



PORK HEADLINES

Leading Our Industry's Future Successes

MAY/JUNE 2019

Executive Vice President Update

By Keri Retallick



It's been a busy few months, and I would like to thank everyone who has welcomed me back since my return. In March/April, WPA reinstated the producer outreach

meetings with monetary support from Iowa Pork Producers Association. In addition, we've worked to network with our industry partners. In fact, we handed out almost 100 promotional packets to the Wisconsin Association of Meat Processors last month. This is a coordinated way to get out our message of proper cooking temperature, recipes and use of retail meat cuts to customers. All WAMP members attending the convention received a retail cut chart, apron and thermometer in addition to their handout materials.

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CONTACT INFORMATION

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FOR SALE/LEASE

700 sow farrow-to-wean swine unit available to lease/purchase in south central Wisconsin.

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Members of the surrounding communities were invited to an open house held in April at a newly built Old Fashion Pork wean to finish barn near Curtiss. Shown above is Meg Freking, an owner of Old Fashion Pork, and Ryan Cain, Old Fashion Pork general manager.

WPA Strategic Planning Session

A group of WPA leaders gathered on April 30 to review the strengths, weaknesses, opportunities and threats that Wisconsin's pork industry faces. The group also reviewed the vision and mission statements of the organization, and decided that some changes in the verbiage were needed to reflect the changing times we live in. Throughout the day, the group was challenged to select goals that they felt were obtainable and measurable. Although we are waiting on a final report, our top goals include the following:

- Education of Youth - supporting youth that plan to be in the industry for the long term
- Mentorship - bridging producers and allied industry members with leaders of tomorrow
- Promotion - finding ways to support NPB efforts and discussing quality pork
- Improve the regulatory environment for pork production
- Improve image of animal agriculture

Our thanks to Bill Gnatzig, Bill Winkelman and Todd Rodibaugh for leading the process, and those that attended. We will use the final report to address programming and budget items. If you would like a copy of the report, please contact our office at (608) 723-7551 or email kretallick@wppa.org.



Area Animal Science Days Scheduled for June

The 2019 Area Animal Science Days events have been scheduled for Wisconsin 4-H and FFA youth to attend. Area Animal Science Days is a series of day-long events held around the state where youth in the beef, dairy, horse, sheep, and swine projects increase their decision making skills and knowledge of animals through judging and grading experiences. Events include animal evaluation, showmanship contests, and oral reasons workshops.

The 2019 Area Animal Science Days are scheduled as follows:

- June 18: Polk County Fairgrounds, St. Croix Falls
Contact: Charles.Prissel@wisc.edu
- June 20: Waupaca County Fairgrounds, Weyauwega
Contact: Penny.Tank@wisc.edu
- June 28: Grant County Fairgrounds, Lancaster
Contact: Charisse.Orth@wisc.edu

Registrations are due to the host counties by June 1, 2019. Registration is \$20 per participant which includes lunch. For more information on Area Animal Science days and how to sign up, contact the respective county leader listed above.

Congrats to 2019 Meat Industry Hall of Fame Inductees

Wisconsin Pork Association congratulates the individuals inducted into the Wisconsin Meat Industry Hall of Fame on May 3, 2019. This year's honorees, who have made outstanding lifetime contributions to the meat business, are: Larry Clark, owner of Lodi Sausage Company

& Meat Market; George, Ruth, Craig and Lea Culver, co-founders of Culver's restaurant; and Kathy Glass, microbiologist with the Food Research Institute at the University of Wisconsin-Madison. More information on each of the 2019 honorees is available from the UW-Madison College of Agriculture and Life Sciences website at <https://news.cals.wisc.edu/2019>.

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Building Relationships with Wisconsin Meat Processors

The Wisconsin Association of Meat Processors held their annual convention April 4 - 7 in Middleton. Following the National Pork Board's marketing strategy to increase outreach to industry stakeholders, Wisconsin Pork Association participated in the convention by sponsoring welcome bags for each processor and presenting a seminar. The goal of participating in the convention was to build better relationships with the many meat processors in the state and provide resources to help them sell more pork.



Each processor represented at the convention received a welcome bag that included information on cooking temperature, pork cuts, recipes, and where to find more information on the National Pork Board's Dinner at Home in America report. A digital thermometer and apron were also included. In addition, WPA President Jim Magolski led a convention seminar on pork quality and consumer trends. The seminar led to many great discussions on pork color and marbling for a better consumer eating experience and how to better market pork in the retail case.

WPA Offering PRRS/PEDv Testing Grants

Wisconsin Pork Association is offering a grant reimbursement program for Wisconsin swine producers who must complete testing for PRRS and PEDv to comply with swine movement rules in the state. The grant program provides a \$25 reimbursement per farm to help offset costs incurred for PRRS and PEDv testing. To receive reimbursement, farms must complete a simple form and submit with proof of test completion to WPA. Proof of test can include a copy of a dated veterinary clinic bill that shows a line item for PRRS/SECD testing or a copy of a dated test report from a veterinary diagnostic lab (test results can be blacked out; proof of testing completion is all that is required for reimbursement.) Each farm is limited to one \$25 grant each quarter of the year. Funding for the grant program is limited and available on a first-come-first-serve basis. The reimbursement form, along with other details on the rule, can be found on the WPA website at www.wppa.org/testing.

Wisconsin Legislative Update: The State Budget Bill



By Jordan Lamb, DeWitt LLP

Biennial Budget Bill

The Joint Finance Committee (JFC) has concluded their four public hearings on the 2019 biennial budget bill. Co-chairs of the JFC, Rep. Nygren and Sen. Darling have stated that they will essentially start from current law when they begin voting on specific provisions to create a budget bill to be sent to the full legislature for consideration. The Governor's recommendations will be before the Committee, but it will take a majority vote to include any of the Governor's provisions into the Committee's version of the budget. Similarly, any motion advanced by a member of the Committee will require a majority vote to be adopted. The JFC began voting on budget provisions as a Committee on May 9, 2019.

Additional Funding for Integrated State Specialists. WPA and many other agriculture groups are working to secure additional funding for research and positions for the Integrated State Specialists at UW-Madison (i.e., CALS faculty with joint Cooperative Extension appointments) AND a corresponding amendment to the UW teaching directive to allow these specialists to spend more time connecting with Wisconsin farmers.

Agriculture groups are seeking a budget amendment to provide \$1 million additional funding in each year of the biennium for the Integrated State Specialists to be used for applied agricultural research. This amount of funding corresponds directly to the amount that could cover all of the vacant State Specialist positions (i.e., this funding is not just wanted – it is needed).

In addition, we are seeking an amendment to the statutory teaching directive in order to allow the Specialists to “count” teaching graduate students and farmers toward their performance evaluations. Under current law, only classroom teaching time qualifies. We know that teaching Wisconsin farmers is essential to our agricultural economy.

Wisconsin Livestock Identification Consortium (WLIC) (DATCP). WPA supports full funding of WLIC at \$700,000 over the biennium. The Governor's budget provides this funding for the livestock premises registration program. WPA supports this provision and has asked that the Legislature include it in the 2019 biennial budget bill.

Producer-led Watershed Grant Program (DATCP). WPA supports funding DATCP's producer-led watershed grant program at \$750,000 in each year of the biennium (\$1.5 million total). This program is a very successful farmer-led program to address local water quality issues in a collaborative manner.

School of Veterinary Medicine (Capital Budget).

WPA supports UW-Madison's request for bonding authority to remodel the School of Veterinary Medicine. The renovation project at the School of Veterinary Medicine will provide essential facility and research upgrades that not only will benefit Wisconsin's livestock industry but will also support important human health research facilities on the UW-Madison campus.

Maintain Funding for UW Discovery Farms (UW Budget). UW Discovery farms is a critical link between applied agricultural research and on-farm practices. Since 2001, UW Discovery Farms has worked with Wisconsin farmers to identify the water quality impacts of different farming systems around the state. The program, which is part of UW-Extension, is under the direction of a farmer-led steering committee and takes a real-world approach to finding the most economical solutions to agriculture's environmental challenges. WPA supports the continued funding of Discovery Farms in the 2019-21 biennial budget bill at \$500,000 over the biennium.

Administrative Rule Update - ATCP 51 - Livestock Facility Siting

While debate on the budget bill is dominating discussions inside the Capitol, WPA is also monitoring agency rule developments. DATCP's Livestock Facility Siting Technical Advisory Committee has finished reviewing ATCP 51 and is expected to make recommendations for technical amendments to the rule. WPA is monitoring the development and discussion of any proposed changes to ATCP 51 very closely, as we expect some proposal for a revision to the rule to be presented to the DATCP board this spring or summer.

WPA Testifies at Speaker's Water Task Force Meeting in Lancaster

In January, Speaker Robin Vos announced the creation of a bipartisan Water Quality Task Force that is co-chaired by Rep. Novak (R) and Rep. Shankland (D). The Task Force is holding a series of public meetings across the State of Wisconsin over the next six months in different geographic locations to gather input from Wisconsin citizens about water quality challenges. WPA was invited to testify on water quality challenges and successes that are faced by Wisconsin's pork industry. On May 7, 2019, WPA members AV Roth and Bob Uphoff presented testimony to the committee on modern hog farming in Wisconsin, our industry's WeCare® program, and our efforts to engage in producer-led initiatives such as Yahara Pride Farms. A link to their presentation can be found on the Task Force webpage: www.waterqualitywi.com or <http://legis.wisconsin.gov/2019/committees/assembly/STF-WQ>.



NATIONAL PORK PRODUCERS COUNCIL STRATEGIC INVESTMENT PROGRAM UPDATES

Negotiations with China, Japan Continue

U.S. and Chinese negotiators met again in April to work towards resolving the ongoing trade dispute that has disproportionately affected U.S. pork exports. Currently, China has placed a 50% retaliatory tariff on U.S. pork on top of the existing 12% duty. NPPC continues to advocate aggressively for an end to trade disputes with China.

Also in April, Japanese Economy Minister Toshimitsu Motegi joined U.S. Trade Representative Robert Lighthizer in Washington D.C. to begin trade talks between the countries. The focus of initial conversations were agriculture and automobiles. NPPC continues to urge the Trump administration to expeditiously negotiate access for U.S. pork that is equal or better than the access extended by Japan for pork from the CPTPP nations and the European Union. U.S. pork producers are losing market share in Japan to these competitors.

ASF Prevention Remains Top Priority

African Swine Fever continues to spread across all of China's provinces and into Vietnam, Cambodia, and reportedly North Korea. NPPC is coordinating containment efforts with its counterparts in Canada and Mexico to prevent the spread of ASF to North America. Says Dan Kovich, DVM and the Director of Science and Technology for NPPC: "We are working very closely with USDA and Customs and Border Protection to make sure that we identify and address all of our vulnerabilities." NPPC continues to work with industry partners and

government officials to monitor ASF and strengthen safeguards against the spread of ASF and other animal diseases.

Strategic Investment Program

Funding for industry representation like those described above come directly from pork producer investment in NPPC's Strategic Investment Program (SIP.) SIP allows NPPC and Wisconsin Pork Association to: fight for reasonable legislation and regulation, develop export market opportunities, and proactively address issues of industry and consumer concern, including food safety, environment, and animal health and welfare. Producers agree to contribute \$0.10/\$100 of market value. The ability to use these unrestricted funds better equips WPA and NPPC to respond to today's threats on the state and national level.

The NPPC board of directors announced in April its decision to cancel World Pork Expo 2019 out of an abundance of caution as African swine fever continues to spread in China and other parts of Asia. The decision to cancel World Pork Expo eliminates an important source of 2019 revenue for NPPC at a time when U.S. pork faces many legislative, regulatory and trade policy priorities. Producers are responding with support in a variety of ways. For more information on how you can support NPPC, please contact Cody McKinley at mckinleyc@nppc.org or reach out to the WPA office.

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PQA® Plus Advisor Training

Four training sessions have been scheduled for individuals needing to certify as Pork Quality Assurance® (PQA) Plus advisors in the state. To become a PQA Plus advisor, a person needs to be a veterinarian, extension agent, or agriculture educator with a DVM, BS in Animal Science, or equivalent degree plus two years of relevant swine experience. These training sessions are not intended for producers or farm workers needing to obtain individual PQA Plus certification. The trainings are scheduled as follows:

- Richland Center – Monday, May 20
- Lancaster – Tuesday, May 21
- Jefferson – Tuesday, May 28
- Altoona – Friday, June 21

There is no charge to attend the training and lunch will be provided with support from the National Pork Board and Wisconsin Pork Association. An RSVP is requested at least seven days prior to the session you plan to attend. To register or for more info, call 608-647-6148 or email adam.hady@wisc.edu.

WPA Pork Classic Sept. 4

Save the date for the annual Pork Classic golf outing to be held on Wednesday, September 4th. This year's outing will be held at the Pleasant View Golf Course in Middleton. In addition to playing 18 holes on a championship course with a view of the capitol skyline, the event will include a welcome gift, lunch, dinner, awards, raffle prizes and more.

The Pork Classic is planned by WPA for the purpose of allowing pork industry professionals to network and raise funds to support advocacy and legislative activities on behalf of the Wisconsin pork industry. Individuals or four-person teams may register and sponsorship opportunities are also available. Watch for more details to come soon, or reach out to the WPA office at 608-723-7551 for more info.

Nearly 300 students from Wisconsin elementary schools took part in a virtual field trip to a pig farm on May 6. Shown here is field trip host, Melissa Wolf, explaining what the inside of a sow barn looks like. To date, Melissa has hosted five virtual field trips reaching more than 1100 elementary school students. Great job Melissa!



EVP Update

Continued from front

WPA also works to get information to our representatives on the state and national level including participation at the Legislative Action Conference in Washington, D.C. We are currently working with UW-Madison UWEX to review candidates for the Extension Livestock Program Manager. The hope is to have someone on board by June. In addition, WPA conducted a strategic planning session which will help us identify specific goals and guide us as we budget for programming in the next 3 years.

The one thing we all know is change is imminent. I want to take this time to give a shout out to Mandy Masters who is leaving WPA after almost five years of serving the industry. While we will miss her, we are encouraged that her new position includes promoting Wisconsin agriculture. I'll be working with the Board to decide how to best to fill our office needs.

There have been a lot of changes in the industry and there will continue to be challenges, but WPA is here to assist you with industry promotions, education and research. Please reach out to me or any Board member with questions or suggestions you may have. Your feedback is welcome and important to the success of your organization. Here's to some warmer weather and a safe planting season. - Keri

New UW Meat Lab Nearing Completion



Stakeholders were invited to walk through the new UW-Madison Meat Science and Animal Biologics Facility which is nearing completion. The facility includes a level 2 biosafety space – a building within a building. It will provide the opportunity to work on food safety issues while researching current and future organisms. This unit will be known as the meat side of the Food Research Institute.



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Buttles, Fitzsimmons Selected for Pork Mentorship Program

Jim Buttles and Morgan Fitzsimmons have been selected as the next class of participants in Wisconsin Pork Association's Pork Mentorship Program. The pork mentorship program, which has a strong focus on career development, is designed to expand students' knowledge of the swine industry, provide opportunities to network with pork industry leaders, help identify future career goals, and create valuable connections with potential employers.

Buttles is from Wilson, Wisc. and is currently a junior at UW-River Falls majoring in animal science with minors in food and dairy science. He manages a small swine herd where he raises and sells pigs for youth swine projects. His career goals include working in the meat industry and continuing to grow his swine herd.



Fitzsimmons is from Mineral Point, Wisc. and is completing her freshman year at Iowa State University. After spending a year as a Wisconsin FFA Officer, Morgan chose to pursue a degree in agriculture communications. In the future, she plans to find a career in agriculture media and outreach.



Now through the end of 2019, Buttles and Fitzsimmons will complete a series of job shadows and attend both state and national pork industry events. They will also take part in WPA meetings and complete a special project.

Any individuals or businesses interested in offering job shadow opportunities to the pork mentorship program participants, or would like to become involved in this program in another way, are encouraged to contact the WPA office at 608-723-7551 or email kretallick@wppa.org.

WPA Partners with Food Bloggers to Promote Pork

Wisconsin Pork Association embarked on a new marketing program this spring by partnering with food bloggers to promote pork. Each blogger has their own webpage and social channels – such as Facebook, Instagram, and Pinterest pages – as well as an established audience of individuals who “follow” those pages. The bloggers are continually updating their pages with new recipe ideas and cooking tips and can quickly become a go-to source when consumers are searching online for meal ideas.

WPA has contracted with a set of bloggers who will create 12 new pork recipes throughout the summer months. Each of the recipes will include messaging on the proper 145 degrees Fahrenheit internal cooking temperature for pork. Topics such as flavor, ease of preparation, and nutrition will also be incorporated, as well as a link to PorkCares.org for anyone looking for additional information on how pigs are raised.

The following food bloggers have committed to working with Wisconsin Pork Association:

- *Curious Cuisiniere*
- *Dude Foods*
- *Cooking with Carlee*
- *Served Up with Love*
- *Dairy Carrie*
- *Cheese Curd in Paradise*
- *Who Needs a Cape*
- *Back to My Southern Roots*
- *Swanky Recipes*
- *Turnips 2 Tangerines*
- *This Farm Girl Cooks*

All content created by the food bloggers will also be shared on Wisconsin Pork Association's digital and social channels. You are encouraged to like, comment, and share the pork recipes to help increase the overall reach of this program. If you do not already follow Wisconsin Pork Association, take time today to 'like' us on Facebook at www.facebook.com/WIPork or search “Wisconsin Pork Association” on Facebook.

Iowa Swine Day June 27

Wisconsin pork producers and industry members are invited to attend the annual Iowa Swine Day, scheduled for Thursday, June 27 on the Iowa State University campus in Ames. The agenda includes a variety of hot-topic issues in the pork industry, including an update on African Swine Fever. Registration for the event is \$65 (before June 14) and includes lunch, refreshment breaks, conference materials, and post-conference BBQ. For additional conference information, go to <http://www.aep.iastate.edu/iowaswineday/>. If you are interested in carpooling to the Iowa Swine Day call the WPA office at 608-723-7551 or email kretallick@wppa.org for more information.

WANTED:

PORK SCHOPPE VOLUNTEERS

Wisconsin Pork Association is looking for volunteers to help at the Pork Schoppe on **Sunday, August 11 from 3:30 to 9:00 p.m.** A total of 12 - 15 volunteers are needed to help take orders, assemble sandwiches, and serve customers. Individuals or groups are welcome to volunteer. For more information or to sign up, contact the WPA office at 608-723-7551 or email kretallick@wppa.org.



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CALENDAR

MAY

- 20 ~ PQA Advisor Training, Richland Center
- 21 ~ PQA Advisor Training, Lancaster
- 24 ~ Hy-Vee Freezer Meal Promotion, Fitchburg
- 28 ~ PQA Advisor Training, Jefferson

JUNE

- 7 ~ WPA Swine Health Committee Meeting, Madison
- 7 ~ Bender's Foods Trailer Event, Fennimore
- 8 ~ Beer Bacon & Cheese Festival, New Glarus
- 9 ~ Timber Rattlers Trailer Event, Appleton
- 11 ~ WI FFA Swine Proficiency Awards, Madison
- 12 ~ Rock County Pork Fest, Janesville
- 21 ~ PQA Advisor Training, Altoona
- 26 ~ 4-H Youth Conference, Madison
- 27 ~ Iowa Swine Day, Ames

JULY

- 7-10 ~ National Pork Industry Conference, WI Dells
- 16 ~ WPA Board of Directors Meeting

AUGUST

- 1-11 ~ Pork Schoppe at State Fair, West Allis

SEPTEMBER

- 4 ~ Pork Classic Golf Outing, Middleton

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