



PORK HEADLINES

Leading Our Industry's Future Successes

January/February 2021

BOARD SPOTLIGHT



Jim Magolski along with his wife, Emily, are the proud owners of Magolski Farms. They have two daughters, Aubrey and Hadley. Magolski Farms is a small 15 sow show pig operation where they also sell butcher pigs direct to consumers. Not only is Jim directly involved in the swine industry as a producer but he is also employed with Niman Ranch/Coleman Natural Pork where he is the Director of Hog Quality and Protocols.

At a young age Jim showed pigs and farrowed his first sows in 2003. He then managed the swine unit at UW-River Falls for 3 years while completing his undergraduate degree. Jim's passion for the industry pushed him to ultimately receive a M.S. and Ph.D. in Meat Science/Muscle Biology from North Dakota State University.

Jim has been a WPA Board Member for six years with four of those years serving as our president. As a WPA board member, Jim most enjoys finding ways to help serve fellow pork producers, both now and in the future.

In Jim's opinion, the largest challenge Wisconsin's pork industry is facing is navigating the changing political climate and associated regulations. Today as the industry continues to consolidate, he believes finding/creating market opportunities for small to mid-sized producers in Wisconsin will be a challenge. Most local locker plants are booked out 6 - 12 months and shipping small groups of market hogs out of state to larger packers is inefficient and in some cases uncompetitive. "There is a lot of current activity to try and add/expand small processors in the state. 2020 has highlighted this need more than ever and I believe we will see some changes in 2021 and beyond."

*- Jim Magolski
WPA President*

CONTACT INFORMATION

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Giving Back Almost 5,168 lbs. Of Ham - "Give-A-Ham" Challenge 2020

Wisconsin Pork Association would like to thank everyone who participated in the "Give-A-Ham" challenge throughout the 2020 holiday season. The National Pork Producers Council's (NPPC) "Give-A-Ham Challenge" is an annual social media campaign that engages the U.S. pork industry and the communities they support in a holiday giving program.

This year, WPA had numerous state leaders join in on the challenge to give back to local communities. This included, but is not limited to, Governor Evers, Secretary Designee Randy Romanski, Representative Ron Kind, Lieutenant Governor Mandel Barnes, NPPC President AV Roth, WPA President Jim Magolski, board members, FFA groups, pork producers and many others.

With the support of many, WPA announces approximately 5,168 pounds of ham donated during the 2020 "Give-A-Ham" promotion.



Grant Program Offered for PRRS/PEDv Testing

Wisconsin Pork Association will continue to offer a grant program in 2021 for Wisconsin swine producers who must complete testing for PRRS and PEDv to comply with swine movement rules in the state. The grant program will provide 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.

Online Pesticide Certification

Due to COVID-19, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is suspending pesticide applicator in-person certification testing until further notice. As a result, DATCP is extending current pesticide applicator certifications until December 31, 2021. Private and commercial pesticide applicators with certifications that expire January 31, 2020-November 30, 2021, can continue to operate as a certified pesticide applicator until December 31, 2021. More information about the temporary online certification exam is available at <https://patstore.wisc.edu/secure/default.asp>.

COVID-19 Swine Canadian Study

Canadian study published just before the holiday looked into pig susceptibility to COVID-19. National Hog Farmer posted a story today, "Research finds pigs are susceptible to SARS-CoV-2." Although researchers were able to infect a few pigs in their sample, it was in a laboratory setting and with a 10-times higher dose than in previous studies. A Kansas State University study, published earlier this year were more definitive about the **low likelihood** of pigs becoming infected with or transmitting the virus. Of course the balance of data and experience to date shows the primary method of transmission is human to human.

Swine study link: https://wwwnc.cdc.gov/eid/article/27/1/20-3399_article



Employee Health and Safety Precautions During COVID-19 and Influenza Season

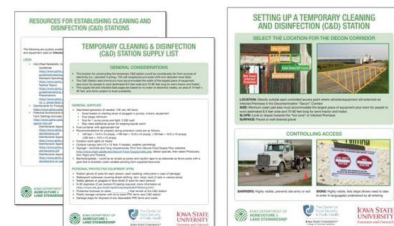
As we approach peak influenza season and COVID-19 cases continue to rise across the country, implementing employee health and safety precautions have never been more important. Please view our website at <https://www.wppa.org/industry/> to find recommendations regarding best practices for preventing the spread of both COVID-19 and influenza (according to the Centers for Disease Control and Prevention). Producers may also download resources, such as posters, to help communicate with farm personnel regarding important health and safety topics.



How to Set Up a Cleaning and Disinfection (C & D) Station

The best ways to protect your animals, whether pets, livestock or poultry, from getting sick is to practice good biosecurity. Biosecurity is another way of saying "infectious disease control" and refers to everything done to keep diseases and the germs that cause them (viruses, bacteria, fungi, parasites and other organisms) away from your animals, property, and the people that may interact with them. This is important whether your animals are on your farm, moving from one production site to another, going to auction, or participating in a show or event.

One way to protect your animals from harmful agents is to set up a cleaning and disinfection (C & D) station on your farm. When cleaning areas that house your animals remember the saying, "you can't disinfect dirt." This means you must clean before disinfecting. Most disinfectants do not work in the presence of organic materials like dirt, dust, and animal wastes. Checkout new resources created by Center for Food Security and Public Health at Iowa State University, College of Veterinary Medicine, Iowa State University Extension & Outreach, and the Iowa Department of Agriculture and Land Stewardship (IDALS) at <https://iowaagriculture.gov/animal-industry-bureau/biosecurity>.





Wisconsin Legislative Update

By Jordan Lamb, Dewitt LLP

Rural Prosperity Report Released

On December 16, 2020, Governor Evers' Blue Ribbon Commission on Rural Prosperity released its report, "Rural Voices for Prosperity: A Report of the Governor's Blue Ribbon Commission on Rural Prosperity." The report outlines proposals for coordinated governmental action to meet the needs of rural Wisconsin as identified by input provided to the Commission from the public.

The Commission was created as a part of the Governor's 2020 State of the State address. The Commission met and solicited public input from over 500 individuals from August through October 2020. The final report is based on that input.

There are ten general recommendations that form the basis for the report and that are intended to provide, "...a comprehensive approach to rural prosperity, create new partnerships with rural and tribal communities in the designing and delivering state services, and invest more thoughtfully to address rural Wisconsin's critical challenges and most promising opportunities." These general recommendations include the goal to provide a state government resource for rural Wisconsin issues, including Native Nations. (See report for details.)

In addition to the ten general recommendations, the report summarizes the public input that the Commission received regarding current challenges to rural prosperity and suggestions for how state and local government can assist with rural economic development. Those ideas included:

- Establishing a strategic roadmap for Wisconsin's forestry sector;
- Investing in agricultural supply chain gaps that inhibit market development, such as meat processing infrastructure and workforce development;
- Supporting childcare professional development, mentoring, and information sharing;
- Elevating success stories from rural Wisconsin communities that have succeeded at providing better broadband and coverage;
- Examining how the state could encourage more investment in renewable energy projects; and
- Boosting state support for outdoor recreation project implementation.

It is expected that identifying rural issues and challenges will be a focus of the Governor's recommendations for legislative action during the 2021-23 legislative session, including as a part of the biennial budget process.

Link to December 16, 2020 press release: <https://content.govdelivery.com/accounts/WIGOV/bulletins/2b14b2b>

Link to full report: https://wedc.org/wp-content/uploads/2020/12/Web_Governors-Blue-Ribbon-Commission-Report.pdf



WPA and the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) joined forces to start the Passion For Pork program earlier this year to connect Wisconsin pork producers to local meat processors, consumers and the growing number of people experiencing food insecurity during COVID-19. Below you can see the positive impact this program had in the state of Wisconsin.

OUNCES

5,495,072 ounces of pork delivered to food banks in Wisconsin



= SERVINGS

1.83 million, 3 ounce servings given to people with Wisconsin food insecurities

= TONS

Approximately 172 tons of pork was delivered to food banks in Wisconsin



"This program is a great example of the positive impact we can have when we connect the dots between Wisconsin producers, processors and consumers.

-DATCP Secretary Designee Randy Romanski

2021 Successes From The Field

Success stories directly from the field related to topics farmers and landowners care about: what works for cover crops in my county, how can I improve my woodlands, what's available to help pollinators, how can I heal my soil and help my water quality, and more. You'll find answers in these stories, from farmers and landowners who successfully partner with NRCS to receive assistance in putting conservation to work on their farm. Look for more stories each month or sign up to receive this series monthly at <https://www.nrcs.usda.gov/wps/portal/nrcs/detail/wi/newsroom/stories/?cid=nrcseprd1682237>.

Bring'n Home the Bacon

Thanks to all sponsors, competitors and BBQ enthusiasts, Bring'n Home the Bacon barbecue competition and fundraiser was able to donate \$2500 to the West Salem Police Department for an AED to be put in one of their vehicles and \$500 to the Rotary Lights. Bring'n Home the Bacon was honored to have received a donation from WPA to help with expenses.

Looking for something to do in 2021? Bring'n Home the Bacon competition and fundraiser for 2021 is scheduled for June 11-13th. For more information, please visit their website at <https://www.bringnhome.thebacon.com/>.



Livestock Lessons - Wisconsin Youth Livestock Program

Livestock Lessons is a new animal science experience for Wisconsin youth. Giving a Livestock Lesson is an opportunity for youth to share their learning with others and to teach others about animal sciences.

The first round of Livestock Lessons has been completed. Congratulations to all winners! To view the winning videos and PSAs check out the Wisconsin Youth Livestock Program Facebook page <https://www.facebook.com/wisconsinyouthlivestock>.

Thank you to all sponsors, Wisconsin Farm Bureau Federation, Wisconsin Pork Association, Wisconsin Beef Council and Wisconsin 4-H Foundation, who provided all winners with gift certificates to their favorite show supply store or Culvers, a continued sponsor of youth.

Livestock Lessons are open to all youth who are interested in the animal projects. Each youth can enter one submission in both oral presentation and written public service announcements; and for older youth grades 9-13th they can submit an entry in the SAE Project Slides. The SAE Project Slides are a new addition to assist older youth in framing out topics of interest and explore careers, which can assist them in completing their SAE application. Submitted entries will be divided into the following grade judging categories from the 2020-2021 school year. Junior (Grades 3-5), Intermediate (Grades 6-8) and Senior (Grades 9-13). Submissions for round 2 are due March 5, 2021.

Additional program information and how to submit your Livestock Lessons can be found by going to the Wisconsin Youth Livestock Program site: <https://bit.ly/LivestockLessons>.

#1 Farm Insurer

As the #1 Farm Insurer in Wisconsin, we understand your unique needs and are here when you need us most. It's our promise to protect and rebuild Wisconsin.

TOGETHER WE KEEP
WISCONSIN STRONG

 **Rural Mutual**
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Visit RuralMutual.com to request a quote and reach out to your local agent.

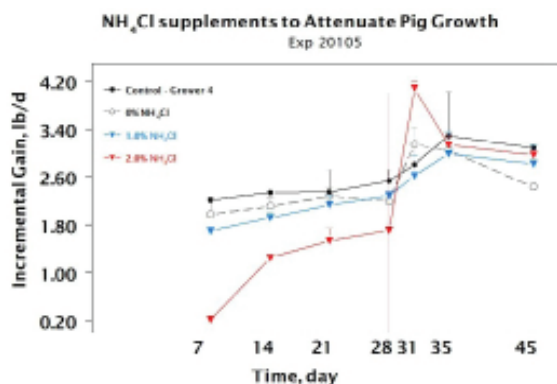
“Hold'em” by Dr. Tom Crenshaw

As with many swine producers, our Swine Research and Teaching Center was not able to ship pigs to market last spring due to the 2020 COVID19 pandemic. This is the third summary report presented in the WPA Pork Headlines to describe our continued efforts to assess strategies to “hold” pigs by slowing growth. Our objectives are to develop nutritional strategies to hold pigs for 2 to 6 weeks at essentially no growth, so that housing issues are reduced if access to markets are suddenly stopped.

Previously, qualifying objectives were identified for nutritional strategies to slow pig growth. These objectives included: A) Pig growth must be reduced by more than 50% for 2 to 6 weeks with no adverse health or welfare effects on the pig; B) The cost of feed supplied during the “hold” phase must be reduced; C) After being released from the “hold”, pigs must recover from the growth restriction with minimal negative consequences on carcass value; D) Ideally, the strategy should be possible to immediately implement if stop shipment orders were announced. Our strategy to meet these objectives is to evaluate additions of ammonium chloride to water or feed supplies as a way to dramatically reduce pig growth during crisis management situations.

In the November/December WPA Pork Headlines, we reported a summary of our initial effort to use a 1.0% solution of ammonium chloride delivered in the water supply to “hold” pigs. Pig growth was reduced by 80% over the first week compared to a control group of pigs in an adjacent room with no water treatment. The first study only lasted one week.

This report provides a summary of a second experiment that involved additions of ammonium chloride to feed for growing pigs. Pigs were fed diets with 0, 1.0 or 2.0% ammonium chloride additions. Growth of pigs fed diets with 2.0% ammonium chloride was reduced by 90% over the first week (See Figure).



However, pigs were apparently able to adapt to the 2.0% ammonium chloride as growth was reduced by only 47% in the second week, then 66% over weeks 3 and 4. Over the entire 28-day treatment period pig growth was reduced by 51%. Thus, one of our qualifying objectives was met. However, the reasons for the adaptive responses to ammonium chloride and the most effective concentration needs to be evaluated in subsequent experiments. A rapid recovery after the ammonium chloride treatment was removed was evident, as growth dramatically increased within 3 days after the ammonium chloride was removed from the diets on day 28. The rapid recovery supports another qualifying objective for a successful nutritional strategy to reduce growth. Feed consumption data were recorded, however, because of access to markets, carcass data were not collected in this experiment. Part of the recovery in growth, especially from day 28 to 31, is likely attributed to ingesta fill of the GI tract and some water re-hydration. No adverse health or welfare concerns were observed in pigs for this experiment. These results offer hope for a successful strategy to “hold” pig growth. However, several questions and challenges were also identified. Future experiments are underway to define the effective amounts of ammonium chloride to add to feed or water supplies to “hold” pigs and the economic consequences of these strategies. Additional efforts will address the physiological processes by which pigs apparently adapt to ammonium chloride treatments.

In Memory.....

Dennis “Denny” Heiling, 81, of Juneau passed away January 1st. Dennis will be remembered for his stories and hearty laugh. He could put a smile on anyone’s face. WPA enjoyed his presence at the Pork Schoppe through the years and his volunteerism in the Dodge County Pork Producers. Our condolences to his family especially his wife, Alice.

Mike Beisbier, DVM, 73, of Reedsburg died on January 12th. Mike graduated from ISU vet school in 1971. He then served as veterinarian in Loyal for a few years prior to coming to Reedsburg in 1976 where he served his community for over 35 years. He was an active member of the Wisconsin Pork Association serving on the board of directors as well as president of the organization. Our sympathy to his wife Sally, sons Mark, Greg and Eric and daughter Tanya and their families.

Thank You Youth Pig Project Sponsors

Several Wisconsin breeders and allied industry individuals have generously helped sponsor the 2021 Youth Pig Project Scholarships. If you are looking for a producer to purchase your show animals from, please consider reaching out to the sponsors listed below. For details regarding each sponsor, please visit our website at <https://www.wppa.org/youth-pig-project/>. WPA extends a sincere THANK YOU to all of our sponsors!



BLUE RIBBON SPONSORS

Kadi Walsh - Independent Sponsor

Badger Swine Genetics - Mark (920-344-0230)

Fritsch Show Pigs - Bailey (608-341-8397)

Krebs Farms - Dave (608-576-6593)

Magolski Farms - Jim (920-851-4724)

Paula Keats & Steve Horwath - Independent Sponsor

Goplin Show Pigs - Jamie (715-530-0875)

Rake Genetics - Diane (608-695-0702)
In Memory of Tom Rake

Walsh Family Farm - Tom (608-295-1894)

Yelinek Showpigs - Jake (608-732-8316)

Watson Family Farm - Curt (608-201-1855)

Paul Proctor - Paul (608-575-0507)

Bonnie Hamer - Independent Sponsor

RED RIBBON SPONSORS

Jake's Pig Palace - Jacob (715-881-0301)

WHITE RIBBON SPONSORS

Cherney Family Show Stock - Sarah (608-547-8524)

Graff's Show Pigs - David (920-210-4782)

Morgan & Jeff Worek - Independent Sponsor

Wehrle Farms LLC - Mikayla (920-279-2766)

Youth Pig Project Scholarships Available

The Wisconsin Pork Association is once again offering Youth Pig Project scholarships. These scholarships are designed to assist 4-H and FFA members in establishing swine projects that can lead to development of life skills and career opportunities in the Wisconsin pork industry.

4-H and FFA youth are eligible to apply for a \$50.00 scholarship used to offset costs associated with their 2021 pig project. Scholarships will be awarded in three age divisions, as follows: Ages 9-12, 13-15, and 16-19 (as of January 1, 2021). Thanks to support from producers and industry associates throughout the state, the opportunity to provide a minimum of fifty \$50.00 scholarships will be awarded this spring.



Interested youth may download the scholarship application form from the WPA website at <https://www.wppa.org/youth-pig-project/> or call the WPA office at 608-723-7551 to have a copy mailed. Completed application forms must be emailed or postmarked no later than **February 1, 2021**.

Rope Test Kits Available

WPA is offering one complimentary rope test kit to farmers. The kit includes a cotton rope, sample tube, and other materials to make for easy sample collection. Farmers can contact WPA at 608-723-7551 to receive a kit. Farmers can also assemble their own kits by purchasing 3-strand twisted undyed cotton rope at a local hardware store. Other supplies needed include a clean plastic bag; side cutters, knife or scissors; snap-cap, screw-top tube, or red-top tubes (can be obtained from a vet clinic); permanent marker; and gloves. For details on how to collect oral fluids, go to www.wppa.org/testing and click the "Oral Fluid Collection Guide" link at the bottom of the page.

DATCP Launches Virtual Support Groups for Farmers and Farm

In a continued effort to help Wisconsin farmers access mental health resources, DATCP is launching a series of virtual farmer support groups. The support groups are scheduled to begin in February. The support groups are open to farmers and their spouses at no cost. Participants can be located anywhere in Wisconsin and must register in advance.

To register for a session or for more information, visit <https://FarmCenter.wi.gov>.

Fresh Start Wellness Challenge

As many consumers look for a fresh start in the new year, the Pork Checkoff is launching the Fresh Start Wellness Challenge to encourage everyone to take a holistic look at their health, including incorporating lean pork as a protein in a healthy diet. Capitalizing on the seasonal focus on health, the challenge will draw attention to pork as part of a healthy lifestyle, while encouraging participants to get active via the Stridekick app for a chance to win free groceries for a year (\$4,999.00 value).

Pork producers are encouraged to participate in the challenge that begins January 11 and runs through February 7.

Joining the challenge is easy:

1. Download the Stridekick app from the Apple App Store or Google Play Store on your smartphone.
2. Go to: <http://bit.ly/2KVw6OM> to create your free Stridekick account & connect a fitness tracking device.
3. Answer a few additional questions to access the challenge and to verify your eligibility to win the grand prize. NOTE: By joining the challenge within the Stridekick app, you are automatically entered to win the prize of free groceries for a year.*



Thank You 2021 Sponsors



Allied industry companies are encouraged to support Wisconsin's pork industry by sponsoring WPA programs throughout the year. Please contact the state office for additional details. All sponsorships are greatly appreciated. Sponsors as of January 11, 2021.

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
- 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 and opportunities
- Pork industry networking

Name: _____
 Farm/Company Name: _____
 Address: _____
 City: _____
 State: _____ Zip: _____
 Phone: _____
 Email: _____

MEMBERSHIP INVESTMENT

1. **Producer**
 - a. Voting Member \$50
 - i. Family Member(s) \$10
 - b. Non-Voting Member \$0
2. **SIP Investor**
 - \$0.10 cents/\$100.00 market value
 - Will be recognized as WPA voting member Yes
3. **Allied Industry**
 - a. Company \$250
 - b. Individual Member \$100

STRATEGIC INVESTMENT PROGRAM (SIP)

As an investor, you will have a voice in NPPC policy development. Contact WPA for National Pork Producers Council (NPPC) SIP investor information.

Payment Information

- **Credit Card:** Call 608-723-7551
- **Checks payable to:** WPA, PO Box 327, Lancaster, WI 53813



Wisconsin Pork Association
P.O. Box 327
Lancaster, WI 53813
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Lancaster WI 53813
Permit No. 91

MONTH

January

- 11 - Fresh Start Wellness Challenge Started
- 13 - Discovery Farms Virtual Conference Webinar
- 19 - NIPF Input on Guidance Deadline
- 26 - WPA Board Meeting

February

- 1 - Youth Pig Project Scholarship Deadline
- 7 - Fresh Start Wellness Challenge Ends

March

- 5 - Youth Livestock Lessons Round 2 Deadline
- 27 - Badger Swine Genetics Pig Sale, Lowell
- 27 - Walsh Family Farm Pig Sale, Beloit
- 27 - Goplin Show Pigs Sale, Whitehall

July

- 20-22 - Wisconsin Farm Technology Days

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