

PORK Headlines

IN THIS ISSUE:

MARCH/APRIL 2023

WPA Expo Page 1

Membership Page 2

Strategic Investment Prgm. Page 2

Swine Testing Rebates Page 2

Legislative Update Page 3

LAC & Ntl. Pork Forum Page 3

Pork, Corn, Soy Expo Recap Page 4

Porkapalooza Page 5

Call for Committee Members Page 6

WPA Internship Page 6

WPS Farm Show Page 6

National Ag Day Page 6

Youth Pig Project Page 7

WI Show Pig Sales Page 7

Calendar of Events Page 8

Board of Directors Page 8

2023 Wisconsin Pork • Corn • Soy Expo Big Success

On February 2nd and 3rd, 2023, members from across the state gathered at the Kalahari Convention Center in Wisconsin Dells for the annual Corn Soy Expo. Attendees enjoyed two days full of educational seminars, annual meetings, keynote speakers, delicious food, and entertainment.

Highlights:

- Industry updates
- WPA Annual Meeting
- Scholarship and award recipient recognition
- Porkapalooza
- Shark Farmer

Continue to page 4 and 5 for the full story.



2023 Board of Directors:

Back L-R: AV Roth (Vice President), Brian Klubertanz (Treasurer), Curt Watson, Jeff Morris, Ross Mencke, Bob Spurley, & Al Ries

Front L-R: Christina Meylor (President), Keri Retallick (Exec. Vice President), & Alicia Prill-Adams (Secretary)

CONTACT INFORMATION

P.O. Box 327, 131 S. Monroe St.
Lancaster, WI 53813
(608) 723-7551

Email: wppa@wppa.org
Website: www.wppa.org

Become a Wisconsin Pork Association Member

Our members are key to the success of our organization!

We invite you to explore the membership options available to youth, pork producers, and allied industry.

Membership benefits:

- Receive regular communications on important industry topics (Pork Express email, Headlines newsletter, Call to Action, etc.)
- Help determine WPA policy positions
- Local, state, and national leadership opportunities
- Educational programs and opportunities
- Pork industry networking
- Industry discounts

Additionally, choosing to become an SIP member provides a voice for you and other Wisconsin producers on issues front and center to the pork industry.

Membership options:

- Voting Producer \$50
- Producer family member \$10 / person
- Non-voting producer \$0
- Allied industry individual \$100
- Allied industry company \$250

To become a member, visit our website at www.wppa.org or fill out and return the form you should have received in the mail.

Strategic Investment Program (SIP)

The Strategic Investment Program (SIP) is the primary source of funds for the National Pork Producers Council. SIP allows NPPC and the Wisconsin Pork Association to fight for reasonable legislation and regulation, develop revenue and market opportunities, and proactively address issues of industry and consumer concern.

As an investor, you will have a voice in NPPC policy development. To participate, producers agree to contribute \$.15/\$100 of market value. A significant share of the program dollars is returned to support the state organization. (Please note that this voluntary rate has increased from \$.10 to \$.15 cents while the mandatory checkoff rate decreased from \$.40 down to \$.35.

Producers may become an SIP investor by filling out the Wisconsin Pork Association membership form and selecting the “SIP” option. If you have any questions, contact the WPA office at 608-723-7551.



Swine Testing Reimbursement Program

Wisconsin Pork Association is offering \$25 rebates to pork producers to help offset costs of testing for Porcine Reproductive and Respiratory Syndrome (PRRS) and Porcine Epidemic Diarrhea Virus (PEDv). Testing is required to comply with changes to Wisconsin’s Animal Health rule effective March 2018.

The rule change requires farms with pigs to test for PRRS and PEDv when moving from one premise to another within Wisconsin or for pigs coming into the state. Testing is not required for pigs moving directly to slaughter. The funding is available on a first come-first serve basis. Producers may apply for one grant each quarter of the year.

Reimbursement forms can be found on our website at www.wppa.org/swine-testing-reimbursement/ or you can email wppa@wppa.org to have one sent to you. Forms are due by December 1st, 2023.

Legislative Update

By Jordan Lamb, The Welch Group



Wisconsin's State Budget Process Begins

The Wisconsin State Legislature is in session and the first six months of this session will be dominated by review and debate over state spending. Governor Evers introduced his version of the 2023-25 biennial budget bill on February 15, 2023. Now, the legislature will spend the next several months reviewing and revising that proposal. The bill prescribes how the State will spend money over the next two fiscal years, which begins on July 1, 2023, and runs through June 30, 2025.

In anticipation of this process, the Wisconsin Pork Association, along with numerous other Ag Coalition groups, developed and released our Ag Coalition Budget Priorities for 2023 at the end of January.

We are pleased that many of the Ag Coalition priorities were also proposed by Governor Evers in his budget, including the following:

- Increased funding for agricultural producer-led watershed groups that focus on pollution abatement activities through DATCP's Producer-Led Watershed Protection Grant Program (PLWPG).
- Additional funding for farmer-led conservation including increasing funding for crop insurance premium rebates for cover crops and farmer-led nitrate optimization grants.
- Funding to continue the Wisconsin Commodity Food Bank Purchasing program.
- Additional funding for critical animal disease outbreak prevention and traceability at the Wisconsin Livestock Identification Consortium.
- Funding for county conservation staff which are critical to maintaining and implementing state conservation and agricultural programs.
- Support to support the Wisconsin Initiative for Agricultural Exports to continue to increase exportation of agricultural products including dairy, meat, crop, and other Wisconsin commodities.
- Expansion of the Farmland Preservation Planning Grant Program.
- Continued funding for the Agricultural Nonpoint Source Pollution program.

We will now continue our work to promote these and additional key agricultural budget priorities as the Legislature begins its work on the budget bill. We look forward to working with the Legislature and Governor Evers to support initiatives that will provide support to Wisconsin farmers and agribusiness.

Legislative Action Conference (LAC)

A.V. Roth will be attending the Legislative Action Conference on March 28th- 30th, 2023, in Washington D.C. **We are seeking an additional member to attend. If interested, please contact wppa@wppa.org or call 608-723-7551.**

At LAC, attendees will be meeting with congressional members and addressing issues that affect the swine and agriculture industries at both the state and national levels.

National Pork Industry Forum

Christina Meylor and Jeff Morris will be the Wisconsin delegates for the Pork Industry Forum that will take place March 8-10th, 2023, in Orlando, FL.

At this event, delegates will attend multiple sessions focused on legislation and state programs and will discuss pork industry priorities.

Wisconsin Pork / Corn / Soy Expo Recap

Annual Meeting Summary



- 2022 Mentee Presentation- Victorria Meylor
- 2022 audit and 2023 budget were presented and approved.
- Ratification of Resolutions were discussed and approved.
- Election of 2023 Board of Directors
 - Christina Meylor (President), AV Roth (Vice President), Alicia Prill-Adams (Secretary), Brian Klubertanz (Treasurer), Ross Mencke, Curt Watson, Bob Spurley, Al Ries, and Jeff Morris
- Election of Pork Act Delegates for 2024 Pork Industry Forum
 - Ross Mencke and A.V. Roth
- National update from Tyler Bettin, NPPC and Bill Even, NPB CEO
- Legislative update from Jordan Lamb, The Welch Group
- Awards & Recognition
 - Distinguished Service Awards
 - Friend of the Industry Award- Secretary Randy Romanski
 - Agri-Communicator Award- Bernie O' Rourke
 - Producer Distinguished Service Award- Silver Creek Family Farms (Berget Family)
 - Industry Distinguished Service Award- Dr. Tara Donovan
 - Youth Scholarship Awards
 - Fredrich Memorial Scholarship: Henry Koerner (\$1,000), Madisyn Henderson (\$1,000), Maya Weinkauff (\$750), and Matthew Hoekstra (\$750)
 - Whitmore Memorial Scholarship: Anna Schoenike (\$1,500)
 - Gunderson Memorial Scholarship: Anna Schoenike (\$1,000), Talena Sprecher (\$750), and Claire Esselman (\$500)



PORKPALOOZA

Porkapalooza is Wisconsin Pork Association's premier event at Expo. It features delicious pork appetizers, a live, silent, and pie auction, and entertainment. This year featured NEW Dueling Pianos, a unique bacon wall, pork sliders, and pork loin skewers and our auctions. We are excited to announce that we raised over \$14,000 through our auctions! The funds will be used to support our scholarship programs and to address issues that our producers face in the swine industry.



Many thanks to our emcee, Pam Jahnke, and our auctioneer, Bob Johnson, for their energy and crowd engagement not to mention their unwavering support of the agriculture industry! We are very fortunate to call you dear friends and allies!



*We would like to extend a huge **THANK YOU** to all our donors for this event. You are the people and businesses that make all of this happen and who allow us to continue to support and represent this great industry!*

- | | | | |
|------------------------------------|------------------------|----------------------|---------------------|
| Bob Johnson | Green Bay Packers | Bonnie Walters | Randy Kleven |
| Beloit Chamber of Commerce | Vortex Optics | Johnson Tractor | Wilson Farm Meats |
| UW- River Falls Swine Club | Wisconsin State Fair | Rod Kolash | A.V. Roth |
| Southwest Wisconsin Pork Producers | Curt Watson | Chef Jeff | Country Pride Meats |
| Bart & Christina Meylor Family | Keri Retallick | Morgan & Jeff Worek | 3 Sheeps Brewing |
| Madison Mallards | Shannon & Melissa Wolf | Klements Sausage | Kesslers Diamonds |
| National Pork Producers Council | Jim & Emily Magolski | Bobcat of Janesville | New Glarus Brewing |
| Wisconsin Timber Rattlers | Rural Route 1 Popcorn | Hueber Dekalb Feeds | |

Call for Committee Members

WPA is seeking individuals to participate on 2023 committees. The committees include Producer Outreach, Promotions & Events, Swine Health, and Youth. If you're interested in participating, please contact the WPA office at wppa@wppa.org or call 608-723-7551.

WPA to Offer Ambassador/ Internship in Place of Mentorship Program

WPA is offering a summer ambassador/ internship program that will run from June 1st – August 15th, 2023.

Intern will gain experience in & be responsible for:

- Networking and communication activities including social medial programming
- Marketing and branding programs
- Developing and implementing educational activities for Wisconsin State Fair
- Managing program activities at the Pork Schoppe

Compensation:

- \$5,000 plus associated program expenses

Qualifications:

- Full-time college student with an ag-related major
- Exhibits strong interest in agriculture, preferably the pork industry
- Individual must provide own transportation
- Must be available during Wisconsin State Fair August 1-14, 2023

Applications Due: March 31st, 2023 (All items in office, not just postmarked.) For more information visit wppa@wppa.org.

WPS Farm Show 2023: “Grow New Ideas”

March 28th – 30th, 2023 - EAA Grounds in Oshkosh, WI

9:00 a.m. – 4:00 p.m.



The WPS Farm Show is an opportunity for agricultural businesses and the community to check out the latest in farm equipment, services, and technology from around 400 exhibitors throughout the U.S. and Canada.

Wisconsin Pork Association will be serving sandwiches at the Farm Show. We are looking for volunteers to help serve that day and to promote the swine industry. If you are interested in helping, please email wppa@wppa.org to receive more information.

National Ag Day- “Growing a Climate for Tomorrow” - March 21st, 2023

What is Ag Day?

It's a day to recognize and celebrate the abundance provided by agriculture. Every year, producers, agricultural associations, corporations, universities, government agencies and countless others across America join together to recognize the contributions of agriculture.

Get Involved!

Your participation in Ag Day is critical in helping us spread this positive message about agriculture. Plan an event, send a letter to your local newspaper, call your Congressional representatives, post to social media, or simply share information about agriculture with youngsters in your community.



Youth Pig Project Sponsors

We would like to thank all our sponsors of the youth pig project this year! We had a ton of applicants and are happy to be able to provide so many of them with scholarships thanks to the generous donors listed below:

Bonnie Hamer	Krahn Livestock	Outhouse Family Showpigs
The Hanor Company of Wisconsin	Lodbell Showpigs	Paul Proctor- Winning Tradition Show Team
Jake's Pig Palace	Magolski Farms	Walsh Family Farms
Kadi Walsh	Morgan & Jeff Worek	Yelinek Showpigs
Fritsch Show Pigs	Keri & Kevin Retallick	

2023 Wisconsin Show Pig Sales

We are so fortunate to have many high-quality show pig producers all around the state. If you or someone you know is looking to purchase show pigs for this year, we hope you consider purchasing from the producers listed above and below. We will also send an email out with sale links.

Havin' Fun Genetics

Barn Opens: 3/4

Online: 3/8 & 3/23 @ showpig.com

Sales: 3/11 Northern Exposure - Mason City, IA

3/25 Wisco Elite - Jefferson

Outhouse Family Showpigs

Online Sale: 3/16 @ www.showpig.com

Barn opens by appt. 3/17

Sale: 3/25 @ Wisco Elite - Jefferson

Krahn Livestock

Online: 3/14 and 3/28 @ www.showpig.com

Sales: 3/18 Champions on Chips- Jefferson

3/19 Load and Go - Cedarburg

3/25 @ Wisco Elite - Jefferson

Lodbell Showpigs

Online: 3/2, 3/14, 3/28 @

<https://www.lodbellshowpigs.com/for-sale.html>

Other: Private treaty

Showpig Producers Continued:

ACJ Farms

BC Showpigs

Badger Swine Genetics

Brugger Family Showpigs

Butts Farm Inc.

Clothier Showpigs

Cross Showpigs

Doherty Family Farm Showpigs

Edwards Show Pigs

Floppy Ear Farm, LLC

Fritsch Showpigs

Goplin Showpigs

Graff's Showpigs

Hardyman Family Show Pigs

Jake's Pig Palace

Junghen Showpigs

Keeku Showpigs

Keel Showpigs

Klings Showpigs

Krebs Farms

Krueger Family Show Pigs

Kronberg Genetics

Kuhl Showpigs

Mamerow Show Pigs

Cherney Family Show Stock

Monson Show Pigs

Pork Chop Ridge

Puntney Showpigs

Reimer Show Pigs

Schulz Showpigs

Seffrood's Show Pigs

Tibbits Showpigs

Triple L Showpigs

Walsh Family Farms

Watson Family Farms

Wehrle Farms LLC

Yelinek Showpigs

Walsh Family Farms

Sale Date: 3/25

1301 E Ctv. Rd. P Beloit

Magolski Farms

Private treaty

Call Jim 920-851-4724

Peter Family Show Pigs

Barn opens 3/11

Call 920-207-4099 (Bob) or 920-207-2214 (Brayden)

Highway 59 Show Pigs

Sales: 3/11 and 3/18

Call Devan 608-558-2646



Wisconsin Pork Association

P.O. Box 327

Lancaster, WI 53813

Return Service Requested

Non-Profit Organization
U.S. Postal Paid
Lancaster WI 53813
Permit No. 91

Calendar of Events

March

- 8-10- National Pork Industry Forum- Orlando, FL
- 17-18- Ag LEAD Summit – Fon du Lac, WI
- 21- National Ag Day
- 25- Wisco Elite Showpig Sale
- 28-30- WPS Farm Show- Oshkosh, WI
- 28-30- Legislative Action Conference
- 31- Last day to submit internship applications

April

- 1- SWPP Scholarship Due
- 9- Easter
- 22- Earth Day

WPA Board of Directors

President – Christina Meylor, Darlington

608-482-2808 bcmeylor@yousq.net

Vice-President – AV Roth, Wauzeka

608-476-2377 avroth@aol.com

Treasurer – Brian Klubertanz, Waterloo

920-296-0599 klubertb@hotmail.com

Secretary – Alicia Prill- Adams, Platteville

608-342-1119 prillada@uwplatt.edu

Director- Al Ries, Lomira

920-960-7519 pork4u2@frontier.com

Director – Alicia Prill- Adams, Platteville

608-342-1119 prillada@uwplatt.edu

Director – Ross Mencke- Spring Green

608-588-9170 rmencke@hanorusa.com

Director – Bob Spurley, Linden

608-574-1223 robertspurley@yahoo.com

Director- Curt Watson, Edgerton

608-201-1859 watsonfamilyfarms@yahoo.com

Director- Jeff Morris, Lone Rock

608-346-9561 jeff.morris@wisc.edu

WPA Executive Vice President - Keri Retallick

608-723-7551 kretallick@wppa.org