

PORK Headlines

IN THIS ISSUE:

NOVEMBER / DECEMBER 2022

Give-a-Ham Challenge Page 1
Cele-BRAT Program Page 1
Scholarships Page 2
UWRF & DATCP Humane Handling Institute Page 2
PRRS Testing Rebates Page 2
Legislative Update Page 3
WPA Mentorship Program Page 4
Pork Leadership Institute Page 5
U.S. SHIP Program Page 5
Membership- WPA & SIP Page 6
Prevention Pointers Page 7
U.S. Pork's Sustainability Story Page 7



Give-a-Ham Challenge

WPA will once again be kicking off the holiday season with the "Give-a-Ham" social media campaign which starts on November 1st and runs through Dec. 31st. This campaign, which was started by NPPC, aims at engaging the U.S. pork industry and the communities they support in a holiday giving program designed to:

1. Broaden awareness of the pork industry's commitment to giving back to its communities, a core value.
2. Strengthen the industry's reputation for social responsibility.
3. Unify industry participants at the grassroots level – organically and authentically –by providing an opportunity to engage in a national program reflecting a shared value.

To participate, simply purchase a ham or other pork product, deliver it to your local food pantry, take a photo of your donation, and post it to your social media platforms using the hashtag #GiveAHam. Finally, tag a friend and challenge them to do the same!

CONTACT INFORMATION

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Lancaster, WI 53813
(608) 723-7551
www.wppa.org

Cele-BRAT Program

To promote pork during October pork month, WPA sponsored a brat promotion with local butcher shops in WI. If you are participating and have a punch card, be sure to turn it in by Nov. 7th, 2022, for the chance to win 1/2 a processed hog or a \$100 gift card for pork products. To be eligible, participants must purchase a minimum of (5) 1# packages of brats from 3 different Cele-BRAT processor locations. Questions? Email wppa@wppa.org

Scholarships

Wisconsin Pork Association Scholarship: Due Dec. 1st, 2022. Awarded to high school seniors pursuing post-high school education. Preference is given to individuals who have been involved in and possess a sincere interest in the pork industry. (1) \$500 and (1) \$400 scholarship awarded.

Fredrich Memorial Scholarship: Due Dec. 1st, 2022. Supported by the family of Clarence Fredrich through funding from the Southeast Wisconsin Pork Producers. Three scholarships are available recognizing high school seniors and college freshmen that are pursuing a career in agriculture. (2) \$1,000 and (1) \$750 scholarship.

Whitmore Memorial Scholarship: Due Dec. 1st, 2022. This scholarship was established in honor of the late Rex Whitmore who was a master statesman and communicator throughout the swine industry. Applications are available to registered juniors or seniors at UW-Madison, UW-River Falls, or UW-Platteville. (1) \$1,500 scholarship.

Gunderson Memorial Scholarship: Due Dec. 1st, 2022. WPA and the family of Buell Gunderson established this award to recognize the many contributions that Buell made to the Wisconsin Pork industry. (1) \$1,000 scholarship.

Lois Britt Memorial Scholarship: Due Jan. 3rd, 2023. The CME Group and NPIF sponsor these scholarships. They are awarded to students who intend to pursue a career in the pork industry with hopes that they may emerge as future pork industry leaders themselves. (10) \$2,500 scholarships. Visit <https://nppc.org/britt-scholarship/>

Southwest Wisconsin Pork Producers Scholarship: Due Apr. 1st, 2023. Awarded to a high school or college student from either Iowa, Grant, or Lafayette County Wisconsin who has a vested interest in agriculture and preferably the swine industry. (1) \$1,000 scholarship.

Email wppa@wppa.com or visit www.wppa.org for applications and more information.

PRRS Testing Rebates

The WPA offers \$25 rebates to Wisconsin pork producers to help offset the cost of testing for PRRS and PEDv. Testing is required to comply with Wisconsin's Animal Health Rule which was updated in 2018. Producers may apply for one grant per quarter if funding is available.

To receive the rebate, producers must complete and return the form that is located on the WPA website or by contacting the office at 608-723-7551 or wppa@wppa.com.

UWRF & DATCP Humane Handling Institute

A first of its kind program, the Humane Handling Institute (HHI), will provide comprehensive hands-on training for current meat industry workers in humane pre-slaughter handling, transport, stunning, and equipment maintenance. The formation of the HHI was announced by the University of Wisconsin-River Falls (UWRF) and the Wisconsin DATCP on October 20th.

HHI is expected to help improve the long-term viability of Wisconsin's \$34 billion livestock and meat industries. The project is funded by the Meat Talent Development Program, a \$5 million program created by Governor Tony Evers to strengthen the state's meat processing supply chain and workforce.

"The objective of the HHI is to develop humane handlers, stunner operators, and maintenance personnel that have a deeper understanding of the 'hows' and 'whys' of humane handling, stunning, and slaughter," said Kurt Vogel, UWRF associate professor of animal science and director of the HHI.



Legislative Update

By Jordan Lamb, DeWitt LLP



NOPP Grant RFP Released for Public Comments – Final RFP Coming Soon!

Wisconsin DATCP staff worked with University of Wisconsin staff to develop the Request for Proposals (RFP) for the forthcoming Nitrogen Optimization Pilot Grant Program (NOPP), which was created under a recently enacted emergency rulemaking procedure authorized by bipartisan 2021 WI Act 223. The draft RFP was posted for public comment in mid-October and the final RFP is expected to be released by the end of October. This program will provide \$1.6 million in grant funds for 2-year farmer-led commercial nitrogen reduction projects that are conducted in conjunction with UW-System researchers. The goal of the pilot program is for agricultural producers to “collaborate with University of Wisconsin System (UWS) scientists to conduct research projects that enhance the understanding of and refine new methods that optimizes nitrogen applied to agricultural fields and decreases nitrogen loss to atmosphere, groundwater, and surface water.”

DNR Releases Interactive PFAS Data Tool. On October 18, 2022, the Wisconsin Department of Natural Resources (DNR) announced a new interactive tool with information about per- and polyfluoroalkyl substances (PFAS) throughout Wisconsin. The PFAS Interactive Data Viewer combines publicly available information from multiple sources across the DNR’s website into one tool to allow users to more easily explore what is known about PFAS in Wisconsin. Available information in the PFAS Interactive Data Viewer includes locations with known contamination, PFAS-related fish and game consumption advisories and waterbodies throughout Wisconsin sampled during targeted or routine monitoring. Data from the DNR’s recent voluntary municipal drinking water system sampling program is also included. Development of the PFAS Interactive Data Viewer was recommended by the Wisconsin PFAS Action Council (WisPAC) as a part of the PFAS Action Plan.

Meat Processors Selected to Receive Meat and Poultry Supply Chain Resiliency Grants.

Gov. Tony Evers and DATCP Secretary Randy Romanski announced that 91 meat processors have been selected to receive a total of \$10 million through the governor’s Meat and Poultry Supply Chain Resiliency Grants. The Meat and Poultry Supply Chain Resiliency Grant Program is a mechanism to continue to support the growth of Wisconsin’s meat processing industry and improve the long-term viability of the state’s livestock industry.

DATCP is Accepting Applications for Export Expansion Grants through November 16.

DATCP announced that it is accepting applications for export expansion grants through November 16, 2022. These grants are funded through the Wisconsin Initiative for Agricultural Exports (WIAE) and are intended to accelerate the growth of Wisconsin dairy, meat, and crop exports. Applicants must be a not-for-profit organization, located in Wisconsin, and currently serving or have the ability to serve Wisconsin agribusinesses. Wisconsin agribusiness associations, technical colleges, universities, and economic development organizations are encouraged to apply.



DID YOU KNOW....

The “100% Real Pork” brand is the new logo for pork, taking the place of the previous brands “Be inspired” and “The Other White Meat”.

Real pork comes from real farms, brings with it real stories, is full of real flavor and creates real, unforgettable moments. Real Pork celebrates pork producers and the product they provide; it answers consumers’ call for something real in a world increasingly full of options.

WPA Mentorship Program

The WPA Mentorship Program is for college students with a passion for agriculture and interest in the swine industry. Participants will expand their knowledge of the swine industry through hands-on experiences, job shadows, involvement in pork industry programs, and partaking in Wisconsin Pork Association activities. This program, which has a strong focus on career development, will provide opportunities to network with pork industry leaders, identify future career goals, and create valuable connections with potential employers. The next program runs from February 2023 and concludes in October 2023. Events and activities include World Pork Expo, two days volunteering at the Pork Schoppe at Wisconsin State Fair, a presentation at a WPA Annual Meeting, one WPA Board Meeting, three job shadows, and one special project. Upon successful completion of the required events and activities, participants will receive a \$500 scholarship to apply toward education expenses.

If you are interested in applying, visit the WPA website at www.wppa.org. Applications must be postmarked or emailed to the Wisconsin Pork Association by December 15th, 2022.



2022 Mentee: Victorria Meylor- Darlington, WI

Victorria is a sophomore at UW-Platteville majoring in Ag. Business. Although she's very involved in her family's sow farm, Victorria said she didn't have much experience with other aspects of the swine industry or other types of swine operations. The mentorship program was a great way for her to explore more career options in the industry and a valuable opportunity to network with industry professionals. For her job shadows, she visited a Pipestone farm, the UW-Madison Research Farm, and Wisconsin Pork Association. Her special project was added social media promotion efforts for October Pork Month. Below is an example of one of the social media posts she made.

Q & A

What was your favorite part of the mentorship program?

Meeting new people and learning a whole new part of the industry that I've never been exposed to before.

Would you suggest this program to other college students?

Absolutely. It's a very good leadership experience and allows you to see many sides of the industry.

Advice for those applying?

Be open minded and be willing to go outside of your comfort zone. It is such a unique opportunity that you will probably never get. It has definitely given me some new ideas for future careers and helped me to better understand the industry as a whole.



Pork Leadership Institute

The NPPC and the NPB have kicked off the 2023 class of Pork Leadership Institute (PLI), a jointly funded and organized training curriculum designed to develop future leaders for the U.S. pork industry. The year-long program consists of five learning sessions running from February to November.

Selected participants are taught the legislative and regulatory processes, the importance of international trade, the roles of the national pork organizations and their state pork associations, and the issues facing producers. They also are trained to be spokespeople for the pork industry and grassroots activists and will be able to disseminate pro-active, targeted messages about the industry.

“PLI is vital to the success of pork producers because it develops knowledgeable advocates for the pork industry and, most importantly, future industry leaders,” said Bryan Humphreys, NPPC CEO. “PLI graduates can tell the pork industry’s story from main street to our nation’s capital. It’s a great program that every pork producer should consider participating in.”

Pork producers are nominated for PLI. NPPC and NPB will have staff working closely with state pork association executives, our field representatives and past PLI participants to identify key individuals. Each year, approximately 18 producers are selected to participate in the program.

Applications are due back by November 18, 2022. Please send applications or direct any questions to Janine Van Vark at Vanvarkj@nppc.org.

U.S. SHIP Program

The SHIP Program is an industry, state, and federal partnership for improving preparedness across the US Pork Industry. It aims to establish a similar platform for safeguarding, improving, and representing the health status of swine across participating farm sites, supply chains, states and regions.

This program aims to mitigate risks of disease introduction and provide a practical means for demonstrating evidence of freedom of disease in support of ongoing interstate commerce and a pathway toward resuming international trade over the course of trade impacting disease response and recovery period.

While advancing practices that mitigate risks of disease introduction is a primary focus, proactively developing and implementing an industry-informed and functional system prior to a trade-impacting disease incursion would also enable participants and states to readily scale up the necessary testing to demonstrate freedom of disease across specified supply chains, regions, and market segments throughout a recovery phase. There is precedent for willing trading partners to recognize specific areas as being free of specified diseases within an affected country. Recognizing the health status of commercial livestock by region has long been a critical component of making stepwise progress over the course of large-scale disease control or eradication efforts domestically and internationally.

To become certified, visit <https://usswinehealthimprovementplan.com/> or contact the Wisconsin Pork Association for more information.



WPA Membership

2023 WPA membership is open!

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. As a WPA member, you will receive regular communications on important industry topics at the both the state and national level. Further, choosing to become an Extended Benefits or SIP member provides a voice for you and other Wisconsin producers on issues front and center to the pork industry.

To enroll, go to www.wppa.org or call the WPA office at 608-723-7551.



Strategic Investment Program (SIP) Membership

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
- Proactively address issues of industry and consumer concern

The program was started to ensure adequate funding is available for critical programs focused on public policy including legislative and regulatory issues management, as well as trade issues. As an investor, you will have a voice in NPPC policy development. To participate, producers agree to contribute \$.15/\$100 of market value (as of Jan. 1st, 2023). A significant share of the program dollars are returned to support the state organization. The ability to use these unrestricted funds better equips WPA and NPPC to respond to today's threats on the state and national level.

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 or would like more information on the SIP program, contact the WPA office at 608-723-7551.



Prevention Pointers

Thanks to Pork Checkoff-funded research, USDA recently added 2 chemicals to the list of approved disinfectants for use against animal disease (including African Swine Fever):

Acetic acid: approved for hard surfaces, including feed surfaces

Virocid: approved for livestock pens, quarters, premises, stalls, barns and for feeding and watering equipment, transportation vehicles, veterinary hospital and harvest facility premises

Chemical disinfectants protect animal health by killing viruses on hard surfaces before they cause disease in animals. They're an important part of a biosecurity plan to protect your herd in case of a potential foreign animal disease outbreak. Cleaning and disinfecting essential vehicles and equipment entering and leaving a farm can reduce the risk of spreading viruses – like African swine fever (ASF). ASF is a highly contagious, viral pig disease that can spread very quickly through direct or indirect contact. There is currently no vaccine or treatment available.

U.S. Pork's Sustainability Story

Sustainability for America's pork producers is about doing what's right for people, pigs and the planet by following the industry's We Care® Ethical Principles.

We Care gives the pork industry a solid foundation to build upon. The next step is to measure efforts in each of the ethical principles.

Pork producers are encouraged to request a customized On-Farm Sustainability Report to help measure and document continuous improvement efforts for the pork industry.

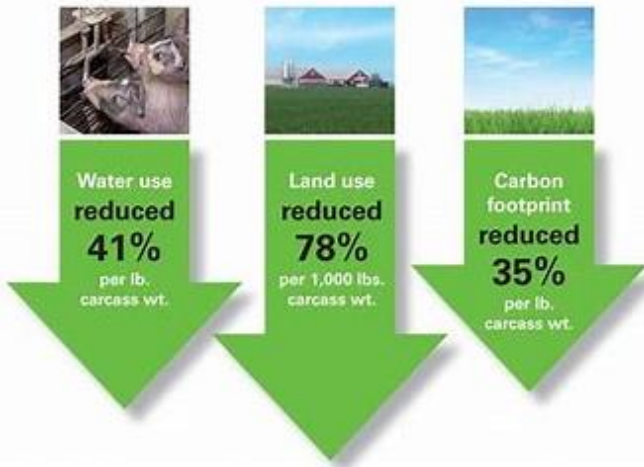
The National Pork Board's Sustainability Project aims to track, measure, monitor, and report the on-farm sustainability story of the U.S. pork industry funded by the NPB with the support of state associations. The goal is to share the proof points behind how pork producers are living the We Care® Ethical Principles.

To request an on-farm sustainability report, visit porkcheckoff.org/pork-production-management/sustainability or contact the state office for more information.

Thank You to Our 2022 Sponsors!



Rabo AgriFinance



Our sponsors are vital to our success! Without them, we would not be able to offer educational and promotional activities for our members or be as proactive in advocating for the swine industry!

Various sponsorship opportunities are available throughout the year. If you'd like to learn more about supporting Wisconsin Pork Association programs, please call the WPA office at 608-723-7551 or email kretallick@wppa.org.



Wisconsin Pork Association

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Lancaster, WI 53813

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MONTH

November

- 1- Give-A-Ham Challenge Begins
- 7- Cele-BRAT Postcards Due
- 16- WPA Board Meeting
- 18- Pork Leadership Institute Applications Due
- 24, 25- Thanksgiving- Office Closed

December

- 1- Scholarship Applications Due
- 14- WPA Board Meeting
- 15- Mentorship Program Applications Due
- 25- Christmas Day

January

- 1- New Year's Day

February

- 2- Annual Meeting

WPA Board of Directors

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