



# PORK HEADLINES

Leading Our Industry's Future Successes

NOVEMBER/DECEMBER 2019



## From the staff:

During this season, we reflect on the past year while looking ahead to the new year. We would like to thank all that have supported us in 2019. Looking ahead to 2020, we invite producers and industry members to attend the WPA annual meeting and expo on February 6th-7th at the Kalahari Resort, Wisconsin Dells. New this year, WPA will host a "Porkapalooza" on Thursday afternoon, February 6th during the Pork/Corn/Soy Expo. This event is sure to put a smile on your face with exciting entertainment by N.E.W. Piano Guys, a dueling pianos group. In addition, there will be lots of eats featuring pork appetizers and beverages for all. The event will feature WPA's pie and silent auctions to raise funds for our Wisconsin youth. Plan now to join us for the 2020 Expo on February 6-7.

Wishing you a Merry Christmas and Happy New Year,

*Keri & Anna*

### CONTACT INFORMATION

P.O. Box 327, 131 S. Monroe St.  
Lancaster, WI 53813  
(608) 723-7551  
www.wppa.org | Facebook.com/wipork

## WPA Annual Meeting & Expo

The annual Pork/Corn/Soy Expo is scheduled for February 6th and 7th, 2020 at the Kalahari Resort and Convention Center in Wisconsin Dells. The event will include several keynote speakers, seminars, trade show, and the all new Porkapalooza.

All pork producers and industry representatives are invited to attend the annual meeting to be held on Thursday, February 6th beginning at 12:00 PM. During the meeting, WPA members will vote on Wisconsin Pork Association programs and elect board members to lead the organization. There will be an opportunity to recognize our youth mentors and present WPA's industry awards.

There are a wealth of keynotes and seminars available with full Corn/Soy/Pork registration. For those planning to attend only pork events, there will be an update on the WDATCP swine health rule. Also, Chef Igel will present a pork cooking demonstration and the UWEX Swine Team will present a PQA certification workshop. The WPA Leadership Breakfast will be held on Friday morning providing an update on national issues as well as market trends.

You won't want to miss WPA's inaugural Porkapalooza featuring the N.E.W. Piano Guys on Thursday evening. The pie auction will highlight the event. The pie auction benefits WPA's youth programs. There will also be a silent auction and live auction to support scholarships and advocacy programs. WPA is currently accepting donation items for the auctions. If you would like to donate, please contact the WPA office at 608-723-7551 or email [wppa@wppa.org](mailto:wppa@wppa.org).

Expo details and registration materials are available on the WPA website, [www.wppa.org/expo](http://www.wppa.org/expo) (for pork only registration) or <https://cornsoyexpo.org> (for full registration). Register by January 12 to avoid a late charge.

### Mission Statement

*The mission of the Wisconsin Pork Association is to promote and protect the state's pork industry in order to ensure its success now and in the future.*

### Vision Statement


*The Wisconsin Pork Association is the primary source for representing the state's pork industry, known for its commitment to enhancing the success of all sizes and types of production in the state, as well as that of the businesses that support those producers.*



## Hams Across America Challenge

LET'S 'HAM' IT UP! National Pork Producers Council recognizes the value of giving back to our communities all year long demonstrated through the commitment to the U.S. pork industry's We Care sustainability initiative. This holiday season, NPPC will participate in the National Pork Board's "Hams Across America" campaign to demonstrate our commitment to the We Care ethical principle prioritizing community development and involvement.

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This #GiveAHam campaign will begin November 26th. Wisconsin Pork Association in partnership with Compeer Financial will donate a minimum of \$600 worth of ham for this campaign. WPA President Jim Magolski is challenging all board members to donate to the account. If you, or your business, want to get involved, please contact the WPA office at 608-723-7551 or email [wppa@wppa.org](mailto:wppa@wppa.org).

## Famous Pie Auction

WPA will again sponsor their famous Pie Auction in cooperation with the Porkapalooza. This event replaces the Taste of Elegance and will be held in the Expo Trade Show. Pies will be auctioned off in support of WPA's youth programs for scholarships, mentorships and industry mini grants. The event will feature the N.E.W Piano Guys, a dueling piano group from the Green Bay area. Pork appetizers and beverages will be available starting at 5:30 p.m. Plan to bring a pie and your checkbook for a fun and exciting evening supporting Wisconsin's youth!

To register for the entire 2-day event, go to <https://cornsoyexpo.org/>. For those that plan to register for Wisconsin Pork Association activities only, please go to [www.wppa.org](http://www.wppa.org).



*Join WPA in saluting our youth by purchasing a pie to benefit youth programming.*

## WPA Terms of Directors

DISTRICT	EXPIRES	TERM	ELIGIBILITY
<b>NORTH</b>			
Mike Salter, Black Creek	2020	3 year	Completed 2nd term; Not eligible
Jim Magolski, New London	2021	3 year	2nd term
<b>SOUTHEAST</b>			
Ray Ibeling, Clinton	2022	3 year	2nd term
Brian Klubertanz, Waterloo	2021	3 year	1st term
Tom Knauer, Avalon	2020	3 year	Completed 1st term; Eligible for 2nd term
<b>SOUTHWEST</b>			
Shannon Wolf, Lancaster	2020	3 year	Completed 2nd term; Not eligible
Christina Meylor, Darlington	2022	3 year	1st term
<b>AT-LARGE</b>			
Bob Spurley, Linden	2021	3 year	1st term
Nathan Brickl, Spring Green	2022	3 year	2nd term
A.V. Roth, Wauzeka	NPPC representative		

Terms expire at the annual meeting within the respective term year. Individuals with unexpired terms, a term with less than 3 years, are eligible to run for two full terms at the completion of their unexpired term. One full term is the completion of three (3) years on the board.

# Wisconsin Legislative Update: The State Budget Bill



By Jordan Lamb, DeWitt LLP

**DNR Holds Public Hearings on Nitrate Rule Scope Statement.** On July 31, Governor Evers announced that he was directing the Wisconsin Department of Natural Resources (DNR) to pursue the development of targeted performance standard (revision to Wis. Admin. Code s. NR

151) for the application of nitrates over permeable soils. At the September Natural Resources Board meeting, the NR Board directed the DNR staff to take the proposed Scope Statement for the development of this administrative rule to public hearings in November. The DNR held three hearings across the state the week of November 4 and also received written comments on the Scope Statement. WPA joined with a coalition of other Wisconsin commodity and agriculture groups to oppose this Scope Statement because it was too undefined and because the Department has not shown that the current standards have been substantially implemented.

**DATCP Board Receives Livestock Facility Siting Rule Comments.** At their September meeting, the Department of Agriculture, Trade and Consumer Protection (DATCP) Board received a report from DATCP staff regarding public comments presented on the proposed changes to Wis. Admin. Code s. ATCP 51, Wisconsin's livestock facility siting rule. The proposed rule would modify odor management requirements, establish new and more restrictive setbacks, provide updates to applicable water quality standards and make other changes. Public hearings on the proposed rule were held in August and written comments were accepted through Sept. 13. The DATCP Board asked staff to review the comments and bring a revised draft rule back for consideration at the November 7 DATCP Board meeting. Access to draft rule information: [https://datcp.wi.gov/Pages/Programs\\_Services/LSRuleRevision.aspx](https://datcp.wi.gov/Pages/Programs_Services/LSRuleRevision.aspx). Access to comments received during the public comment period: [https://datcp.wi.gov/Pages/Programs\\_Services/LSSRevisionOfficialComments.aspx](https://datcp.wi.gov/Pages/Programs_Services/LSSRevisionOfficialComments.aspx) WPA, along with a coalition of other commodity and agriculture groups, filed joint comments expressing opposition and concern with the revisions to the rule. In particular, the proposed revisions would greatly increase setback distances for new or expanding livestock farms.

**Meat Labeling Legislation.** Senator Howard Marklein (R-Spring Green), Representative Travis Tranel (R-Cuba City) and Representative Loren Oldenburg (R-Viroqua) have introduced identical bills, Senate Bill 464 and Assembly Bill 518, which would prohibit labeling a food product, or selling a food product that is labeled, as any type of meat product or "meat" unless the food product is derived from an edible part of the flesh of an animal or any part of an insect and does not include cultured animal tissue that is produced from animal

cell cultures. The bill defines "animal" as a mammal, bird, reptile, amphibian, or mollusk. SB 464 has been referred to the Senate Committee on Agriculture, Revenue and Financial Institutions. AB 518 has been referred to the Assembly Committee on Agriculture. WPA testified in support of this legislation at the public hearing on this legislation held before the Senate Agriculture Committee.

**Proposal to Eliminate Mileage Restriction for Farmer CDL Exemption.** Senator Jerry Petrowski (R-Marathon) and Representative John Spiros (R-Wausau) have authored legislation Senate Bill 523 and Assembly Bill 578 to eliminate the 150-mile radius restriction under the farmer CDL exemption. Under current law, a person generally may not operate a commercial motor vehicle (i.e., a vehicle over 26,000 pounds) without a valid commercial driver license (CDL). However, one exception to this requirement is for farmers, their family members and employees who MAY operate a CMV without a CDL if (1) the use is within the state of Wisconsin and is within 150 miles of the operator's farm; (2) the CMV is used to transport agricultural products, farm machinery, or farm supplies to or from a farm; and (3) the CMV is operated and controlled by the farmer. In 2012, the federal law was changed to allow states to remove that 150-mile restriction for farmers. Accordingly, this legislation updates Wisconsin's farmer CDL exception and removes the 150-mile radius limitation for farmers operating a CMV within the State. WPA supports this legislation.

## Legislative Action Day

WPA members made their way to the Capitol on November 12th to visit with their respective Senators and Representatives. Key discussions focused on truth-in-labeling for meat products, water quality, elimination of mileage restriction for farm CDL exemption, rewarding UW state specialists teaching hours for training programs,



and opposing the NR 151 scope statement. The current scope statement is not defined and has not shown that the current standards have been substantially implemented. Jordan Lamb of DeWitt Law Firm continues to be WPA's eyes and ears for the pork industry. If you have any questions regarding WPA's advocacy program, please contact WPA.

## Scholarships Now Available

WPA offers four scholarships available to high school seniors and college students. Students with sincere interest in the swine industry are encouraged to apply for these scholarships. For more information, contact [wppa@wppa.org](mailto:wppa@wppa.org) or check the website at [www.wppa.org](http://www.wppa.org) for additional information including applications. Applications must be received or postmarked no later than December 2, 2019.

1. Wisconsin Pork Association Scholarship 1-\$500 1- \$400
2. Whitmore Memorial Scholarship \$1500
3. Gunderson Memorial Scholarship \$1000
4. Fredrich Memorial/WPA Scholarship 1-\$1000 1- \$750

## 2019-2020 Family & Consumer Science Grants

Wisconsin Pork Association offered mini-grants to WI Family & Consumer Science teachers for educational lessons used with fresh pork products. The program assists teachers in educating future consumers about the value of adding lean, nutritious pork to their diet. To date, we had 16 new or repeated schools receive these grants.

Schools included: William Horlick High School, Whitehall Memorial Schools, Lomira High School, Omro High School, Lena Public High School, Neenah High School, Tomahawk High School, Tomahawk Middle School, Luck School District, Bay Port High School, Waterford Union High School, Xavier High School, Badger High School, Fox Valley Lutheran High School, Reedsville High School and Oshkosh High School.

## Mentorship Deadline

The Wisconsin Pork Association Mentorship Program is geared towards college students with a passion for agriculture and an interest in the swine industry. Participants will expand their knowledge of the swine industry through hands-on experiences and jobs shadows, attendance at World Pork Expo as well as WPA activities such as volunteering at the Pork Schoppe and attending a board meeting. Stay tuned for more information by checking the website at [www.wppa.org](http://www.wppa.org) or contacting the WPA office at [wppa@wppa.org](mailto:wppa@wppa.org) or (608) 723-7551. Deadline to apply is December 15.

## 2019 Scholarship Winners

University of Wisconsin Ag Campuses for Madison, Platteville and River Falls recently announced their pork industry scholarship recipients. The scholarships are awarded by each respective campus. This year's recipients are: Emily Heckert, UW-Platteville, Olivia Ross, UW-River Falls, and Braden Bohman, UW-Madison. Emily Heckert is a senior majoring in Animal Science with an emphasis in Ag Business. Olivia Ross is a junior majoring in Animal Science with a Meat Animal emphasis. Braden Bohman is a junior majoring in Animal Science. Congratulations to these young agriculturalists.

**Scholarship Application Deadline: December 2nd**  
**Mentorship Application Deadline: December 15th**

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## WPA Supports Whole Hog Breakdown

The University of Wisconsin-Madison Meat Science Club hosted a whole hog breakdown on Thursday, October 17th. Up to 10 pairs of people have the opportunity to participate in the project which allows them to get hands-on experience on cutting up a half a hog and filling their freezers with delicious pork from the University's Arlington Swine Farm.

Wisconsin Pork Association supported the program with educational materials including pork cuts charts, quick and easy recipes and proper cooking temperature guides.

The event is held during the fall and spring semester. Cost of the course including the pork is \$175 plus an additional \$25 processing if participants want the ham and belly cured. For more information, contact WPA at [wppa@wppa.org](mailto:wppa@wppa.org).



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 5- 4 Drink, two one each side \$300.00

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## WPA Membership- Join Today!

The Wisconsin Pork Association is the primary source for representing the state's pork industry, known for its commitment to enhancing the success of all sizes and types of production in the state, as well as that of the businesses that support those producers.

Key Offerings include, but are not limited to:

- Call to Action Notices
- Weekly Pork Express
- Bi-Monthly Headlines
- Quarterly Pork Report
- Industry Discounts
- WPA Legislative Lobbyist

What does my membership do for me?

- Gain legislative representation at state and federal levels
- Help determine WPA policy positions
- Local, state and national leadership opportunities
- Educational programs
- Producer networking

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 Farm Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
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 Phone \_\_\_\_\_  
 Email \_\_\_\_\_

### Membership Investment

- |                        |       |
|------------------------|-------|
| 1. Producer            | \$50  |
| 2. Family Member       | \$10  |
| 3. Allied Industry     | \$250 |
| 4. Individual          | \$100 |
| 5. Non-Voting Producer | \$0   |

### Payment Information

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 Name on card: \_\_\_\_\_

\*Checks payable to: WPA, PO Box 327, Lancaster, WI 53813

Send me more information on PQA/TQA certification  
 Send me more information about the voluntary Strategic Investment Programs (SIP)

## Air Emissions Study Released

In a much-anticipated study, researchers found that air emissions from North Carolina pig farm lagoons have decreased since research began in 1997. Most notably, ammonia levels have dropped by 22% to 54% in all lagoon types. While this finding is counter to what industry detractors have often asserted, researchers in this Checkoff-funded study scrutinized data from 182 lagoons to reach their final analysis – improvements in feed efficiency and management of swine farms have resulted in decreased nutrient output in manure, which has led to reduced air emissions. In addition, the researchers say data indicate that any overall increase in ammonia deposition in North Carolina over the past 40 years is likely due to increased human population growth, especially since the ammonia trendline continues upward even as the state's pig population has decreased. For a review of the complete study, visit <https://www.pork.org/research>

## NPPC Celebrates Win

It was a great day in late September when President Donald Trump and Japanese Prime Minister Shinzō Abe signed a trade agreement that, among other issues, will virtually eliminate all protection on U.S. pork in Japan in the coming years. NPPC President David Herring, President-Elect Howard "A.V." Roth and myself were invited by the administration to participate in the signing event. The signing ceremony was a culmination of numerous years of NPPC's efforts to obtain expanded market access for pork in Japan. The agreement is expected to be implemented early next year.

The economic benefits of this trade agreement with Japan are substantial. Japan is the largest value market and the second-largest volume market for U.S. pork exports. U.S. pork exports to Japan support 13,100 U.S. jobs. Dermot Hayes, an economist at Iowa State University, estimates U.S. pork exports to Japan could grow from \$1.6 billion in 2018 to more than \$2.2 billion over the next 15 years under market access terms included in the agreement.

NPPC is hopeful the tide is turning on trade. Earlier this year, NPPC pushed back hard against metal retaliation by Mexico and worked to find a solution to this dispute. Mexican retaliation (which included 20% punitive tariffs) was taking \$12 off the price of every hog sold in the country, according to Hayes.



NPPC Vice President and Counsel, Global Government Affairs Nick Giordano, NPPC President-Elect AV Roth, U.S. Trade Representative Chief Agricultural Negotiator Gregg Doud, Assistant U.S. Trade Representative for Agricultural Affairs and Commodity Policy Sharon Bomer Laureitsen and NPPC President David Herring. (Photo credit: NPPC)

## Farmers Discuss Mental Health

### TESTIMONIAL

"In the past couple of years I have found out that there is a stigma associated with calling the mental health hotlines. Some folks are afraid that by calling them, they're going to lose their guns or the cops are going to show up and they're going to be arrested. That's not what these lines are designed for. These lines have trained people simply there to listen, to talk or to get you the help that you need. I encourage each and everyone of you to plug some of these numbers into your phone because you never know when you, or someone you know, will need them."

– Jeff Ditzenberger, mental health advocate



#FarmNeighborsCare

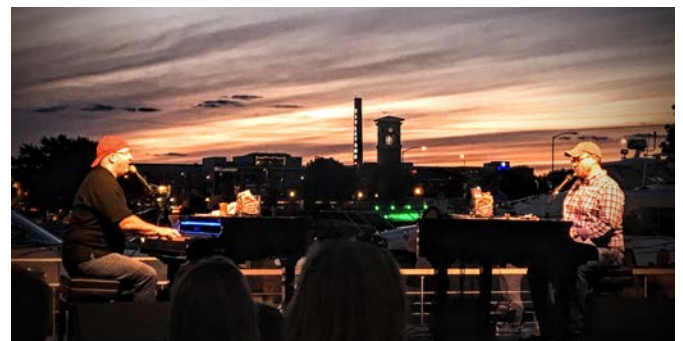
## Discovery Farms Conference & Summit Dates Announced

Looking forward to 2020 and how farmers can keep clean water will be the focus of the December 11 Discovery Farms Conference on December 11. It will be held at the Glacier Canyon Conference Center in Wisconsin Dells. To register, visit <http://www.uwdiscoveryfarms.org/news-and-events/events>.

The Discovery Farms Summit will be held January 7-8 in St. Paul, MN. Registration is open and available at [www.discovery-farms-summit.constantcontactsites.com](http://www.discovery-farms-summit.constantcontactsites.com).

## NPPC Launches "It's Pork O'Clock Somewhere!" Campaign

The National Pork Producers Council has launched a new campaign, "It's Pork O'Clock Somewhere," to highlight the importance and benefits of the U.S.-Mexico-Canada trade agreement. The campaign focuses on pork and the many ways it's enjoyed across North America. For more information, check out <http://www.porkoclock.org>.



NEW Piano Guys is Wisconsin's very own Dueling Piano Entertainment group. Their combined entertainment experience covers practically every music genre and incorporates comedy improvisation to create a one-of-a-kind experience.



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## CALENDAR

### DECEMBER

- 2 Scholarship Submission Deadline
- 4-6 Pork Action Group Meeting
- 9 WPA Board Meeting
- 11 Discovery Farms Conference
- 15 Mentorship Submission Deadline
- 24-25 Christmas Holiday 24-25

### JANUARY

- 1 New Year's Day Holiday, Office Closed
- 7 WPA Board Meeting
- 7-8 Discovery Farms Summit, St. Paul, MN
- 12 Pork Expo Early Registration

### FEBRUARY

- 4 Ag Day at the Capitol
- 6 WPA Annual Meeting, Wis Dells
- 6-7 Pork & Corn/Soy Expo, Wis Dells



## BOARD OF DIRECTORS

### President - Jim Magolski, New London

920-851-4724 magolski727@gmail.com

### Vice-President - Mike Salter, Black Creek

920-739-0403 ikehalter@aol.com

### Secretary - Brian Klubertanz, Waterloo

920-296-0599 klubertb@hotmail.com

### Treasurer - Tom Knauer, Avalon

608-883-2838 tjknauer@gmail.com

### Nathan Brickl, Spring Green

608-588-9625 nbrickl@hanorusa.com

### Ray Ibeling, Clinton

608-751-3513 ibelingfamily3@aol.com

### Christina Meylor, Darlington

608-482-2808 bcmeylor@yousq.net

### Bob Spurley, Linden

608-574-1223 robertspurley@yahoo.com

### Shannon Wolf, Lancaster

608-723-2692 wolfershannon@msn.com

### NPPC Representative - AV Roth, Wauzeka

608-476-2377 avhroth@aol.com