checkoff launched an integrated marketing campaign for this fall and winter, Sutton said. Earlier this year, the National Pork Board approved $1.1 million of supplemental funding to promote pork domestically, with additional funding approved to support international trade and pork export market development.

“We’re operating in a protein-rich marketplace,” Sutton said. “The Pork Checkoff is aggressively working to offer consumers here and abroad more incentives to purchase pork.”

With retail partners, the focus is on moving today’s high volume of pork and increasing consumer purchases and frequency. For foodservice operators, the Pork Checkoff is working to increase pork menuing, as well as to increase how often customers order pork.

“With the large supplies, pork offers value to retailers and foodservice operators that they can pass along to their customers,” Sutton said.

“This is a great time for consumers to explore different cuts of pork and increase their weekly pork consumption,” Archer said. I’m confident that once people put our product on their tables and see how well it fits into the family menu rotation, pork will become more of a staple.”

**Focused on the Long View**

“The Pork Checkoff continues to lay the groundwork that will help drive pork demand,” Sutton said. “Working with our channel partners, the pork industry should come out of the current market situation even better and stronger.”

The following pages highlight some of the ways the Pork Board is working to bolster pork sales.
7 Ways the Pork Checkoff Is Promoting Pork Sales

1 Partnering with major grocery retailers.

Pork offers an unbeatable value to shoppers this fall, and the Pork Checkoff is working with the top 10 U.S. grocery retailers (representing 65 percent of the U.S. retail market) to help spread the word. For example, Walmart and the Pork Checkoff are working together to implement a holiday promotion, including on-pack recipe labels, digital marketing, email blasts and in-store pork promotions.

Other retail partners, such as Costco and Kroger also are helping move large pork supplies, Sutton said. Costco’s annual October ‘Porktober’ promotion, consisted of in-store pork product demonstrations, instant rebate coupons on featured pork cuts and advertising in the Costco Connection member magazine.

Kroger is driving pork loin, shoulder and ham sales for Thanksgiving and Christmas. The program includes radio and digital ads and in-store events.

“Whether holiday shoppers are visiting the store or going online to look for toys and other gifts, we want to keep pork top of mind,” Sutton said. “Our retail partners are delivering results.”

Walmart’s holiday online promotion features website banner ads, a micro-website and Facebook ads. The Pork Be inspired® logo is displayed on the materials.
It's a POTLUCK PARTY!

Sweet Potato Tart with Candied Bacon & Caramel Sauce

Stuffed Pork Meatballs with Romesco

Pork with Chiles & Lime

What will you bring to the table? Find more made-to-share recipes at PorkBelInspired.com
Focusing on foodservice.

“The foodservice team is focused on high-volume targets, working with customers who can move volume quickly without losing the momentum that we have built with the restaurant trade at large,” said Stephen Gerike, director of foodservice marketing and innovation for the Pork Checkoff.

“Presenting a clear message around the opportunities pork presents operators, such as versatility, profitability, availability, customer appeal and demand, ensures we are well positioned for continued success,” he said. “These operators can move a lot of protein to customers who want more pork.”

A recent study reported that 29 percent of consumers would order pork more often if available. The team’s targets span key chain restaurant accounts, food distributors, contract foodservice providers and large, independently operated colleges and universities. Checkoff staff talk directly to operators and create excitement through high-value content, supporting the inspiration message while promoting champion cuts such as bone-in loin, boneless loin and ham.

Recent menu ideation success from the Checkoff’s foodservice team includes CKE restaurants’ (Hardee’s and Carl’s Jr.) new promotion of Pork Chop ‘N Gravy Biscuits, which is being promoted now through June 2017. Also, Michigan State University showcased a new Cuban sandwich in residential dining halls and the Union Deli in early November in conjunction with National Sandwich Day.

To reach the industry at large, the foodservice team will launch a print and digital brand campaign and run custom advertorials and digital placements February through May 2017. To amplify the message, a press release was distributed and meetings were held with 14 foodservice editors during the International Foodservice Editorial Council conference in October. This resulted in news coverage in National Culinary Review and a blog post on WeAreChefs.com, a go-to resource for chefs, foodservice professionals and culinary students. Checkoff staff is working to place news coverage in other foodservice trade publications.

“Driving inspiration is always our focus, with the goal of getting more pork on menus, more often,” Gerike said.

To showcase pork’s versatility and move volume in Q1 2017, a series of videos will feature three industry-leading chefs, each assigned a champion pork cut. Their recipes will be featured in an upcoming photo shoot, with the images used to promote pork to consumer, foodservice and retail audiences.
3 Keeping pork top of mind via digital marketing and PR.

Thanksgiving and Christmas command the holiday spotlight every year, but the Pork Checkoff is encouraging consumers to make every moment – big or small – one worth celebrating.

“Our ‘Make it a Moment’ campaign is helping pork stand out from the typical holiday messages,” said Pamela Johnson, director of consumer communications for the Pork Checkoff. “We’re also embracing innovative ways to reach creative cooks.”

Using social media technology through Facebook Messenger, a custom Pork Be inspired® search tool “bot” connects social media users with great-tasting pork recipes to match their meal plans. When people visit the Pork Be inspired Facebook page, they can open Facebook Messenger and say “hi.” The search tool will ask questions to help find the right recipe.

Popular “Moment Maker” bloggers are promoting the bot and sharing their own pork recipes each week of the campaign via Facebook Live videos.

“We want consumers to know that pork’s flavor and creative meal possibilities aren’t just for special dinners or big parties,” Johnson said. “Our goal is to encourage consumers to visit the meatcase and put more pork on the plate every day.”

4 Maximizing multicultural marketing.

Consumers from a variety of ethnic backgrounds offer a powerful way to expand pork’s target audience, according to Jose de Jesus, director of multicultural marketing for the Pork Checkoff.

“We believe pork should be part of every meal occasion,” de Jesus said. “Connecting and engaging with multicultural consumers, including Latinos and African Americans, is key because they are some of pork’s best customers. Pork is just part of their DNA.”

The time is right to promote budget-friendly pork and build on the success of recent Pork Checkoff promotions, such as 2016’s summer Grill For It campaign, which incorporated a Spanish-language component. Angelica Vale, a popular Mexican actress, singer and comedian, who has a daily show on the Spanish-language TV network Telemundo, has helped amplify pork’s message.

New promotions showcasing the Pork Checkoff’s fourth-quarter 2016 Make it a Moment campaign (see page 34) also are featured prominently on the Checkoff’s Spanish-language site, porkteinspira.com. In addition, the site includes new 1-minute videos to help consumers become more comfortable with cooking pork.

“Multicultural marketing is helping us explore new ways to boost pork consumption and shift the demand curve,” de Jesus said.

One-Minute Videos
5 Inspiring new trends.

To help bolster pork sales, the Pork Checkoff is working with retail partners to offer new takes on old favorites. While ham and turkey sales are strong during the holidays, the Pork Checkoff is working with its retail partners to encourage consumers to broaden their options. Along with ham, why not consider a pork roast for a holiday meal?

“A roast is an excellent example of how pork is ‘value plus,’” said Patrick Fleming, director of market intelligence and innovation for the Pork Checkoff. “It offers value, plus flavor and versatility. Pork roast also offers simplicity. While carving a turkey is complicated, it’s easy to slice a pork roast and serve an elegant meal.”

Ham has long been a holiday classic, and packers have done a good job of offering more options, from smaller portions to spiral-cut hams. Now it’s time to drive some new trends. The Pork Checkoff is working with retailers on expanding ham purchases outside of the Thanksgiving and Christmas holidays by promoting ham as an everyday meal (see page 40).

“We want consumers to ‘think ham’ into the warmer months,” said Fleming, who noted that ham is 25 percent of the pork carcass. “Why can’t ham be the convenience meat of summer?”
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REAL-TIME DATA ACQUISITION

MAXIMUS CONTROL SYSTEM

Gestation
Breeding
Farrowing
Promoting U.S. pork exports.

Exports remain vital to the pork industry, especially with large pork supplies in the United States. While the high value of the U.S. dollar and competition from other countries in key export markets have curbed U.S. pork export demand, there are positive signs on the horizon.

“U.S. pork exports have started growing again slowly,” said Steve Meyer, vice president of pork analysis for EMI Analytics. “I see continued modest growth for U.S. pork exports, which rose a slight 1 percent year-to-date through August.”

Bill Luckey, a Nebraska pork producer who chairs the National Pork Board’s International Trade Committee, said, “About 25 percent of U.S. pork production goes overseas, and we need to keep moving product to keep producers profitable. Mexico, China, Japan, Korea and Canada are our big five buyers, and we need to keep these relationships strong to keep our products moving into these markets.”

Since many other competitors, from Brazil to the European Union, are vying for the same export markets, the Pork Checkoff, through the U.S. Meat Export Federation, continues to invest in pork promotions overseas.

Reaching online consumers.

As consumers search for recipes online for meal planning, the Checkoff’s online ads are reminding them about pork’s great taste and value. Iowa pork producer Cristen Clark, a guest blogger on PorkBeInspired.com for the Checkoff’s Make it a Moment seasonal campaign (see page 35), also is keeping pork top of mind online.

“Cristen’s voice, established through her Food and Swine blog, is a perfect fit for the campaign, because she can share her family’s moments and apply one of her original pork recipes,” said Jenna Bieri, digital marketing manager for the Pork Checkoff.
We could tell you your pigs will gain more efficiently, but 3.9 pounds per pig says it better. We know that a strong start can result in a strong finish. In fact, every 1-pound difference at weaning can support a nearly 4-pound heavier pig at finishing. The Progress to Profit™ Program is your wean-to-finish feeding solution, promoting consistent transitions and providing benefits in each phase. With over 16 proven swine nutrition products that span each stage of production from pre-wean to finish, you have the option to select the products that work best for your operation. Our research shows that these tried-and-true products work even better when used together.

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For many people, preparing a whole ham is one of their go-to choices for family gatherings on Thanksgiving, Christmas and Easter. But beyond holidays, whole ham usually doesn’t make the shopping list. The Pork Checkoff recently funded a study to find and eliminate barriers that are stopping consumers from enjoying whole ham yearlong.

“Holidays and ham go hand-in-hand for most consumers,” said National Pork Board President Jan Archer, Goldsboro, North Carolina. “But with new ham innovations, there’s a real opportunity to increase sales throughout the year.”

“In the study, six focus groups were held in Boston, Chicago, and Orange County, California, to gather input from both “foodies” and non-foodies. To gather more data, 1,100 consumers also completed an online survey.

A Savored Flavor
The findings clearly showed that taste issues are not what is holding back non-holiday whole-ham purchases, with the protein viewed as a savored meat. Many focus group participants became animated and engaged in conversations about preparing and consuming ham. And many described the enjoyment of leftover ham as an important part of the whole-ham experience.

“What I love (about leftovers) is that late-night thing where you’re hungry and you go to the refrigerator and just get a slice of ham and eat it standing there… that is the best,“ one participant said.

While enthusiastic about whole hams, consumers in the focus groups and the online surveys said that it was for the holidays. This matches whole-ham consumer consumption data from previous years, according to Patrick Fleming, director of market intelligence and innovation for the Pork Checkoff.

When asked, most respondents could not recall seeing whole hams in supermarkets outside of the typical ham holidays. They also did not recall seeing any summer ham promotions in their grocery store.

“To me, ham is a cold-weather comfort food, but I have also never thought about grilling it,” said one respondent. “Ham seems to be only available around Easter and Christmas.”

New Opportunities
“The bottom line is that the issue is not with hams, but instead is with how whole hams are marketed – or not marketed – outside of holiday seasons,” Fleming said. “When consumers don’t see it in stores, there’s an out of sight, out of mind mentality.”

The good news is that this presents new opportunities to grow the total pork category in sales and volume at the meatcase, Fleming said.
The Pork Checkoff retail marketing team has been sharing the results of the Checkoff-funded study with retailers through market insight presentations at the Pork Checkoff’s Retail Advisory Committee meetings this past year and in person at retail headquarters. Some of the insights include:

• **Cooking method** – Over 90 percent of consumers said baking was the No. 1 method for preparing a ham. “Consumers need to know that they can use other preparation methods, such as grilling, barbecuing, smoking and microwaving,” Fleming said.

• **Prep time** – Respondents said that they spend a significant amount of time preparing ham, with an average time of 2.55 hours for a whole ham. And 51 percent spend three to five hours or more preparing ham. “These results show that most consumers still think of ham as ready-to-cook,” Fleming said. “We need to share that today, whole hams are precooked, need little prep and have drastically shorter cooking times, making this protein an easy choice for everyday meals.”

• **Portion size** – Respondents equated preparing a whole ham with feeding a large group for holidays. “Today’s consumers are interested in smaller portions for everyday meal planning,” Fleming said. “Several national retailers are focusing on smaller ham sizes, providing a fit for smaller households and millennial shoppers. It is encouraging to see retailers embrace new ideas in ham merchandising.”

• **New flavors** – Respondents were intrigued with new flavor profiles for hams, identifying sweet and spicy flavoring as the most appealing. Some of the suggested flavors included fruit flavors, sriracha, hickory, sweet and spicy, jerked, and cracked pepper.

**Partnering with Retailers**

“New ham innovations in supermarket meatcases, are helping introduce ham to a new generation of consumers,” said Sara Crawford, director of retail marketing and innovation for Pork Checkoff. “We will continue to work with our retail food partners to encourage whole-ham promotions throughout the year.”

---

**BUYING BEHAVIOR**

*Holidays are the most common serving occasions, but 55% of consumers serve ham as an EVERYDAY MEAL.*

<table>
<thead>
<tr>
<th>Ham</th>
<th>$3.65</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baked in Oven</td>
<td>90%</td>
</tr>
<tr>
<td>Roasted</td>
<td>39%</td>
</tr>
<tr>
<td>Outside Grill</td>
<td>28%</td>
</tr>
<tr>
<td>Crock-Pot Barbeque</td>
<td>26%</td>
</tr>
<tr>
<td>Deep/Shallow Fried</td>
<td>23%</td>
</tr>
<tr>
<td>In a Smoker</td>
<td>18%</td>
</tr>
<tr>
<td>Microwave</td>
<td>14%</td>
</tr>
<tr>
<td>Steamed</td>
<td>7%</td>
</tr>
</tbody>
</table>

**COOKING**

*Consumers use a variety of methods to prepare ham.*

- Average holiday index in pounds (left) and dollars (right).

<table>
<thead>
<tr>
<th>Average holiday index in pounds</th>
<th>Average holiday index in dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.36 lb</td>
<td>$1.01</td>
</tr>
<tr>
<td>1.14 lb</td>
<td>$0.94</td>
</tr>
<tr>
<td>0.90 lb</td>
<td>$7.80</td>
</tr>
<tr>
<td>1.63 lb</td>
<td>$3.53</td>
</tr>
<tr>
<td>2.88 lb</td>
<td>$3.05</td>
</tr>
</tbody>
</table>

**DEMOGRAPHICS**

- On average, consumers buy hams less than once a month.
- These consumers buy ham at least two times a month:
  1. Younger people (18-34 years old)
  2. Larger households (3+)
  3. Consumers living in the Northeast and West
Ready to take the next steps in your pork career? The Pork Checkoff’s Professional Swine Manager program can help you. Because the classes are offered online, the Professional Swine Manager curriculum is available nationwide.

“Over 10 years ago, a group of pork professionals looked at how to establish more professionalism in the barns within the pork industry,” said Bill Winkelman, vice president of producer and industry relations for the Pork Checkoff. “The upshot was the launch of the Professional Swine Manager program.”

The program targets pork production employees, with a secondary audience of community or technical college students wanting to work in pork production after graduation. Courses focus on technical skills. Distance education courses are combined with hands-on learning provided by on-farm experiences.

The courses, which qualify as credit toward an associate’s degree, cover all aspects of swine production and management-level responsibilities. Through the on-farm learning component, students gain practical, hands-on experience in the barns.

Topics include: facility maintenance, swine record systems, employer/employee issues, agribusiness internship, breeding stock management, nursery and finishing management.

“We developed a program that delivers what the industry needs,” said Pete Neigebauer, an instructor at South Central Community College in Minnesota. “A professionalism program, such as this one, helps the industry gain the trust of consumers.”

Neigebauer has been an instructor for the Professional Swine Manager program since it debuted. This spring, the courses also will be offered online through Frank Phillips Community College in Texas. Byron Housewright, director of the agriculture department, is helping lead the initiative.

“This opens up the option for students to have an additional certificate on their transcript when they start searching for jobs,” Housewright said. “And for those already working in the pork industry, the training can help employees advance within their company.”

“I am excited to work with the pork industry on this program,” Housewright said.

The hands-on portion of the program is designed to help employees and students become better managers.

“They learn to pay attention to those small details, as well as to establish better records and to understand how to better demonstrate to their peers,” Neigebauer said. “Having better-trained employees helps assure consumers that their food is being produced in a safe, wholesome and responsible way.”

Winkelman said that the program helps current and prospective employees alike.

“The training opens doors to new opportunities in pork production,” Winkelman said, “This program helps provide a skilled workforce for farms, which is a critical need today.”

For details on registering, go to: pork.org/professionalswinemanager

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Bloggers Help Amplify Messages

Farm tour arms key bloggers with facts to share with their readers

By Claire Masker

As more consumers ask about how their food is raised, where do they turn for information? For many, it’s their neighborhood grocer, a friendly dietitian or information generated by food bloggers. Key members of all three of these influencer groups attended Pork Checkoff-sponsored farm tours this summer and fall.

The most recent was the Pass the Pork blogger tour, sponsored by the Pork Checkoff, the Minnesota Pork Producers Association and the National Pork Producers Council. Nine food bloggers visited Wakefield Pork, Inc., Gaylord, Minnesota.

“It’s great to showcase today’s pig farms and connect food bloggers with producers,” said Kevin Waetke, vice president of strategic communications for the Pork Checkoff. “The bloggers got a realistic look at how pigs are raised, which will help them better answer readers’ questions about the food on their tables.”

Mary Langhorst hosted the bloggers at her family’s farm. “Most consumers just want to know more about where their food comes from,” Langhorst said. “As pork producers, we need to be willing to open the barn doors and answer their questions and tell our story.”

Sharing What They Learn

The bloggers, with a combined audience of nearly 700,000 readers, posted updates during and after the tour on social media channels, including Facebook, Twitter, Instagram and blogs. Posts resulted in nearly 1.5 million impressions, which is the number of people who saw the content.

Bloggers learned about insemination on a sow farm and assisted in the farrowing process. They visited a finishing barn and saw how manure is applied to crop ground to raise corn and soybeans that feed pigs.

They also met with farmers, veterinarians, swine nutritionists, researchers and employees involved in every step from farm to fork.

“Wakefield Pork allowed us to see everything from the gestation barn to the finishing barn. They answered every question that we had with transparency and honesty,” said Heather Tallman, who blogs at Basilmomma and is from Indianapolis. “I enjoyed participating in the tour and am excited to share all that I learned with my readers.”

A fabrication demonstration and a cooking experience showcased the versatility of pork.

“There were cuts I wasn’t even aware of that I learned about,” said Kellie Hemmerly who blogs at The Suburban Soapbox and is from Collegeville, Pennsylvania. “I also enjoyed learning all of the different ways that you can prepare pork. It’s certainly not just pork chops and applesauce anymore.”
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Educating the Educators
By Carrie Webster

Swine Extension specialists and educators left this fall’s Pork Checkoff-sponsored conference armed with the latest pork news to share with producers back home.

“Swine specialists are a respected source of information for producers and a valued resource for the Pork Checkoff in sharing our messages,” said Bill Winkelman, vice president of producer and industry relations for the Pork Checkoff. “We can’t reach every producer face-to-face, but with the help of swine specialists, we can do a better job of communicating.”

Topics at this year’s annual conference, held in St. Louis, included global and market outlooks, upcoming antibiotic use changes, manure value, new employee management, worker safety, the Common Swine Industry Audit and Pork Checkoff updates and initiatives.

“We go home with a wealth of information to share with producers,” said Mark Knauer, a North Carolina State University assistant professor and an Extension swine specialist. “When you add up the knowledge that’s distributed at this conference, the return on investment is huge.”

Bob Thaler, a South Dakota State University professor and a swine Extension specialist, appreciates that the conference provides updates on projects outside of his own disciplines.

“It’s the only production-focused conference I attend that offers practical, on-farm tools to take back to the producers that I work with,” he said.

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College Students Join #RealPigFarming Ranks

By Nicole Chance

College students from across the country are engaging in the conversation with consumers about pork production through the Pork Checkoff’s #RealPigFarming social media outreach program.

“Social media is ingrained in young people’s daily lives, so it’s easy for them to share their thoughts about an industry that they are proud to be a part of,” said Claire Masker, public relations director for the Pork Checkoff.

Twelve college students who are passionate about agriculture recently became part of the #RealPigFarming Student Social Forces and attended training at the National Pork Board offices in Des Moines, Iowa, this fall.

The conference strengthened and expanded their social media experiences as they learned more about how to share their #RealPigFarming stories and bridge the gap between consumers and their food, Masker said.

“Being involved in this is important.” said Piper Hopple, a student at The Ohio State University. “Our information collectively can travel much further and faster than from just one person. We can help share and tell the story of how pig farmers are raising animals the right way.

As part of the meeting, students visited an Iowa Select sow farm, networked with industry professionals and learned tips for posting pork information on their social media channels.

“The most helpful part was the networking dinner. We talked with professionals who work in the industry and heard about their careers and experiences,” Hopple said. “I also enjoyed the opportunity to tour a commercial sow farm because it gave us access to pigs and the ability to see how Iowa Select farms operate compared with what I have seen and experienced.”

“The students have been great to work with and have been excited to be advocates for pork,” Masker said. “I can’t wait to see what ideas and stories they will share with engaged consumers.”

As part of the Student Social Forces meeting, members participated in a Sow Farm tour at Iowa Select Farms in Iowa Falls, Iowa.
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