



PORK HEADLINES

To promote and protect the state's pork industry in order to ensure its success now and in the future

May/June 2020

Mentee Spotlight...



I would like to first start off by expressing how grateful and honored I am to be selected as one of the Wisconsin Pork Association mentees. My name is Andrew Boschert and my parents are William and Mary Pat Boschert from Beaver Dam, Wisconsin. I grew up showing sheep and swine through the 4-H and FFA program. I became heavily involved in the show pig industry and that has translated to a small herd of purebred duroc sows at home. I am currently a freshman attending Iowa State University where I am majoring in animal science with a minor in genetics. Being a participant in the WPA Mentorship Program, I hope to network with industry leaders and businesses, gain more experience and knowledge within the swine industry, and develop future career goals. I am excited to participate in the WPA Mentorship Program.

CONTACT INFORMATION

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(608) 723-7551
www.wppa.org



The Wisconsin Pork Association (WPA) and the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) have joined forces to start a new program connecting Wisconsin pork producers to local meat processors, consumers and the growing number of people experiencing food insecurity during COVID-19.

Through the program, called "Passion for Pork," WPA and DATCP are connecting Wisconsin pork producers with smaller, local meat processors who are extending their hours of operation to process and package the pork to help meet the growing demand for food bank and food pantry resources. Wisconsin food banks are getting the pork into the hands of those in need.

The program kicked off at the end of April with the delivery of 60 hogs for harvest to People's Meat Market, a local meat processor and program member in Stevens Point. The whole hog carcass is then broken down into smaller portions for further processing and packaging at Windsor-based Neesvig's Meats, another program partner. Along with shipping the processed pork to food banks and food pantries, the local meat processors also sell the pork at their retail stores.

The hogs for "Passion for Pork" are being supplied by Wisconsin pig farmers, however, there are significant costs associated with the processing, storage, and delivery of the pork to food banks and pantries. WPA is currently accepting donations from the public to support the continued operation of this program.

Wisconsin pig farmers and meat processors interested in participating in the program should email the Wisconsin Pork Association: wppa@wppa.org

Passion for Pork can be mailed to:

Passion for Pork c/o Peoples State Bank P.O. Box 218 Bloomington, WI 53804

Or electronically at <https://donorbox.org/passion-for-pork>.

Vita Plus Commits \$100,000



Vita Plus announces the launch of the Serving Customers & Rural Communities Project. Through this project, Vita Plus will contribute \$100,000 to support food security initiatives in rural communities.

The project is a broad-based effort focused on communities where Vita Plus employee owners and customers live and work. The purposes of the project are to support dairy, swine, and beef producers by purchasing their products and, at the same time, assist those in rural communities during a time of great need.

“This is a challenging time for many people,” said Bob Tramburg, Vita Plus president and CEO. “Our focus is and always has been on serving customers. One way for us to do that is to help put the nutritious foods our customers produce into the hands of those who need them. Our employee owners see this as a great opportunity to make a positive difference in our rural communities, and we hope others will join us in the effort.”

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Emergency Animal Mortality Management Funding available to help with safe disposal of carcasses

Assistance Available –

USDA's Natural Resources Conservation Service (NRCS) is offering financial and technical assistance to producers for animal mortality disposal, resulting from impacts of the COVID-19 pandemic. Assistance for the Emergency Animal Mortality Management practice is available in certain states. Learn more at farmers.gov/coronavirus.

How to Apply Producers facing depopulation are encouraged to file the attached Environmental Quality Incentives Program (EQIP) application (Form CCC-1200) with their local NRCS field office. Offices in certain states are now accepting applications. The producer is responsible for the proper disposal of animal mortality by following requirements specific to each option. All Federal, State and Local laws must be followed and are the responsibility of the producer to secure any necessary permits.

Eligibility Agricultural producers and owners of non-industrial private forestland and Tribes are eligible to apply for EQIP. To receive assistance, an application, plan and approved early start waiver must be filed with the local NRCS field office prior to disposal of animal carcasses.

The Emergency Animal Mortality Management practice includes five options that NRCS is offering for the proper disposal of animal carcasses:

- 1- HU Burial
- 2- Carcass Disposal Other Than Burial
- 3- Incineration
- 4- Disposal at Landfill or Render Pounds
- 5- In-House Composting (NRCS Practice Code 368)

Other program information:

- Producers must have farm records established with the Farm Service Agency (FSA), meet all eligibility requirements, and have application filed at the local NRCS. Prior to payment, a mortality certification should be done by a veterinarian or agency staff in consultation with the producer. There are payment limitations. Contact your local NRCS field office for more details. Payment cap is \$25,000 per contract item.

Key Points

1. Do not euthanize animals prior to contacting your local office. You must have an early start waiver and work towards the application. The plan and application must be filed prior to receiving assistance.
2. Work with your veterinarian during the decision process.
3. Record the event with date, number of head, and weight of animals at a minimum.



Wisconsin Legislative Update

By Jordan Lamb

Best Practices for Livestock Farms Who Must Hold Additional Animals Due to COVID-19 Marketplace Disruptions

The WPA has talked with the CAFO program staff at the Wisconsin Department of Natural Resources (WDNR) to identify best practices for livestock farmers who may have to keep more animals on the farm than are typically kept due to marketplace disruptions related to COVID-19. This may mean that non-permitted farms could temporarily exceed the 1,000 animal unit threshold and also permitted farms could temporarily exceed their permitted animal unit threshold while waiting for the opportunity to move the animals into the marketplace.

As such, we provide the following best practices for farmers who must hold additional animals:

- 1. Non-Permitted Farms:** For farms that currently do not have a WPDES permit because they normally have fewer than 1,000 animal units, if you believe that you may exceed the 1,000 animal unit threshold, then immediately call or email DNR Wastewater Specialist, Tyler Dix at DNR. Tyler can be reached at (608) 220-2096 or Tyler.Dix@wisconsin.gov.
- 2. WPDES Permitted Farms:** Farms that currently have a WPDES permit should contact their permit specialist to alert them that they may have to maintain animals on the farm in excess of their permitted number.

In either situation, farms should be prepared to describe if they have adequate waste storage capacity and land spreading acreage to properly manage the increase in waste generated.

SBA New Loan Information

EIDL – Sign up Available

Following several weeks of advocacy, NPPC is pleased to report that the U.S. Small Business Administration has reopened the Emergency Injury Disaster Loan (EIDL) application for a limited time to U.S. agricultural businesses which were previously excluded from the program. You can complete the application by visiting the SBA EIDL website.

New legislation, signed into law by the president one week ago, provides an additional \$60 billion in funding for eligible businesses, farmers, ranchers and certain other agricultural businesses affected by the Coronavirus (COVID-19) pandemic. Funds will be distributed on a first-come, first-served basis. Funds are expected to run out quickly.

Summary of Program:

- This program is for any small business with fewer than 500 employees (including sole proprietorships, independent contractors and self-employed persons).
- SBA calculates the loan amount; loans are capped at \$2 million for six months of working capital.
- You may request a \$10,000 loan advance, which will not need to be repaid.
- Interest rate for qualifying small business: 3.75%
- Interest rate for a qualifying non-profit: 2.75%
- No collateral is required for loans under \$25,000.
- Maximum loan terms are 30 years and are determined by SBA.



LifeWorks Resource Program

Compeer Financial cares about you and your family's wellbeing. And because we see ourselves as a trusted partner on your team, we want you to succeed—both personally and professionally.

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GET CONNECTED The LifeWorks Resource Program is available to you and your family any time (24 hours a day, 365 days a year) by phone, mobile app or online—all at no cost to you. Telephone (888) 267-8126 Spanish (888) 732-9020 or TTY (800) 999-3004 Call LifeWorks at any time to speak confidentially with a caring, professional consultant.

Community Outreach Yard Signs Available

Thank A Farmer yard signs are available. Email wppa@wppa.org to order and put them up around the community to show support for pig farmers across the nation. \$10 donations suggested.



Pork-To-Go!

Can't dine in? Let's carry-out! Wisconsin Pork Association is teaming up with Madison area restaurants to offer a 3 Course Meal To-Go option for \$25 and a \$40 Family Style To-Go option. From May 18-30, participating restaurants will feature To-Go menu items including pork. Be watching for 30 second promos on NEWS 3 NOW as well as information on Channel3000.com and MadisonMagazine.com.

WPA Partners with WRA

Wisconsin's pork producers are proud to partner with the Wisconsin Restaurant Association on a Facebook campaign to promote pork from member restaurants in Wisconsin. WPA will run the program from May 15-September 15 offering \$25 gift certificates to be used at restaurants with pork on their menu. Watch for the announcement on WPA's Facebook page and plan to participate in the promotion!



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Wisconsin State Fair Statement

WSF is analyzing all facets of the Fair, while continuing to closely monitor data from local, state and federal health officials, and assess how this will affect each one.

At this time the State Fair Park Board of Directors has not made a formal decision on whether the Wisconsin State Fair will go on as planned, August 6 – 16. However, until a decision is made, we will continue to work tirelessly to make the Wisconsin State Fair the Wonder-Fair experience you know and love.

Open Show Reminders:

Entry Submission: Entries will only be accepted online in 2020. We are utilizing new entry software so all exhibitors must create new profiles for the 2020 Wisconsin State Fair.

June 5th: Online entry will begin

June 24th (7pm Central Time): Entry Deadline

If you have any questions or concerns, please contact us via email (entryoffice@wistatefair.com). We greatly appreciate everyone's flexibility as we navigate this constantly-evolving situation together.

Influencer Project Update

With consumers preparing their meals nowadays, they have relied on bloggers for recipe ideas. A few statistics on Air Fryer Pork Chops from one of our WPA Influencer Project bloggers. (In the last 30 days)

Number of visits to the post - 1,724

Post reach on Facebook - 45,700

Facebook video views - 2,000

Post reach on Instagram - 2,855

Post reach on Twitter - 741

Post reach on Pinterest - 9,600 impressions

Pinterest saves - 35 saves

36 clicks from a pin

42.6k video impressions on Pinterest

Farm Links - 1 total click

To view the recipe visit: <https://www.backtomysouthern-roots.com/pork-chops-in-the-air-fryer/>



#BaconforBlursday

Bacon Mail: Utilizing social listening, NPB will find consumers who need a pick-me-up or are utilizing #BaconForBlursday in their social media posts. 500 packages of Jimmy Dean Fully Cooked Hickory Smoked bacon will be sent to consumers along with a flyer of bacon cooking tips and recipe ideas. If you're yearning for a pick-me up, let us know using #BaconForBlursday. You might get free bacon to make tomorrow just a bit better.

TikTok Challenge: Cowboy Troy will post a TikTok video to his new song "Bacon," and then encourage consumers to do the same with the incentive of a sweepstakes. Any consumer who posts their own original video will have the chance to win a year's supply of Wright Brand bacon.

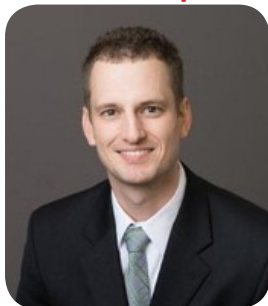
T-shirts: T-shirts to support the #BaconForBlursday campaign are being sold on Des Moines t-shirt artist Bozz Print's website with proceeds benefiting the Restaurant Employee Relief Fund. Visit <https://www.bozzprints.com/shirts/baconforblursdays> to support the fund.



Pesticide Applicator Certification

DATCP has suspended in-person pesticide certification testing as of March 18, 2020. If your certification expires January 31-September 30, DATCP has extended your certification until October 31. You can continue to operate as a certified applicator until October 31. A new online exam is available for individuals to become temporarily certified until October 31 as a commercial pesticide applicator. For more information, visit https://datcp.wi.gov/Pages/Programs_Services/PesticideCertExtension.aspx.

National Pork Board: COVID-19 Update and Response



Todd Rodibaugh
Director of Producer
and State Engagement
at National Pork Board

Springtime – a season many people look forward to, yet also has many uncertainties. When will the weather turn warmer? When can we get into the field? Should we use the Hampshire or Duroc for the county fair? Unfortunately, this year those uncertainties seem trivial compared to the circumstances we are dealing with in the wake of the COVID-19 pandemic.

Normally, you'd see us at events such as the Wisconsin Pork Regional Meetings and World Pork Expo. However, with those gatherings being postponed or cancelled, let me share a glimpse of what your team at the Pork Checkoff is working on to help you during COVID-19.

Current Situation

As of early May, the United States has nearly 1.2 million confirmed cases of COVID-19. Forty-two states issued a statewide stay-at-home order, with the remaining states issuing strong guidance to remain at home. No matter your age, location, or profession, you have felt the effects of this pandemic.

Our country and world need food and you play a vital role as pork producers. Recent weeks have shone a bright spotlight on the food supply chain, with the pork industry garnering attention as packing plants struggled to remain open due to labor issues. Getting these plants operational is the top priority. Examples of on-going work in this area include:

- An interactive packer-capacity map updated daily at pork.to/map.
- Communication support through spokesperson training, media interviews, and digital ads reassuring consumers of food safety and showing appreciation for essential workers.
- Facilitating regular meetings among CEOs of livestock commodity organizations and the packer community.

Resources for Producers

The National Pork Board has a team of experts working to

keep the latest information and resources available to you. Recognizing that producers may be facing very difficult decisions due to supply-chain disruptions, subject matter experts on a variety of timely topics are sharing the latest information in weekly webinars. You can view these recorded webinars at pork.org/COVID19.

Additionally, several other on-farm resources are available online, including:

- Farm Emergency Planning Resources
- Worker Safety during COVID-19
- EPA Disinfectant List for COVID-19
- Biosecurity Information and Poster
- Stress Management Resources

A Shift in Promoting Pork

With most of the population staying at home, we have seen a dramatic shift in consumer demand and buying behavior. Retail pork sales have been strong, led by the pork loin. Thanks to a focus on digital marketing, the National Pork Board and state associations quickly pivoted to messages and recipes to fit consumers' at-home needs.

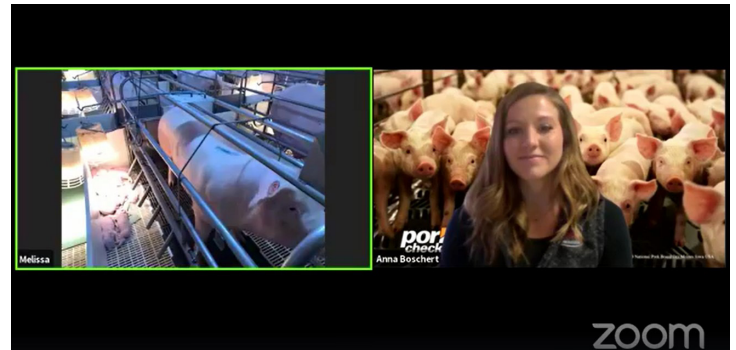
Insights from our partners at Google allowed for tailored promotions on the versatility and family-friendliness of pork. Campaigns on YouTube, Facebook, and with influencers have more than 40 million views in just three weeks. Leading up to Easter, Pork Checkoff Chef Neel Sahni, created a series of ham videos, reaching over 4.2 million views on Facebook. To keep consumers focused on pork the product, campaigns on bacon and grilling pork are ramping up.

Looking Ahead

National Pork Board CEO Bill Even recently wrote in his weekly update, "It is human nature to look for someone to blame in this tragedy. The fact is, the coronavirus is the enemy here. We are putting our energy into getting the processing plants running again and dealing with the near-term critical problems right now." The pork industry is built on resilient, hard-working people, together we will pull through these challenging times.

For the latest information, sign up to receive regular e-mail updates at pork.org/COVID19 and emergency alerts by texting PORKCRISIS to 97296. For questions or assistance, please call 800-456-7675.

Virtual Farm Tour Facebook Live at Wolf L&G Farms



WPA partnered with NPB and OMS to host a Facebook live virtual farm tour on April 29th with Wolf L & G Farms. With COVID-19 and students at home, this gave a live learning experience from the comfort of their couch. The relationship of student and producer is more important than ever. Students and consumers want to learn where their food comes from, and this experience was able to bridge the gap. **The farm tour has over 13,000 impressions thus far!**

This 1-hour experience allowed viewers to meet the farmers, the Wolf Family from Lancaster, WI. The farm practices We Care ethical principles every day. They focus on issues such as animal well-being, producing safe food, ensuring practices to promote public health, safeguarding natural resources, providing a safe work environment, and contributing to a better quality of life in the community.

The video was recorded and will be available on the Wisconsin Pork Facebook page, as well as on the website.

YQCA Coupons Available to Youth

WPA has 50 web-based coupons for 4-H, FFA or one of the two Junior Swine Associations to complete the Youth for the Quality Care of Animals (YQCA) program. These coupons are on a first-come, first-served basis. To receive a coupon, please contact Anna at aboschert@wppa.org.

Family & Consumer Science Lesson Plans and Mini-Grants

Educators know the importance of teaching students about maintaining a nutritious and balanced diet. Wisconsin Pork Association (WPA) and Minnesota Pork Board teamed up with Family and Consumer Sciences (FCS) teachers and Cathy Lader to create four new classroom lesson plans that will promote the benefits of pork in a balanced diet. Four new lesson plans available:

Souper Pork: The Basics of Pork- Emily Larson, School District of Amery, WI. Tech Savvy with Pork in the Kitchen- Delaine Stendahl, School District of Whitehall, WI. Slow Cooking & Sous Vide Methods for Pork Cookery- Jenny Wehmeier, School District of Elkhorn, WI. Tasty Pork Appetizers and Sustainable Farming- Sue Strutz, School District of Wisconsin Dells, WI.

Each lesson plan was created using the principles of the We Care initiative. Lesson plans and mini-grants are available on the WPA website at <https://www.wppa.org/lesson-plans/> and <https://www.wppa.org/family-consumer-science-mini-grants/>.





Wisconsin Pork Association
P.O. Box 327
Lancaster, WI 53813
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MONTH

May		President - Jim Magolski, New London
15	EQIP Application Batching Date	920-851-4724 magolski727@gmail.com
19	Board Conference Call	Vice-President - Ray Ibeling, Clinton
29	EQIP Application Batching Date	608-751-3513 lbelingfamily3@aol.com
June		Treasurer - Brian Klubertanz, Waterloo
5	Wis. State Fair Online Entries Open	920-296-0599 klubertb@hotmail.com
12	EQIP Application Batching Date	Secretary- Christina Meylor, Darlington
23	WPA Board Meeting	608-482-2808 bcmeylor@yousq.net
24	Wis. State Fair Entry Deadline	Nathan Brickl, Spring Green
July		608-588-9625 nbrickl@hanorusa.com
10	EQIP Application Batching Date	Ryan Cain, Osseo
15	WPA Board Meeting	507-847-4610 rcain@nfpinc.com
August		Alicia Prill- Adams, Platteville
6-16	Wisconsin State Fair	608-342-1119 prillada@uwplatt.edu
16-19	National Pork Industry Conference	Bob Spurley, Linden
25	WPA Board Meeting	608-574-1223 robertspurley@yahoo.com
		NPPC Representative- AV Roth, Wauzeka
		608-476-2377 avroth@aol.com
		Mikayla Wehrle, New London
		920-279-2766 mikaylamwehrle@gmail.com