

# MICHIGAN PORK

The source for information affecting Michigan's Pork Producers

3515 West Road, Suite B, East Lansing, Michigan 48823

2012, VOL. 37, NO. 1

## Highlights from Michigan Taste of Elegance and MPPA Awards Luncheon



*Chef Par Excellence Ian Ramirez's, Creative Dining Services in Grand Rapids, award winning entree'  
Caged Pork Collar Confit with a Pork Truffle Sponge Cake*

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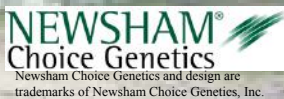
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## Pork is a nice, sweet meat!

By Megan Sprague  
MPPA Intern

The 22nd annual Taste of Elegance took place on February 23rd in conjunction with the Professional Pork Producers Symposium at the Lansing Center, both hosted by Michigan Pork Producers Association (MPPA). Taste of Elegance invites chefs from around the state to create a dish that showcases pork and pork products at their finest. The judges, 2011 Taste of Elegance winner Steven Grostick, Toasted Oak Grill and Market, Novi; David Rensi, Opus One, Detroit; and Kevin Cronin, Dusty's Wine Bar, Okemos, had tough decisions to make

(Below) Eric Batten, C.E.C., from The Gallery at Michigan State University in East Lansing was named Superior Chef.



as they evaluated each contestant in three categories: appearance, originality and taste.

Receiving the title of *Chef Par Excellence* was Ian Ramirez from Creative Dining Services in Grand Rapids. He presented the judges with a stunning dish entitled *Caged Pork Collar Confit with a Pork Truffle Sponge Cake*. His dish, which included a three dimensional pastry cage and caviar, was plated with a flair and beauty that embodied the elegance of the event. As winner, he participated in the National Pork Board's Pork Summit at The Culinary Institute of America's Greystone Campus in St. Helena, California, in April.

In second place, Eric Batten, C.E.C., from The Gallery at Michigan State University in East Lansing was named *Superior Chef*. His creative

(Below) Jeffrey Langer from the Lansing Center looks on while being judged during the Taste of Elegance competition..



entrée of *Pork and Shrimp Dumpling, Orange Ginger Braised Country Style Pork Rib, Spicy Pork Belly Lettuce Wrap, and Wasabi Mashed Wontons* was well received by the judges, garnering comments such as "well rounded theme", "delicious!" and "awesome."

Todd Van Wieren, C.E.C., from Boatwerks Waterfront Restaurant in Holland received the honor of *Pre-*

(Below) Todd Van Wieren, C.E.C., from Boatwerks Waterfront Restaurant in Holland prepared, *Asian Street Food*, and received the *Premium Chef* award.



*mium Chef*. His entrée, *Asian Street Food*, was a trio plate of Polynesian Style Bao, Szechuan Pork Rangoon, and Char Siu Egg Roll, garnished with sweet soy.

Another important distinction bestowed was the People's Choice Award. A table at the center of the room displayed each chefs' entrée. The public was encouraged to vote for their favorite plate based on the presentation and appearance. The most votes went to Jeffrey Langer from the Lansing Center who served up *Spicy Pecan Cherry Swine*, which included a Smoked Frenched Pork Chop served with Spicy Cherry Chutney, accompanied by Pulled Pork Risotto and bacon wrapped asparagus. An intricate design that not only impressed the public, but also carried over to the beautiful table of hors d'oeuvres he designed for the event for the crowd's enjoyment.

After the judging was complete, the Food Bank Council of Michigan, represented by Kareemah El-Ammin, Executive Director, was presented with a check from MPPA. The donation will enable the Food Bank to purchase pork and further their cause to "alleviate hunger" in Michigan.



(Above) Ian Ramirez (second from left) from Creative Dining Services in Grand Rapids, was awarded the highest honors at Taste of Elegance. Congratulating Ramirez are (from left); MPPA President Ed Reed, Marcellus; National Pork Board CEO Chris Novak, Des Moines, Iowa; and MPPA Executive Director Mary Kelpinski.

Other top notch Chefs (pictured below) who took part in the event included Phillip Baxman from The View Restaurant in Ypsilanti; Ronald Canales from the Kellogg Hotel and Conference Center in East Lansing; Dena Carey from D-Lish Dish L.L.C. in DeWitt; Mark Hobart from Bloomfield Hills Schools in Bloomfield Hills; Phil Fahrenbruch, C.E.C., from Frankenmuth Bavarian Inn in Frankenmuth; Chef Isaac from Cuisines By Isaac L.L.C. in Lansing; Geoffrey Jones, C.E.C., from Great Lakes Culinary Institute in Traverse City; David Payne, C.C.C., from Edgewood Country Club in Commerce Township; and Matt Wilson from The State Room in East Lansing. 🐷





By: Ed Reed  
MPPA President

*“Sadly,  
with some  
legislators this  
seemed to fall  
on deaf ears”*

## Wild Hog Issue Gets Ugly

On May 7, I received an email from Sam Hines. It's not unusual to get emails from Sam, as he routinely updates the board on issues, but this one really got my attention. Sam included a copy of an email MPPA had received that was sprinkled with the vilest language I've seen for a while. Sam said this was just one of many emails of this type that MPPA had received in the past couple weeks. He sent this one was because the writer accused me of paying off the Department of Natural Resources (DNR) in his comments. With all the vile language this guy used, I was surprised he called me "Mr. Reed" and not something more derogatory to stay in tune with the rest of his remarks. Sam jokingly said that he was surprised he hadn't been named also as most of those sending messages had targeted him but, apparently, this guy was unloading his wrath on me asserting that I as president of MPPA had paid off the Department of Natural Resources to, using his words and the few in his diatribe that were fit to print, "have them act so severely" against those raising Russian and Eurasian hogs. Obviously, this guy's assertions were so off-base they were almost laughable. I say almost, because the more one thinks about this the more irritated one can become and the less laughable it is. As Sam indicates in his article in this issue, MPPA was targeted as the result of a vicious misinformation campaign initiated by hostile legislators who sought to weaken and overturn the Invasive Species Order (ISO) on wild hogs. For more than a year, MPPA, the Agricultural Leaders of Michigan, and a diverse coalition of groups supporting the banning of hogs

for sport shooting purposes tried diligently and professionally to explain the serious threat wild hogs pose to all segments of agriculture, the state's wildlife and ecosystem, and the health and welfare of the public. Sadly, with some legislators this seemed to fall on deaf ears. Sadder yet was the fact that a few of them felt compelled to shift the debate from the real problem to vilifying MPPA for its stance on this issue. As we pointed out many times, a domestic swine herd contracting pseudorabies from wild hogs could result in Michigan being quarantined and producers being unable to move hogs out of the state. Numerous wild hogs have been trapped in this state and confirmed carrying the pseudorabies virus, so the possibility of spreading the virus to domestic hogs is very real. The economic consequences of such a situation could be potentially devastating to pork producers and they aren't the only segment of agriculture at risk from wild hogs. Research has shown that wild hogs carry more than 35 viral and bacterial diseases including bovine tuberculosis and brucellosis. Thankfully, we haven't yet found any wild hogs in Michigan carrying those two diseases, but it's certainly not out of the question.

The smear campaign triggered a fierce attack against MPPA that was ugly, unprecedented, and, in my opinion, totally unwarranted since it was not based on fact. Despite this, as I write these comments, it has been seven weeks since the ban went into effect and, despite reports to the contrary, the DNR has not raided any

*(continued on page 9)*



By: Sam Hines  
MPPA Executive Vice President  
Hines@mipork.org

*“I’ve never experienced anything remotely close to the vicious attacks directed to both MPPA and me personally”*

## “Disgruntled Legislators Target MPPA with Misinformation Campaign”

By now, most of you are probably aware that the Department of Natural Resources’ (DNR) order declaring wild hogs an invasive species took effect on April 1. This deadline set off a firestorm the likes of which I’ve never before witnessed. I’ve been around awhile and worked on many issues during my career, some of which were decidedly contentious, but I’ve never experienced anything remotely close to the vicious attacks directed to both MPPA and me personally in recent weeks as a result of our position on the wild hog issue. And in a few cases, even President Reed became the target of some of the vitriolic comments as well. It’s truly a sad commentary that all of this was set in motion by a few disgruntled legislators that embarked on a malicious misinformation campaign alleging that MPPA and “Big Ag” conspired with the DNR to put small, niche pork producers raising hogs outdoors out of business. In a statement, 35th District State Senator Darwin Booher said, “The small farmers I have talked to wonder why the DNR is singling out their pigs and is joining forces with the Michigan Pork Producers Association on (the wild hog issue). They believe the association wants all pigs to be raised in confinement facilities, and the best way to achieve that is to make it illegal to raise certain swine, especially those offering alternatives to the white pork raised in confinement.” Obviously, there isn’t an ounce of truth in Booher’s assertion, but seemingly every radical activist group in the country took it as fact and directed their wrath our way. One group even

went so far as to encourage citizens to take up arms against DNR and pursue legal action against MPPA. Thankfully, in recent days the vengeful comments have begun subsiding, but it is something that never should have occurred in the first place. It’s one thing for legislators not to agree with our position, but in my view it’s quite something else to distribute blatantly false information to bolster their position. I’m certainly not putting all legislators in this category as there were far more that realized the seriousness of the wild hog issue and stood firmly with us in support of the Invasive Species Order (ISO). However, I guess I’ll never understand why some were so willing to put our industry and all of agriculture, as well as the state’s natural resources, environment and public health and safety at risk to preserve sport shooting of swine at a handful of hunting facilities. In my opinion, it’s even more disturbing that some of the most ardent opponents of the ISO were members of the House and Senate Agriculture Committees. Not unexpectedly, a few legal challenges to the ISO have been filed and will be resolved in the courts in coming months. One case has already been rejected by both the District and Appellate Courts. I believe the DNR followed the law and the ISO will be upheld. It’s also interesting to note that several other states are beginning to take comparable action to fight against the insidious danger that an invasive species like wild hogs pose. In addition to Michigan, Pennsylva-

*(continued on page 9)*

# Michigan Pork Producers Association Honors Producers and Industry

On February 23, the Michigan Pork Producers Association honored several of the industry's stand-out individuals at the 2012 annual awards luncheon held during the Michigan Pork Expo.



*MSU Swine Farm Manager, Al Snedegar, was the recipient of MPPA's highest honor, the 2012 Distinguished Service Award. Snedegar has dedicated many years of hard work to the Michigan State University Swine Teaching and Research facility and has played a positive role in the lives of many students at MSU. Al was joined at the podium by his wife Beth.*



*The 2012 Contract Grower Award was presented to Greg Heinze of Heinze Farms. Greg (center) is pictured with MPPA President Ed Reed (left) and Lee Carte (right) from High Lean Pork, Inc. the operation that supplies Greg with pigs.*

*Basil "Sid" Bassage, Jr. of Pridgeon Farms, LLC, (second from left) was given the 2012 Swine Herd Manager Award. Bassage accepted the award from his employers Bill Pridgeon, left and Brian Pridgeon, far right. Sid's wife Lori was also present for the luncheon.*





(continued from page 6)



*MPPA Past President Dennis DeYoung, of Plainwell, received the 2012 Master Pork Producer Award. Dennis is pictured with his wife Linda.*

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### As I See It


(continued from page 7)

nia, Kansas, Oregon, Ohio, Tennessee, Colorado, Florida, Hawaii and other states are also fighting this problem. Most recently, Oklahoma approved a ban on wild hogs for recreational hunting on April 9. Last fall and again in recent weeks, increasing reports of wild hog damage have been surfacing. Interestingly, much of the wild hog activity recently seems to be centered in Senator Booher's District.

It really is time to move on and set the animus aside on this issue. Legislators opposing the ISO need to understand that wild hogs are every bit as much an invasive species as zebra mussels, Asian Carp, Emerald Ash Borer and other similar threats. In fact, many experts describe wild hogs as the invasive species that

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properties, violated anyone's constitutional rights, arrested anyone or killed any swine in enforcing the ISO. In fact, the DNR gave the shooting facility owners 15 months to plan for complying with the ISO. During that time, the DNR sought to work with the owners who had possession of prohibited swine and in some instances even found out-of-state buyers for these animals. And, the ISO most certainly isn't an attack on farms as some of the legislators claimed. To the contrary, the ISO was implemented to protect farms. The Russian and Eurasian hogs banned by the ISO are not traditional pigs and these types of hogs, or crosses utilizing these breeds, are the only ones prohibited by the Order.

On behalf of Michigan's 2,100 pork producers, I want to convey our sincere gratitude to the DNR and Director Stokes for implementing the ISO and to the many legislators that stepped-up to protect the pork industry by standing firm in support of the ISO and resisting challenges from those opposing it. It's been a nasty battle, but there was just too much at stake for our industry not to wage it. Hopefully, the legislative battle is behind and we can move on and focus our efforts on getting rid of the hogs already running wild in this state. Although there are some legal challenges to the ISO pending, it is worth noting that the Michigan Court of Appeals upheld the DNR's issuance of the ISO a month before enforcement began. 



# McDonald's Takes Action Toward Ending Gestation Stall Use; Humane Society of the United States Supports Effort

McDonald's Corporation recently announced that it will require its U.S. pork suppliers to outline their plans to phase out the use of sow gestation stalls, a move supported by The Humane Society of the United States (HSUS).


"McDonald's believes gestation stalls are not a sustainable production system for the future. There are alternatives that we think are better for the welfare of sows," said Dan Gorsky, senior vice president of McDonald's North America Supply Chain Management. "McDonald's wants to see

the end of sow confinement in gestation stalls in our supply chain. We are beginning an assessment with our U.S. suppliers to determine how to build on the work already underway to reach that goal. In May, after receiving our suppliers' plans, we'll share results from the assessment and our next steps."

"The HSUS has been a long-time advocate for ending the use of gestation crates, and McDonald's announcement is important and promising," said Wayne Pacelle, The HSUS' president and CEO. "All animals deserve humane treatment, including farm animals, and it's just wrong to immobilize animals for their whole lives in crates barely larger than their bodies."

McDonald's actions are backed by leading independent animal welfare experts, including renowned scientist Dr. Temple Grandin. "Moving from gestation stalls to better alternatives will improve the welfare of sows and I'm pleased to see McDonald's work-

ing with its suppliers toward that end. It takes a thorough plan to address the training of animal handlers, proper feeding systems, and the significant financial investment and logistics involved with such a big change. I'm optimistic about this announcement," said Dr. Grandin.

Gorsky added, "We are pleased to see a number of our U.S. suppliers adopting commercially-viable alternatives. For example, Smithfield Foods and Cargill have made significant progress in this area. We applaud these, and future, efforts." 




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## National Pork Board Statement Regarding McDonald's Announcement

McDonald's Corp. announced that it would begin developing a plan to transition its pork supply away from farmers who use conventional sow gestation stalls. The National Pork Board recognizes that food companies, including McDonald's, make decisions in the best interests of their businesses.

At the same time, the National Pork Board maintains the position, supported by the American Veterinary Medicine Association and the American Association of Swine Veterinarians, that there are numerous ways, including sow gestation stalls, to provide proper

care for sows. Each housing system, including gestation stalls, open pens, free-access stalls and pastures, has welfare advantages and disadvantages that must be considered by an individual farmer. Regardless of the type of system used, what really matters is the individual care given to each pig — a mainstay of our industry's Pork Quality Assurance® Plus program.

The National Pork Board looks forward to sharing the results of peer-reviewed research it has conducted in the areas of animal care and food safety as McDonald's begins implementing its decision. 

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## Statement Of The National Pork Producers Council On McDonald's Decision On Sow Housing

The decision by the McDonald's Corp. to study its suppliers' use of individual sow housing is an opportunity for the pork industry to respond to its customers. The National Pork Producers Council stands ready to offer its assistance to McDonald's as it assesses sow housing.

Farmers constantly are evolving and improving their operations to

*(continued on page 11)*

# Statement of the National Pork Producers Council on Burger King's and Safeway's Decisions on Sow Housing

## McDonald's Decision

(continued from page 10)

America's hog farmers are committed to producing safe, affordable and healthful foods for consumers, using industry practices that have been designed with input from veterinarians and other animal-care experts. Providing humane and compassionate care for their pigs at every stage of life is one of the ethical principles to which U.S. hog farmers adhere.

With regard to Burger King's decision to require its pork suppliers to phase out individual sow housing and Safeway's decision to give preference to pork suppliers who phase out individual sow housing, the National Pork Producers Council is concerned that similar actions taken by governments, or other restaurant or grocery chains, have increased production costs and consumer prices. These actions have forced some hog farmers out of business or caused them to reduce operations, with no demonstrable health benefits to sows. (A study on the United Kingdom's ban on individual sow housing found that the pork supply in the UK has dropped 40 percent since the ban took effect in 1999, with a rise in pork production costs that were running 12 percent above the European Union average in 2009 and a rise in the price of pork by 25 percent between 1999 and 2004. In this country, when hog farmers have gone out of business or scaled back

operations in the past, it has led to consolidation.

NPPC supports the position taken by the American Veterinary Medical Association and the American Association of Swine Veterinarians, which recognize gestation stalls and group housing systems as appropriate for providing for the well-being of sows during pregnancy. In fact, the key factor that most affects animal well-being is husbandry skills – that is, the care given to each animal. There is no scientific consensus on the best way to house gestating sows because each type of housing system has inherent advantages and disadvantages, so no standard should be imposed on the industry by activist organizations.

While NPPC respects the right of companies to make business decisions that are in their best interests, it seems that Safeway was intimidated by an animal rights group whose ultimate goal is the elimination of food-animal production. The Humane Society of United States, which has filed shareholder lawsuits against food companies, has no concern for the hog farmers who care for their pigs every day, for families struggling to purchase food or for the hog farms that struggle to stay in business or may go out of business – costing rural America thousands of jobs – because of its campaign against America's farmers.

adapt to market conditions. A generation ago, pork demand was sagging because the product didn't meet consumer demands. Farmers changed their practices. Today's pork is leaner and more nutritious than ever, and today's farmer is committed to responsible production.

Farmers and animal care experts know that various types of housing systems can provide for the well-being of pigs. After an extensive review of scientific literature, the American Veterinary Medical Association determined that both individual sow housing and group housing can provide for the well-being of sows.

Perhaps most importantly, today's announcement reflects the best process for meeting evolving consumer demands – through the market, not through government mandates. Pork industry customers have expressed a desire to see changes in how pigs are raised. Farmers are responding and modifying their practices accordingly. That process is effective, it is efficient and doesn't require an act of Congress.

The pork industry supports a free market; it opposes legislative mandates on farmers pushed by special interest groups. Farmers are some of the most innovative and resourceful people in our country. They will continue to meet the ever-changing needs of customers and provide consumers with safe, nutritious and affordable food produced responsibly.



## NPPC Praises Domino's For Rejecting HSUS Proposal

Meeting in April, Domino's Pizza shareholders rejected – by a majority vote of 80 percent – a resolution from the Humane Society of the United States (HSUS) requiring its pork suppliers to stop the use of gestation stalls. The National Pork Producers Council hailed the move as a vote for common sense.

Animal activist groups recently have influenced several prominent foodservice companies, including McDonald's, Wendy's and Burger King, to make poorly informed decisions on sow housing.

"The vote to reject the HSUS resolution was a vote for common sense," said NPPC President R.C. Hunt, a pork producer from Wilson, N.C. "We appreciate Domino's belief that America's farmers, veterinarians and other animal agriculture experts are better suited than activist groups to determine what the best animal care practices are."

U.S. pork producers care about their animals and rely on the experience and knowledge of animal care experts, including the American Veterinary Medical Association and the American Association

of Swine Veterinarians, when designing housing and handling their animals. These associations recognize both gestation stalls and group housing systems as appropriate for providing for the well-being of sows during pregnancy.

"Removing sow stalls has no demonstrable health or welfare benefits to animals," said Dr. Liz Wagstrom, NPPC chief veterinarian. "In fact, the key factor that most affects animal well-being is husbandry skills – that is, the care given to each animal. There is no scientific consensus on the best way to house gestating sows because each type of housing system has inherent advantages and disadvantages."

America's pork farmers are committed to producing safe, affordable and healthy foods for consumers, using industry customs and practices that have been designed with input from veterinarians and other animal-care experts. Providing humane and compassionate care for their pigs at every stage of life is one of the We Care ethical principles to which U.S. hog farmers adhere.


## Statement On HSUS FTC Complaint

NPPC has learned that the Humane Society of the United States (HSUS) has filed a complaint with the Federal Trade Commission (FTC), claiming that NPPC is "engaging in deceptive advertising related to animal well-being."

NPPC will analyze the complaint once it actually is made public and will vigorously defend against the absolutely false claims made by HSUS as set forth in a press release it issued today.

The FTC complaint is the latest attack by animal-rights activists on America's hog farmers, an assault that seems obviously in response to the U.S. pork industry's strident opposition to congressional legislation that would allow federal bureaucrats to tell farmers how to raise and care for their animals.


NPPC looks forward to the FTC quickly dismissing HSUS's complaint.

America's hog farmers are committed to providing humane and compassionate care for their pigs at every stage of life. U.S. hog farmers are the ones who ensure the well-being of their animals and who are dedicated to producing safe, affordable and healthful foods for consumers – using standards and practices that have been designed with input from veterinarians and other animal-care experts – not groups that spend well-over half of the donations they receive on soliciting more contributions and, apparently, the other portion on suing American farmers. 

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## As I See It

*(continued from page 9)*

has no equal! As pork producers know, wild hogs present a tremendous threat to our industry, as well as numerous others, and it is long past time for those opposing the ISO to realize this. At this point, rather than false accusations, name calling and attempts at confusing the issue, opponents of the ban could more effectively use their energies by joining with us to fight the next part of this battle; aggressively working on eradicating Michigan's wild hog population and mitigating the threat these animals pose. Unfortunately, those willing to go to any length to vilify MPPA and other supporters of banning wild hogs aren't likely to suddenly embrace doing the right thing to protect the state from this menace. Oh well, someone said hope springs eternal, so I'll cling to that for now. 

## FDA Antibiotics Guidance Problematic For Producers

The loss of and restricted access to products expected with implementation of the U.S. Food and Drug Administration's guidance on the use of antibiotics in livestock and poultry production likely will disproportionately affect small producers, have a negative effect on animal health and increase the cost of producing food while not improving public health, said the National Pork Producers Council.

First proposed in June 2010, the FDA guidance issued recently calls for antibiotics that are "medically important" to humans to be used in animals only when necessary to assure their health. FDA will work with animal health companies to help them voluntarily discontinue the sale to livestock and poultry producers of antibiotics that are labeled only for nutritional efficiency. Additionally, all antibiotics that are in classes used in human

medicine will need to be used under a veterinary feed directive (VFD).


"The guidance could eliminate antibiotic uses that are extremely important to the health of animals," said NPPC President R.C. Hunt, a pork producer from Wilson, N.C. "And the requirement for VFDs could be problematic, particularly for smaller producers or producers in remote areas who may not have regular access to veterinary services."

The guidance, which does not have the force of law but may be treated as such by FDA, is a move to address an increase in antibiotic-resistant illnesses in humans, which opponents of modern animal agriculture blame on the use of antibiotics in livestock and poultry production.

But numerous peer-reviewed risk assessments, including at least one by FDA, show a "negligible" risk to human health of antibiotics use in

food-animal production.

"FDA did not provide compelling evidence nor did it state that antibiotics use in livestock production is unsafe," said Hunt, who pointed out that the agency already has authority to withdraw unsafe products. "Pork producers work with veterinarians to carefully consider if antibiotics are necessary and which ones to use, and we use them to keep animals healthy and to produce safe food."

The agency did state that disease prevention, control and treatment uses of antibiotics in livestock production are therapeutic and essential to protect animal health, and those label claims will not be affected by its guidance. FDA also will work with the U.S. Department of Agriculture to understand the implications of the VFD on underserved areas. 

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## 'Fabricating It': Opponents Wrong On Antibiotics Use

A study conducted by Kansas State University shows that opponents of antibiotics use in livestock production wildly overestimate the amount given to food animals.

Using data from a 2006 U.S. Department of Agriculture swine survey and a 2009 survey of swine veterinarians, KSU found that annually about 1.6 million pounds of antibiotics are used in pork production for growth promotion/nutritional efficiency and disease prevention. A 2001 report, "Hogging It," from the Union of Concerned Scientists claimed that 10.3 million pounds a year are used.


"The UCS report should have been titled 'Fabricating It,'" said NPPC President R.C. Hunt. "Pork producers do not overuse antibiotics. We work with veterinarians to carefully consider if antibiotics are necessary and

which ones to use."

The KSU study, which was published in the March issue of *Foodborne Pathogens and Disease*, found that 2.8 million pounds of antibiotics were used for growth promotion/nutritional efficiency, disease prevention and disease treatment. That amount is 368 percent less than the amount asserted by UCS for just growth promotion/nutritional efficiency and disease prevention.

The study also belies the claim made by opponents of modern livestock production and some members of Congress – and repeated by much of the media – that 80 percent of all antibiotics sold are used to promote growth in livestock. (That figure always has been at best a guess because there is no reliable data on human uses of antibiotics.)

Several groups and lawmakers have pushed a theory that antibiotics use in food animals is leading to treatment failures in people who develop antibiotic-resistant illnesses. They support legislation to ban the use in livestock of antibiotics that prevent or control diseases and of ones that improve nutritional efficiency. (Numerous peer-reviewed risk assessments have shown a "negligible" risk to human health of antibiotics use in livestock production.)

"Pork producers use antibiotics carefully and judiciously to protect public health and the health of their animals and to produce safe food," Hunt said. "To denigrate America's hog farmers by deliberately peddling misinformation about how they care for their animals is despicable." 

## NPPC Elects New Officers, Board Members

The National Pork Producers Council at its annual business meeting last March elected new officers and members to its board of directors.

Taking over as president of the organization is R.C. Hunt, a producer from Wilson, N.C. Randy Spronk, a producer from Edgerton, Minn., was elevated to president-elect; Dr. Howard Hill, a producer and veterinarian from Cambridge, Iowa, was elected to the vice president's position. Each was elected for a one-year term.


Re-elected to the board for three-year terms in the producer category were Hill; James Heimerl, from Johnstown, Ohio; Bill Kessler, from Mexico, Mo.; and E. Ray Summerlin, from Dunn, N.C.

"We have excellent leadership in R.C., Randy and Howard and quality, dedicated industry representatives in the new board members who were elected," said NPPC CEO Neil Dierks. "I know that all of them will work diligently and tirelessly on behalf of America's pork producers."

In addition to the newly elected and re-elected officers and board members, continuing as NPPC directors are: Gary Asay, from Osco, Ill.; Mark Legan, from Coatesville, Ind.; Larry Liepold, from Okabena, Minn.; Bill Luckey, from Columbus, Neb.; Dr.

Ron Prestage, from Camden, S.C.; and John Weber, from Dysart, Iowa. Al Deutsch, who works for Automated Production Systems, remains as the allied industry representative, and Pat Schwab, with Hormel Foods, remains as the packer representative. Doug Wolf, owner of Wolf L & G Farms LLC in Lancaster, Wis., will serve on

the board as immediate past president.

Producers Dave Moody, from Nevada, Iowa, and Kraig Westerbeeck, from Warsaw, N.C., were elected for two-year terms to NPPC's Nominating Committee, which reviews the credentials of candidates for the organization's board of directors. 

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## Senator Proposes New Livestock Risk Management Tool In Farm Bill

Recognizing the global footprint of the U.S. pork industry and its associated risks, Sen. Amy Klobuchar, D-Minn., got included in the Senate Agriculture Committee's 2012 Farm Bill a provision that will look at protecting hog farmers should foreign markets close.

Klobuchar's amendment, cosponsored by Senator Grassley from Iowa and part of a package of riders offered as a manager's amendment to the farm legislation, calls for a study on setting up catastrophic risk-management insurance for pork producers to cover input costs lost because of an animal disease or event that stops exports of U.S. pork.


"The U.S. pork industry thanks Sen. Klobuchar for her leadership and is grateful to her for sponsoring this much-needed study," said R.C. Hunt, president of the National Pork Producers Council. "The increased presence of disease, along with increasing international travel and trade that move diseases around the world, have created an unprecedented risk to the U.S. pork industry. Producers need risk-management tools that can protect them should our export markets close. We applaud Senator's Klobuchar and

Grassley for supporting our industry and helping to ensure our jobs are not jeopardized."

The U.S. pork industry in 2011 exported more than \$6 billion of product, which accounted for about 27 percent of total production and supported more than 50,000 jobs. But with that success comes additional risk, according to NPPC. Indeed, U.S. pork exports fell in 2009 after 16 years of record exports because of an outbreak in humans of the H1N1 flu virus that was misnamed "swine flu."

"We need a program that will protect producers from another H1N1 situation," Hunt said.

The U.S. Department of Agriculture already has a pilot insurance program for hog producers called Livestock Gross Margin (LGM), but it has a \$3 million limit on spending that restricts the number of pigs that any one producer can insure. Additionally, the program now is available only for a six-month period.

The Klobuchar amendment would require USDA to study how a catastrophic event insurance program for pork would be structured. 



## We Care farm Signs

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

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

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

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

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

### Michigan We Care Sign

Farm Name (to be printed on sign) \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Date PQA PLUS ® Certified: \_\_\_\_\_

Return to:

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



# Michigan Pork Producers Association Membership Application

Name: \_\_\_\_\_

Farm/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Please check one:

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

Payment Options:

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Expiration Date: \_\_\_\_\_ Code: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Check: Please make checks payable to MPPA

Mail to: Michigan Pork Producers Association, 3515 West Road, Suite B,

## MI Pork PAC Contribution

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

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Credit Card: Type:  Visa  Mastercard Card Number: \_\_\_\_\_  
Exp. Date: \_\_\_\_\_ Code: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Please make checks payable to: MI Pork PAC - 3515 West Road, Suite B, East Lansing, MI 48823  
Payments to MI Pork PAC are not deductible as charitable contributions for Federal Income Tax Purposes.



## U.S. Department of Labor Abandons Widely Criticized Farm Labor Rule

The U.S. Department of Labor (DOL) Wage and Hour Division on April 26 released a statement withdrawing its widely criticized proposed rule restricting children under the age of 16 from doing regular farm chores. NPPC applauds the DOL for coming to its senses and listening to the thousands of comments submitted by pork producers and other farmers.

The original rule, proposed September 2011, prohibited children under the age of 16 from work in agricultural environments. This prompted a huge outcry from farmers, multiple agricultural organizations, the public, and members of Congress representing rural agricultural districts.

NPPC, along with the American Sheep Industry Association and the National Turkey Federation, submitted comments opposing the rule in December.

"This is just simple common sense. Rural American farming families teach their children the values of farming by having them do farm chores every day. The government should not be regulating these life lessons," said NPPC President R.C. Hunt, a pork producer from Wilson, N.C.

In its statement, the DOL said that they and the U.S. Department of Agriculture will work with national agricultural stakeholders "to develop an educational program to reduce accidents to young workers and promote safer agricultural working practices."



## 2012 Breakfast on the Farm events offer fun learning experiences

Breakfast on the Farm is the perfect opportunity for parents to partake in a fun learning experience with their kids outdoors on a local Michigan farm. June through October, Breakfast on the Farm events will take place in various counties across the state. Families will be given the chance to learn about how their food is grown and harvested and how farm animals are raised and looked after.

"It is an exciting time as we begin planning for the 2012 educational events," said Nancy Thelen, Michigan State University (MSU) Extension agriculture literacy educator. "Each breakfast has a local planning committee, which works with MSU Extension and the host farm to plan and implement the program. Each event will be recruiting between 175 and 200 agriculture-related volunteers to assist with the breakfast and tour."

Breakfast on the Farm is a free, family-friendly program that links consumers with local family farmers who work hard all year long to grow the food we need. This statewide program started in 2009, and more than 22,500 visitors have participated in the thirteen Breakfast on the Farm events held in the last three years.

Michigan ranks second in the nation for agricultural diversity, and that diversity is shown in the eight farms chosen to host events this year. From potatoes to corn to dairy cows to apples, each farm chosen offers something unique to its visitors.

"All of our hosts are excited about the opportunity to open their farms to the public," said Mary Dunckel, MSU Extension agriculture literacy educator. "They want to provide visitors with a firsthand look

at what they do to produce safe and nutritious food and how they care for their animals and the environment. Farmers are also consumers who recognize the importance of producing the highest quality food and the necessity to manage and protect the natural resources that allows them to do this. In a nutshell, farmers strive to put wholesome food on their plates, and they are proud to do the same for families in Michigan and beyond."

The following farms will be hosting Breakfast on the farm events in 2012:

- **June 16** hosted by Myers Farms LLC, Scotts (Kalamazoo County)
- **June 23** hosted by Choate's Belly Acres, Cement City (Jackson County)
- **July 21** hosted by Goma Dairy Farm, Marlette (Sanilac County)
- **July 28** hosted by VanDrese Farms, Cornell (Delta County)
- **August 4** hosted by May Farms, Sparta (Kent County)
- **August 11** hosted by Judge Dairy Farm Inc., Shepherd (Isabella County)
- **August 25** hosted by Gingrich Meadows, LeRoy (Osceola County)
- **October 6** hosted by John Schaendorf Dairy, Allegan (Allegan County)

To find out more information about Breakfast on the Farm or to see pictures from past events, please visit [www.breakfastonthefarm.com](http://www.breakfastonthefarm.com), or find them on Facebook.



# MSU Study: Food and Agriculture Contributions to Michigan Economy Top \$90 Billion

Michigan's food and agriculture business sector has emerged from the recession with flying colors. An updated Michigan State University (MSU) study on the impact of the food and agriculture supply chain shows the industry contributes an estimated \$91.4 billion to Michigan's economy. That's an increase of nearly 50 percent between 2004 and 2010.

Chris Peterson, director of the MSU Product Center, announced the findings from "The Economic Impact of Michigan's Food and Agriculture System" during a Michigan Agriculture and Rural Development Commission meeting April 11 in Lansing. The study is based predominately on 2010 data—the latest available.

Though the largest dollar growth came from the wholesale and retail distribution portion of the supply chain, the largest percentage of growth came from farming. The farming line encompasses food, energy and horticultural crops, as well as animal production and turf production.

"The impact of Michigan's farms and the commodities they produce is 12 percent of the overall total, and their economic contribution has nearly doubled from less than \$7 billion to more than \$13 billion," Peterson said. "You'd be hard-pressed to find another business sector that has pulled through the recession with those kinds of numbers in just six years."

Peterson attributes the growth to a substantial increase in the value of food and agricultural products throughout the world.

"The global population increase and the dramatic expansion of the middle class worldwide mean that more people are consuming more food and, at the same time, pushes the food price higher," he explained.

Keith Creagh, director, Michigan

Department of Agriculture and Rural Development (MDARD) says Michigan's food and agriculture industry remains core to the state's economic recovery and reinvention.

"As a \$91.4 billion industry, it would rank 47th if it were on the list of Fortune 500 companies. Thanks to Michigan's crop diversity—coupled with our fresh water access and business innovation—this study further highlights that food and agriculture will be centric to Michigan's economic reinvention and lay the founda-

*"But even we were surprised to see the size of the increase despite the global recession."*

tion for regional economies," Creagh said. "From having an educated talent bank to cultivating a fair regulatory platform, Michigan has worked hard to create an environment where businesses have an opportunity to grow."

According to the report, Michigan has more than 73,000 full-time farmers and farm workers. That's 12 percent of 618,000 direct jobs in Michigan's food and agriculture business sector. Food and agriculture account for 22 percent of all jobs in Michigan when direct, indirect and induced jobs are considered.

The total jobs line showed a down-

turn overall from 2004 to 2010 with most job losses coming from food wholesale and retail. Jobs in food processing and agricultural production rose more than 6 percent in the same time period.

"It's not surprising that there were job losses in the service sector," Peterson said. "Fewer people are eating out, which leads to fewer waitstaff, cooks, restaurant hosts, etc. However, we're seeing the numbers of new jobs created in food processing plants and on farm continue to increase."

The study was first conducted in 2006 using 2004 data. Then, the food and agriculture sector was determined to be valued at \$60.1 billion. An interim study in 2009 showed an increase in value to \$71.3 billion. The newest study shows that the food and agriculture system is on a consistent growth trend.

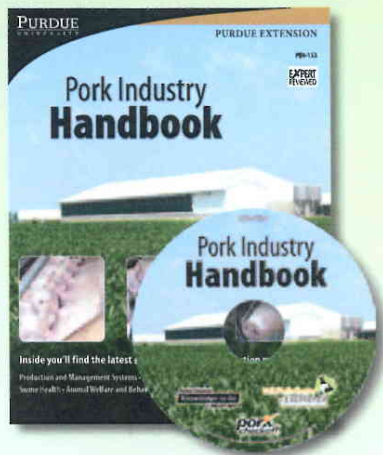
That's a surprise to Bill Knudson, product marketing economist with the MSU Product Center and the study's lead technician.

"Unlike manufactured goods and tourism, food is a necessity, so we knew this sector had the potential to fare better than other industries in an economic downturn," he said. "But even we were surprised to see the size of the increase despite the global recession."

The full report and an executive summary are available at [www.productcenter.msu.edu](http://www.productcenter.msu.edu).



# Pork Industry Handbook and DVD



The *Pork Industry Handbook* is the premier reference for modern American pork production with more than 270 science-based and cutting-edge fact sheets for pork producers and related industries. In its new form, the hardbound, two-book set includes 1,600+ pages with an all-new, expanded nutrition section. The entire book is also available as searchable PDFs on a DVD that includes 35 videos. You can buy the two packaged together. Also, you can buy a package that includes the 2-volume set, the DVD, and a CD of the new *National Swine Nutrition Guide (NSNG) Diet Formulator & Evaluation Software* (not available separately).

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	PIH-153-A	Package A: <i>Pork Industry Handbook</i> and DVD	\$175.00	
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## MSU Meat Judging Team Travels to the Southeastern Intercollegiate Meat Judging Contest



On April 13-14, 2012 the MSU Meat Judging Team sent 13 members to the Southeastern Intercollegiate Livestock Contest where the MSU White Team took 4th overall and the MSU Green Team placed 8th out of the 15 teams competing. There were 13 team members in attendance from MSU. The White team, which consisted of Kelsey Steketee, Andrew Weaver, Julie Feldpausch and Patrick Owens also placed 1st in lamb judging, 3rd in beef judging, 5th in pork judging, 3rd in specifications, 2nd in placings and 4th in reasons. The MSU Green team which consisted of Audrey Ing, Katie Sollman, Molly O'Brien and Emily Mitchell placed 5th in beef grading and 3rd in reasons. The MSU Alternate team ranked 4th in Lamb judging, although they were not eligible for team awards. However, alternate team members Lane Carpenter, Amanda Schultz, Shane Adams, Diondra Voishich and Lachelle Devoe were eligible for team awards and represented MSU very well!

In the individual competition, MSU took 2nd (Weaver), 5th (Ing) and 10th (Steketee) place overall in the

competition. In beef judging teammates tied for 5th (O'Brien) and 6th (Feldpausch). In lamb judging MSU took 1st (Feldpausch), 2nd (tied for 1st - Ing), 4th (Owens), 5th (O'Brien) and tied with O'Brien but ranking 6th (Schultz). Weaver was tied for first but ranked 2nd in specifications. In placings, Carpenter took 1st with 493 out of 500 points. And lastly, in reasons team members Feldpausch and O'Brien tied taking 1st and 2nd in reasons overall with Amanda Schultz in 7th.

During this trip the team also had the opportunity to visit the Ohio State meat lab, the University of Kentucky meat lab and took the time between the contest and the banquet to briefly visit horse races and see another side of Animal Science. Thank you to everyone in the department for your great support! 

## Pork Checkoff Investment Yields PRRS Breakthrough

Building on work originally funded by the Pork Checkoff, a consortium of scientists from around the country has discovered a genetic marker in pigs that identifies whether or not a pig has a reduced susceptibility to porcine reproductive and respiratory syndrome (PRRS) - a disease that costs the U.S. pork industry an estimated \$664 million per year.

The researchers found a genetic marker, called a quantitative trait locus, on swine chromosome 4 that is associated with resistance to PRRS virus infection. According to Joan Lunney, a research scientist at the USDA's Agricultural Research Service (ARS) in Beltsville, Md., this is especially important as this location also is associated with improved growth of pigs that are infected with the PRRS virus. She says results indicate a positive effect for PRRS resistance and higher weight gain.


"PRRS is one of the industry's top ongoing issues, so this research discovery is a major step in the right direction," said Lisa Becton, Checkoff's director of swine health and information. "Pork producers realize that supporting science-based research is not an overnight proposition. It's especially gratifying to achieve results like this and to envision how they can be implemented at the farm level."

According to Chris Hostetler, Checkoff's director of animal science, the identification of the marker gene responsible for increasing resistance to PRRS will allow genetics companies to more easily place selection pressure on PRRS resistance, which in turn, could allow producers to introduce new "PRRS-resistant" lines into their herds.

"This could be one of the tools used

*(continued on page 29)*

## What's Cooking Detroit?

Recently MPPA Executive Director Mary Kelpinski represented the pork industry at a consumer food show held at the Palace of Auburn Hills on April 21st. Over 5,000 people attended the show that featured Food Channel cooking celebrity Buddy Valastro. 



## Michigan Watersheds Targeted in USDA Water Quality Initiative

Two Michigan watersheds are included in the National Water Quality Initiative announced by Agriculture Secretary Tom Vilsack on May 8. The national initiative will make conservation funding from the U.S. Department of Agriculture available to farmers in two Michigan watersheds, located in Clinton and Calhoun counties.

“The National Water Quality Initiative signifies a bold step by USDA to improve water quality in some very challenging watersheds,” Vilsack said. “American farmers are good stewards of the environment, and this initiative provides them with additional tools to protect and improve fish and wildlife habitat and water quality.”

Using funds from the Environmental Quality Incentives Program, NRCS will provide financial and technical assistance to producers for implementing conservation practices such as cover crops, nutrient management, filter strips and conservation tillage. NRCS has \$684,000 in conservation funding available for farmers in the Pigeon Creek Watershed in Calhoun County and the Hayworth Creek Watershed in Clinton County. Applications must be submitted by June 15, 2012 in order to be considered for this funding opportunity.

Producers can view an online map or check with their local NRCS office to see if they are located in a selected watershed. This summer, NRCS will notify all applicants of the results of the competitive selection process and begin developing contracts with applicants approved for funding.

To deliver the initiative, NRCS worked in collaboration with local partners and state conservation and

*(continued on page 31)*



## MPPA Awards Scholarships

The recipients of the 2012 Michigan Pork Industry Scholarships are (from left) Bryant Chapman, South Rockwood; Samantha Sinclair, Quincy; and Jake Sloan, Quincy. 



## **Agricultural Leaders of Michigan Applaud 2012 Farm Bill Draft, Stabenow’s Leadership**

Agricultural Leaders of Michigan (ALM) hailed the draft of the 2012 Farm Bill released April 20 and praised Sen. Debbie Stabenow for her leadership in crafting the proposal, which protects programs essential to agriculture, family farms, rural development and jobs. ALM applauded Stabenow for working across the aisle and with the agriculture sector at every stage of the Farm Bill update.

“The 2012 Farm Bill draft unveiled today positions agriculture in Michigan and across the nation for growth, while taking into account the realities of today’s global economy and growing demand for safe, affordable and nutritious food,” said Dave Armstrong, CEO

of GreenStone Farm Credit Services. “Sound risk management practices like crop insurance help ensure financial stability for Michigan farmers, especially when weather brings drought, floods, hail and other natural calamities. Sen. Debbie Stabenow truly worked with stakeholders across the agriculture sector and the result is a Farm Bill that can lead to more growth and opportunities for America’s agriculture industry.”

For more than a year, ALM worked closely with Stabenow on key issues affecting Michigan’s agriculture economy, including:

- Strengthening crop insurance and expanding access so farmers are not wiped out by a few days of

bad weather.

- Consolidating two remaining farm programs into one, and will give farmers the ability to tailor risk management coverage – meaning better protection against real risks beyond a farmer’s control.
- Eliminating direct payments, meaning farmers will no longer be paid for crops they are not growing, will not be paid for acres that are not actually planted, and will not receive support absent a drop in price or yields.
- Growing bio-based manufacturing.
- Spurring advancements in bio-energy production, supporting advanced biomass energy production such as cellulosic ethanol and

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## **Michigan Corn Growers Association Joins ALM**

The Agricultural Leaders of Michigan (ALM) announced that the Michigan Corn Growers Association (MCGA) has joined ALM.

Agricultural Leaders of Michigan is a coalition of agricultural, commodity and agri-business leaders committed to promoting Michigan agriculture, participating in the ongoing dialogue about issues affecting our state and harnessing agriculture’s power and potential to further grow Michigan’s economy. In addition to MCGA, ALM includes: GreenStone Farm Credit Services, the Michigan Milk Producers Association, Michigan Allied Poultry Industries Inc., the Potato Growers of Michigan, the Michigan Pork Producers Association and the Michigan Agri-Business Association.

The MCGA is a grassroots-membership organization with a long and rich history. Using their affiliation with the National Corn Growers Association, a small group of farmers decided to organize an association in Michigan to promote their projects and hold educational meetings. Through their diligent efforts, MCGA was officially launched in 1972 and now has nearly 900 members and six county chapters. Efforts to improve the profitability of corn include marketing seminars, educational meetings, research plots, political action and tradeshow. Today, the MCGA focuses on policy work both in Lansing and in Washington D.C. that will enhance the economic viability of corn farmers through fair and just regulations, trade agreements and legislation.



pellets from woody biomass for power.

- Extending rural development initiatives to help rural communities upgrade infrastructure and encourage small businesses to grow.

The draft Farm Bill also eliminates duplicative programs, allowing funds to go to areas in which they will have the greatest impact and work better for producers. For example, the bill consolidates 23 existing conservation programs into 13 programs, while maintaining the existing tools farmers and landowners need to protect and conserve land, water and wildlife.

“Sen. Stabenow has fought consistently for reforms that will help Michigan farmers increase production and deal with increasing demand, and this draft Farm Bill deserves Congress’ fullest support,” said Jim Byrum, president of the Michigan Agri-Business Association. “Sen. Debbie Stabenow deserves credit for her support of major efforts to modernize and streamline farm policy that will ensure Michigan and U.S. agriculture can continue to grow and feed the world. Michigan agri-businesses view this draft Farm Bill as a blueprint for how U.S. and Michigan agriculture can continue to compete in today’s economy.”

“Michigan dairy producers applaud Sen. Debbie Stabenow for addressing much needed reforms that can modernize dairy policy, and we urge her to continue standing up for those reforms as the Farm Bill moves forward,” said Ken Nobis, president of the Michigan Milk Producers Association. “Dairy is Michigan’s top agricultural commodity, and U.S. dairy exports have more than doubled in the last seven years. We look forward to a dairy policy that is based on today’s market realities and which allows us to continue to grow and meet increasing demands.”

“Michigan’s agricultural sector is extremely diverse and is aggressively

pursuing new markets and opportunities – opportunities that we can seize with the 2012 Farm Bill that Sen. Stabenow and her colleagues from both parties have proposed,” said Sam Hines, executive vice president of the Michigan Pork Producers Association. “Michigan’s pork producers applaud the provision in the Farm Bill establishing a feral swine eradication program. Aggressively eliminating this invasive species is critical to protecting our markets, preserving existing jobs and creating new ones. By approving this Farm Bill without delay, Congress can help give pork producers and the entire agricultural sector the leg up we need to compete in a global economy.”

ALM has also voiced strong support for programs that can further support Michigan’s diverse agriculture sector, including:

- Returning quality, non-sensitive farmland from the Conservation Reserve Program to production without penalty.
- Foundation for the Future, a comprehensive package of changes to dairy policy that will revamp and improve the farm-level safety net for U.S. dairy producers by focusing on margin protection, not price.
- Continuing the specialty crop research initiative and block grants, two important programs authorized for the first time in the 2008 Farm Bill.
- The energy title in the 2005 Farm Bill, which encourages renewable energy on farms in Michigan as a way to provide farmers with additional opportunities for income and helps reduce our dependence on imported oil.



## Senator Stabenow's Farm Bill approved with bipartisan Committee vote

Agriculture Chairwoman Debbie Stabenow led the Committee in considering and approving the Agriculture Reform, Food and Jobs Act of 2012, with broad bipartisan support. The bill reforms food and agricultural policy by eliminating direct payments and streamlining and consolidating programs to cut the deficit by \$23 billion.

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

## **NPPC, FARM GROUPS FILES LEGAL MOTIONS IN MISSISSIPPI RIVER BASIN CASE**

NPPC, together with six state pork associations as well as other national agricultural groups, filed a legal motion to intervene as parties in litigation related to U.S. Environmental Protection Agency water-quality standards. In the lawsuit, *Gulf Restoration Network, et al. vs. Jackson*, environmental groups Waterkeeper, the Sierra Club and the Natural Resources Defense Council demand the court order EPA to accept a petition to develop federal nutrient water-quality criteria for the 31 states whose waters flow into the Mississippi River Basin and to set a watershed-wide Total Maximum Daily Load (TMDL) for nutrients. EPA's TMDL for the Chesapeake Bay was the product of similar litigation by many of the same groups, has been roundly criticized because it has no scientific foundation and singles out the region's agriculture producers. NPPC strongly opposes these additional federal regulatory burdens and will continue its legal actions to defend U.S. pork producers.

## **FEDERAL COURT HEARS ARGUMENTS ON FUTURE OF E-15**

In April, the U.S. Court of Appeals for the District of Columbia Circuit in Washington, D.C. heard oral arguments on the U.S. Environmental Protection Agency's approval of E-15 for use and sale as a fuel in the United States. E-15 is a blend of 15 percent ethanol and 85 percent gasoline. NPPC, along with other agriculture industry groups, argued that EPA's approval of E-15 is illegal under the Clean Air Act. That statute prohibits new fuels from being marketed or sold if they affect the emissions system of "any vehicle." EPA approved E-15 for 2001 and newer model year vehicles. Throughout the hearing, which largely focused on the preliminary issue of whether the agriculture industry groups were appropriate parties to challenge EPA's decision, the court expressed its clear belief that the agency had acted improperly in approving E-15. The chief judge said the agriculture industry's arguments were "excellent" on the merits.

## **NPPC WEIGHS IN ON "FARM TAKEOVER BILL" AT NCBA CONFERENCE**

As part of the legislative conference of the National Cattlemen's Beef Association (NCBA), NPPC Vice President Howard Hill, DVM, participated in a discussion on H.R. 3798, the "Egg Products Inspection Act Amendments," which would dictate the cage size of egg-laying hens. The panelists included NCBA CEO Forrest

Roberts, Hill, United Egg Producers CEO and President Gene Gregory and Animal Agriculture Alliance President and CEO Kay Johnson. Dr. Hill expressed the pork industry's opposition to what NPPC has dubbed the Farm Takeover Bill and said that such a relationship with an animal activist organization is built on sand.

## **"FARM TAKEOVER BILL" (H.R. 3798) AT CENTER OF EDUCATIONAL BRIEFING**

Reps. Adrian Smith, R-Neb., and Joe Courtney, D-Conn., in late April co-hosted the Modern Agriculture Caucus educational briefing for congressional staff to learn more about how farmers and ranchers care for their livestock and poultry. Bill Luckey, NPPC board member and a pork producer from Columbus, Neb., served on the panel, which also included producer-representatives from the Egg Farmers of America, National Cattlemen's Beef Association and the National Milk Producers Federation. Discussed at the well-attended briefing were the major flaws in H.R. 3798, the "Egg Products Inspection Act Amendments." NPPC strongly opposes H.R. 3798 because it will set a dangerous precedent for allowing the federal government to tell farmers how to raise and care for their animals and will encourage other special interest groups that want to influence animal production practices without scientific basis. Fellow panelists echoed NPPC's concerns.



## **NPPC PARTICIPATES IN MEDIA BRIEFING ABOUT FDA ANTIBIOTICS GUIDANCE**

NPPC Chief Veterinarian Liz Wagstrom participated in an antibiotics media briefing presented by the Animal Health Institute and the American Veterinary Medical Association. Dr. Wagstrom voiced the pork industry's concerns with the U.S. Food and Drug Administration's guidance on the use of antibiotics in livestock and poultry production. NPPC, which strongly opposed the guidance, believes it will disproportionately affect small producers, have a negative effect on animal health and increase the cost of producing food while not improving public health.

## **NPPC EXPLAINS OPPOSITION TO ALLOWING CANADA IN TPP NEGOTIATIONS**

NPPC in a letter to Congress explained its opposition to Canada's inclusion in the Trans-Pacific Partnership (TPP) trade negotiations. In the letter, NPPC President R.C. Hunt explained that U.S. pork exports have been adversely affected by the Canadian government's current hog and pork subsidy programs for Canadian producers. The subsidies are in violation of World Trade Organization rules and a U.S. countervailing duty law. According to analysis by Iowa State University economist Dermot Hayes, within 10 years of the implementation of Canada's new Ontario Risk Management Program (RMP), which

offers income supplementation to Canadian pork producers, U.S. pork production value could decrease by \$162 million and 1,300 U.S. jobs may be eliminated. The RMP is just one of the Canadian support programs that have a substantial negative impact on U.S. pork producers. Repeal of Canada's provincial and federal hog and pork support programs must be part of the Obama administration's assessment of Canada's eligibility to join the TPP negotiations, NPPC said. The organization will remain opposed to Canada's inclusion in the TPP until the country eliminates its pork industry subsidies.

## **SENATE APPROVES FY 2013 AGRICULTURE BUDGET**

The U.S. Senate Committee on Appropriations approved the FY 2013 Agriculture, Rural Development, Food and Drug Administration, and Related Agencies; and Energy and Water Development Appropriations bills. Overall discretionary spending for the Agriculture Subcommittee for FY 2013 totals \$20.785 billion, including:

- \$2.524 billion for the Food and Drug Administration, including an increase of \$12.5 million for implementation of the Food Safety Modernization Act;
- \$1.001 billion for the Food Safety and Inspection Service;
- \$1.239 billion for the National Institute on Food and Agriculture and \$1.101 billion for the Agricultural Research Service;
- \$2.276 billion for rural development;

- \$411 million for farm loan programs; and
- \$828 million for the Natural Resources Conservation Service.

## **COLOMBIAN TRICHINAE RESTRICTIONS SHOULD BE REMOVED ON U.S. PORK**

NPPC's Vice President and Counsel for International Affairs Nick Giordano was in Colombia recently meeting with government officials to discuss Colombia's trichinae restrictions on U.S. pork. Colombia requires that the U.S. freeze or test pork as a mitigation against trichinae, a non-scientific barrier that inhibits the growth of U.S. chilled pork exports to Colombia. With the U.S.-Colombia Free Trade Agreement (FTA) the U.S. is projected to see a significant increase in pork exports to Colombia. When fully implemented, Iowa State University economist Dermot Hayes calculates that the U.S.-Colombia FTA will generate an additional \$68.9 million in U.S. pork exports, raise live U.S. hog prices by \$1.15, and create 919 new jobs from increased pork exports alone. However, the current trichinae mitigation requirements will impede the growth of chilled pork exports. Colombia does not require the same trichinae mitigation for domestic pork. NPPC wants the trichinae mitigation requirement removed from the export certificate.

# Carpenter Honored with Pork Industry Distinguished Service Award

The National Pork Board honored Barry Carpenter, retired deputy administrator of the Livestock and Seed Division of the USDA's Agricultural Marketing Service, with its 2012 Distinguished Service Award during the National Pork Industry Forum in Denver. The Distinguished Service Award is given annually to recognize contributions of an outstanding leader to the U.S. pork industry.

In his position at USDA, Carpenter was responsible for overseeing the programs of the National Pork Board, including the budget. He helped guide several key Pork Checkoff programs through the maze of USDA approvals, including investment in key research such as the National Air Emissions Study, the initiation of PQA Plus, the board's purchase of "The Other White Meat" and Foreign Market Development programs that have helped U.S. Pork achieve record export levels.

Carpenter also assisted in helping the board through a very difficult period in 2000, following a national referendum of hog farmers who had voted against continuing the Pork Checkoff. That referendum was eventually found to be illegal by a federal court, resulting in a settlement agreement that shifted many of the responsibilities of the Pork Checkoff from the National Producers Council to the National Pork Board.

The decision to shut down the Checkoff "was very traumatic," Carpenter said. "I spent many hours talking to the leadership of the USDA trying to explain to them why that was not the right decision, but at the end of the day that was the decision that was made, and having to deliver that message to the Pork Board was very challenging, very painful, but it was something as a public servant I was obligated to do, and carry that mission out. But certainly my heart wasn't in it, and I was elated when the decision got reversed."

Jim Meimann, the National Pork Board's senior vice president, worked closely with Carpenter for many years. "Barry is an ag guy at heart," Meimann said. "He knows markets and producers and wants what is best for them. He saw

government as a partner with the pork industry working together to make a positive difference."

Meimann said even after the referendum was overturned, the settlement agreement required a lot of new guidelines and systems. "Barry did his job and said no when necessary, but he always listened and tried to understand what we were trying to do. When the guidelines were unclear he looked for ways to help producers get done what they wanted with their money. That takes courage and leadership. I don't think we'd be nearly in the place we are today in terms of the ability for producers to manage their own programs."

Carpenter, who grew up on a Florida farm where he raised pigs, maintains a healthy respect for the pork industry. "It

is a great industry," he said, "made up of a lot of families, a lot of people who really have their heart in it, and I think it's a great product. Great strides have been made through production management and genetics. Those are all paying off now in the domestic and export markets, and I think they will continue."

Since his retirement from the USDA in 2007, Carpenter has been serving as the chief executive officer of the National Meat Association.

"The pork industry has a long list of truly outstanding Distinguished Service Award winners," said Everett Forkner, National Pork Board president and a pork producer from Richards, Mo. "Barry Carpenter is a most worthy addition to that outstanding group of people."



*Everett Forkner, National Pork Board president, congratulated Barry Carpenter, retired deputy administrator of the Livestock and Seed Division of the USDA's Agricultural Marketing Service, as the 2012 Distinguished Service Award recipient during the National Pork Industry Forum in Denver.*

## Pork Producers Celebrate Key Milestone Speaking Out for Agriculture 5000<sup>th</sup> Speech Helps Reach Audience of More Than 24 Million

American pork producers celebrated a key milestone that is helping millions of consumers understand where their food comes from and is empowering leaders for modern agriculture. The National Pork Board's Operation Main Street (OMS) program achieved its 5,000 speech earlier this year.

Arcola, Ill., pork producer Pat Titus delivered the 5,000 OMS speech to the Ambucs Club in Danville, Ill. "This program has allowed me to have a dialogue with consumers who rarely have any contact with agriculture," says Titus. "It's really up to us to tell our story and connect with consumers so they know we are committed to producing good, safe food, and to caring for our animals and the environment."

Through the Pork Checkoff funded community outreach program, more than 150,000 people have heard firsthand from OMS volunteer speakers how the pork industry is working to improve how food is raised and to provide consumers with healthy choices. Media coverage of their speeches has reached an estimated audience of more than 24 million.

"Without a doubt, OMS speakers have achieved a lot thanks to their hard work, dedication and desire to take on new challenges, address industry issues and make a lasting difference for the pork industry," said Chris Novak, chief executive officer of the National Pork Board. "We've also learned a lot through their efforts and we're proud to be able to share that knowledge to benefit all of modern agriculture."

Now in its seventh year, the OMS program has trained almost 950 volunteer speakers in more than 30 states. OMS speakers are reaching out to consumers, youth and important opinion leaders such as dietitians who can also earn Continuing Professional

Education credits for attending an OMS speech. And, the Pork Checkoff has developed partnerships with the National FFA Organization and the American Association of Swine Veterinarians (AASV) to extend the OMS program's value beyond the pork industry.


"OMS is truly a dynamic community outreach program," said Don Lipton, public relations director of the America Farm Bureau Federation. "I've watched this program grow through the years and applaud the pork industry's commitment to raising awareness about modern agriculture and to growing leaders for the ag industry."

OMS started as a grassroots effort in 2004 to improve the pork industry's image in rural America. Today, OMS speakers have reached beyond their local civic organizations to connect with consumers in cities like Chicago, Detroit and San Francisco; they're educating opinion leaders, setting the record straight with the news media and utilizing social media to reach influencers.

Through the AASV partnership, OMS speakers are helping educate the next generation of animal health professionals by speaking to students at schools of veterinary medicine across the country. "Veterinarians are a trusted source of information among consumers, but very few veterinary students today have a background in pork production," said Dr. Gene Nemechek, a swine veterinarian with Pfizer Animal Health. "I want to show them how today's production practices ensure a safe, healthy food source."

During the H1N1 crisis in 2009, OMS speakers also took it upon themselves to call their local media to set the record straight that pork was a safe and healthy food.

OMS speakers are being tapped for


new and important industry initiatives. They have been trained to help with the Pork Checkoff's social media efforts and to participate in its Adopt-A-Retailer program where they are working with the Checkoff's retail marketing managers to meet with meat directors, managers and supervisors for the top grocery store chains in the country. 

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### Pork Checkoff and PIC Announce Recipients of the 2012 Pork Industry Scholarships

The Pork Checkoff and PIC have awarded 15 scholarships to college students around the United States as part of their strategy to develop the pork industry's human capital for the future.

"Helping to develop the next generation of pork professionals is one of the top issues the Pork Checkoff has identified as critical for the industry's future," said Everett Forkner, president of the National Pork Board. "Our ongoing service and obligation to producers includes ensuring that there is a sustainable source of young people ready to take on the industry's charge of producing a safe, wholesome food product in a socially responsible way."

The 15 student recipients hail from 11 universities and seven swine-related fields of study. Receiving one of the scholarships was Julie Feldpausch from Hastings, Michigan. Julie is an Animal Science major at Michigan State University. 

# Pork Checkoff Advances 2012 Pork Industry Research

The National Pork Board's six producer-led science and technology committees met in Dallas, Texas, to make decisions on how to advance pork producers' research priorities. Many of the committees reviewed research proposals to select projects that the Pork Checkoff would fund in 2012. In all, the groups reviewed more than 100 proposals, ultimately selecting those that would be of greatest benefit to the overall industry.

Everett Forkner, president of the National Pork Board, said it's exciting to see producers, along with allied industry and government, work together to set the course for new pork-specific research.

"We know that the Pork Checkoff's involvement helps spur advances in science, but what's particularly gratifying is how this investment in research helps make a difference in how farmers produce food in an efficient and socially responsible way," Forkner said.

"Providing unique scientific and technical information that will benefit the entire industry is a major goal of the Pork Checkoff," said Paul Sundberg, the Checkoff's vice president of science and technology. "Producers take many things into account when determining what proposals get funded each year, including ensuring that the research is not being done elsewhere, the project will impact the industry and the results will be publicly available."

Some of the new information and action, coming from the respective science and technical research committees, included:

**Animal Science** - Research results, addressed by the Checkoff's Nutritional Efficiency Consortium, are published at [pork.org](http://pork.org). The committee asked for a more comprehensive summary of this research to be available

later this year. The committee has dedicated resources to work on pork quality, as it relates to on-farm factors that could affect tenderness.

**Animal Welfare** - Proposals on pain management related to castration and euthanasia were funded. Work on the next version of Pork Quality Assurance®Plus also was discussed, with the launch of the updated program slated for mid-2013. Housing and transportation research remain as key priorities.

**Environment** - The committee discussed the additional work on the carbon footprint that will be released in 2012, including a baseline report and improvements to the calculator tool. In 2013, an economic component for the calculator is expected, along with a water footprint baseline and calculator and an air emissions model.


**Pork Safety, Quality and Human Nutrition** - Several proposals related to how the quality of fat affects overall meat quality were funded. The objective of the projects is to help producers raise animals that will provide high-quality pork to help increase consumer demand. For human nutrition, the committee identified priorities for the next call for research, including satiety, body composition, weight loss/maintenance, cognition function and pork's role in a healthy diet.

**Producer/Public Health and Worker Safety** - This newly formed committee approved its mission statement: "To acquire and provide science-based information that will protect and improve producer and public health, promote a safe farm-work environment and enhance consumer confidence in U.S. pork production." Research funded included environmental movement of antimicrobial and

resistant bacteria and resistant genes, as well as a study on the impact of pig health on public health.

**Swine Health** - The committee funded research on the transmission and vaccine development for influenza and diagnostics and intervention strategies for swine dysentery, mycoplasma and rotavirus. Also funded was research on foreign animal disease that could assist in the development of better vaccines for diseases, such as foot-and-mouth disease. While not discussed at this meeting, PRRS remains a top concern, and a special call for PRRS research proposals will occur later this year.

**Sow Lifetime Productivity Working Group** - This group, which included producers from across the science and technology program areas, as well as other producers with a high interest in breeding herd productivity and allied industry representatives, met during a separate meeting in Dallas to discuss a multidisciplinary approach to improving sow lifetime productivity of the U.S. herd. The group discussed the road map to achieve the specific research needs of the multi-year effort, with a goal of a 30 percent improvement in sow lifetime productivity over the next seven years.

Completed Checkoff-funded research results are available at [pork.org](http://pork.org). 



## New Research: Using Less Bedding Can Benefit In-Transit Market Pigs

### Less Mortality, Lower Bedding Costs Provide Economic Incentive

In a new study, funded by the Pork Checkoff, researchers at Texas Tech and Iowa State universities found that the pork industry can generally use less bedding year-round than it currently does while improving overall animal well-being - a breakthrough finding that could save the industry an estimated \$10.1 million per year.

John McGlone, a swine researcher at Texas Tech University and principal researcher for the study, along with Anna Butters-Johnson an Iowa State University researcher, looked at various rates of bedding in semi-trailers at different times of year and in different locations throughout the Midwest. This approach provided data representing cold, mild and hot weather.

Specifically, the research trials showed that groups of pigs headed to market can experience lower mortality rates in warm weather and overall improved well-being year-round when less bedding is used in transport trailers. According to McGlone, the current standard in the industry is to use four bales of bedding per semi-trailer.

"During the study we found that the surface temperature of the pigs changed with the air temperature and that increased surface temperature actually caused a negative effect on the pigs' welfare," McGlone said. "In cold weather, we found that there is no added effect to using more than six bales of bedding per trailer."

McGlone explained that freezing temperatures cause used, wet bedding on the trailer beds to freeze, which means pigs are more likely to slip on the ice, thereby creating more down pigs. While in warm or mild weather, they found no added effect in using more than three bales of bedding per trailer.

"We concluded that if the industry changed to using only three bales per trailer, it would create a big savings with no change in welfare," McGlone said. "So it's something the industry will need to consider carefully."

Karen Richter, a pork producer from Montgomery, Minn., and a National Pork Board member, said, "This bedding research offers us as an industry win-win


situation because the results show that we can continue to improve animal well-being practices and actually save money at the same time."

According to Sherrie Niekamp, Checkoff's director of swine welfare, the pork industry overall is doing a good job of transporting its roughly 2 million pigs per week in a safe and pig-friendly way. Statistics back up this assessment, with more than 99.3 percent of pigs sent to market arriving in good condition.

However, the small percentage of transport losses that occur, according to previous research done by the University of Illinois, still represents a total annual industry economic hit of \$46 million. This includes losses from fatigued pigs (non-ambulatory), mortalities and other losses at plants.

"We're excited about what this research can mean to the industry on many fronts," Niekamp said. "It's always a good day when we can find innovative ways to continually improve how we care for pigs during all phases of production, including transportation."

According to Niekamp, the Transport Quality Assurance® task force will take this new research into consideration when updating the program's transport recommendations. The current *TQA-™ Handbook* is online at [pork.org](http://pork.org).

In the meantime, McGlone says producers should evaluate their current bedding practices and determine if they can implement the study's protocols. He said, "We've clearly shown there is no advantage to using more bedding than is necessary." 

## PRRS Research


(continued from page 20)

to help eliminate PRRS, but more importantly, this work may provide the platform for finding similar marker genes responsible for conveying resistance to other economically devastating diseases," Hostetler said.

The research team that led to this marker discovery includes scientists at USDA's ARS, Kansas State University and Iowa State University. The researchers continue to be funded by the PRRS Host Genetics Consortium, a nationwide effort originally funded by the National Pork Board; the Coordinated Agricultural Project program; the National Institute of Food and Agriculture and the U.S. Swine Genome Coordinator for the National Animal Genome Research Program.

To obtain the data necessary for the marker research, researchers collected blood and tissue samples, along with weight-gain data, from 2,000 pigs at biosecure facilities at Kansas State University. From there, ARS researchers performed genomic work at the facilities in Beltsville. Finally, Iowa State University researchers used the resulting genomic data to search the entire genome of all pigs from earlier trials done by the PRRS Host Genetics Consortium. They worked to identify chromosomal segments common to pigs that had lower levels of PRRS virus circulating in their blood and that grew faster after PRRS infection.

Now that scientists have found a chromosomal segment that can signify resistance to PRRS, the next step is to pinpoint the gene and determine whether it shows the same effects for other strains of the PRRS virus.

Checkoff-funded PRRS research results are available at [pork.org](http://pork.org). 



## Top Ten Achievements of 2011

1. In May, the U.S. Food Safety and Inspection service, using research funded through the Pork Checkoff, lowered the recommended cooking temperature for pork muscle cuts from 160 degrees to 145 degrees followed by a three-minute rest. The announcement is expected to have a long-term, positive impact on pork consumption.
2. In March, the new brand positioning campaign for pork – *Pork® Be inspired™* – was introduced to producers, and in April our new advertising campaign launched, including the first national television advertising in several years. Early research results show the new campaign is having a positive impact on per capita spending for pork by consumers. A second round of national advertising was approved by the board for the fall, when pork prices traditionally are soft.
3. The National Pork Board completed a major research project that quantified the pork industry's carbon footprint. From that research, which showed that pork production is a very minor contributor to the country's carbon footprint, the Checkoff created the Carbon Footprint Calculator, an easy-to-use computer tool. The calculator allows any producer to calculate the carbon footprint of his or her operation. It also helps producers identify ways to lower energy costs and to reduce their carbon footprint in the process.
4. PQA Plus certifications reached an all-time high. More than 53,000 producers are now certified. Additionally, sites representing 78 percent of all pigs have been assessed by a trained advisor. Also, the first round of independent third-party verifications resulted in visits to approximately 100 sites selected at random to help identify ways to improve the PQA Plus program.
5. Pork had a great year in both the food service and retail sectors. McDonald's McRib sandwich was promoted nationally for the first time in more than 15 years, and Quiznos, Subway and other restaurants reported great success with pulled pork. In October, a Checkoff-supported promotion with Costco resulted in a 25 percent increase in sales for Costco.
6. The Pork Checkoff celebrated its 25<sup>th</sup> anniversary of providing promotion, consumer education and research for all producers. In the latest scientific opinion survey of producers nationwide, 82 percent approve of the Pork Checkoff and only 8 percent are opposed. The remainder were either undecided or had no opinion.
7. Exports of U.S. Pork are on track to set another record. The U.S. already has exported 4.02 billion pounds, worth \$4.93 billion in 2011 (through October). We're on track for our first \$5 billion year. Current export value is equal to \$54.68 per head.
8. The National Pork Board, working with more than 200 pork producers and others in the pork industry, completed a vulnerabilities assessment that it is using to minimize the industry's vulnerability in 10 specific areas including the possibility of foot and mouth disease in this country.
9. After a series of regional meetings with leaders of state pork organizations, new cost-sharing and other funding sources have been created to assist states with their Checkoff mission. Additionally, the National Pork Board authorized new staff resources to assist state organizations with accounting, communications and federal reporting requirements.
10. The pork industry, led by the National Pork Board, provided personal and financial leadership that resulted in the formation of the U.S. Farmers and Ranchers Alliance, a coordinated effort by more than 60 agricultural organizations to build trust with key audiences and key consumers. National Pork Board member Dale Norton, a Michigan producer, serves as the alliance's treasurer and on its executive committee.

## National Pork Board Marked 25th Anniversary in 2011

Meeting 25 years and a few days after the first National Pork Board convened, members of the National Pork Board gathered in Des Moines late last year to celebrate the board's silver anniversary and to continue the work begun with the launch of the Pork Checkoff in November 1986.

"I was looking at the minutes of that first meeting recently and noticed some striking similarities with today's board," said Everett Forkner, president of the National Pork Board. "Virgil Rosendale of Illinois was the first elected producer leader of the new board and he noted at that first meeting that there were many challenges ahead. The minutes show he also talked about how ensuring producer involvement would be very important to the new board's success. I can say the same things today," Forkner said.

The board's observance of its 25th anniversary included a luncheon where members of the National Pork Board honored staff and the nine employees who have 25 years of service.

Prior to 1986, the pork industry had a voluntary Checkoff created in 1966 by a visionary group of producers known as the "Moline 90." By the early 1980s, pork producers were sensing shifting consumer preferences toward leaner meat and feeling new market pressure from other proteins. Producer leaders determined they were going to need additional resources to compete and agreed the best solution was to ask Congress for legislation requiring every pork producer who benefitted from national promotion, research and education efforts to help support those programs.


Congress created the framework for the new Checkoff in the 1985 Farm Bill. The legislation required that for the Checkoff to continue, a majority of producers must approve it. That referendum was approved overwhelmingly by producers in 1988.

In the meantime, collections of the new Checkoff began in November 1986, the same month the newly created 15-member National Pork Board met for the first time. The first Checkoff deducted 0.25 percent of the proceeds when a pig was sold and producer leaders hoped to collect about \$27 million. Today, producers have increased their support of the Checkoff to 0.4 percent of sale price. In 2011, those proceeds are expected to total approximately \$72 million. By law, the money can be used by the national and state pork organizations only for promotion, research and consumer education.

Forkner said November 1986 was a historic month in yet another way that has similarities to 2011. He noted that it was during the new board's first meeting that the Other White Meat® campaign was approved. "Our current board just months ago approved the Pork® Be inspired<sup>sm</sup> campaign, an equally ground-breaking marketing and branding effort that helps consumers understand why pork is such a good choice and value for all types of

meals."

"I'm pretty sure that producers who were in the business in 1986 - and that includes me - would agree that we continue to face challenges not unlike those of 25 years ago. But I think we'd also agree we've made great progress, thanks to the Pork Checkoff, in the last 25 years. I can name a few just off the top of my head: Pork Quality Assurance® and Transport Quality Assurance®; the growth of exports taking us from a net importer to being the leading exporter of pork in the world; the research that has led to genetic improvements and swine disease management; our Operation Main Street program that allows producers to tell their stories and promote their product to influential groups all over this country; our We Care initiative that is building trust among our customers."


Forkner added, "We focus so hard on the everyday challenges we as producers face that we sometimes forget to pause and reflect on all the good things we've accomplished. 

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## Michigan Watersheds

*(continued from page 21)*

water quality agencies to identify watersheds where on-farm investments have the best chance to improve water quality. NRCS also will work with state and federal partners, such as the U.S. Environmental Protection Agency and the U.S. Geological Survey, to assess results over the long term. The initiative will build on ongoing efforts in the Mississippi River Basin, Great Lakes, Chesapeake Bay and other landscape conservation initiatives across the Nation.

Since 1935, NRCS's nationwide conservation delivery system has worked with private landowners to put into practice conservation that accounts for local conservation needs, while accommodating state and national interests. For more information about the National Water Quality Initiative, visit us online at [www.mi.usda.gov](http://www.mi.usda.gov). 

# Pork Checkoff

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

## Meijer MealBox Helps Shoppers Pick Pork:

Dinner doesn't have to be expensive to be delicious, and Meijer supermarkets' online MealBox offers a unique solution to keep pork affordable and top of mind.

"The MealBox gives consumers a convenient place to plan meals for the week, make a shopping list and save money with coupons and sale prices," says Ryan Mills, retail marketing manager for the National Pork Board. "It has been a great resource to help drive pork sales."

When consumers log onto the Meijer MealBox, they can create shopping lists that automatically populate with electronic coupons and recipes. Shoppers can then print the information before heading to one of Meijer's 185 supercenters in the Midwest.

Earlier this year, the Pork Checkoff partnered with Meijer on a pork rib program to boost pork demand around the Super Bowl. Meijer's MealBox tool featured Pork Checkoff recipes that consumers could download. Meijer's pork promotion was also supported by advertising features and in-store displays.

"The Super Bowl event equates to one of the top five weeks of the year in terms of rib sales for retailers," Mills says. "The MealBox promotion was a hit, and Meijer's pork sales around the Super Bowl exceeded expectations, which was great news."

Meijer's MealBox technology benefits everyone involved, because

it promotes pork, helps shoppers save money on their grocery bills and allows Meijer to trim their marketing costs, Mills adds.

"Meijer continues to be a good partner for the Pork Checkoff, and we look forward to working on more pork promotions with this family-owned supermarket chain in the months ahead."

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## USDA Warns of Fraudulent Letters:

USDA officials have learned, that fraudulent letters are being sent by fax to individuals and businesses in at least four states. The letters purportedly come from a USDA procurement officer and seek personal information. These letters are false and in no case should a recipient respond with personal and financial information.

The fraudulent letters bear USDA's logo and seal and are signed by an individual identified as "Frank Rutenberg" using the title of "Senior Procurement Officer." Letters have been received by fax in Michigan, Alabama, Nebraska, Pennsylvania and Wisconsin, but also may have been sent to other states. Recipients should not respond and should not supply the requested information. USDA is investigating this matter through the Office of the Inspector General.

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## Pork Tenderloin Receives American Heart Association Certification:

Savoring a meal with no regrets is deliciously simple with juicy, flavorful pork tenderloin, which ounce-for-ounce is as lean as a boneless,

skinless chicken breast. Now that pork tenderloin also is certified by the American Heart Association's iconic Heart-Check mark, distinguishing it as a heart-healthy protein in the meat aisle, the Pork Checkoff is spreading the word to help inspire healthier lifestyles in the new year.

"Many consumers and health professionals are surprised to learn how lean pork tenderloin is," said Adria Sheil-Brown, manager of nutrition communications and research for the Pork Checkoff. "We're excited about the Heart-Check mark, which provided an opportunity to remind retailers and consumers about pork with our national marketing efforts."

In the first quarter of this year, the Pork Checkoff took a multi-pronged approach to promote pork tenderloin's role in a healthy diet, including:

Partnering with Publix supermarkets. Publix, which has more than 1,000 stores in the Southeast, included lean cuts of pork during its weekly advertising promotions. The chain, which is among the top 10 grocery retailers in the United States, also showcased pork during January and February through point-of-sale materials in the meat department, radio ads, targeted online ads, direct mail to Publix loyalty card members, social media and in-store pork sampling through Publix's Aprons program.

"In addition, we encouraged bloggers in the area to talk about pork and promote the National Pork Board's Healthy Eating Challenge, which was



**Extra Lean**

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CERTIFIED by  
**American Heart Association**  
heartcheckmark.org



tied to Publix's weekly pork specials," Sheil-Brown said.

Connecting with the media. To reach an even wider audience, the Pork Checkoff distributed a press kit to media outlets across the nation. Spokesperson Michelle Dudash, a registered dietitian and a Cordon Bleu-certified chef, touted pork tenderloin as a "healthy eating superhero" and shared her recipe for Sage Pork Tenderloin Medallion with White Wine Jus, which has only 224 calories per serving.

Dudash also offered tidbits on pork's role in any healthy lifestyle, noting that:

- Consuming low-fat protein, such as pork tenderloin, while dieting has been linked to greater satiety and retention of muscle mass.

- According to the U.S. Department of Agriculture (USDA), the most common cuts of pork have 16 percent less total fat and 27 percent less saturated fat, on average, than 21 years ago.

- Last summer USDA announced that pork can be safely cooked to 145 degrees Fahrenheit, followed by a three-minute rest time, resulting in juicy, tender pork that's more delicious than ever.

Sponsoring social media sweepstakes. Throughout February, the Pork Checkoff hosted a Love Me Tenderloin daily sweepstakes. Pork fans could visit Facebook.com/PorkBeInspired and pledge to eat healthier for a chance to win free pork.

To find additional inspiration year-round, the Pork Checkoff encouraged people to visit PorkBeInspired.com, "like" America's Pork Producers at Facebook.com/PorkBeInspired, "circle" the Pork Be inspired page on Google+ and follow @AllAboutPork on Twitter.

"The Pork Checkoff will work with the American Heart Association and more grocery retailers in the future to promote pork tenderloin with the Heart-Check mark," Sheil-Brown said. "We want to show consumers that pork tenderloin is easy on the waistline and offers creative meal ideas in the kitchen."

To see a Pork Checkoff ad featuring the American Heart Association mark, see the spring issue of Pork Checkoff Report on pork.org.

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## **Pork Tenderloin Stars on the Red Carpet:**

Heart-healthy pork tenderloin recently took center stage with everybody from Star Jones to the U.S. Surgeon General during the star-studded Woman's Day Red Dress Awards, which honors those who've made significant contributions in the fight against heart disease.

"The Red Dress Awards offered an opportunity for the National Pork Board to partner with other credible organizations that promote women's heart health," said Julie Maschhoff, vice president of public relations for The Maschhoffs. The Carlyle, Ill., producer and National Pork Board member traveled to New York City for the 2012 event. "Our industry was recognized for pork's role in a heart-healthy diet."

To celebrate, Registered Dietitian Michelle Dudash created Grilled Orange-Ponzu Pork with Napa Cabbage and Carrot Stir-Fry and ThymeRoasted Pork Tenderloin with Balsamic Shallot Compote, which were served during the Red Dress Awards.

"Now that the American Heart Association has certified pork tenderloin

with the Heart-Check mark, there's even more reason to cook up this delicious, extra lean protein," said Dudash, a Cordon Bleu-certified chef who noted that protecting heart health is central to many Americans' wellness goals. "From its tasty flavor to ease of preparation, I always recommend pork to my clients as a go-to lean protein, because it's the perfect fit for a healthy lifestyle."

More than 500 guests attended the Red Dress Awards, which offered a premiere opportunity to reach influential members of the medical community and the media.

"This event was all about heart health, and it brought a lot of visibility to lean pork cuts like tenderloin," said Laurie Bever, director of consumer advertising for the Pork Checkoff, which distributed online press kits to the media prior to the Red Dress Awards. Public relations activities also included distribution of an event video and social media postings that helped generate ongoing conversations in the week after the event.

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## **Task Force Outlines "Road Map" to Improve Sow Lifetime Productivity:**

How productive sows are during their lifetimes has sizeable economic and animal welfare implications for the U.S. pork industry. That's why the Pork Checkoff created the Sow Lifetime Productivity Task Force to chart a "road map" of research tactics to improve sow retention rates and pig survival. The task force, made up of leading industry experts,

*(continued on page 34)*

# Pork Checkoff

has set a goal of improving sow lifetime productivity by 30 percent over the next seven years, according to Chris Hostetler, director of animal science for the Pork Checkoff.

The task force recommends research priorities be concentrated on three main areas:

1) Increasing sow life in the herd through focused research on increasing average number of parities per sow and decreasing herd fall-out in the early parities.

2) Increasing the number of pigs weaned per litter through improved litter size at birth and decreased pre-wean mortality.

3) Optimizing gilt development and retention to increase lifetime productivity

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## Checkoff Resources Help Producers Put Worker Safety First:

Many pork operations are large enough to have employees but not

large enough to have a dedicated individual to locate, adapt and implement basic workplace safety resource tools. To help bridge the gap, the Checkoff is offering pork producers core components of a successful worker safety program.

“The resources are designed to assist producers in reducing accidents and injuries, meeting regulatory guidelines and fulfilling their legal obligation to provide a safe workplace,” said Jim Lummus, manager of producer learning and performance for the Pork Checkoff.

The Employee Safety in Pork Production resource is available on [pork.org](http://pork.org) under the “Resource” tab. The materials are provided in both English and Spanish. Each component can be customized for specific producer needs. Content is grouped into three areas:

- Getting Started - This section, helps producers assess their farm safety status and determine the next steps. Included are instructions, examples and templates, a farm program

and facility audit, a safety manual and OSHA forms.

- Support Materials - This section includes safety standard operating procedures, job safety analysis for the typical tasks of employees working in the breeding, gestation and farrowing phases; websites of additional safety resources and fact sheets on specific safety topics on production and manure management safety

- Employee Training - This section helps producers develop consistent training practices to ensure that every employee learns how to do their job safely, whether they are trained in a group, one-on-one or through self-study videos. Included are participant workbooks, instructor guides, lesson plans, Power Point presentations and video training courses.

## National Pork Board to Support Fair Oaks Pig Adventure


The National Pork Board has agreed to donate \$1 million to the proposed Fair Oaks Pig Adventure Center in Indiana with a second \$1 million donation contingent on private fund-raising of \$7.6 million.

The goal of the project is to allow consumers to see first-hand the way pigs are being raised in a modern barn. The project is to be built as part of the existing Fair Oaks Dairy Education Center on land adjacent to I-65 about an hour from downtown Chicago. Plans call for a working 2,400-head sow farm built to allow visitors to view all aspects of production from an enclosed walkway above, and a separate education center equipped with exhibits and other educational tools.

Estimated total cost of the project is \$9.6 million. Belstra Milling, an Indiana pork producer and one of the major supporters of the project, has said it will assume all costs for the working sow barn. Private funds are being sought for the visitor and education features.

Funds for the National Pork Board’s donation will come from the Pork Checkoff. The Checkoff is used for promotion, research and consumer information. Board members stipulated that its donation be used for the education center part of the project, keeping with its mission.

Michael Platt, executive director of the Indiana Pork Producer Association and another major supporter of the project, said future plans call for making the sow barn the focal point of a distance-learning project that would allow students from around the country who have little access to farms to learn about modern food production. Platt said supporters are talking to potential funders of the distance learning effort. The Indiana pork organization has committed \$250,000 toward the center.

Platt said construction of the sow barn is scheduled to begin this spring. 

A study recently published in *Nutrition Research* estimates the nutritional contributions of fresh and fresh, lean pork to the diets of American adults. Using the most current National Health and Nutrition Examination Survey (NHANES) data available, researchers conclude that fresh pork products, and fresh, lean pork products in particular, are substantial sources of key nutrients when these products are consumed by adults in the United States.<sup>1</sup>

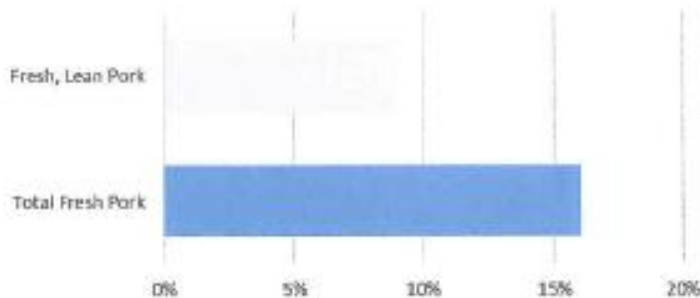


## STUDY RESULTS

### Nutrient Contributions from Pork



### Total Dietary Fat Contributions from Pork



## KEY FINDINGS

**1** Americans are consuming fresh and fresh, lean pork at levels well within the total amount that is recommended in the protein foods group by current dietary guidance. On the day of intake studied, US adults ate 3.2 ounces of total fresh pork, within the 5.5 ounce equivalents a day of total protein foods recommended for adults consuming 2000 calories per day.

**2** Incorporating fresh, lean pork cuts into the daily diet can help fulfill nutrient needs, while also helping to limit the amount of calories eaten. Based on a day of consumption, fresh, lean pork accounts for 23 percent of total protein intake; 25 percent or more of total intakes of selenium and thiamin; and 10 percent or more of total intakes of phosphorus, potassium, zinc and B vitamins, including riboflavin, niacin, vitamin B6 and vitamin B12.

**3** Calories coming from dietary fat are no higher or lower among those eating pork as compared to those who are not eating pork. Therefore, Americans can improve dietary variety and increase intake of important nutrients, while keeping total fat and calories in check, by adding these products to their daily diet.

<sup>1</sup> Murphy, M., Spungen, J., Bi, X., & Barraj, L. "Fresh and fresh lean pork are substantial sources of key nutrients when these products are consumed by adults in the United States." *Nutrition Research*/Volume 31, Issue 10 (2011): 776-783.

## CONNECT WITH THE NATIONAL PORK BOARD

For more information and recipes to enjoy today's lean and flavorful pork, visit [PorkBeInspired.com](http://PorkBeInspired.com), [PorkandHealth.org](http://PorkandHealth.org) or [Facebook.com/PorkBeInspired](https://www.facebook.com/PorkBeInspired). Also, be sure to follow @AllAboutPork on Twitter.



For more information, please contact Adria Sheil-Brown, RD, LD, (515) 223-2632, [abrown@pork.org](mailto:abrown@pork.org)

# We are Listening

## **Dear MPPA,**

On behalf of the Caledonia FFA, we would like to thank you for your support of the FFA state convention. Our chapter enjoys convention very much and we learned a lot! Thank you again for your support.

*Becca Workman*  
Caledonia FFA

## **Dear MPPA,**

Thank you so much for awarding me the 2nd place MPPA scholarship. Your interest and generosity is really appreciated. If I can be of any assistance to act as an ambassador for the MPPA and the pork industry; I would be happy to do so. Being a part of the livestock and agriculture industry is a pleasure and a privilege. Thank you again for the scholarship.

*Bryant Chapman*  
S. Rockwood, Michigan

## **Dear MPPA,**

On behalf of the Michigan State University community, I thank the Michigan Pork Producers Association for the recent gifts for the Department of Animal Science and the FFA Swine Production Proficiency Fund.

Because of the resources we receive from partners like you, MSU is better able to pursue its mission as the world's pioneer land-grant university: be that conducting world-class research to address real-world problems facing our state, nation and world; or offering the preparation and practical outreach that enables individuals to actively contribute in the places they live and work.

We are grateful for your support of our efforts. These funds will be allocated according to your designation; and the university will be strengthened because of your generous contribution. Thank you for investing in Michigan State University.

*Lou Anna K. Simon, Ph.D.*  
Michigan State University President

## **Dear MPPA,**

I want to express my appreciation for the Distinguished Service Award presentation during the 2012 Symposium. It was a very humbling experience, which will always be remembered and valued highly by both Beth and myself.

As one who made pancakes and sausage for the original "nickel" program to start the NPPC, I count many of the founders as well as present officers and directors on both the state and national level as friends, and have spent my entire life connected to pigs, the day will forever hold a special place. The many changes that have occurred in both MSU and pork production since my arrival have kept me from being as involved in MPPA as in the beginning or in Iowa and Indiana before, but my thoughts and instincts have never wavered.

Beginning on a small farm where pigs were fed "ear corn" from a slatted crib, taking part in community weaning and vaccination days, working with abandoned quarry screen which eventually became "woven wire" and one of the original "lagoons" built in Indiana, along with wood slats and high lysine corn as a college student, I have seen a tremendous change in pork production. The only consistency is that change will continue to happen, and most likely at a faster pace. I have seen the challenges of diseases

like hog cholera, TGE, rhinitis, PPLO, bloody dysentery, and PRV be conquered, only to be replaced by mycoplasma, circo and PRRS, and know that another will erupt any day. These are problems that the pork producers have helped to solve, and everyone in the "food-chain" has benefitted.

Having once spent 530 consecutive days in a confinement facility, is one of the reasons I found my way to MSU, but also gave me experiences to pass along and advise the many "young people" I come in contact with. As it is becoming more apparent that both agriculture, and the children of the taxpayers of each state, are becoming less and less a priority of the "Land-Grants," especially those east of the Mississippi River, it is more important than ever that groups like NPPC and MPPA have programs in place to support those who want to make a career that involves pigs in some way.

I have used the pig to see most of our nation, to establish friendships in nearly every state, and support my family. But the connection to "young people" that I have experienced in the "YOUTH" segment of the pork industry has made all the journey worthwhile.

Your thoughts and efforts are more appreciated than you will ever know!

*Alan Snedegar*  
MSU Swine Farm Manager  
2012 Distinguished Service Recipient

**Dear MPPA,**

We'd like to say "thank you" for your act of kindness through your gift to the Food Bank Council of Michigan which will help provide food (pork) and hope to families, children and seniors across Michigan.

We appreciate your donation which will help us continue to help the individuals and families who rely on the food bank network for emergency food. Your gift will be used to assist in the purchase and transportation of food that will be delivered to our ten regional food banks.

Thank you for your generosity and your concern. You are truly making a difference in the lives of people throughout Michigan.

*Kareemah El-Amin*  
Executive Director  
Food Bank Council of Michigan

**Dear MPPA,**

On behalf of Michigan's Christmas tree growers and the Christmas Tree Promotion Now Committee, I want to thank the Michigan Pork Producers Association for its support of the Christmas Tree Research and Promotion Order. Your willingness to sign on to the letter sent to USDA secretary Tom Vilsack is truly appreciated by our industry.

At this point, we are uncertain of the future of our check-off, but are actively working to have the order reinstated. I will certainly keep you apprised of any changes in the status of our program.

It is good to know that the agriculture community stands together and your support means more than you will know!

*Marsha J. Gray*  
Executive Director  
Michigan Christmas Tree Association

**Dear MPPA,**

Thank you for your letter in which you and the heads of 11 other organizations expressed disappointment with the United States Department of Agriculture (USDA) decision to stay the Christmas tree promotion, research, and information program regulations. I apologize for the delay in this response.

As you stated in your letter, check-off programs such as the proposed Christmas tree program operate at no cost to taxpayers. However, many of the comments received from the public and press highlight the fact that a great deal of misunderstanding exists as to the purpose and administration of these programs. USDA made the decision to stay the proposed research and promotion board in order to provide an opportunity for both the industry and the general public to become more familiar with the program. We recognize the value of these important programs that have a proven record of expanding market opportunities for America's farmers and ranchers.

Thank you for all that you are doing to keep U.S. agriculture a leader in the world. A similar letter is being sent to your colleagues.

*Thomas J. Vilsack*  
Secretary  
United States Department of  
Agriculture

**Dear MPPA,**

Thank you for helping make Ingham County Project R.E.D. Day successful. The 800 children that attended had a great day. Thank you for the goodies for the bags!

*Gladys Welker*  
P.E. Chair  
Ingham County Farm Bureau

**Dear MPPA,**

Thank you for seeing that my Op-Ed commentary on feral swine was printed in Michigan Pork, Vol. 36, No. 2.

It is important that the legislature remembers that catering to a small, niche industry at the expense of a vibrant, thriving one is foolish – to say the least. As a member of the House of Agriculture Committee, it is my desire to see that we pass good legislation which protects our thriving agricultural sector, not reckless legislation which could harm a thriving segment of the industry as a whole.

Also, I would be remiss if I didn't thank you for your kind support of my Pig Roast Fundraiser in October. Your support was essential in ensuring the event's success. The roasted pork was delicious and my guest couldn't help but compliment the food which the Michigan Pork Producers Association and other Michigan food producers generously sponsored.

I look forward to partnering with MPPA in the future! Please don't be a stranger to my office.

*Stacy Erwin Oakes*  
State Representative  
District 95

**Dear MPPA,**

Thank you for your donation to the Michigan State Meats Judging Team. Your donation will be of great help as we travel to competitions and practices throughout our season. Thanks again.

*Katie Sollman*  
2012 MSU Meats Judging Team

# Pork Act Delegates Elect Candidate Slate

Pork Act Delegates, meeting at National Pork Industry Forum in Denver last March, ranked eight candidates for the National Pork Board and submitted the list to the U.S. secretary of agriculture.

The candidates, ranked in order, are:

- Brad Greenway, a current board member from South Dakota
- Dale Norton, a current board member from Michigan
- Craig Mensink of Minnesota
- Lisa Colby, a current board member from Massachusetts
- Carl Link of Ohio
- Janice Miller, a current board member from Nebraska
- Emiley Gaskill of Indiana
- Ed Keller of New York

The secretary of agriculture will select five members from the slate elected by the delegates. National Pork Board members serve three-year terms and are eligible to serve two


terms. There are 15 pork producers on the board.

Delegates also elected two members to the Nominating Committee, which recruits and screens candidates for the National Pork Board. Members of the Nominating Committee do not have to be approved by the secretary.

Delegates also approved four non-binding directives for the National Pork Board. They directed the board to:

- Improve the Pork Quality Assurance® Plus (PQA Plus) program by adding; a test to the certification process, an online option for certification by incorporating the handling portion of the Transport Quality Assurance program and curriculum related strictly to barn workers.
- Carefully consider both science and consumer confidence when making decisions affecting pork production methods and the

marketability of pork products.

- Cooperate with all segments of the food chain to develop workable sustainability guidelines that take into account food security, economic, ethical and environmental issues.
- Conduct additional research that optimizes sow housing types and enables producers to make informed sow housing decisions; provide producers with the information and education they need to implement responsible sow housing on their farms; and ensure that customers understand the animal well-being, environmental and producer sustainability consequences of their marketing decisions. 

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

The election of pork producer delegate candidates for the 2012 National Pork Producers (Pork Act) Delegate Body will take place at 3:00 p.m., Wednesday, June 13, 2012 in conjunction with a Board of Directors meeting of Michigan Pork Producers Association in 3515 West Road, East Lansing, MI 48823. All Michigan pork producers are invited to attend.

Any producer, age 18 or older, who is a resident of the state and has paid all assessments due may be considered as a delegate candidate and/or participate in the election. All eligible producers are encouraged to bring with them a sales receipt proving that hogs were sold in their name and the checkoff deducted. For more information, contact Michigan Pork Producers Association, 3515 West Road, Suite B, East Lansing, MI 4823, 517/853-3782.

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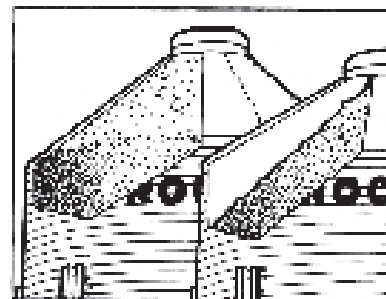
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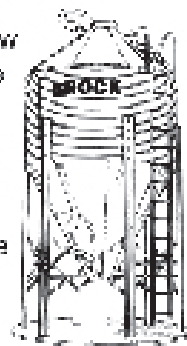


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Avg. number of pigs/litter	9.5 (gilt litters)
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Age weaned	17 days
Avg. pig weight	14.13 lbs.

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

### Nursery/Finish Performance

Number of days in nursery	53
Avg. daily gain in nursery	1.018 lbs.
Avg. on-test weight finish	68 lbs.
Avg. off-test weight	238 lbs.
Avg. daily gain on-test	2.048 lbs.
Feed intake per day on test	4.98 lbs.
Feed efficiency test finish period	2.549 lbs.



### A-1200 terminal- line sire

### Nursery/Finish Performance

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

### Carcass Cut-Out

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

### Carcass Cut-Out

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

### Meat-Quality Evaluation

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

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



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