FALL 2014 • VOL. 33 NO. 3

20 YEARS OF INNOVATION
Environmental Stewards program reaches milestone... pages 10 to 21

2014 Stewards
Bruce and Jenny Wessling
Grand Junction, Iowa

2014 Stewards
David and Sharon Stephens
Malta Bend, Mo.

Top tips for PEDV...
page 4

#RealPigFarming debuts... page 26
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Since 1995, pork operations from across the country have been honored as Environmental Steward award winners (see list on page 12). From Minnesota to Oklahoma and from California to North Carolina, the size and type of the winning farms have varied widely. However, they are united in their shared focus on safeguarding the environment while promoting the well-being of people and pigs.

Through the years, the Environmental Stewards have shared innovative approaches in making pork production more sustainable, many of which their peers also have embraced. Some examples include:

- **Methane digesters** that convert the energy stored in manure into methane, which is used to produce energy for on-farm or off-farm use.
- **Comprehensive manure management programs** that incorporate soil sampling, GPS tracking, and other tools.
- **Green initiatives**, such as using wind turbines and solar panels to power the farm.
- **Phase feeding** and other ration adjustments to match pigs’ nutrient requirements to produce less manure.
- **Rotating vessel composter** and other composting advancements to better manage mortalities.
- **Buffer strips and tree windbreaks** to help improve air, soil and water quality while providing wildlife habitat.

Through the years, the winning farms have opened their doors to the Pork Checkoff and National Hog Farmer magazine, co-sponsors of the program. Videos and photos of each farm help share their stories of innovation with their peers and others. As one of the team that has visited and helped document the farms, it is always inspiring to hear how these winners bring the **We CareSM** principles to life every day in their barns.

Please join me in congratulating all of the winners since the program began, as well as this year’s recipients, Wessling Ag of Iowa, and Stephens Farms of Missouri.

— Jan Jorgensen, Editor
Top TIPS to Fight PEDV this Fall
By Mike King

As the days get shorter and cooler, your daily routine may involve more field chores. But now’s not the time to neglect disease threats to your pigs, especially the risk posed by Porcine Epidemic Diarrhea Virus (PEDV).

Summer’s warmth may have slowed the spread of the virus, but fall’s cooler, changeable weather signals the approach of a more favorable environment for PEDV to reprise its costly damage, according to Dr. Lisa Becton, the Pork Checkoff swine health and information director.

“Producers should recheck all their biosecurity measures, both on and off the farm,” Becton said. “After what we’ve experienced in terms of PEDV’s ability to spread and survive, it’s critical to maintain heightened vigilance and implement strict biosecurity as we enter fall.”

Becton offers the following tips to help reduce the risk of PEDV transmission and subsequent losses.

1. Communicate with everyone involved with manure handling.
At this time of year, working with on-farm or commercial manure haulers is critical. Know everyone involved and don’t let any of the manure crew members enter barns, office areas or walk over areas used by farm personnel. Never let them come in direct contact with pigs.

2. Establish a line of separation for transport.
Having a line of separation, which is the line between the area used by transporters and the area used by farm or market personnel, is critical for effective biosecurity. It reminds you that every contact with a site or market could contaminate your truck, trailer or chute.

3. Maintain stringent cleaning of barns, trucks and trailers.
With fall and winter’s colder weather, this is even more critical. Proper cleaning steps include removing all manure and bedding, soaking with soap and/or degreaser, pressure-washing with hot water, disinfecting with an appropriate disinfectant and thorough drying.

4. Have a biosecurity plan in place for all non-farm personnel.
Don’t overlook the potential disease transmission risk posed by those who don’t work on your farm. This includes state animal health authorities, PQA Plus® advisors, Extension specialists, state and environmental management staff, supply or feed company staff, maintenance specialists (electricians, plumbers, etc.), veterinarians, nutritionists and utility providers (electric, water, propane gas, etc.).

5. Know your farm’s PEDV status at all times and report positive cases.
While this may seem elementary, it’s not. PEDV can be mistaken early on for other enteric diseases, such as TGE, so have a fast diagnosis plan in place with your herd veterinarian. Reporting positive cases is required by USDA. For full details, including potential testing cost reimbursements, visit the Animal and Plant Health Inspection Service (APHIS) website at www.aphis.usda.gov.

The pork industry is working hard to fight PEDV. For new practical tips and the latest information on potential vaccines and other breakthroughs, check pork.org/pedv, monitor other media outlets or set up free online alerts, such as on Google,

For more specifics on these protocols and other PEDV-related resources, go to pork.org/pedv.
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ONE SIMPLE VACCINATION, DELIVERED THROUGH THE WATER SUPPLY, PROVIDES ACTIVE IMMUNITY AGAINST ILEITIS. IT COULDN'T BE EASIER ON YOU AND YOUR HERD.
Producers Reap Rewards

By Steve Meyer

Since mid-2013, lower feed costs, robust pork demand and the spread of the Porcine Epidemic Diarrhea Virus (PEDV) have had a positive economic impact on the pork industry as a whole and on producers in particular.

Pork producers entered 2013 with production costs at record highs (See Figure 1), with the peak in January 2013 at $98.84/cwt., carcass. Two key factors led to record costs.

First, the dramatic expansion of U.S. ethanol production took an increasing portion of limited corn supplies, pushing prices higher beginning in 2007. Corn prices reached crisis levels for pork producers in 2012 due to the first widespread drought to hit major corn and soybean producing-regions since 1988.

Record-high corn and soybean prices drove costs for all feed ingredients, and thus production costs, to record highs. But more typical weather returned in 2013, with an almost perfect growing season in 2014.

Ample Harvests Lower Production Costs

Larger global harvests have pushed projected world year-end corn stocks to the highest level in 15 years and world year-end soybean stocks to record highs. U.S. com futures are priced in the mid-$3 range through 2015, with soybean meal futures near $350/ton.

The result? As of August, 2015 production costs for pork producers are expected to fall below $70/cwt., carcass weight, the lowest level since 2010.

While lower grain prices have helped the cost side of producers’ ledgers, strong demand has contributed to record-high prices for both pork and hogs. The strong demand is partly attributable to the recovery from the Great Recession.

Lower unemployment, growing job numbers and an expanding economy have renewed consumer confidence and provided consumers with modest increases in disposable income. With record-high beef prices and higher-than-expected chicken prices, some consumers have substituted more pork into their diets, also increasing demand.

Renewed Interest in Pork

But the big driver behind strong pork demand appears to be improving consumer preferences. Renewed interest in dietary protein and the role meat plays in providing that protein have drawn consumers back to animal proteins in general and to pork in particular.

Add in a broadening realization that saturated fat is not the diet problem it was painted to be in the 1970s and 1980s, and you have a powerful recipe for stronger pork demand.

As shown in Figure 2, real per capita pork expenditures (RPCE) have exceeded year-earlier levels every month except one since January 2013. And the year-on-year growth has, in general, increased in 2014 with May’s RPCE exceeding the year-earlier level by nearly 13 percent. The full-year RPCE for 2014 likely will reach its highest level since the Atkins Diet pushed pork demand higher in 2003 and 2004.

But the past two years have not been all pleasant. PEDV, first diagnosed in the United States in May 2013, proved lethal for suckling pigs with death rates consistently over 90 percent in affected herds. No one knows exactly how many pigs were lost, but my estimates are 8 to 9 million, which fits actual slaughter numbers reasonably well as of mid-August.

While PEDV has been devastating, its toll has driven pork and pig prices higher because demand for both pork and hogs is inelastic. In other words, a 1 percent reduction in supply causes an increase in price of more than 1 percent.

And since revenue is quantity multiplied by price, the reduction in pig numbers has caused producer revenues to increase from levels they otherwise would have reached.
After significant financial losses mid-2007 to 2009 and again in 2012 and 2013, producers are facing record profitability over the next two years. But there are significant risks, including how virulent PEDV may be when cooler temperatures return.

Also, large profits provide large incentives for expansion. The industry neither expands nor contracts as quickly as it once did, but exceptional profits and pig losses due to PEDV create a “need for pigs” that could drive rapid expansion.

Such changes are almost always followed by much lower prices and financial losses. Whether and to what degree that happens this time remains to be seen.
Don’t Lose Sight of Feed Efficiency

By Dr. Chris Hostetler

All signs point to a bountiful harvest, with corn and soybean meal prices expected to fall. However, with feed costs making up about 65 percent of production costs, it still pays to reduce the cost of the diet or improve feed efficiency.

Since 2008, many producers have incorporated alternative feed ingredients in swine diets to reduce feed costs. The primary choice has been dried distillers grains with solubles. The choice has become so prevalent that many swine nutritionists no longer consider it an alternative ingredient.

While alternative feed ingredients lower feed costs, there is a cost due to the higher fiber and lower energy content and the fact that pigs don’t utilize energy derived from fiber as well. As a result, the economic gain of feeding a reduced-cost diet is offset by impaired growth performance. Swine nutritionists are working to balance this by incorporating the greatest amount of alternative feed ingredient with the least impact on performance.

The Industry Productivity Analysis, compiled with data from 35 percent of the U.S. sow herd and associated offspring, provides benchmarks for key productivity indicators for sow farms, nursery, wean-to-finish and conventional finishing operations.

The average feed efficiency is 1.48 pounds of feed per pound of gain for nursery pigs, 2.50 pounds for wean-to-finish production and 2.66 pounds for conventional finishing. However, farms with the best and worst feed conversion differ significantly (Table 1).

Pigs from production facilities in the bottom 25 percent consume an additional half pound of feed per pound of gain. Regardless of the price of feed, this represents a significant loss of potential profit.

Looking for More Answers

Producers have made progress in improving feed efficiency, largely in farms with conventional finishing, where feed per pound of gain declined 0.026 pounds from 2008 to 2013 (Table 2). But what if pigs could better utilize dietary fiber?

Since 2007, Checkoff research has been finding answers in how to best utilize alternative feed ingredients. Research summaries can be found in the publication, Pork Industry Nutritional Efficiency Consortium Research 2007-2011, at porkstore.pork.org. An August webinar series also addressed fiber in swine diets. The webinars can be viewed at pork.org.

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Defined as pounds of pork per pound of gain

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<th>Table 2: Feed Efficiency</th>
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Defined as pounds of pork per pound of gain

“Checkoff research continues to look at how pigs can better utilize alternative feed ingredients to reduce costs and improve performance.”
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Custom Made Vaccines are sold exclusively through your veterinarian.
It’s quite an achievement for any awards program to complete 20 years, but that’s exactly what has happened with the Pork Industry Environmental Stewards Award program, with the 20th class named this year.

The Pork Checkoff’s Environmental Stewards subcommittee selected two pork farms to be honored as the 2014 Pork Industry Environmental Stewards. The recipients join previous winners from across the country in demonstrating their commitment to protecting natural resources while minimizing their environmental footprint. This year’s Stewards are Wessling Ag, Grand Junction, Iowa; and Stephens Farms, Malta Bend, Mo.

“The 2014 Stewards focus on innovative solutions and ideas on their farms, demonstrating their ongoing commitment to sustainability,” said Lynn Harrison, chair of the Environmental Stewards selection subcommittee and former National Pork Board president.

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“From installing solar panels on top of gestation barns to using trees and plants for beautification and odor control, these pork producers are putting their own stamp on what it means to produce high-quality pork for customers today,” said Harrison, who was a 2002 Steward award winner. “And like their farming peers, they’re doing it while adhering to the industry’s We Care™ ethical principles.”

The annual award recognizes producers who demonstrate a firm commitment to safeguarding the environment and actively engaging in activities that promote the well-being of people and pigs. As part of the selection process, specific areas of their operations are reviewed. These include manure management, water and soil conservation practices, odor-control strategies, farm aesthetics, neighbor relations and wildlife habitat promotion.

Looking Back...

In 1994, the pork industry was making great strides in improving its environmental footprint, especially in terms of manure handling and storage. To highlight the progress and dispel negative stereotypes associated with raising pigs, the Pork Industry Environmental Stewards awards program was launched. The annual award is sponsored by the Pork Checkoff and National Hog Farmer magazine.

Over the past two decades, many Steward award winners have gone on to become pork industry leaders, including current National Pork Board members Wathina Luthi,
Gage, Okla.; Henry Moore, Clinton, N.C.; and Terry O’Neel, Friend, Neb.

“The Environmental Steward Award has served our industry well,” Harrison said. “It’s underscored the responsibility that we have as producers to take care of our natural resources and to strive to improve every day.”

The pork industry has made measurable progress over the years in terms of its environmental footprint, as shown in the recent carbon footprint study (see Pork Checkoff Report, Summer 2012). This achievement is due in part to the Stewards program identifying and promoting pork producers who have led the way in sustainable pork production.

Moving Forward...

As the current chapter of the Environmental Stewards program closes with this year’s class, a new one is set to begin – one that benefits from a strong foundation and a larger stage to tell pork’s positive story.

“The new program will build upon the strength of the past 20 years,” said National Pork Board Vice President Brad Greenway, Mitchell, S.D. He led a task force to revise the Stewards program for the future. “We hope to focus more on consumer-facing audiences with the new program to better share the story of how farmers are committed to caring for people, pigs and the planet.”

Specifically, Greenway noted that the new national awards program, slated to kick off in late 2015, will have an Environmental Stewardship award that will be presented to a single recipient in 2016 and then annually thereafter. Other awards will include a We Care award. More details will be announced at Pork Industry Forum in San Antonio, Texas, next March.

All of the Stewards are listed on the following page, with more about this year’s winners beginning on page 14.

“Nobody can tell the story of agriculture better than us. We need to share how we protect our natural resources.”

- Henry Moore, North Carolina, 2006

“Environmental stewardship is more than a public relations issue. It is an important part of our lifestyle.”

- Wathina Luthi, Oklahoma, 2004
Producers across the U.S. Honored as Stewards

1995
- Harlan Keener, Pennsylvania
- Marvin Pankratz, Minnesota
- Dwain Bankson, PIC USA, Kentucky
- Franklin Haywood, National Hog Farms, Colorado
- Dale Keesee, Kansas

1996
- Carl Williams, Willow Ridge Farm, New York
- David Roper, Idaho
- Don Lafferty, Tru-Joy Farms, Minnesota
- Marion Howard, North Carolina
- Sam Ennis, Murphy Family Farms, Missouri

1997
- Daryl Bridenbaugh, Bridenbaugh Brothers Farms, Ohio
- Swatara Swine Farm, Hostetter Management Company, Pennsylvania
- Jeff Hansen, Kielsmeir Farms & Iowa Select Farms, L.P., Iowa
- Wayne Beadles Sr./Jr., Arkansas
- Roy Sharp, Royal Farm, California

1998
- Bill Young, Ohio
- Paul James Zimmerman, Minnesota
- James Allen Sutton, North Carolina
- Betty Baker, Oklahoma
- Gene & Donna Katsenberg, Monroe City, Missouri

1999
- Robert Meinen, Purina Wide Awake Farm, Pennsylvania
- Bob Bergquist, EnviroPork of North Dakota, North Dakota
- James Harstuck, Iowa
- Julian and Elaine Barham, Barham Farm, North Carolina
- Randy and Milna Hays, Hayes Farm, Arkansas

2000
- Scott Schwartz, Schwartz Farms, Minnesota
- Tony and Ted Bornhorst, Ohio
- Andy Miller, Trahern Farm BGFN Land O’Lakes, Oklahoma
- Roger Capshaw, Sugar Grove Farm, Kentucky

2001
- Steve and Darlene Burkholder, Greater Vision Farms, Pennsylvania
- Karl Glaspie, Maple Grove Pork Co., Iowa
- Louis, Robert and Steven Lon, 3-L Feeders Hog Site, Oklahoma
- Jeff Hansen, Arends Sow Farm, Iowa Select Farms, Iowa

2002
- Brent and Janis Gehling, Pig Oaks, Iowa
- Frank and Jenny Hirschman, Don and Bobbi Hirschman, Hillcrest Pork LLC, Iowa
- Brian Larson, Alliance Farms, Colorado
- Lynn and Patricia Harrison, E & L Harrison Ent. Inc., Wisconsin

2003
- Allyson Perry, Paul Burriss, Murphy Farms Midwest, Illinois
- Vic, Melva and Kirby Little, Quail Run Farms, Oklahoma
- Dick Nicolai, Sam Watkins, Nicolai Pork Producers, Inc., Minnesota
- Bundy Lane, Sarem Farms, Inc., North Carolina

2004
- Dan Boettger, Three Generation Pork, Minnesota
- Chuck and Wathina Luthi, Luthi Family Farm, Oklahoma
- Jim and Kathy Heimerl, Heimerl Farms, Ohio
- Bruce, Randy and Chris Leman, Old Prairie Pork, Illinois

2005
- Clifford and Glenda Treadway, Treadway Ranch, Oklahoma
- Rob and Regina Richardson, Richardson Farms, Michigan
- Sandy and Ben Ludeman, Saratoga Pork of San Mar Bo Farms, Minnesota
- Randy and Tom Brown, Maken Bacon Farm, Ohio

2006
- David, Brian and Bob Braun, Braun Farms, Minnesota
- Kenny Brinker, Harrison Creek Farm, Missouri
- Henry Moore III, Bobcat Farms, North Carolina
- Patrick Hord, Hord Livestock, Ohio

2007
- Mike and Pam Beard, Meadowlane Farms, Indiana
- Loren and J eantee Keppy, Keppy Farms, Iowa
- Mike Haupert, M & J Farms, Minnesota
- Seaboard Foods’ Wakefield Farms, Oklahoma

2008
- Steve and Sharon Oetting, Oetting Hog Farms, Missouri
- Jim and JoAnn Veldkamp, Veldkamp Farms, Minnesota
- Scott Burroughs, Enterprise Nurseries, Nebraska
- Terry and Diane O’Neel, O’Neel Farms, Nebraska

2009
- Roger Nath, J AC Pork, Iowa
- Brandon Schafer, Schafer Farms, Minnesota
- Bryant Worley, North Carolina
- Lowell Sensenig, Sensenig Farm, Pennsylvania

2010
- Malcolm DeKryger, Pembroke Oaks Farm, Indiana
- Aaron and Peter Juergens, Ranch Creek Farm, Iowa
- Charlie and Nancy Long, Pleasant Hill Farm, Missouri
- Mark Daughtry, L&M Daughtry Farm, North Carolina

2011
- Rod and Missy Bice, Golden Circle Pork, Iowa
- J ohn Langdon, John Langdon Farms, North Carolina
- J eff and Alan Wuebker, Wuebker Farms, Ohio
- J oel and Sarah Knoebel, Cleveland Pork, Pennsylvania

2012
- J eff and Sue Frey, Future View Farm, Pennsylvania
- Jeff Mencke, Trail’s End Sow Farm, Oklahoma
- Lana and Ryan Reed, Reed Family Farms, Iowa
- Wayne and Laura Dahl, Dahl Family Farm, Minnesota

2013
- J ason and Sarah Russell, Russell Brothers LLC, Iowa
- Danny and J osie Kluthe, Bacon Hill Farm, Nebraska
- Howard and J ane Krikke Pork, Krikke Pork, Ohio
- J im Webb, Blue Mountain Farms, Utah

2014
- Bruce and J enny Wessling, Wessling Ag, Iowa
- David and Sharon Stephens, Stephens Farms, Missouri

Go to pork.org to read more about the Stewards and to view videos of the 2014 winners.
Enroflox 100 (enrofloxacin) 100 mg/mL Antimicrobial Injectable Solution

For Subcutaneous Use in Beef Cattle, Non-Lactating Dairy Cattle and Swine Only.

Not for Use in Female Dairy Cattle 20 Months of Age or Older Or In Calves To Be Processed For Veal.

Brief Summary: Before using Enroflox 100, consult the product insert, a summary of which follows.

CAUTION: Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian. Federal (U.S.A.) law prohibits the extra-label use of this drug in food producing animals.

PRODUCT DESCRIPTION: Each mL of Enroflox 100 contains 100 mg of enrofloxacin. Excipients are L-arginine base 200 mg, n-butyl alcohol 30 mg, benzyl alcohol (as a preservative) 20 mg and water for injection q.s.

INDICATIONS:

Cattle: 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.

Swine: 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.

Enroflox 100 is administered as a single dose for one day (swine) or for multiple days (cattle) of therapy.

Enroflox 100 is not approved for a one-day, single dose of therapy in cattle.

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.

PRECAUTIONS:

The effects of enrofloxacin on cattle or swine reproductive performance, pregnancy and lactation have not been adequately determined. The long-term effects on articular joint cartilage have not been determined in pigs above market weight.

Subcutaneous injection can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter.

Enroflox 100 contains different excipients than other enrofloxacin products. The safety and efficacy of this formulation in species other than cattle and swine have not been determined. Quinolone-class drugs should be used with caution in animals with known or suspected Central Nervous System (CNS) disorders. In such animals, quinolones have, in rare instances, been associated with CNS stimulation which may lead to convulsive seizures. Quinolone-class drugs have been shown to produce erosions of cartilage of weight-bearing joints and other signs of arthropathy in immature animals of various species. See Animal Safety section for additional information.

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, inappetance 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.
To the casual observer, the rolling countryside of central Missouri is a rustic setting that’s seen little change over the past decades. But look beyond the fruit orchards and cornfields, and you’ll find the 21st century is right at home on many of the area’s modern farms, including Stephens Farms.

**Family Business**

At David and Sharon Stephens well-manicured farm in Malta Bend, Mo., you’d never guess that 4,500 sows are housed yards away from their home, with another 2,500 sows a half mile away. Their home is next to the farm’s original barn, which houses gestation and farrowing sows. There is virtually no odor to interrupt visitors to the Stephens’ landscaped backyard that includes a paddle fish pond and serves as an oasis for wildlife.

David started working on the farm in 1982 and found it a great place for him and his wife to raise their four children. Their kids have always found ways to be involved, and today their son, Jamie, is overall manager for farming and trucking. His brother, Jeremy, and sister, Laura, also stay busy with farm work.

“Having our children involved has been a large part of our family since we moved here,” David said.

The farm’s other sow unit is located next to 550 acres of land in a corn-soybean rotation. Both sow sites have shower-in/shower-out facilities for increased biosecurity and are equipped with tunnel ventilation and cool cells to improve animal and worker comfort.

A nearby truck wash was added to help improve biosecurity measures, a must-have with today’s disease threats, according to David.
Preparing Now for a Sustainable Future

You don’t need to talk to David very long to learn that his enthusiasm for adopting new technology to improve environmental sustainability is one of his core values. Stephens Farms is committed to installing alternative energy sources, such as solar, to help lower costs of maintaining the farm.

Solar panels line the roofs of several buildings and have been placed at the ground level in various locations.

“Every kilowatt that comes from the solar panels is free energy that’s not producing pollution anywhere,” David said. “Our use of solar is too new yet to know what it’s actually going to provide, but it should pretty well keep our electric bill to a minimum. We’re looking forward to that.”

Another advancement that the farm uses is a Dicam control system. It collects an assortment of data from each barn, allowing David to monitor everything from a central location, including the cab of his tractor.

“It records everything that happens regarding the environment – how much water is used, how much propane is used, what the temperatures are,” said Phillip Smith, one of the farm’s sow barn managers.

“If there’s a problem, it will dial out for us, and an alarm system is built in,” Smith said. “At the end of the day, it’s an important tool to help us ensure that pigs are receiving good care.”

David understands that providing pigs with the best care means consumers are getting the best product for their families.

“We’re raising pork in a better, cleaner environment,” David said. “As things have evolved, we’ve learned to make changes in our systems to better care for our pigs.”

Pork Quality Assurance® Plus training is important on the farm to educate employees on how to best care for the animals, David said.

“This in turn helps ensure that we produce a better quality product for consumers,” he said.

Washing and disinfecting trucks has taken on additional meaning at with disease threats such as the Porcine Epidemic Diarrhea Virus.
Another innovation on the farm is using a fully enclosed rotating vessel to compost mortalities. The composting system is environmentally friendly because of its fast, efficient process. By not having to rely on a rendering service, it also reduces traffic to the farm, helping to improve biosecurity.

“With the composting system, we don’t have issues with outside pests because mortalities are disposed of quickly,” said Carolee Miller, manager of one of the sow barns. “And we can spread compost on fields for fertilizer.”

Manure from the barns is applied to cropland at agronomic rates using a drag-hose injection system. Both barn sites have shallow-pit systems that drain into a five-acre lagoon.

### Agitation Boat Offers Environmental Benefits

To ensure maximum capability of the lagoon, David purchased the agitation boat pictured above. The boat keeps manure solids in suspension, allowing manure to be removed as a liquid instead of becoming a solid on the bottom of the lagoon. Before manure is injected, soil samples are taken to ensure that nutrients from the manure are adequate for the crops.

Thanks to use of the agitation boat and improved manure application technologies, the farm hasn’t used commercial fertilizer on the majority of crop ground since the mid-1980s. Global Positioning Systems are used during planting and harvest for better efficiency and precision application.

Manure pumps are monitored and controlled remotely through a computer or smartphone, as well as through a remote-controlled tractor system. All of this technology allows the farm to practice limited tillage to ensure minimal erosion and greater sustainability, helping to adhere to the farm’s nutrient management plan.

To keep the rich crop ground from losing fertility, they construct terraces on hilly ground when needed,
relied on grass waterways and tile risers for water drainage and rotates crops for soil conservation.

**Serving Beyond the Farm**

To be a good neighbor, David makes sure to keep air quality at its best. This initial commitment was established when siting the barns away from main roads and creating a buffer zone by placing barns half a mile apart.

The farm has worked with the Natural Resources Conservation Service to establish wind breaks and odor abatement by planting trees around the barns. David also added cedar trees to assist with dust control.

“People can’t believe when they pull up to the house that there are 7,000 sows close by because of the good quality of the air and the neat appearance of the farm,” David said.

David and Sharon have stayed active in their community. Sharon started a local 4-H club after they moved to Malta Bend.

“They had a club in surrounding towns, but nothing close, so I became a 4-H leader here,” Sharon said. “I’m not sure whether the kids or I have learned more from it.”

Sharon has served as co-superintendent for the 4-H/FFA rabbits at the Missouri State Fair for 28 years and counting. She continues to raise and show rabbits, put on clinics and judge 4-H and FFA county rabbit shows.

David is just as active as his wife when it comes to local youth. He has hosted the State Young Farmers group and has spoken to many audiences about farming. He attends annual environmental sessions at the University of Missouri to help keep Stephens Farms on the leading edge of environmentally friendly technology.

David also attends events and expos across the country to ensure he’s current on the latest environmental stewardship information.

“At the end of the day, we’ve been given this land to take care of for future generations, including my children, my grandchildren and your children,” David said. “We want to leave this a better place.”
Two things quickly become clear when you meet the Wessling family of Grand Junction, Iowa – family is paramount and innovation is never ending.

From immaculately maintained machine sheds that house the latest equipment to closely managed grass waterways, the farm showcases what it means to stay at the forefront of technology. And they do so while maintaining a genuine caring attitude for the people and pigs involved.

Generational Farm

Bruce and Jenny Wessling have what many consider a picture-perfect family farm. The multiple-generation farm started with Bruce’s grandfather and may include a fourth generation if the Wesslings’ daughters, Jolee and Taylor, decide to stay on the farm.

“I was raised on a farrow-to-finish operation with my dad and my grandfather,” Bruce said. “We transitioned to a feeder-to-finish farm, and now we’re contract finishing.”

Today, Bruce and his family work the land along with his parents, Roger and Judy. Bruce began raising pigs in 1990 in outdoor lots – a very different world in terms of today’s technology. In 1997, Bruce built his first two finishing barns and transitioned from a farrow-to-finish farm to a contract finisher farm. Bruce
was able to expand and build another finishing barn in 2009. While increasing pig numbers to about 19,000 head annually, Wessling Ag also added crop acreage to the farm, totaling 4,600 acres of corn and soybeans.

**Commitment to Efficiency Also Protects Environment**

Wessling Ag uses a consultant to create a comprehensive manure management plan for the farm to guarantee the best techniques for nutrient use and odor control. This helps ensure that manure nutrients are used as required by their crops.

Wet-dry feeders in the barns help create a concentrated manure slurry in 8-foot-deep pits, adding to its value and increasing the number of acres covered per gallon. Bruce uses phytase in swine feed to help lower phosphorus in the manure.

“Phytase helps pigs better utilize the feed while also lowering the phosphorus level in the manure,” Bruce said. “When we apply manure to the fields, we get an overall lower phosphorus level, which is good for the environment.”

Reducing phosphorous limits potential buildup in soil levels and decreases the risk of nutrient runoff and leaching into waterways, he said. For additional water-quality protection, the farm uses terraces, grass waterways and buffer strips.

“With help from the state, we created 90-foot-wide buffer strips next to our creeks,” Bruce said. “The strips, which have been in place for about eight years, help filter out any unused nutrients and reduces soil erosion.”

To ensure that nutrients in the manure are used efficiently, Bruce has worked with On Farm Network to research nitrogen levels required for the corn-soybean rotation. A local agronomist samples the soil and makes fertilizer recommendations.

“We don’t need to apply commercial nitrogen because manure supplies what the crops need, making it a valuable resource to us,” Bruce said. “Plus, we’ve been able to reduce tillage, aiding soil health and helping to retain nutrients and water and nutrients on the cropland.”

Water conservation is another key environmentally friendly practice used by Wessling Ag. Installing pre-soakers in the barns for pen cleaning has helped lower overall water consumption. This practice softens any crusting and surface manure, reducing the water and time it takes to clean a barn properly.

Employees make sure water meters in each barn are read and tracked daily so any issues with water conservation can be promptly detected and addressed.

As part of their commitment to good air-quality control, the Wesslings have implemented several practices to keep odor down. These include planting trees around the building site to help reduce wind flow and odor, as well as treating the manure pits with an odor-reducing additive.

Bruce worked closely with Trees Forever to get the right mix of vegetation for reducing potential odor and improving farm aesthetics.
Water in the creek running through the farm is protected by permanent grass waterways.

**We Care℠ Principles Put into Practice Daily**

As part of being good neighbors in their community, the Wesslings partnered with the Green Farmstead Partner Program. It was offered by the Coalition to Support Iowa’s Farmers and Trees Forever to plant hybrid willows, cedars, evergreens and shrubs.

“We started working with the program when we built our first modern barn,” Jenny said. “The Coalition put us in contact with Trees Forever, which provided us with trees here at the site. The trees serve as a great natural filter system for our barns and also make the farm more attractive from the road.”

Providing safe, nutritious pork to consumers is one of Wessling Ag’s main goals. This makes top-notch pig care essential to everyday practices. Today, that means special attention is paid to good biosecurity.

“It’s certainly easier to prevent disease than it is to treat sick pigs. We want to keep our barns clean, wear protective clothing and boots and be sure to do the same good job every day to keep pigs healthy,” Bruce said.

The We Care℠ initiative helps let consumers know that producers have been doing – and will continue to do – the right things when it comes to the care of their animals and to protecting the environment, Jenny said.

“When you come from a family with generation after generation in farming, you’re still operating today because you’ve done what’s needed to protect the environment and your community.”  – Jenny Wessling
Jenny’s daughters have taken over the task.

Sharing their Story

In 2012, the Wesslings won the Iowa Department of Agriculture and Land Stewardship Wergin Good Farm Neighbor Award. By raising their profile in the community, the Wesslings encourage dialogue that can help replace misinformation and stereotypes about farming with facts and understanding.

Some of this education is done through youth and community activities that the girls are involved in, such as 4-H and various fund-raisers.

“We participate in and help with many community and school events,” Jenny said. “Some examples include donating money to the after-prom party as an agricultural group, grilling pork for different events and sponsoring a ‘glow run’ that raises money for our community center in town.”

Preparing for the Next Generation to Farm

What does sustainability mean to Wessling Ag? For Bruce and Jenny it means taking a multi-generational commitment to farming and adding today’s best farming practices inside and outside the barns. They round out their definition by mixing in good neighbor relations and community involvement.

For Bruce, it’s a natural, almost instinctive way of approaching farming.

“I was born and raised here, and my wife and I are raising our kids here,” Bruce said. “Protecting the environment and water quality is not something we take lightly. Being a good steward of the land is important for us today and for future generations that will farm here.”

“Being a good steward of the land is important for us today and for future generations that will farm here,” Bruce says.
Pork producers have good reason to be proud of their record of reducing water use. A Checkoff-funded study, released in 2010, revealed that it took 41 percent less water to produce a pound of pork than it did 50 years earlier. However, today’s pig farmers are not standing still when it comes to making progress in wisely using a resource that’s becoming increasingly scarce in some parts of the country.

According a new study, A Life Cycle Analysis of Water Use in U.S. Pork Production, animal feed accounts for 83 percent to 93 percent of the entire pork supply chain’s water footprint. This consists mostly of water used to irrigate crops, which varies by region. Regions with more precipitation need less surface or groundwater (blue water) for irrigation and therefore have a smaller water footprint.

Feed makes up the lion’s share of water use. Farmers can reduce use by remaining vigilant on all feed-saving techniques, such as adjusting feeders, using split-sex or phase feeding and relying on superior pig genetics.

Beyond feed, other on-farm areas offer possibilities for water conservation. These include livestock drinking water, cooling water and water used for barn cleanup, which together account for an average of 10.4 percent of pork’s water use. It can be as high as 13 percent.

Researchers found that pig drinking water was the largest of the three contributors. As such, improving on-farm water efficiency techniques could significantly impact the total water footprint, especially reductions in water wasted in drinking systems.

For example, researchers found that replacing nipple drinkers with cup style drinkers placed at appropriate heights could reduce drinking water use up to 30 percent, or 3 percent of the total pork supply chain’s water footprint. This is due to less wasted water.

Other steps producers can take include adopting techniques that use less water for cleaning barns, carefully calibrating and monitoring cooling water use and regularly monitoring water systems for leaks.

“We’re pleased with the strides we’ve made in using natural resources wisely, but as farmers, we’re never satisfied with the status quo,” said National Pork Board President Dale Norton, Bronson, Mich. “We’re always looking for things we can do on the farm to improve pork’s sustainability.”

More About the Study...

The Study, A Life Cycle Analysis of Water Use in U.S. Pork Production, analyzes water use in the U.S. pork industry using Life Cycle Assessment (LCA) methodology. The study looked at the 10 USDA-designated production regions to evaluate differences in water use and impacts and risks associated with management decisions.

To read the entire study, go to pork.org/sustainability.
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Before using Baytril® 100, please consult the product insert, a summary of which follows:

CAUTION:
Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian.
Federal (U.S.A.) law prohibits the extra-label use of this drug in food-producing animals.

PRODUCT DESCRIPTION:
Each mL of Baytril® 100 contains 100 mg of enrofloxacin. Excipients are L-arginine base 200 mg, n-butyralcohol 30 mg, benzyl alcohol (as a preservative) 20 mg and water for injection q.s.

INDICATIONS:
Cattle - Single-Dose Therapy: Baytril® 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 - Multi-Dose Therapy: Baytril® 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: Baytril® 100 is indicated for the treatment and control of swine respiratory disease (SRD) associated with Actinobacillus pleuropneumoniae, Pasteurella multocida, Haemophilus parasuis, Streptococcus suis, Actinobacillus suis and Mycoplasma hyopneumoniae.

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 heifers dry 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 or to obtain product information, including a Material Safety Data Sheet, call 1-800-633-3796. For medical emergencies or to report adverse reactions, call 1-800-422-9874.

PRECAUTIONS:
The effects of enrofloxacin on cattle or swine reproductive performance, pregnancy and lactation have not been adequately determined.
The long-term effects of enrofloxacin on animal cartilage have not been determined in pigs above market weight. Subcutaneous injection can cause a transient local tissue reaction that may result in firm loss of edible tissue at slaughter.
Baytril® 100 contains different excipients than other Baytril® products. The safety and efficacy of this formulation in species other than cattle and swine have not been determined.
Quinolone-class drugs should be used with caution in animals with known or suspected Central Nervous System (CNS) disorders. In such animals, quinolones have, in rare instances, been associated with CNS stimulation which may lead to convulsive seizures. Quinolone-class drugs have been shown to produce erosions of cartilage of weight-bearing joints and other signs of arthropathy in immature animals of various species. See Animal Safety section for additional information.

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, inappetance 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.

U.S. Patent No. 5,756,506

November, 2012
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PEOPLE IN THE NEWS

Pork Board Elects New Officers
Norton Elected President

Dale Norton, a pork producer from Bronson, Mich., was elected president of the 15-member National Pork Board at a meeting held this summer in conjunction with World Pork Expo in Des Moines, Iowa.

“There is great consumer interest in understanding how food is raised and marketed,” Norton said. “Sharing our stories of success in research, education and promotion is a priority as we introduce our new five-year strategic plan. Our industry is excited to engage with foodservice and retail leaders, as well as consumers, underscoring the versatile, nutritious product that we offer. It’s important that we continue to build trust with our customers.”

Norton is a partner in Kendale Farm, which is primarily a farrow-to-wean operation with 1,450 sows that also finishes about a third of its pigs. He is involved with a cow/calf operation and raises corn, soybeans, hay, green beans, peppers for processing and feed corn on more than 3,500 acres.

Nationwide, he is serving his second three-year term on the National Pork Board. He has served as the Checkoff’s representative on the U.S. Farmers & Ranchers Alliance (USFRA) and is on the Checkoff’s Swine Health Committee. Serving with Norton as vice president is Brad Greenway, Mitchell, S.D., with Derrick Sleezer, Cherokee, Iowa, continuing as treasurer. The three executive officers are serving one-year terms in their positions.

Greenway owns a wean-to-finish operation that markets 10,000 hogs annually. He has a 200-head cow/calf herd and also raises corn, soybeans, wheat and alfalfa on 1,700 acres. He serves on the USFRA board of directors and the Checkoff’s Finance Committee. He is an Operation Main Street (OMS) presenter and has chaired the Checkoff’s Demand Enhancement Committee. He was a member of the 2003 Pork Leadership Academy.

Sleezer is an owner and employee of Sleezer Inc., a farrow-to-finish, farrow-to-wean and farrow-to-feeder operation that has 700 sows, markets 15,000 hogs annually and includes 2,000 acres of corn and soybeans. He also is marketing and product support specialist and safety and compliance coordinator for Kerber Companies. He is on the Checkoff’s Animal Welfare, Finance and Producer and State Services committees and also is an OMS speaker.

Nominations are open through Nov. 1 to fill five, three-year National Pork Board terms that will begin July 2015. For details, call (800) 456-7675.

Dale Norton
President
National Pork Board

Brad Greenway
Vice President
National Pork Board

Derrick Sleezer
Treasurer
National Pork Board
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Pork Producers Join the #RealPigFarming Mission

Consumers continue to have questions about how pigs are raised, and no one knows the answers better than pork producers. The Pork Checkoff’s new social media outreach program is helping real farmers share real stories with consumers through #RealPigFarming.

“We want to empower producers to have meaningful, impactful conversations on social media with consumers about what happens on their farms,” said Claire Masker, public relations manager for the Checkoff. “The hashtag (#) before Real Pig Farming helps people search social media posts with the same phrase, making it easier for them to follow conversations.”

Social Forces Enlisted

A team of social media advocates, dubbed the Social Forces, were selected to speak up for pork online. Members include pork producers, university students and allied industry representatives from across the country.

The Checkoff provided training on various social media platforms and talking points on major pork industry topics to help participants actively engage consumers.

“It’s important for me to be active on social media to talk about modern pork production,” said Channing Gooden, a pork producer from Elizabethtown, N.C., and a Social Forces team member. “Showing consumers what we do every day in our barns can help answer questions people may have about how we raise pigs.”

Wanda Patsche, a Welcome, Minn., pork producer, also is excited about this opportunity.

“Choosing to tell the story of #RealPigFarming through social networks helps bring consumers and pig farmers together in a way that wasn’t possible just a few years ago,” Patsche said. “Through online images and videos, we can tell our story in many different ways.”

Join the Conversation

“We encourage everyone who has a passion for agriculture or a positive story to share about real pig farming to use the #RealPigFarming in status updates, tweets, Instagram photos, blogs, vlogs and other social media updates,” Masker said.

Visit www.facebook.com/RealPigFarming, or follow @RealPigFarming on Twitter for more details.
#REALPIGFARMING
Real Farms. Real Stories.

Results as of mid-August 2014

4,754,924
OVERALL
IMPRESSIONS

Social media posts from
47 STATES

4,463
TWITTER
POSTS

182
INSTAGRAM
POSTS

#RealPigFarming
FACEBOOK PAGE

1,103 LIKES IN 50 DAYS
3,961 ENGAGED USERS
96,684 PEOPLE REACHED

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1,103 LIKES IN 50 DAYS
3,961 ENGAGED USERS
96,684 PEOPLE REACHED
Bringing Global Flavors to the Table

By Claire Masker

To celebrate pork as the most consumed meat in the world*, the Pork Checkoff has encouraged consumers to create authentic global experiences this summer from the comfort of their own kitchens. Pork’s flavor and versatility make it the perfect pairing with global ingredients and dishes, from Spicy Grilled Korean Pork Skewers to Italian Pork Meatballs.

“Pork is a favorite staple of home-cooks and chefs around the world,” said Pam Johnson, director of consumer communications for the Pork Checkoff. “Inspiring and promoting unique global dishes to our pork fans allows them to share new flavors and recipes with their families and friends.”

The opportunities to infuse global flavors and take a new adventure with pork are endless, Johnson said. To inspire fans to enjoy pork in as many new ways possible, the Pork Checkoff has asked consumers to share items on their #PorkBucketList online via Facebook, Instagram, Twitter and Pinterest. At PorkBucketList.com, consumers can learn about the pork adventures of other fans, food personalities and chefs have checked off their lists and find great recipes to try. And, just for sharing, the Checkoff has surprised a few lucky people by helping them accomplish items on their list.

“From ‘an amazing recipe I’ve been meaning to make’ or ‘the perfect excuse to cook with Sriracha,’” bucket-list items have included things people have been wanting to try,” Johnson said.

“And once they’ve crossed something off their list, the real fun comes from sharing their experiences with other pork fans,” Johnson said. “No matter what’s on their list, it’s a simple way for consumers to get inspired and explore tasty pork dishes.”

Pork In Print and Online

Pork Be inspired® print and online advertisements also encouraged consumers this summer to try unique dishes from across the globe. Ads appeared in 15 magazines, including Every Day With Rachael Ray, Food Network,

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*FAO Statistical Bulletin 2013
Online ads on 16 websites and ad networks, such as AllRecipes.com, Cooking.com and FoodNetwork.com, brought total ad impressions (the number of times the ads were seen) to 242 million.

“The ‘Destination Inspired’ message encouraged consumers to be creative with pork,” Johnson said.

### SPICY KOREAN PORK SKEWERS  SERVINGS: 4

- **Prep Time:** 10 minutes  
  **Cook Time:** 10 minutes  
  **Marinating Time:** 20 minutes

2 pounds boneless country-style pork ribs, cut into 1-inch cubes  
1/2 cup chili garlic sauce*  
1/4 cup soy sauce  
2 inches fresh ginger root, skins removed and chopped  
(or substitute 2 teaspoons of ground ginger)  
4 tablespoons filtered sake or dry sherry (optional)  
2 tablespoons sesame oil*  
3 tablespoons brown sugar

In a large bowl combine the chili garlic sauce, soy sauce, ginger, sake, sesame oil and brown sugar and whisk to form a marinade. Add the cubed pork to the marinade and let sit for 20 minutes.

Heat an indoor grill pan or outdoor grill to medium-high heat.

Thread the marinated cubes of pork on skewers, about 4 to 5 pieces per skewer. Transfer the skewers to the grill and cook, uncovered, turning to brown evenly every 2 to 3 minutes until tender, about 10 minutes. Serve immediately.

*You can find chili garlic sauce and sesame oil in the ethnic or Asian section of most major supermarkets.

**Quick Tip:** Make sure to leave plenty of room in between each skewer to avoid overcrowding the meat and assure even cooking.

**Serving Suggestion:** Garnish with sliced scallions if desired. Serve alongside a bed of white rice.

**Nutrition Information:** Calories: 330 calories, Protein: 47 grams, Fat: 14 grams, Sodium: 300 milligrams, Cholesterol: 170 milligrams, Saturated Fat: 4 grams, Carbohydrates: 1 grams, Fiber: 0 grams
Rockin’ with Pork

The Food Network magazine is bringing the food and music scene together like never before, and pork is joining in the fun at the Food Network in Concert on Sept. 20 in Chicago.

“The Pork Checkoff is capitalizing on our advertising relationship with Food Network to be a national sponsor of this exciting event,” said Laurie Bever, director of consumer advertising for the Pork Checkoff. “We will be able to showcase pork’s inspiring taste and versatility to nearly 10,000 consumers at the event and share content to many more through our digital social media platforms, including #PorkBucketList.com (page 28).”

#PorkBucketList sharing, from both consumers and many chef partners, will be present at the event. The Pork Checkoff will highlight what is on a popular chef’s #PorkBucketList, as well as help attendees check flavors and tasty pork bites off their lists in real time.

Chef Jose Garces, a Food Network Iron Chef, and other Chicago chefs will take guests on a pork tour with global flavors, accompanied with music from around the world. VIP guests, including general and Hispanic consumer media, will be armed with an around-the-world pork passport, doubling as a pork recipe takeaway that showcases consumer-friendly versions of chef recipes they can make at home.

Pork Be Inspired® will be visible at the event through signage and will be integrated on-site with an interactive consumer grilling demo, a VIP dinner, pork sampling and more.

As part of the promotion, the July/August issue of Food Network magazine included an eight-page Go Global! pork recipe insert along with two pork full-page ads.

Food Network Magazine

1.6 MILLION CIRCULATION

Go Global! recipe insert viewed by

5.3 MILLION ADULTS AGE 35-64
It’s a flavor trifecta. Built with smoky grilled ham, savory pulled pork and cutlet Milanesa, this Puerto Rican sandwich delivers more amazing flavor per bite. To learn how pork can amp up global and sandwich menus, visit PorkFoodservice.org and sign up for our newsletter, The 400.
The Culinary Institute of America’s Greystone Campus in St. Helena, Calif., was the backdrop for the fourth annual Pork Summit. At the pork-centric weekend, state and regional Taste of Elegance pork competition winners, top chefs and food editors from leading food-service trade publications celebrated good taste while the Pork Checkoff fed their culinary creativity.

“Participants learned about pork and networked with chefs who are incorporating pork into unique dishes,” said Stephen Gerike, foodservice marketing director for the Pork Checkoff. “The Pork Summit included demonstrations from guest chefs, farm-to-fork educational sessions and an opportunity to work in the Culinary Institute of America’s famous teaching kitchens,” Gerike said.

Gerike and Bruce Aidells, a renowned chef, author and sausage maker, kicked off the event by breaking down two half pork carcasses – one fabricated the traditional domestic way and the other in the European style.

“Demonstrating whole bone-in and boneless loins offered the opportunity to discuss the new nomenclature for chops,” Gerike said. “We’re continuing to work with our foodservice partners to incorporate the new chop names, such as rib-eye and New York chops, into their menus.”

Matthew Vawter, chef de cuisine at Fruition Restaurant in Denver, appreciated the fabrication of the pig in the European style.

“This makes a lot of sense for how we use pigs in our restaurant,” Vawter said. “There is a larger leg for prosciutto, and the shoulders are larger for making sausage.”

Pork Summit attendees also participated in Gerike’s Pork 101 class, where they learned about the pork industry from farm to fork. Topics included swine breeds, pork production, animal care and meat science, followed by a pork quality demonstration and tasting event.

Learning from the Experts

Throughout the Pork Summit, guests explored a world of flavor, thanks to the chef instructors’ cooking demonstrations and opportunities to taste an array of pork samples. These included:

- Culinary Institute of America Chef Instructor Bill Briwa taught a segment on the art and science of brining moist, tender pork.
- Chef Jose Enrique Montes of the Jose Enrique, Miel and Capital restaurant and Chef Pedro Alvarez, owner of Alcor Sausage, both in San Juan, Puerto Rico, discussed the technique of salt-curing shanks before refrigeration and how to use pork in dishes inspired by traditional recipes.
- Chef Brad Farmerie of
Public and Saxon + Parole in New York City and The Thomas in Napa, Calif., demonstrated how he uses all parts of the pig, including by-products, to make his signature dishes.

- Chef and salumist Tony Incontro, from Del Dotto Winery in St. Helena, Calif., demonstrated how to properly butcher fresh pork leg for culatello and pork shoulder for coppa.
- Chef Jonathan Waxman, owner of Barbuto in New York City, demonstrated his California-style of cooking, creating pork dishes paired with bright vegetable preparations to complement a variety of pork cuts.

**Market-Basket Exercise Showcases Pork**
By the end of the weekend, Pork Summit participants were ready to put their new knowledge to good use in the kitchen. During a market-basket exercise, chefs who demonstrated techniques throughout the summit guided teams of Taste of Elegance winners and foodservice editors.

With three hours to cook, each team broke down a half hog and prepared pork in four dishes — a breakfast sandwich, a center-of-the-plate entree using fresh leg or chops, a global sandwich and a dish of their choice.

“The teams rose to the challenge and served some impressive food,” Gerike said. “By the end of the Pork Summit, the chefs and editors definitely emerged with a deeper understanding of all things pork.”

Participant Chef Vawter agreed, noting, “I learned a lot from the classroom education, hands-on cooking and chef demonstrations, as well as being able to network with other chefs across the country.”

Summit graduates become pork advocates who incorporate more unique pork dishes into their foodservice menus, Gerike noted.

“We want participants to leave this event feeling inspired, with a deeper understanding of pork’s versatility and a greater appreciation of its incredible flavor and limitless menuing possibilities.”

New York City Chef Jonathan Waxman demonstrated his California-style of cooking, using fresh ingredients harvested from the culinary school’s kitchen garden.

Ian Denney from The Raphael Hotel in Kansas City, Mo., prepares a pork dish in the market-basket exercise that put what participants had learned to use.
Checkoff Explores Marketing Options for World’s Meat of Choice

By Kevin Waetke

Pork continues to enjoy its position as the meat of choice around the globe, with world-wide sales expected to grow 12 percent from 2013 levels to 2018, according to Euromonitor International’s latest estimates.

This will mean an additional 10.6 million metric tons in sales by 2018. Most of the increases will be in emerging markets, such as Eastern Europe, Asia Pacific and Latin America where populations and incomes continue to grow.

A Checkoff-funded study, conducted by SIAM Professionals, LLC, is looking at existing and potential new ways to promote U.S. pork’s high quality and sustainability benefits to expanding international markets. SIAM specializes in evaluating and developing international market opportunities for the food and agribusiness industry.

“For years, U.S. pork has been marketed globally with all other meats,” said National Pork Board CEO Chris Novak. “We want to determine the ideal way to market our products to international consumers. It’s part of our ongoing commitment to examine all Checkoff programs to ensure continuous improvement.”

About 28 percent of the nation’s pork is exported, returning around $70 per animal to America’s pig farmers. In 2013, the United States sold pork to customers in more than 100 countries.

“International markets represent a significant sales channel that directly contributes to the success of pork producers across the country,” Novak said. “As pork’s global popularity grows, we need to focus on developing markets and effectively promoting U.S. pork’s great taste, affordable cost and versatility.”

The industry’s international trade activities are overseen by the Checkoff’s board of directors and the 23-member International Trade Committee. The committee’s areas of focus are:

- **Research:** Conduct technical and economic research and market analysis to prove or dispute non-scientific trade barriers.
- **Market access:** Seek and pursue all legitimate avenues to market U.S. pork.
- **Market development:** Define key target markets and create promotion and education outreach opportunities.

“**As pork’s global popularity grows, we need to focus on developing markets and effectively promoting U.S. pork’s great taste, affordable cost and versatility.**”

– National Pork Board CEO Chris Novak

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**World Meat/Poultry Consumption Shares***

<table>
<thead>
<tr>
<th>Meat Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poultry</td>
<td>35%</td>
</tr>
<tr>
<td>Beef</td>
<td>23%</td>
</tr>
<tr>
<td>Pork</td>
<td>37%</td>
</tr>
<tr>
<td>Mutton and Goat</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Food & Agricultural Organization *2011, the most recent year with data available.
The National Pork Board’s $2 million investment in the Fair Oaks Farms Education Center took a big leap forward in May. Leaders from both organizations broke ground on the center, with plans to open it next spring.

“The Pork Education Center will complement The Pig Adventure at Fair Oaks Farms,” said National Pork Board President Dale Norton, Bronson, Mich. “We’re excited to play a major funding role in telling the story of American pig farming and look forward to finalizing the center’s design and exhibits this fall.”

Fair Oaks Farms, based in northwest Indiana just outside of the Chicago area, is committed to educating the public about modern farming efforts, including pork production. The 7,000-square-foot Pork Education Center will be adjacent to the Fair Oaks Farms Birthing Barn and will join other exhibits that draw more than 200,000 visitors yearly.

The Pork Education Center will include a sky trail ropes course with pig factoids. The center also will focus on the many uses of pork products and will be a boarding area for The Pig Adventure bus tours.

“What’s unique is a planned 600-square-foot distance learning facility for virtual field trips,” Norton said. “It’s critical to use state-of-the-art technology to reach beyond the campus footprint.”

Other exhibits include an interactive area outlining medical uses for pigs; a nutrition and health area discussing pork, recipes and meat cuts; an area outlining pork use around the world and an area dedicated to innovations in pig science.

Fair Oaks Farms and Belstra Milling co-hosted the ground-breaking event. Industry leaders attended, including the office of Sen. Joe Donnelly (D-Ind.), Indiana State Department of Agriculture Director Ted McKinney, Newton County (Indiana) Commissioner Tim Drenth, and Dr. Marshall Martin, secretary of the Indiana Pork Board. John Johnson, chief operating officer, represented the National Pork Board.
The feature-length documentary *Farmland* wrapped up its nationwide theatrical run in late July. The film, which debuted May 1, was seen in 170 markets, including urban centers such as New York, Los Angeles, Chicago and Salt Lake City.

*Farmland* profiles six farmers and ranchers in their 20s, all of whom have assumed the responsibility of running their family businesses. Ryan Veldhuizen, a fourth-generation farmer who runs a nursery-to-finish swine operation near Edgerton, Minn., is one of the six farms in the film.

The film, which premiered during the Tribeca Film Festival in April, played in more than 60 major metropolitan cities and to thousands of people from Boston, Mass., to Kauai, Hawaii. Next steps for the film’s distribution is non-theatrical events, such as college and high school screenings, and future viewing options through cable and on-demand services. A tool kit for educational use also is in development.

“The phenomenal success of *Farmland* on the big screen shows that consumers want to know more about the people growing and raising their food,” said Randy Krotz, chief executive officer of the U.S. Farmers & Ranchers Alliance (USFRA). “Further distribution plans are underway to bring *Farmland* to millions of Americans, introducing them to the next generation of modern agriculture.”

The film was made with support from the USFRA.

To extend the film’s reach, *Farmland* was entered in film competitions, including the Cleveland International Film Festival, the Atlanta Film Festival, the Nashville Film Festival and the Newport Beach Film Festival. Each festival provided an opportunity for non-ag audiences to learn how food is grown and raised by people with a passion for agriculture.

The National Pork Board is one of nearly 80 farmer- and rancher-led organizations and agricultural partners supporting USFRA. The organization engages in dialogue with consumers who have questions about how today’s food is grown and raised in an effort to build consumer confidence in food production.

To learn more about the film, go to [farmlandfilm.com](http://farmlandfilm.com).
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- Don Johnson, Vice President Electrical Production Services

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Checking the Boxes

Checkoff’s crisis planning tools help industry be prepared

As a pork producer, you know how devastating a foreign animal disease such as Foot-and-Mouth Disease (FMD) would be to the U.S. pork industry. And many producers have witnessed firsthand the challenges caused by Porcine Epidemic Diarrhea Virus on the farm.

But what happens behind the scenes to ensure that the industry is prepared for a potential crisis? The Pork Checkoff always has its radar up to identify issues that could become a crisis and works with industry partners to be ready with solutions.

“It’s critical to check all of the boxes in preparing for the what if’s that could occur,” said Cindy Cunningham, communications assistant vice president for the Pork Checkoff. “From the outbreak of FMD to a fire on hog farm, we need to be prepared with coordinated, effective, unified responses.”

The pork industry has national, state, farm-level and show-pig crisis plans. All are built on the same framework to easily be understood by all to assist in responding and recovering. The plans:

• identify challenges,
• build responses,
• identify tools/resources to quickly be put into action if needed and
• provide follow-up on how situations were handled and how future responses can be improved.

National Crisis Plan

“With a crisis that impacts the entire pork industry, a single, unified voice, where possible, will strengthen the entire response,” Cunningham said.

The National Pork Board works closely with the National Pork Producers Council (NPPC), the American Association of Swine Veterinarians and the U.S. Meat Export Federation. Each organization would play a specific role in a crisis, with the coordinated effort helping the industry effectively respond and recover.

State Crisis Plans

Many challenges start at the local level, with state pork associations playing a critical role in identifying and responding to issues. Regional, geographical and industry structural differences necessitate state- and region-specific crisis plans. The Pork Checkoff created a tool to aid state pork associations in developing individualized crisis plans.

“There is always a fire that pops up in the pork industry that needs to be put out, and it’s important that we all work together when that occurs,” said Tim Maiers, director of industry and public relations for the Illinois Pork Producers. “Having a crisis plan at the state level allows us to be better prepared for those unexpected events.”

Farm-Level Crisis Plans

The Pork Checkoff also offers a tool to help pork producers create farm-specific plans. Producers can download the tool free of charge.
“The easy-to-use, customizable tool helps pork producers evaluate the risk of on-farm crisis situations, identify prevention measures and respond effectively,” Cunningham said.

Show-pig Crisis Plans
Working with Team Purebred and the National Junior Swine Registry, the Pork Checkoff created a tool to assist in crisis planning at everything from large national pig shows and exhibits to local county fairs.
“We want to identify potential problems and develop ways to best handle them ahead of time, saving precious time if a situation did arise,” Cunningham said.

Crisis planning is important, but testing those plans is important. To do that, the Pork Checkoff participates in crisis drills, such as one held earlier this year.
The National Pork Board and the National Pork Producers Council participated in a day-long crisis drill hosted by the Foot-and-Mouth (FMD) Cross-species Team, which includes beef, dairy, lamb and pork. USDA’s Office of Communications and Animal and Plant Health Inspection Service, as well as the U.S. Department of Homeland Security also participated.
“A well-integrated communications plan that aligns the dairy, beef, lamb and pork sectors’ interests and USDA APHIS’s operational plan is critical,” said David Pelzer, senior vice president, industry image and relations for Dairy Management Inc. “There are no guarantees in life, but the more we prepare, the quicker all sectors can get back on their feet following a FMD outbreak.”

“There are no guarantees in life, but the more we prepare, the quicker all sectors can get back on their feet ...”
David Pelzer, Dairy Management Inc.

Season Solorio, executive director of issues and reputation management for the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff, agreed.
“When it comes to protecting and defending consumer confidence in the safety and wholesomeness of food during a major agricultural crisis, we need to be united,” Solorio said. “It’s imperative that the entire agricultural industry speak with one voice to reassure consumers that their meat and milk are safe and that the livestock community, from farmers and ranchers to veterinarians to the government, are all working together.”
The Pork Checkoff has made it a priority to ensure that its most-used producer training resources are bilingual. From the widely used Pork Quality Assurance Plus® (PQA Plus®) program to the Safe Pig Handling tool and more, Spanish and English versions are offered for use.

“Since 78 percent of our employees are Hispanic, it is important for us to have materials in both Spanish and English to ensure that our employees get important information in their first language,” said Andrea Anderson, human resources manager with Circle Four Farms in Yuma, Colo.

Circle Four Farms also uses Spanish resources from the Checkoff to reach out to the public, such as when the farm celebrated its 20-year anniversary last fall.

“We had a big celebration for the entire county, with over 1,500 people in attendance,” said Patty Goff, executive secretary of sustainability, communications and community relations for Circle Four Farms.

“We handed out Spanish promotional materials to community members during the event and displayed large We Care™ posters translated into Spanish,” Goff said. “This helped build a connection with our Hispanic employees, as well as Hispanic community members.”

Offering resources in both English and Spanish has been well-received at farms across the country, especially for employee training.

“Providing employees the opportunity to understand their job and take pride in what they do on a daily basis is critical in any operation,” said Bryn Jensson, producer outreach marketing manager for the Pork Checkoff. “The pork industry is striving to make job education and learning as easy as possible by providing bilingual resources.”

For more information about the Checkoff’s Spanish-language resources, visit porkstore.pork.org.
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**New Safe Pig Handling Tool Introduced**

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The National Swine Reproduction Guide is a Web-based trouble-shooting guide available at usporkcenter.org/store from the U.S. Pork Center of Excellence. Accessed through personal computers, smart phones and tablets, the guide offers extensive information and support to help producers solve swine reproductive problems. The cost is $75 annually for the licensing fee, with a one-week free trial available.
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¹ Purina Animal Nutrition LLC, PS177, 977, 2011.

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