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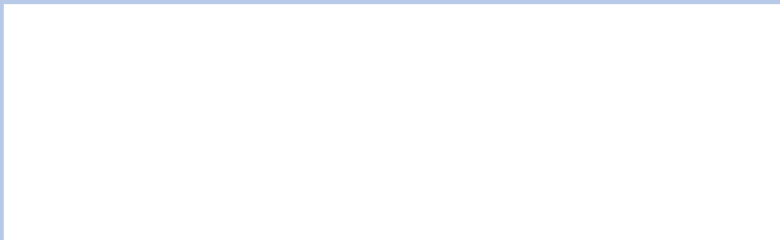
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SPOTLIGHT

2014 MICHIGAN PROFESSIONAL PORK PRODUCERS SYMPOSIUM..... 4

DEPARTMENTS

PRESIDENT’S PAGE -SEE YOU AT SYMPOSIUM- FRED WALCOTT, MPPA PRESIDENT..... 6
AS I SEE IT - LARRY SEE LEFT A LEGACY THAT WILL ENDURE. - SAM HINES, MPPA EXECUTIVE VP 7
ALM UPDATE 16
CAPITAL UPDATE 18
PORK CHECKOFF 24
INDEX TO ADVERTISERS 27



7

FEATURES

LARRY SEE OBITUARY 8
 STABENOW AND WYDEN DISCUSS CLIMATE TRENDS, ECONOMICS AND AGRICULTURE AT LANSING EVENT 10
 SOW PACKERS TO REQUIRE PREMISES ID TAGS IN 2015 11
 CHECKOFF CONTINUES TO PREPARE FOR THE EVENT OF A FAD 11
 BREAKFAST ON THE FARM 12
 CONSUMERS PREFER RANGE OF DONENESS 15
 FARM BILL UPDATE 21
 2013 ENVIRONMENTAL STEWARDS ANNOUNCED 22
 PED VIRUS UPDATE 23
 HOUSE PASSES ANIMAL DRUG USER FEE ACT 22
 MEXICO ANNOUNCES RESTRICTIONS ON U.S. LIVE PIG IMPORTS 22
 PROTECT FARMERS’ PERSONAL INFORMATION 22
 2013 FARM BILL UPDATE 23
 NEW PORKSQUARESM IS VIRTUAL TOWN SQUARE FOR YOUTH INTERESTED IN PORK CAREERS 26
 BALSAMIC ROSEMARY PORK LOIN WITH ROASTED POTATOES 27
 MERRY CHRISTMAS FROM MPPA 27



12

2014 Michigan Professional Pork Producers Symposium

By: Dale Rozeboom, Extension Specialist, Michigan State University

“Sustainable – it’s true about us,” is the theme for the 2014 Michigan Professional Pork Producers Symposium scheduled for February 20 at the Lansing Center, Lansing, Michigan. The conference is intended to provide producers with a greater understanding of how to become more environmentally sustainable and how the consumer perception of sustainability affects the technology the industry uses. Ultimately, the goal is to give producers knowledge that will help them provide a growing human population with an environmentally-safe, socially-acceptable, low-cost source of meat.

The Professional Pork Producers Symposium is an annual event that brings together swine producers from around the state to share information about the ever-changing hog industry. This year’s symposium brings together speakers from both the academic and business worlds in order to better prepare producers for the challenges they face in their quest to produce the world’s pork supply.

Guest speakers in 2014 will include:

Dr. Paul Thompson, “What does ‘sustainable’ mean to you, to me and to others?”

Dr. Paul B. Thompson holds the W. K. Kellogg Chair in Agricultural, Food and Community Ethics at Michigan State University in East Lansing, Michigan. His research has centered

on ethical and philosophical questions associated with agriculture and food. He has focused on the guidance and development of agricultural technology. This research has led him to undertake a series of projects on the application of recombinant DNA techniques to agricultural crops and food animals. He has also worked in an advisory capacity on private standards for farm animal welfare.

Mr. Tom Butler, “Anaerobic digestion, covered lagoons, carbon credits, composting, waste to electricity”


Mr. Tom Butler is a pork producer from Lillington, North Carolina, where he has about 8,000 head of growing-finishing pigs at any one time. Mr. Butler has used grants, incentives and his own resources to develop a manure treatment system which generates electricity from covering lagoons and capturing methane. Convinced that this system contributes to environmental sustainability, he has become a champion of securing incentives for farms that manage swine manure in ways that capture residual energy. Mr. Butler attended East Carolina University.

Dr. Tim Snider, “Biosecurity: the cost of implementation”

Dr. Snider grew-up near Kitchener-Waterloo in southern Ontario, Canada. He studied veterinary medicine at the Ontario Veterinary College in Guelph,

Ontario. He worked in private practice 10 years; including time when he provided veterinary services to the Progressive Livestock Management production systems, TOPIGS Canada, and TOPIGS USA. He also spent six years with Maple Leaf Foods as a staff veterinarian for the 65,000-sow Elite Swine Inc. production system. Currently, Dr. Snider is an Instructor in the Department of Veterinary Population Medicine at the University of Minnesota and the lead Health Assurance Veterinarian for TOPIGS USA. His presentation will focus on outlining the components of a biosecurity framework and giving cost estimates to implement those components.

Three breakout sessions will be held after the awards luncheon. The sessions will help producers learn more about manure treatment by using pit additives, the costs of changing gestating sow housing systems, and prioritizing the use of biosecurity components in a way that makes sense for your own system.

Registration begins at 8:30 am, with the program beginning at 9:00 am. Activities will conclude at 4:00 pm. All attendees are invited to attend the Taste of Elegance reception immediately following the symposium. For more information, contact Mary Kelpinski at kelpinski@mipork.org or 517-853-3782 or Dr. Dale Rozeboom at rozeboom@msu.edu or 517-355-8298. 

2014 Professional Pork Symposium February 20, 2014, The Lansing Center

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By: Fred Walcott
MPPA President

“ ...it is important that our food chain partners hear from those who actually supply the products they use. ”

“See you at Symposium”

It is that time of year when I start looking forward to my favorite “pork-related” event: the Michigan Professional Pork Producers Symposium. When I say “symposium,” I’m sure you’re not all instantly intrigued, but this is one event that you should definitely put on your calendar.


The Symposium will be held on February 20, 2014, and you can find a combination registration form and MPPA membership application on page 5. This year the Symposium is focusing on “sustainability.” This is what many would call a “buzz word” nowadays, not just in our industry, but in many. As a producer, I take the idea of sustainability very seriously. I depend on the land and hope to one day pass my operation onto the next generation. Regardless of your definition of sustainability, farmers wouldn’t be anywhere if they couldn’t sustain their operations both profitably and environmentally.

The Symposium will give me an opportunity to hear from speakers like Mr. Tom Butler, who uses cutting edge technology to create bio-energy. And also from speakers like Dr. Paul Thompson that will help me better understand how producers, academics and consumers define sustainability and how that affects the technology we use or will use in the future.

At lunch we will recognize our award winners and hear from Jarrod Sutton, Assistant Vice President of Channel Marketing at the National Pork Board. Jarrod was specifically tasked by the Pork Board to make contacts in the “corporate suite” of company’s like McDonald’s and oth-

ers that are currently making decisions about how they want their food raised. He provides executive level decision makers with fact-based information to counter the misinformation that organizations like The Humane Society of the United States (HSUS) give them. HSUS’ objective is to end the use of animals for consumption and, obviously, it is important that our food chain partners hear from those who actually supply the products they use. After the recent food chain announcements by several foodservice and retail companies, I’m glad he’s out there on behalf of producers talking with our food chain partners. I am looking forward to Jarrod’s update at the Awards Luncheon.

The day always ends in the best way with a time to eat and talk with other producers while being fed the best pork dishes from chefs from all over the state. While these chefs participate in the Taste of Elegance competition, we as producers get to enjoy delicious appetizers made by the Lansing Center and stop by each chef’s booth to try their inventive pork dishes.

As always, the fall flies by between harvest and the upcoming holiday season. Hopefully, I will even have time to pull out my skis before I see you all at the Symposium. I wish you all a Merry Christmas and hope you enjoy the extra time spent with family, as I know I will. 

“Larry See left a legacy that will endure.”



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

“ I think (Larry) lived like all of us would like to be remembered. ”

My column for this issue is written on a somber note. On November 4, we lost longtime seed-stock producer, pork promoter and industry leader Larry See. Larry lived near Carleton in Monroe County and, in addition to raising hogs, had been an engineer with Ford Motor Company. In recent years, Larry battled cancer, but it never dampened his enthusiasm for the things he held dear like family, friends, hog shows (especially watching his grandkids compete), antiques and old Farmall tractors, to name but a few. Larry was on the board of Michigan Pork Producers Association in 1986 when I came to Michigan and was elected president of MPPA a few years later. One of the most gratifying things for me in this role has been working with a lot of talented, successful, business people. We are a small fraternity, but you don't have to be around those making-up the industry long before you realize they

are a special lot. I have worked with quite a few presidents over the years and that affords an even better chance to observe how talented and dedicated these individuals are. You get to know them really well during their terms of office. Each brings a unique set of talents to the position, but all have been similar in their passion for the pork industry and in their desire to utilize the collective clout of the organization to tackle challenges and make the industry better. And, universally and definitely most importantly, they have all been really “nice” people and good friends. Larry was certainly no different in that regard! He and I traveled to a lot of national meetings together and, as I recall, some of them were during Desert Storm. As a military pilot, my son was heavily engaged in the conflict and I know I was more than a little distracted at the time by the barrage of news cover-
(continued on page 9)



Larry See walks one of his Duroc boars.

Larry Jay See

Larry Jay See, 73, of Carleton, died peacefully with his family by his side Nov. 4, 2013. Larry passed away after a long and valiant fight with cancer.

He graduated in 1962 with a bachelor of science in mechanical engineering from Lawrence Institute of Technology and spent 35 years working with Ford Motor Company before retiring as a light truck engineer in 1996.

Volunteerism was a word that Larry enjoyed and lived to his very last days. His barns are stuffed with old tractors and pieces of objects that he needed to spend time with to get them working but acquired because "he just had to have it," or he needed a piece for something else.

He served as a past community leader with the Carleton Go-Getters Club; past president and member of the Monroe County 4-H Council; 4-H rabbit superintendent; board member of the Monroe County Small Animal Association; chairman of the Great Lakes Agricultural Fair; past secretary and member of the Monroe County Planning Commission; past chairman and scholarship chairman



of the Great Lakes Agricultural Fair; past president and member of the Michigan Pork Producers Association; past member and director of the Pork Industry Group of the National Livestock and Meat Board, and served as a volunteer for several state 4-H livestock committees.

When not traveling to visit fairs throughout the state and nation, his vehicle never met an antique shop it did not like and always slowed down when it passed tractors of any makes, models or sizes that were red. He was always the first one to be at new events and was the last to leave. His family became more extended, with the addition of the many 4-H members he nurtured and supported, but he still found an

opportunity to take time out for family. He loved spending time with his grandkids, either at the North Carolina State Fair, the North American International Live Stock Exposition, or the World Pork Expo. Story continues after the ad.

He found time to attend farm auctions with his brother-in-law, Robert Kocsis; made woodworking projects for his family; enjoyed animals from geese, to pigs, to two dogs and a cat, and spent countless hours researching his family tree, a project now expected to be carried on by his son. "No" was not a part of his vocabulary. He never used the word but always was a good one to argue, and you had to prove your point before he would relent. This mannerism was passed onto his children and grandchildren.

Larry is survived by his wife of fifty-two years Judy, two sons, Larry Jr. and Miles Todd (Leslie) and two grandchildren Garrett and Emma Elizabeth.

In lieu of flowers, memorial contributions may be made to the Monroe County 4-H Council for the Larry See Memorial Scholarship.

As I See It

(continued on page 7)

age during the war. However, I was always struck by the genuine concern and degree of compassion Larry expressed when we were together. More than once I heard him say that my job responsibilities were secondary and that he would gladly fill-in for me anytime as he knew it had to be nerve-racking as a parent worrying about someone so deeply involved in what was happening in the Gulf. I also remember him taking time to call me frequently during the war to see if my son was okay and inquire whether my wife and I needed anything. One never forgets gestures like that and, although we weren't in contact as frequently in later years after Larry went off the board, I still revered him as a special acquaintance and friend.

As I mentioned, we are a small fraternity and it's interesting to note that Larry's son, Todd, who is currently chair of the Animal Science Department at North Carolina State University, has become a valued acquaintance of my daughter and son-in-law who live in North Carolina and frequently cross paths with Todd in their career roles. Family was of utmost importance to Larry, however, he and his wife Judy were also ardent supporters




Larry See and his wife, Judy, at their farm.

of young people through 4-H youth programs. I'm sure you could find a lot of individuals who would credit both Larry and Judy with having had a positive influence on their lives and for being valued mentors to them during their years in 4-H.

Writing this tribute was bittersweet, but it was easy in the sense that there are so many positive things one can say about Larry. I think he lived like all of us would like to be remembered. He gave his full commitment to ev-

erything he tackled and always with a positive attitude. His friendly manner endeared him to many and that was certainly evident by the huge turn-out at his memorial service.

Larry will be missed, but he left a legacy that will endure and those of us who knew him were enriched by having had that privilege. On behalf of MPPA, I want to convey our heartfelt sympathy to Larry's family from all of us in the pork "fraternity." 



Larry See (first row, third from left) and the 1986 MPPA board.



Larry See (left) at the 1989 Pork Symposium.

U.S. Senators Stabenow and Wyden Discuss Climate Trends, Economics and Agriculture at Lansing Event

Senator Debbie Stabenow, chair of the Senate Committee on Agriculture, Nutrition and Forestry, and Senator Ron Wyden (D-Ore.), chair of the Senate Committee on Energy and Natural Resources, heard from Michigan's agriculture sector at a November event on the economic impacts of climate trends.

"Agriculture is Michigan's second-largest industry, supporting nearly one in four jobs," said Sen. Stabenow. "In Michigan, we've seen a string of recent weather events that have affected segments of Michigan's agriculture sector. However, Michigan's farmers are up to meeting the challenge, and today was a great opportunity to hear about how they are adapting to changes in weather patterns."

Sen. Stabenow's 2013 bipartisan Senate Farm Bill strengthens effective conservation tools farmers are already using to protect land and water for future generations. Her bill also provides disaster relief for fruit growers and livestock owners who faced severe weather last year and strengthens crop insurance to protect them from future disasters. Chairwoman Stabenow headed up the Farm Bill conference committee, the final phase in the effort to complete a five-year Farm Bill




Executive Vice President, Sam Hines, speaks with Chairwoman Stabenow.

that will reduce the deficit and create agriculture jobs.

The event brought together some of the most vibrant members of Michigan's agriculture and agribusiness sector and experts from Michigan State University to discuss how agriculture and the food production sector can adapt to changing weather patterns and future weather disasters in Michigan.

"Changing climate trends affect everything in agriculture," said Jim Byrum, president of the Michigan Agri-Business Association. "It's a double-edged sword. In the short term, warmer temperatures mean increased yields, longer growing seasons and more land open to farming. In the long term, however, these trends could be detrimental to Michigan agriculture as we see more frequent extreme weather events and additional pest pressure."

The event also included a discussion on the ways that agriculture and private sector businesses are working together to implement more sustainability measures.

"Farmers and agribusinesses have a vested interest in sustainability because it makes our businesses more efficient, which saves money and helps protect our air, land and water," said Byrum. "The private sector is demanding a more sustainable product, and that's driving agriculture to continue embracing new sustainability initiatives." 

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Sow Packers to Require Premises ID Tags in 2015

In an effort to improve pre-harvest traceability and improve national disease surveillance in the pork industry, many major U.S. packers and processors will require a USDA-approved, official premises identification number (PIN) swine tag as a condition of sale for breeding stock beginning Jan. 1, 2015.

“This is a positive step for our industry as we continue to create a more robust surveillance and traceability system that can help protect our animals, our livelihoods and our customers,” said National Pork Board President, Karen Richter, a producer from Montgomery, Minn. “That’s why I encourage producers who may not already be using official PIN tags to register their premises and begin using the tags now.”

According to Dr. Patrick Webb, Pork Checkoff’s director of swine health, the USDA-approved, official PIN tags for breeding swine are customizable with or without a management number and can be purchased in multiple colors.

“This allows producers to use the official tag in any color as a manage-




ment tag or wait to apply the tag to sows and boars before leaving the production site to enter harvest channels,” Webb said.

Once an animal is identified with an official PIN tag, it should not be removed or given a different official tag in the case of parity-segregated farms. Also, records documenting the identification and movement of breeding stock should be kept for three years.

Allflex USA, Inc., Destron Fearing and Y-Tex Corporation have USDA approval to manufacture official PIN swine tags. When ordering, producers

must provide the nationally standardized PIN for the breeding farm. If the site does not have a PIN, producers can register for one by going to www.pork.org/PINtag.

To date, packers that will require PIN tags as of January 2015 include: Johnsonville, Hillshire Brands, Calihan Pork Processors, Bob Evans Farms, Wampler’s Farm Sausage, Pine Ridge Farms, Pioneer Packing Co., Pork King Packing and Abbyland Pork Pack. Producers Can Learn More at Pork.org/PINtag 

Checkoff Continues to Prepare for the Event of a Foreign Animal Disease Outbreak

Whether it’s investing in research projects, conducting table-top and communications drills or collaborating with industry and government partners, the Pork Checkoff continues to take steps to be prepared in the event of a foreign animal disease (FAD).


“A successful response to a FAD means putting into action all of the work that we do now to prepare,”

said Dr. Patrick Webb, swine health director for the Pork Checkoff. “The objective after an outbreak is to get producers, regions and industries to resume normal production and the United States to regain FAD-free status as quickly as possible.”

The main goals following a FAD outbreak are to:

1) Detect, control and contain the

FAD in animals as quickly as possible. 2) Eradicate the FAD using strategies that stabilize animal agriculture, the food supply and the economy and that protect public health. 3) Provide science- and risk-based approaches and systems to facilitate business continuity for non-infected animals and non-contaminated animal products.

Are You Prepared on Your Farm? The Pork Checkoff has created step-by-step guidelines on what to do on your farm if a FAD is confirmed in the United States. For this and other tools about FADs and biosecurity, go to pork.org. Click on “Resources” and then “Swine Health.” Pork Checkoff. Your Investment. Your Future. 

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Breakfast on the Farm

Since the inaugural Michigan State University Extension (MSUE) Breakfast on the Farm (BOTF) program was held in 2009, more than 53,550 visitors and volunteers have participated in the 26 programs held throughout Michigan.

Breakfast on the Farm showcases a selection of Michigan farms and introduces the non-farm public to the life and business of modern agriculture through a fun and educational event that emphasizes the importance of environmental stewardship, food safety and good animal care practices. The educational farm tours provide the public an opportunity to see modern, non-commercial farm operations first-hand.

"Breakfast on the Farm puts the face of the producer on the products that consumers buy at the grocery store; a face that builds producer/consumer trust," Hank Choate from Choate Belly Acres, a host farm in 2012, said. "As producers we need to continue to do all that we can to further build that consumer trust, because if we lose their trust there is nothing (higher production or other production efficiencies) that we can do on our farms that will make up for that loss. It is rewarding to work at BOTF. When I tell my story of how we care for our cows so they produce milk for them, the consumer, and then the consumer replies 'that just makes common sense', I know we have accomplished our goal."

Surveys from the past events show that approximately 45 percent of attendees have not visited a modern farm in 20 years or more. This educational program has helped to provide information and experiences for thousands of participants who have changed their attitudes about modern food production as a result of attending a BOTF. - Nancy Thelen, MSUE, Breakfast on the Farm Coordinator



Thank you to all of our
volunteers:

Linda Blonde

Madonna Benjamin

(pictured left)

Scott Kramer

Fred Walcott

Patti Walcott

(pictured center right)

Tessa Sprague

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DR. BOB NIELSEN, PURDUE UNIVERSITY
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DR. BOB NIELSEN, PURDUE UNIVERSITY

CORN

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Study Shows Consumers Prefer Range of Doneness When Cooking Pork

USDA now says it's safe to cook pork chops, roasts and tenderloins to an internal temperature of 145 degrees F. with a 3-minute rest, but new research shows consumers are more comfortable with cooking recommendations that offer a range of doneness, according to John Green, director of strategic marketing for the Pork Checkoff.

"The findings have changed Checkoff consumer communications from recommending just 145 degrees with a 3-minute rest to promoting a range of doneness: medium-rare (145 degrees with a 3-minute rest) to medium (160 degrees)," Green said.

The Checkoff surveyed 300 people in Atlanta, Baltimore, Boston, Chicago, Dallas and Los Angeles. While 61 percent of respondents said they have a meat thermometer, less than 20 percent use it to check to see if pork is done. Instead, they cut into pork to check the color, letting the juices out.

"Most participants said they prefer pork cooked medium (160 degrees) to well-done (170 degrees), which far exceeds USDA's guideline of cooking pork to 145 degrees with a 3-minute



Balsamic Rosemary Pork Loin with Roasted Potatoes, see page 27 for recipe.

rest," Green said. "Well-done pork will be tough and dry."

The participants evaluated six photos of fresh pork cooked to a variety of temperatures and scored them based on whether they looked safe to eat. Seventy-eight percent of the respon-

dents favored photos of pork cooked to 170 degrees. Photos of pork cooked to 145 degrees were not as appealing and reportedly would not motivate the consumers to purchase pork."

Many participants also agreed with the statement: "To be safe and healthy, pork should be thoroughly cooked so there's no pink coloring in the center."

Even after being advised of the new USDA cooking guidelines, few consumers said they would be comfortable serving pork cooked to 145 degrees. The findings demonstrate the continued need to educate consumers how to cook juicy pork. These valuable insights are being incorporated into messages to consumers, such as this past summer's "Cook It Like a Steak" campaign for pork chops.

"Years of promotion and education efforts may be needed to change longstanding behaviors," Green said. "To move toward that goal, the Checkoff will continue to educate consumers to cook pork between 145 to 160 degrees to enjoy juicy, tender, flavorful pork."



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Agricultural Leaders OF MICHIGAN

Agricultural Leaders of Michigan Host Food Safety Forum

On October 14, MPPA co-sponsored an educational forum for legislative and department staff in Lansing. The forum, titled “Public Health and Food Safety – From Farm to Table,” included presentations on the best practices and technology used by Michigan’s agriculture sector to produce safe, high quality food for consumers.

Mary Kelpinski, executive director of the Michigan Pork Producers Association, presented first and discussed the programs and practices being employed by Michigan’s pork producers to protect public health and safeguard the welfare of their animals. One example is the Pork Quality Assurance program developed by the pork industry. This is

a producer-driven program used to ensure U.S. pork products are of the highest quality and safety, and animals raised for food are cared for in a way that ensures their well-being.

Kelpinski also discussed antibiotic use in pork production. Pork producers only use antibiotics approved by the Food and Drug Administration, and these are administered strategically when pigs are sick, susceptible or exposed to illness. Using antibiotics strategically ensures that the safest meat in the world ends up on America’s dinner tables.

Jeff Armstrong, vice president of egg operations at Sunrise Acres Egg Farm, presented on behalf of Michigan Allied Poultry Industries. He highlighted the ways that American farm-

ers continue to strive for the safest, highest quality product while keeping up with rapidly growing demand. Armstrong pointed out that in 1940 the average farmer fed 19 people. Today, one farmer feeds 144 people, and that number continues to grow.

Armstrong described how egg producers use the best science and information to develop best practices for food safety. This process includes collection, sorting, cleaning, grading, packing and shipping eggs. Egg producers control the entire process, including shipping, to ensure quality control, and most eggs reach the grocery store 24-48 hours after being laid. He also pointed out that laying hens never receive hormones.

Agricultural Leaders Host Legislative Update on Michigan’s 2013 Harvest Season

On November 18, the Agricultural Leaders of Michigan (ALM) hosted “2013 Harvest Update” in Lansing. The event was an opportunity for legislative and department staff to hear from members of ALM about the progress of this year’s harvest and the outlook for next year.

Keith Tinsey, engineering and sales manager at Walther Farms,

spoke on behalf of the Potato Growers of Michigan. Potato growers have had a good harvest this year, and are reporting average yields. He also explained that Michigan is the top producer of chip potatoes and 70 percent of all the potatoes grown in Michigan go to make potato chips.

Tim Boring, research director for the Michigan Soybean Promotion Committee, spoke about this year’s

soybean crop. He noted that the soybean harvest is taking much longer this year due to unfavorable weather. However, soybean farmers are expecting larger yields than they’ve produced the last two years. Boring also discussed the Soybean Management and Research Technology program, which is helping soybean growers test best management practices to improve their yields.



Jim Zook, executive director of the Michigan Corn Growers Association, gave the update on Michigan's corn harvest. Corn growers are reporting much higher yields per acre of corn planted this year compared to last year. He also noted that corn acres have remained stable, and growers are producing higher yields with less fertilizer thanks to new technology and best practices.

Kevin Emison, vice president of credit at GreenStone Farm Credit Ser-

vices, talked about the financial outlook for Michigan's farmers. According to Emison, the agriculture industry is cyclical when it comes to finances, with profits rising and falling. However, farmers are strong financially and well-positioned to react to any market changes.

Jim Byrum, president of the Michigan Agri-Business Association, closed out the program with an overview of some of the infrastructure challenges that face the agriculture industry

as we move through this harvest season. Making sure that Michigan has transportation infrastructure in place, including rail and water transportation, to move commodities and inputs will be critical. Improvements in utility infrastructure, including natural gas and electricity, and broadband access will also be important if agriculture is to expand.

Agricultural Leaders Host Legislative Tour and Highlight New Technology and Seed Genetics

On September 12, the Agricultural Leaders of Michigan hosted "Agronomy and Seed Tech 101: Farm Tour" at the Monsanto Demonstration and Research Farm in Mason. Guests, including State Representatives Charles Brunner, Tom Cochran, Martin Howrylak and Phil Potvin, heard from experts in agriculture, agronomy and equipment technology.

First, Jeff Williams, a government affairs representative from Monsanto, spoke on the importance of new technology to the future of agriculture. As the world population surges, lawmakers should be committed to funding for research, education and transportation so farmers and agri-businesses can keep up with the growing acreage and yields.

Next, Steve Gower (pictured right), a technical agronomist with DEKALB/Asgrow Brands, led guests on a farm tour and discussed how advances in seed genetics have led to more efficient crops that are resistant to pests and produce higher yields.



Through an interactive exhibit on agricultural history, Gower explained that over time, technology has allowed farmers to produce higher yields per acre of land.

Representatives from D&G Equipment showed guests some of their most technologically advanced equipment. By using John Deere's newly

developed apps for smart phones and tablets in conjunction with these tractors, farmers can plan planting patterns that enable them to track each section of their field and plant the seeds that are most suitable to different water, soil and temperature conditions.

Michigan Corn Growers Association



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

NEW CFTC RULE

The U.S. Commodity Futures Trading Commission (CFTC) adopted by a 3-1 vote a rule that was supposed to provide protections for customers who use the futures market to manage their financial risks. National Pork Producers Council (NPPC) and other agricultural sectors don't think the rule's protections are adequate, it adds costs and could force agricultural futures market participants to seek alternative risk management strategies or to abandon the futures market.

Specifically, provisions related to residual interest and capital charges would not protect customer funds but would require customers to send excess funds to their Futures Commission Merchants (FCMs) to cover margin shortfalls that could occur at any time during the day. NPPC said this requirement would put more customer money at risk for fraudulent use – as was the case with MF Global and Peregrine Financial.

CFTC Commissioner Scott O'Malia, who voted against the final rule, championed an amendment that would have made the residual interest provision much more palatable to agriculture by allowing a longer phase-in period for margin to be collected by FCMs, requiring a study to be conducted on whether the timing of the residual interest calculation was appropriate and removing a five-year trigger that would have required all customer margin to be collected by approximately 9 o'clock the morning after a trade occurred. NPPC,

along with other agricultural organizations, sent a letter outlining their concerns with the CFTC rule.

FEDS SEEKING TO EXPAND JURISDICTION OVER NEARLY ALL U.S. WATERS

In a draft document, which was leaked by Bloomberg News and which is awaiting White House approval, the U.S. Environmental Protection Agency (EPA) and the U.S. Army Corps of Engineers are proposing a rule that vastly expands the types of waters that fall under the Clean Water Act (CWA), in direct contradiction to recent U.S. Supreme Court opinions. The draft regulation would bring under CWA jurisdiction man-altered and man-made water bodies, including farm ditches, tile drainage and field filter strips. Even wetlands that are "many miles away" from a jurisdictional water could be regulated.

The Supreme Court in several instances has limited EPA's and the Corps' jurisdiction under the CWA, ruling that it cannot be based on a mere connection to a navigable water or extend to waters far removed from navigable waters. If the draft rule becomes final in its current form, EPA and the Corps will have jurisdiction over large tracts of state and private lands, and CWA permits would be required for a host of activities on them.

Farmers, for example, could be required to obtain permits to apply manure, fertilizer or pesticides and, possibly, to plant seeds. NPPC will be reviewing the 350-page draft proposal and will be submitting comments on it once it is published in the Federal Register. In a related matter, NPPC and other agricultural organizations

earlier this week filed comments on the EPA scientific report that provided the foundation for the draft CWA proposal.

PHILIPPINES EXPRESSES INTEREST IN JOINING THE TPP

A Filipino trade official said that the Philippines would like to be among the next group of countries to join the Trans-Pacific Partnership (TPP). "If and when they open a second round of possible members, we intend to be part of that second batch of countries," said Trade undersecretary Adrian Cristobal Jr.

The TPP is a comprehensive regional trade negotiation that includes the United States, Australia, Brunei Darussalam, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam. Those countries account for nearly 40 percent of global economic output.

Although there has been no announcement about opening the TPP to additional countries, the Philippines has already begun consultations with some of the current TPP member countries, and the country's Department of Trade and Industry plans to conduct impact studies on joining the trade pact. Although the Philippines is an important market for U.S. pork exports, with sales valued at \$95 million in 2012, exports are limited by several non-tariff barriers.

The Philippines has a history of using non-tariff restrictions to limit pork imports; current barriers include the use of a WTO-illegal reference price scheme and cold storage requirements that only apply to imported pork, not to domestic pork.

SENATE FINANCE COMMITTEE HOLDS HEARING ON U.S.-EU TRADE TALKS

The Senate Finance Committee held a hearing on recently launched free trade negotiations between the United States and the European Union, known as the Transatlantic Trade and Investment Partnership (TTIP) negotiations. The EU is the second largest market in the world for pork consumption and represents a tremendous market opportunity for U.S. pork exports. However, numerous barriers prevent the U.S. pork industry from exporting significant amounts of pork to the EU; in fact, last year the United States exported more pork to Honduras than to the 28-member European Union. Barriers include multiple quotas with high in-quota duties, a ban on the use of ractopamine, mandatory trichinae mitigation, a prohibition on pathogen-reduction treatments and a costly plant approval system.

NPPC will oppose any trade deal with the EU that does not eliminate all tariffs and all other barriers on U.S. pork. Removal of all EU barriers will significantly increase U.S. pork exports to the EU, creating more than 17,000 U.S. jobs, according to Iowa State University economist Dermot Hayes. During the hearing, Finance Chairman Max Baucus, D-Mont., and Ranking Member Orrin Hatch, R-Utah, said they are working on writing trade promotion authority (TPA) legislation and are expecting the Obama administration to work with them to gain congressional approval. TPA, also known as fast-track, allows the president to negotiate trade deals based on strategic goals and objectives

outlined in the legislation, with ongoing congressional oversight. NPPC strongly supports TPA legislation that encompasses a Trans-Pacific Partnership Agreement, the Transatlantic Trade and Investment Partnership and all other trade agreements that might be negotiated over the life of the bill.

NEW GUIDANCE FOR HUMANE HANDLING OF LIVESTOCK PROPOSED BY USDA

USDA's Food Safety and Inspection Service (FSIS) proposed new guidelines for the humane handling of livestock at processing facilities. The guidance, which comes after a May report from USDA's Office of Inspector General found numerous flaws in FSIS procedures at packing plants, will assist plants in "developing, implementing, and maintaining a systematic approach to humane handling and slaughter of livestock" to comply with regulatory requirements of the Humane Methods of Slaughter Act and the Federal Meat Inspection Act.

The inspection agency says a systematic approach is a "comprehensive way of evaluating how livestock enter and move through an establishment" and includes four steps facilities should take: 1) assess the ability of their livestock handling and slaughter practices to minimize distress and injury to livestock; 2) design facilities and implement handling practices that minimize distress and injury to livestock; 3) periodically evaluate facilities and handling methods to ensure that they continue to minimize distress and injury to livestock; and 4) when necessary, modify facilities and handling methods to ensure that they continue to minimize distress and

injury to livestock.

FSIS adds that such an approach, coupled with written procedures for, and records of, complying with humane handling and slaughter regulations – and making those available for FSIS review – would give plants a "robust" systematic approach to humane handling.

CHILE ENDS 'SAFEGUARD' INVESTIGATION, WON'T RESTRICT PORK IMPORTS

In a big victory for America's pork producers, Chile recently determined that no action should be taken to limit pork imports, including those from the United States, after concluding an investigation on whether they were harming domestic pork producers. The South American country initiated a "safeguard" investigation in May on all imported frozen pork, including imports from the United States.

Under international trade rules, safeguard measures are temporary emergency actions, such as duty increases, against imported products that have caused or threaten to cause serious injury to the importing country's domestic industry. The Chilean Pork Producers Association alleged that pork imports caused losses to its producers and called for a 14.3 percent additional duty on imported pork.

NPPC claimed the charges of harm were unfounded and pleaded the U.S. pork industry's case against safeguard measures. It pointed out that while U.S. pork exports to Chile have grown over

Capital Update

the past eight years, they remain small and stable in relation to pork consumption and production in that country.

In fact, although Chilean pork producers continue to account for more than 95 percent of domestic consumption, they also have significantly increased their sales in export markets. After a 90-day investigation to determine whether safeguard measures should be imposed and at what rate, a Chilean commission decided such measures weren't warranted. Chile has become an important market for U.S. pork since the implementation of the U.S.-Chile Free Trade Agreement in 2005. Last year, Chile was the 12th most valuable export destination for U.S. pork products, totaling almost 17,000 metric tons valued at more than \$42 million.

REPORT SHOWS HOSPITALS TOP CONCERN AS THREAT FOR ANTIBIOTIC RESISTANCE

The Centers for Disease Control and Prevention issued a report on antibiotic resistance, showing that the most urgent threats are posed by antibiotic-resistant infections in hospitals and not by antibiotics use to keep food animals healthy. Of the 18 specific resistance concerns outlined in the report, only two have possible connections to antibiotic use in food animals.

REPORT IGNORES PROGRESS PRODUCERS HAVE MADE

A report issued from an institution whose namesake is the poster boy for the food police ignores the tremendous progress America's farmers and ranchers have made in producing safe, affordable food while improving animal well-being, protecting the environment and using animal health products responsibly.

The Center for a Livable Future (CLF), which initiated "Meatless Mondays" and is part of the Johns Hopkins University Bloomberg School of Public Health – named for New York City Mayor Michael Bloomberg, who has, for example, banned the sale of large sodas in his city – released an update of a 2008 report from the Pew Commission on Industrial Farm Animal Production that was highly critical of modern animal agriculture. (CLF in 2008 directed the work of the commission.) Composed primarily of members opposed to modern livestock production, the commission called for phasing out certain production practices, banning certain animal antibiotics and placing new restrictions on the use of manure; it said large animal feeding operations are bad for rural economies.

The "updated" report claims that the animal agriculture industry has "made the problems worse" over the past five years in addressing the commission's concerns. NPPC said that the charges against animal agriculture made in the CLF report – and in the 2008 Pew Commission report – "bear little resemblance to the truth." The organization pointed out that pork producers and other food-animal producers "have continuously made improvements in animal care, including pro-

tecting them from diseases, and we always have been good stewards of the land, air and water we use." A report issued from the Animal Agriculture Alliance (AAA) details the efforts and progress animal agriculture has made over more than a decade and belies the CLF report. The AAA, of which NPPC is a member, also held a teleconference with academic experts to counter the CLF claims.

HSUS LOSES; COURT DISMISSES "PORK, THE OTHER WHITE MEAT" LAWSUIT

The Humane Society of the United States (HSUS) was dealt a significant loss by a U.S. district judge who dismissed a lawsuit filed by HSUS over the National Pork Board's purchase of the "Pork, The Other White Meat" trademark from NPPC. HSUS, which was joined in the suit by a lone Iowa pork producer and the Iowa Citizens for Community Improvement, sued the U.S. Department of Agriculture (USDA) – and Secretary Tom Vilsack – over approval of the trademark purchase and the Pork Board's annual payments to NPPC. HSUS argued that the sale and payments were unlawful since the Pork Board is prohibited from using checkoff dollars to influence legislation. The court dismissed the HSUS case, ruling that the plaintiffs lacked standing and that no one had suffered any injury from the Agriculture Secretary's actions. NPPC applauded the Secretary's willingness to defend the case and pork producers across this country.

Farm Bill Update

Members of the Senate and House Agriculture committees are continuing to meet in conference to resolve differences between the Senate- and House-passed Farm Bills.

The major difference between the Senate- and House-passed bills is the amount of cuts in funding for federal food stamps – the Supplemental Nutrition Assistance Program (SNAP). The Senate measure would cut about \$4 billion over the next decade; the House bill calls for almost \$40 billion in cuts.

Sen. Debbie Stabenow, D-Mich., chairwoman of the Senate Agriculture Committee, said Senate Democrats will oppose SNAP cuts that are much higher than the amount included in the Senate Farm Bill.

Both farm bills include provisions beneficial to the U.S. pork industry, including ones that would:

- Establish within USDA an Under Secretary for Trade and Foreign Agricultural Affairs.
- Reauthorize and fund USDA trade promotion programs – the Foreign Market Development Program and the Market Access Program.
- Reduce the number of acres in the Conservation Reserve Program from its current 32 million. The Senate bill calls for a cut to 25 million by 2017, while the House Agriculture Committee’s measure would cut the acres to 24 million by that time.
- Change a trichinae certification program to a trichinae surveillance program.
- Fund research related to livestock, including swine disease surveillance.
- Authorize USDA to conduct a study on the feasibility of implementing a catastrophic insurance program for livestock producers.

Additionally, the House Farm Bill

includes provisions that would:

- Prohibit USDA from writing regulations related to livestock contracts under the Grain Inspection and Packers & Stockyards Act.
- Require USDA to conduct an economic analysis of its new rule on country-of-origin labeling of meat.
- Prohibit states from enacting laws that place restrictions on the means of production for agricultural goods that are sold within the states’ borders but produced in other states.
- Require USDA to review U.S. Environmental Protection Agency regulations that could affect agriculture.
- Prevent federal agencies from giving to third parties personal information of agricultural producers.


The so-called King Amendment, included in the House version of the bill, which would prohibit a state from excluding lawfully produced agricultural products from other states from being sold within its borders. Sponsored by Rep. Steve King, R-Iowa is strongly supported by NPPC.

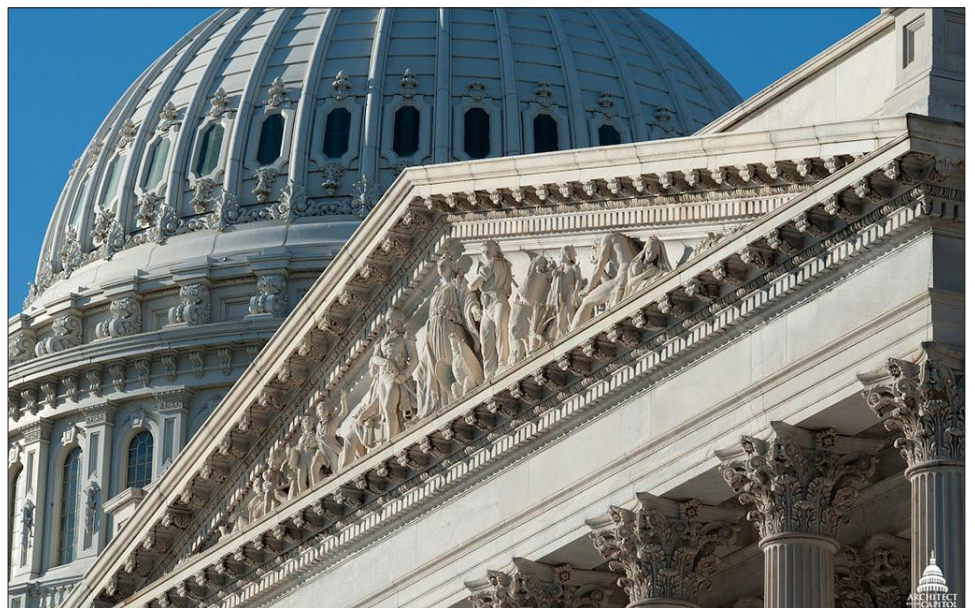
The Humane Society of the United States (HSUS) is the chief opponent

of the amendment and is implementing a \$100,000 misinformation ad campaign against it. HSUS falsely has claimed that the amendment “could wipe out dozens of state laws on farm animal confinement, puppy mills, horse slaughter, shark finning, and even dog meat.” The group even has suggested that child labor laws and environmental regulations would be eliminated by it.

In addition to backing the King Amendment, NPPC is urging conferees to include in the Farm Bill a legislative fix to the Mandatory Country-of-Origin Labeling (MCOOL) rule to make it compliant with World Trade Organization trade rules.

Canada and Mexico have already filed a challenge to the new rule with the WTO. The WTO is likely to issue a decision on this case in 2014. If the WTO decides this rule is out of compliance, the U.S. is at risk of retaliatory import tariffs in Mexico and Canada. In 2012, Mexico and Canada were the second and fourth largest export markets by value for U.S. pork, with exports totaling \$1.13 billion and \$856 million respectively.

Retaliatory tariffs would have major economic consequences for pork and beef producers. 



Innovating for the Future: 2013 Environmental Stewards Announced

The Pork Checkoff's Environmental Stewards subcommittee has selected four pork farms to be honored as the 2013 Pork Industry Environmental Stewards. The farms join other pork operations across the country in their commitment to protecting natural resources while minimizing the environmental footprint. This year's awards will be presented to (pictured below):

- Russell Brothers LLC, Monticello, Iowa
- Bacon Hill Farm, Dodge, Neb.
- Krikke Pork, Greenwich, Ohio
- Blue Mountain Farms, Milford, Utah

"The forward-thinking 2013 Stewards focus on innovative solutions and ideas on their farms," said Lynn Harrison, chair of the Environmental Stewards selection subcommittee and former president of the National Pork Board. "From turning manure into fuel to operate farm vehicles, to generating enough power to light up to 3,000 homes, the 2013 Stewards are putting their own stamp on raising high-quality pork for customers. And like other farms, they are doing it while adhering to the industry's *We Care*SM ethical principles."

The award, now in its 19th year, recognizes producers who demonstrate a firm commitment to safeguarding the environment and their local communities. The winners were chosen earlier this year based on their manure management systems, water and soil conservation practices, odor-control strategies, farm aesthetics, neighbor relations, wildlife habitat promotion and innovative ideas used to protect the environment. The judges represented pork producers and environmental organizations.

Their peers will recognize the 2013 Environmental Stewards at the 2014 National Pork Industry Forum next March in Kansas City, Mo.

Russell Brothers LLC, Monticello, Iowa

Jason and Sarah Russell are building on a family legacy that can be traced back to the Civil War when the Russell family established its roots in Linn County, Iowa. They farm with Jason's brother, Eric, pigs, corn, soybeans and hay on 390 owned acres and 160 custom-farmed acres. They market more than 14,000 hogs a year as part of The Maschhoff production network. A 50-kilowatt wind turbine helps the farm conserve electric energy by generating 60 to 80 percent of the farm's needs.


Bacon Hill Farm, Dodge, Neb.

Fifth-generation family farmers Danny and Josie Kluthe seamlessly mix pork production and cutting-edge technology. An anaerobic manure digester on site uses natural gas to supplement fuel for their farm's vehicles and help provide electricity to area homes. The Kluthes have six 1,000-head finishing barns and market about 15,000 finisher hogs annually. They grow corn and soybeans on 280 acres and raise 100 chickens every year for family and friends. Being good environmental stewards is key to all of their endeavors at Bacon Hill.

Krikke Pork, Greenwich, Ohio

Howard and Jane Krikke raise replacement gilts for Kalmbach Swine Management, based in Upper Sandusky, Ohio. Since 2006, Krikke Pork has been home to two 2,500-head wean-to-finish buildings, bordered on the south and west by 30 acres of native hardwoods. State-of-the-art technology is the watchword in the two barns. This includes tunnel ventilation, drop curtains, self-contained pits, flip-to-clean feeders and Integra-link feed tank monitoring.

Blue Mountain Farm, Milford, Utah

Blue Mountain site 42304, located in the high desert of southern Utah, produces 55,000 hogs annually in 10 feeder-to-finish barns. The farm, a Murphy-Brown subsidiary and offshoot of Smithfield Foods, takes steps to minimize its environmental footprint and give back to the community, says Jim Webb, environmental, safety and public affairs manager for Circle Four. Blue Mountain farm supplies manure to Alpentel Energy Partners, which uses anaerobic digesters and large Cat engines to produce electricity. 



PED Virus Update

Manure is a primary way that the Porcine Epidemic Diarrhea (PED) virus spreads from pig to pig and from farm to farm. To help reduce the risk posed by PED-infected manure, veterinarians and university experts working with the Pork Checkoff, the National Pork Producers Council and the American Association of Swine Veterinarians have created a set of guidelines for producers and commercial manure haulers.

“We know this virus is easily spread to uninfected pigs and clean farms by infected manure,” said Dr. Paul Sundberg, vice president of science and technology for the Pork Checkoff.

But as temperatures cool, Dr. Lisa Becton, director of swine health information and research programs for the Pork Checkoff, reminds producers to do their part by being vigilant about biosecurity.

“This virus appears to act the same clinically as transmissible gastroenteritis (TGE), which indicates that it has increased survivability in colder weather,” Becton said. “As temperatures cool this winter, producers need to focus on biosecurity measures to help protect their herds.”

She added, “This includes how manure is hauled and handled, how vehicles are washed and how traffic coming into and out of their farms is managed. Keep barns and equipment as clean and dry as possible to help reduce the spread of PED. And if you do suspect it in your herd, work with your veterinarian to help stem its spread and to build up herd immunity.”

New guidelines are specifically offered for producers, commercial or other manure haulers who travel from one farm to another during land application of manure. Producers and haulers should know where the transport crew has been prior to coming onto a new farm. Farms also should have a clearly defined entrance and exit strategy to minimize cross-contamination


with other farm traffic and to maintain a distinct “line of separation” between haulers, their equipment, animals and workers on the farm site.

The line of separation defines the area to be used by the manure hauling crew and the area to be used for daily farm traffic and personnel. For effective biosecurity, members of the manure-hauling crew cannot cross over the line of separation.

Sundberg added that separating manure-hauling equipment and personnel from animals and farm workers – as well as limiting on-farm movement patterns – have proven to be critical in avoiding potential PED transmission via manure to an uninfected farm.

“The cornerstone of the new manure-handling guidelines is communication between the manure hauling crew and farm managers and workers,” Sundberg said. “To successfully reduce the spread of PED, all workers must follow biosecurity procedures by respecting this line of separation.”

Karen Richter, president of the National Pork Board and a pork producer from Montgomery, Minn., said, “The collaboration between producers and haulers will set a new standard for our industry. We now have a solid set of guidelines in reducing the risk of further spread of PED, and I hope everyone will immediately take advantage of this good work.”

To access the new guidelines and learn more about PED go to www.pork.org/pedv. 

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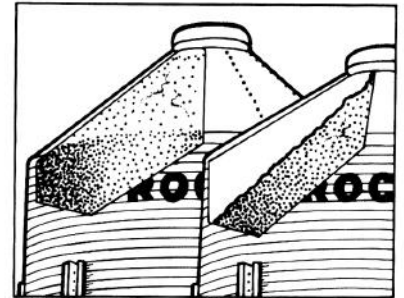
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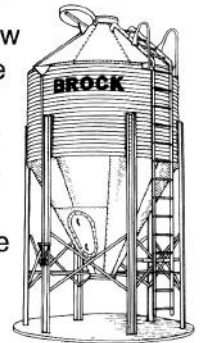


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Pork Checkoff

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

Value Campaign Inspires

To show consumers they don't have to spend a lot of money to eat well, the Pork Checkoff created the popular "Pork Chop Drop" trivia game and new "10 for \$10" recipe collection this summer.

"These tools helped bolster the Pork Checkoff's value message, and we had a great response," said Pamela Johnson, director of consumer communications for the National Pork Board.

From mid-June through July, consumers could play Pork Chop Drop at PorkBeInspired.com and the Pork Be Inspired Facebook page. After answering trivia questions about the new pork cuts and grilling preparation, consumers had the chance to unlock prizes, such as an exclusive new pork recipe, coupons for fresh pork and a chance to win a \$1,000 cash grand prize.

More than 27,000 users registered to play Pork Chop Drop, said Amy Busch, manager of digital marketing for the Pork Checkoff. "We tracked eight average log-ins per registered user and were pleased that people were playing more than once."

Focusing on the Mealtime Bottom Line

To help consumers save even more with pork, the Pork Checkoff teamed up with Danielle Smith, founder of the popular blog, ExtraordinaryMommy.com, to host an integrated media tour and to create the new pork recipe for Grilled Pork Chops with Minted Strawberry Avocado Salsa. The cost of this

recipe, which serves Smith's entire family of four, totals only \$9.61.

"I pay attention to pricing each week at the meat case, and I pick a pork cut that offers me the best savings," Smith said. "Pork is so versatile I can swap in multiple cuts with this recipe and still get the same juicy, flavorful meal every time."

You Can't Beat 10 for \$10

To offer even more inspiration, the Pork Checkoff teamed up with Smith and nine other value-minded bloggers known for smart shopping to create the new "10 for \$10" recipe collection.

"These recipes are full of flavor, easy to prepare and use only a handful of ingredients," Johnson said. "They show how simple and affordable it can be to feed a family of four for \$10 or less."

The recipes feature a variety of pork cuts, from Grilled BBQ Pork Pizza Wraps to Rosemary Lemon Pork Chops. They were featured during the Pork Checkoff's June 27 Twitter party, where consumers discussed the meals they planned to grill at their Fourth of July celebrations. The conversation became a U.S. trending topic, Busch noted.

Social Media Amplifies Pork's Messages

Throughout the summer, PorkBeInspired.com featured one of the recipes in the 10 for \$10 collection each week, along with the latest meat case pricing data comparisons from the U.S. Department of Agriculture.

In early June, for example, the porterhouse pork chop was 67 percent less expensive than the porterhouse beef steak. The Pork Checkoff used social media to help spread the word.

"Social media offers a cost-effective way to promote pork, and it's gratifying to see how our messages are resonating with consumers," said

Busch, who also shared that pork's value message was highlighted with opinion elites who attended the 2013 BlogHer Food '13 blogger conference in Austin, Texas, in June.

To keep the momentum going, the Pork Checkoff is encouraging consumers to visit www.porkbeinspired.com and Pork Social online to find more recipes, cooking tips and other special offers.

"We're consistently reminding consumers that pork offers the perfect budget-friendly way to eat well," Johnson said.

Benchmarking Becomes Simpler with Quick Facts

Benchmarking is a powerful management tool, but finding accurate, credible data can be a challenge. The updated *2013 Quick Facts: The Pork Industry at a Glance* book helps streamline the process.

"Many producers don't have easy access to timely data to help them see how they stack up to other sectors of the pork industry nationwide," said Chris Hostetler, director of animal science for the Pork Checkoff. "Quick Facts helps producers measure key productivity indicators like average daily gain, pigs weaned per litter, finishing weights and more."

The user-friendly 2013 Quick Facts, which is available at pork.org, includes the benchmarking data from the Industry Productivity Analysis in the Stats section. The numbers are based on a six-year rolling database that currently covers 2007 to 2012.

Producers can measure productivity for conventional finishers, wean-to-finish operations, swine nurseries and sow farms. Averages are noted in each

section, along with data for the top 25 and bottom 25 percent of the industry. "You can see where you fall within these numbers and identify areas where you can make improvements," Hostetler said.

New Swine Health Fact Sheets Target Shows and Sales

The Pork Checkoff has created two new fact sheets aimed to reinforce best management practices for anyone involved with a swine sale or show. These are particularly timely since the Porcine Epidemic Diarrhea (PED) virus is still circulating in many states and causing high mortality in young pigs.

"The goal of these new resources is to remind show exhibitors and organizers to adhere to a set of protocols and work with a veterinarian to help protect pig health and limit potential disease spread," said Dr. Lisa Becton, Checkoff's director of swine health. "With the ongoing health challenges the industry is facing, it's critical that we all do our part to protect pig health."

The new fact sheets, *Swine Health Recommendations: Exhibitors of All Pigs Going to Exhibits or Sales* and *Swine Health Recommendations: Organizers of Exhibitions and Sales* are now available at pork.org/pedv and will be available soon at the Pork Store.

Remember to Get a Flu Shot this Fall

As the United States enters another flu season, the Pork Checkoff is advising producers, farm personnel and oth-

ers who have contact with pigs to get the seasonal flu vaccination as soon as possible to help protect human and pig health.

"It's always wise for producers and swine farm workers to reduce the risk of getting sick and bringing the flu to the farm or workplace by getting vaccinated," said Jennifer Koeman, director of producer and public health for the Pork Checkoff. "It also demonstrates the industry's *We CareSM* approach to protecting employees, animals and public health."

According to the U.S. Department of Health and Human Services, all people over six months of age should be immunized for influenza each year.

"People may remain contagious for up to five to seven days after getting sick," Koeman said. "That's why it's crucial that employers have a sick-leave policy that encourages those experiencing symptoms of influenza-like illness to stay home for seven days after symptoms begin or until fever-free for 24 hours without the use of fever-reducing medications, whichever is longer."

At the farm level, good building ventilation and good hygiene can help reduce transmission of flu viruses.

"To prevent pigs and humans from other species' influenza viruses, producers also should look at bird-proofing their buildings, protecting feed from birds and enforcing biosecurity practices, such as the use of farm-specific clothing and footwear," Koeman said.

According to Lisa Becton, Pork Checkoff's director of swine health information and research, "It's very important to monitor your herd's health daily and contact your herd veterinarian if influenza is suspected. Rapid detection of influenza can help producers and their veterinarians implement appropriate strategies to

better manage sick pigs."

You can find more influenza-related information at www.pork.org/flu or at www.cdc.gov/flu.

Acclaimed Documentarian James Moll Releases Trailer and Website for New Film Farmland

Oscar®-winning documentary filmmaker, James Moll, has unveiled an advance trailer and website for his latest film, *Farmland*. The feature length documentary follows the next generation of American farmers and ranchers, examining the lives of farmers and ranchers in their 20s, in various regions across the US.

The advance trailer and information about the film is now available at www.farmlandfilm.com.

"I make documentaries because it's a thrill to explore new topics and meet people that I might not otherwise cross paths with," said Moll. "While making *Farmland*, I found myself immersed in a community of some of the most hard working, passionate people I've ever met. This film isn't just about what it's like to be a farmer, it's about a way of life. It's also about a subject that affects our lives daily."

The film, made with generous support from the U.S. Farmers & Ranchers Alliance®, gives viewers a firsthand glimpse into the lives of these young farmers and ranchers, their high-risk/high-reward jobs and their passion for a way of life that, more often than not, is passed down from generation to generation.

New PorkSquareSM is Virtual Town Square for Youth Interested in Pork Careers

Launched at the FFA national conference, PorkSquareSM harnesses the power of social media to help college students and young professionals find internships and training.

At a conference packed with the agricultural industry's future leaders, the Pork Checkoff introduced PorkSquareSM - a website, driven by the innovation and real-time nature of social media, connecting young agriculture professionals with internships and training.

"For some time, the National Pork Board has bounced around the concept of a youth careers website - one focused specifically on the pork industry," said Bryn Jenson, producer outreach marketing manager for Pork Checkoff. "After hours of brainstorming, ideation and discussing the purpose and options, PorkSquareSM emerged as an ideal way to combine the best of all our ideas."

Moving beyond the concept of simply a job bank, PorkSquareSM is a virtual town square where internship and scholarship seekers and compa-

nies can connect.

"As we created the website, we also generated a lot of enthusiasm about its future and began to understand just how instrumental it could become in meeting the needs of both students, professionals and pork-related companies," said Jenson.

The mission of the Pork Checkoff is to harness the resources of its pork producers to capture opportunity, address challenges and satisfy customers. PorkSquareSM specifically meets those needs by helping young people - ages 15 to 25 - with a long-term interest in a career in the pork industry. The website, located at www.porksquares.com, is a one-stop shop for training, education growth and internship information regarding the pork industry.

"We see PorkSquareSM as more than a place to find an internship, but


rather as a vehicle to build relationships between young professionals and industry leaders, and prospect for internships, scholarships, mentoring programs and pork-related events," said Mark Greenwood, senior vice president relationship management with AgStar Financial Services.

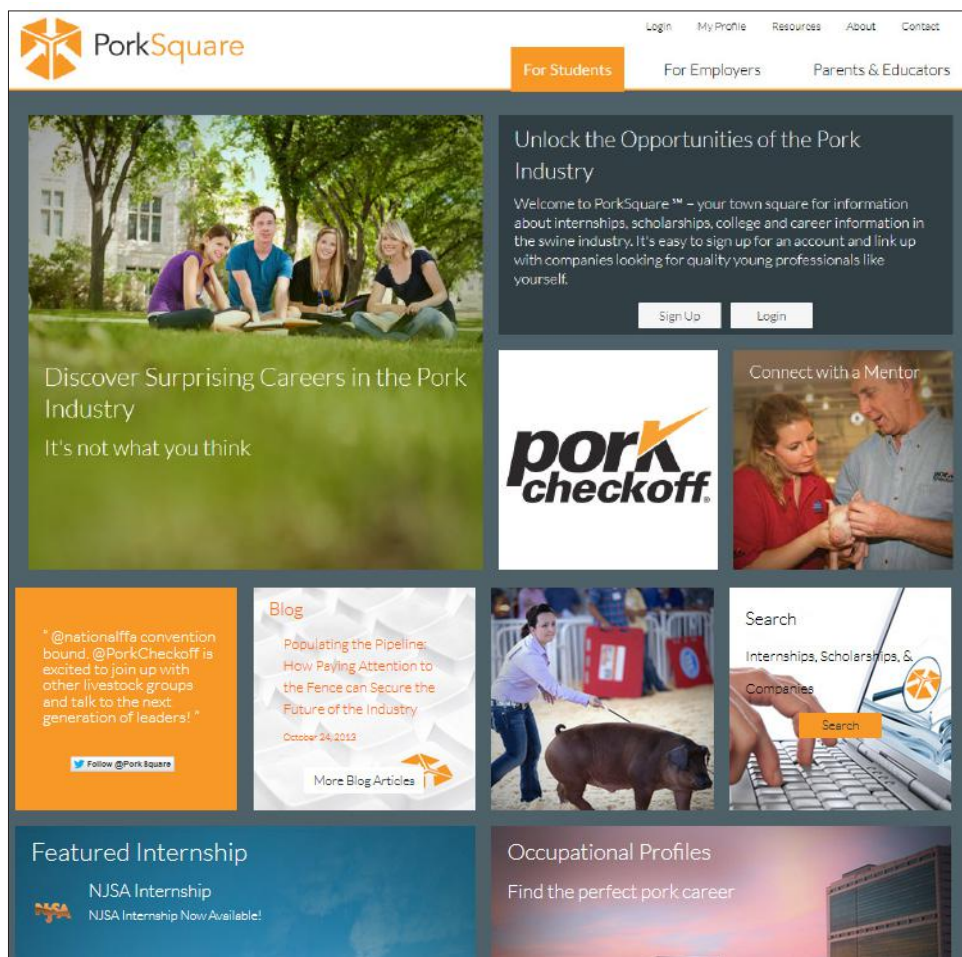
High school and college students can use PorkSquareSM to create personal profiles that are visible to employers with internships or scholarship sponsors.

These profiles allow the young professional to share information about themselves beyond that of a traditional resume, providing hiring managers with a complete image of a candidate. By including a photo, personal interests, social media links and more, employers can get a better feel for the background of an internship candidate.

Companies with a particular focus on the pork industry can also create profiles that students can readily search, allowing them a better sense of what a certain company offers. By building a company profile that includes internships, scholarships, events and position and news updates, potential candidates can be kept apprised of the changes and opportunities the company offers.

"We are confident that PorkSquareSM will be a great tool offered at a great time for our industry," said Jenson. "Over time, we will add helpful features to the site and highlight the opportunities the growing swine industry has to offer. Our goal is to keep these young pork professionals interested, engaged and aware of all our industry has to offer."

PorkSquareSM was developed with the support of its partners including the Pork Checkoff, AgStar Financial Services, Indiana Pork, Iowa Pork Producers Association, and the North Carolina Pork Council. 





Have a Verry Merry CHRISTMAS!

- SAM, MARY, AND MEGAN

Balsamic Rosemary Pork Loin with Roasted Potatoes

Prep Time: 15 minutes

Cook Time: 1 hour

Servings: 8 - 10

FOR ROASTS, CHOPS and TENDERLOINS

Cooking Directions

Preheat oven to 450 degrees F. In a food processor, combine rosemary leaves, garlic, oil, vinegar, salt, and pepper and pulse to make a coarse, wet paste, scraping down the bowl as necessary. Spread 3/4 of paste on all sides of roast. Place roast, fat side up, in shallow roasting pan large enough to hold roast with 3 inches of room around all sides. Roast 15 minutes.

Meanwhile, in a large bowl, combine potatoes and remaining paste.

Reduce oven to 350 degrees F. Add potato mixture to pan, arranging potatoes around roast. Continue roasting 40-45 minutes, tossing potatoes halfway through, or until internal temperature of roast reaches 145 degrees F and potatoes are tender. (If roast is done before potatoes, transfer it to a cutting board and return roasting pan with potatoes to oven.)

Remove roast from oven and let rest 10 minutes. Slice roast and arrange on platter. Surround with potatoes and serve. Yield: 8 to 10 servings

Ingredients

2 1/2 pound New York (top loin) pork roast, boneless

1 1/2 cups fresh rosemary

12 cloves garlic

3 tablespoons olive oil

2 tablespoons balsamic vinegar

1 teaspoon salt

2 teaspoons black pepper

2 1/2 pounds small red potatoes, cut into 1/2-inch wedges



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