



PORK HEADLINES

Leading Our Industry's Future Successes

JANUARY/FEBRUARY 2018

In This Issue:

WPA Annual Meeting	2
PRRS/SECD Rule Update	3
SIP Updates	4
Ag Day at the Capitol	6
WPA Membership	7
Calendar	8

From the Staff . . .

Happy New Year!

WPA will kick off 2018 with the annual meeting, Pork/Corn/Soy Expo, and the Taste of Elegance. We invite everyone to attend these events which will take place February 1-2 at the Kalahari Resort in Wisconsin Dells. Additional details are included throughout this issue.

We also remind everyone the new year means it's time to renew your WPA membership. Renewing your membership and updating your contact information will help ensure you continue to receive the Pork Headlines and Pork Express newsletters, plus other benefits based on the membership level you select.

We are excited to see what great things 2018 will bring and look forward to working together with you throughout the coming year. We hope to see many of you soon!

Tammy & Mandy

WPA STAFF

Tammy Vaassen, Exec. Vice President
Mandy Masters, Program Director

CONTACT INFORMATION

P.O. Box 327, 131 S. Monroe St.
Lancaster, WI 53813
(608) 723-7551 or 1-800-822-7675
www.wppa.org | Facebook.com/wipork



Wisconsin Pork Association donated over 3400 pounds of pork to food banks throughout the state during the holiday season. WPA Board members delivered the pork to food pantries in their communities and also worked with Second Harvest of Southern Wisconsin to distribute the pork to additional food pantries.

Pork Sessions Offered at Pork/Corn/Soy Expo

Pork producers across the state are invited to attend the 2018 Pork/Corn/Soy Expo on February 1 & 2 at the Kalahari Resort, Wisconsin Dells. During the Expo, Wisconsin Pork Association will be hosting several programs designed to keep pork producers current on industry issues, provide networking opportunities for youth and pork industry members, and offer quality assurance certification opportunities.

First, a seminar - **Current Status of the US Pork Industry** - will feature national pork industry organization speakers and members of the UW-Extension Swine Team. Dr. Chris Hostetler, Director of Animal Science for the National Pork Board, will discuss challenges producers are facing with whole-herd mortality rates, and actions that the Pork Checkoff is taking to help producers on this issue. He will also give an update on other Pork Checkoff activities, including priorities for the organization in 2018. Maria Zieba will provide an update on progress of the NAFTA and South Korean trade negotiations, as well as provide a broader picture of the successes and challenges facing pork exports. Zieba is the Director of International Affairs

Continued on page 6



WPA Annual Meeting Scheduled for February 1

The Wisconsin Pork Association annual meeting will be held on Thursday, February 1 beginning at 12:30 p.m. at the Kalahari Resort in Wisconsin Dells. Items on the agenda include setting policies for the upcoming year, selecting producers to represent the industry on the WPA Board, and voting on National Pork Board delegates. Youth receiving scholarships and WPA Mentorship Program candidates for 2017-2018 will be recognized.

WPA is seeking nominations for individuals interested in serving on the WPA Board of Directors. Three board positions are eligible for election in 2018 - Jessica Boehm, Jim Magolski, and Brian Klubertanz. Jessica will be completing her second term on the board and therefore is not eligible for re-election. Jim will be completing his first term and is eligible for re-election. Brian is completing an unfulfilled term and is also eligible for re-election. In addition to Klubertanz and Magolski, Bob Spurley, Linden, and Ken Luety, Clinton, have been nominated to run for the open board seats. Board terms are three years in length, and board members may serve two complete terms. If you are interested in running for the board, or would like to nominate someone, please contact the WPA office at 800-822-7675 or a current board member.

The following resolutions have been proposed by the WPA Board for consideration during the annual meeting. All 2017-2018 WPA active members are eligible to vote on these policy issues.

Livestock Siting – ATCP 51 – Motion: WPA supports the existing livestock facility siting standard, which establishes regulatory certainty for new and expanding hog farms in Wisconsin through statewide standards. We also support standards that are scientifically defensible, thereby providing a solid framework for farms to grow.

Rationale: Following a four-year review of the Livestock Facility Siting Rule, DATCP has proposed revisions to the standard,

which need further review and additional input from livestock farms, environmental groups, and local units of government in order to ensure that the livestock facility siting rule continues to provide an understandable and predictable process for siting new and expanding livestock farms across Wisconsin.

Transfer of CAFO Program from DNR to DATCP – Motion: WPA supports investigating the ability to transfer regulatory authority over large farms from the DNR to DATCP to encourage the best use of technical expertise and create program efficiencies in Wisconsin's CAFO program. We also support adequate funding to ensure sufficient staffing to support the program.

Rationale: Pork producers in Wisconsin have continued to express frustration over the length of time it takes to receive a WPDES permit and permit renewals from the DNR. This discourages modernization and expansion in our state. DATCP is the regulatory agency that has existing oversight over Wisconsin farms through nutrient management and livestock siting. DATCP also houses technical experts who understand modern farms and on-farm practices. This proposal is of keen interest to WPA and our farmer members who support having adequate and skilled staff members review WPDES applications for hog farms.

UW-Extension Reorganization – Motion: WPA encourages the University of Wisconsin and the legislature to continue to closely monitor the impact of Cooperative Extension's reorganization, including the transfer to UW-Madison, on Wisconsin agriculture, and to make any necessary adjustments if and/or when it becomes apparent that the reallocation of personnel and dollars is negatively affecting Extension's ability to fulfill its historic Land Grant role. In addition, WPA supports continued allocation of resources by Cooperative Extension for statewide swine programming. Rationale: While WPA recognizes that the traditional UW-Extension model did not always match the needs of the state's modern agriculture economy, any changes should enhance the role of UW-Extension and the ability of UW-Extension employees to serve their agricultural clients. Furthermore, the efforts of the existing Swine Team have been valuable to pork producers, and continued availability of those resources is important for education and support to Wisconsin's pork industry.

Animal Health – Motion: WPA supports the implementation of updated ATCP 10, Wisconsin's Animal Health rule, that requires the herd of origin of pigs to be tested, prior to movement into or within the state, for PRRS and SECD. In addition, we support establishment of a process to notify at-risk farms when neighboring sites become positive for these costly viruses.

Rationale: A task force representing a diverse cross section of the Wisconsin pork industry has worked with DATCP to move forward with the proposed rules. This group has agreed that Wisconsin is in the right position to take further steps to control and reduce the prevalence of PRRS and SECD, and to prevent spread from positive sites.

BRED GILTS
Over 100 F1's Monthly
With Due Dates!
a) **Lean, clean, and productive**
b) **Call early to reserve**
c) **Endorsements in your area**
and a lot more: over 200 open gilts
over 100 boars monthly: Hamp, Duroc,
York, Landrace, and Blue Line



WILSON'S PRAIRIE VIEW FARM
N5627 HWY. DD,
BURLINGTON, WI 53105
1-800-334-8082 OR 262-492-6601

Webinars Offered to Update Producers on PRRS/SECD Rule

The UW-Extension Swine Team, in conjunction with Wisconsin Pork Association, will be hosting two webinars to provide details on the pending animal health rule that will establish herd testing requirements for Porcine Reproductive and Respiratory Syndrome (PRRS) and Swine Enteric Coronavirus (SECD) in Wisconsin. The webinars will be held on February 8 and March 6 beginning at 6 p.m. To register for the February 8 webinar, please go to <https://goo.gl/S8tSvr>. To register for the March 6 webinar, visit <https://goo.gl/nPjP3i>. The webinar registration links are also available on the WPA website at www.wppa.org. If you prefer to call in to the webinar over the phone, please use the links to register and call-in information will be provided via email. You may also contact the WPA office at 800-822-7675 for assistance with registering for the webinars. Both webinars will be recorded so they can be viewed at later dates.

Speakers on the February 8 webinar will include Paul McGraw, DVM, Wisconsin Department of Agriculture, and Marcelo Almeida, DVM, Iowa State University. Dr. McGraw will provide details on the rule, including testing requirements prior to movement and what happens if a swine herd becomes positive. Dr. Almeida will provide suggestions for producers on how to meet the testing requirements, sample collection techniques, and more comprehensive testing plans should a farm become positive for PRRS or SECD.

The March 6 webinar will feature Dr. Gary Onan, UW-River Falls; Dr. Art Mueller, Stateline Ag Management Services; and Dr. Paul McGraw. Dr. Onan will share his experience of having PRRS in the university herd, including how they detected and responded to the virus. Dr. Mueller will provide producers tips on how to create a herd plan should a farm test positive for PRRS and/or SECD, biosecurity recommendations, and practical

knowledge on working towards a negative herd.

Rule Background: The goal of the rule change is to control and reduce prevalence of PRRS and SECD in the state, and to prevent spread on positive sites. A 2016 Pork Checkoff study indicated that PRRS continues to be a major drag on the U.S. pork industry – costing \$580 million per year. It is expected that the rule will become effective around February 1.

The rule establishes testing requirements for PRRS and SECD, within 90 days of movement, for herds moving pigs into Wisconsin, and for herds with pigs moving from one premise to another premise within the state. If pigs test positive, the pigs, herd or both would be quarantined until a herd plan is approved by the Wisconsin Department of Agriculture. A herd plan will vary, depending on the type of farm, but will address items like biosecurity practices, animal introductions, transmission risks, and treatment. Template herd plans will be available for producers and veterinarians.

There are a number of ways to test for PRRS and SECD, but one method that has been widely used is to collect saliva from pigs in the herd by hanging a cotton rope in pens. The samples can easily be collected by the farm owner, but must be submitted through an accredited veterinarian to a diagnostics lab. WPA is providing rope test kits for producers to begin testing. Producers can contact the WPA office to request a rope test kit. Testing can also be done via blood serum and swab.

Due to lower pig density within the state, Wisconsin has a fairly high herd health status. This rule could help improve the health of Wisconsin pigs, benefitting all producers.

For more details on the rule, go to the Wisconsin Pork Association website at www.wppa.org, and click on the 'Proposed PRRS/PEDv Rule Changes' link.



Premiums Paid Here. Stay Here.
FARM DIVIDEND PROGRAM
Up to **5% Back**
To Keep Wisconsin Strong.

THE #1 INSURER OF FARMS IN WISCONSIN IS REWARDING POLICYHOLDERS

Introducing the Rural Mutual Farm Dividend Program

For more information about the farm dividend program and how you may qualify, call 877-219-9550 or contact your local Rural Mutual agent.

Rural Mutual
Insurance Company
www.ruralins.com/farm-dividend



NATIONAL PORK PRODUCERS COUNCIL STRATEGIC INVESTMENT PROGRAM UPDATES

USDA to Withdraw Organic Rule

U.S. Secretary of Agriculture Sonny Perdue in December announced that the U.S. Department of Agriculture (USDA) will withdraw a proposed organic rule for livestock and poultry. The Obama-era regulation – the Organic Livestock and Poultry Practices rule – would have incorporated into the National Organic Program welfare standards that were not based on science and that were outside the scope of the Organic Food Production Act of 1990. The act limited consideration of livestock as organic to feeding and medication practices. NPPC raised a number of problems with the regulation, including animal and public health concerns and the fact that animal production practices have nothing to do with the basic concept of “organic.” NPPC also cited the complexity the standards would have added to the organic certification process, creating significant barriers to existing and new organic producers. In withdrawing the rule, the USDA determined the regulation exceeded the agency’s authority – something NPPC pointed out in comments on the rule – and that it would have had a greater economic impact on farmers than originally estimated. NPPC applauds the decision to withdraw by Sec. Perdue and his department.

States Sue Massachusetts Over Ban on Out-of-State Meat, Eggs

Led by the state of Indiana, the attorneys general for 13 states in December filed a lawsuit against Massachusetts over its ban on the sale of out-of-state meat and eggs from animals raised in certain housing. Massachusetts voters in November 2016 approved a ballot initiative that banned certain housing for pigs, egg-laying hens and veal calves. The AGs are asking the U.S. Supreme Court to rule that the ban on the sale of meat and eggs from animals raised in housing systems prohibited by the state, which is set to take effect in 2022, violates the U.S. Constitution and the Commerce Clause’s original goal of preventing states from enacting barriers to interstate commerce and regulating commercial activities that take place beyond their borders. The lawsuit, filed directly with the high court based on its original jurisdiction over disputes between states, follows a similar suit recently filed by 13 states – led by the attorney general of Missouri – challenging a similar law restricting access to retail markets in California. NPPC fought both the Massachusetts and California initiatives and now is supporting the “No Regulation Without Representation Act of 2017” (H.R. 2887), legislation introduced by Rep. Jim Sensenbrenner, R-Wis., that would prohibit states from imposing regulatory burdens on businesses, including pork operations, not physically present in the state. Earlier in 2017, NPPC CEO Neil Dierks testified on the bill before a House Judiciary subcommittee, saying: “Several states – most with little pork production – have banned gestation stalls, either through

ballot initiatives or legislation. That was their prerogative, however ill-advised or uninformed their motives were. What NPPC and pork producers object to is one state adopting a law or regulation that dictates the practices of the other 49 states.”

NPPC Continues Efforts to Keep U.S. in NAFTA

With the sixth round of renegotiation talks on the North American Free Trade Agreement (NAFTA) set for Jan. 23-28 in Montreal, NPPC is continuing to extol the benefits of the agreement in an effort to keep the United States in the deal. NPPC continues to meet with congressional lawmakers; reach out to the nation’s governors; participate in public events in support of NAFTA; and partner with many other organizations in an effort to preserve and enhance the agreement. In December, NPPC President Ken Maschhoff penned an op-ed that ran in the Capitol Hill publication *The Hill*, and agriculture economist Dermot Hayes wrote one that appeared in *Agri-Pulse*. Former NPPC president and Minnesota pork producer Randy Spronk had a blog post on NAFTA – with an accompanying video – published by the U.S. Chamber of Commerce. Spronk also participated in a panel discussion on NAFTA hosted by the Chamber.

South Korean Government Ready to Renegotiate KORUS

Following two rounds of public hearings, the South Korean government in late December submitted to parliament its plan for renegotiating the Korea-U.S. Free Trade Agreement (KORUS) and announced that it is now ready to begin renegotiations. This comes after the United States and South Korea in early November agreed to update KORUS. For the United States to officially begin the renegotiation process, the Trump administration must send a letter to Congress notifying lawmakers of its intention to launch KORUS talks in 90 days, hold two public hearings and disclose 30 days prior to the launch of the talks its goals for the renegotiation. NPPC continues to urge the administration to maintain zero-tariff treatment for U.S. pork exported to Korea, the industry’s fifth-largest export market.

Strategic Investment Program

Funding for industry representation like those described above come directly from pork producer investment in NPPC’s Strategic Investment Program (SIP.) SIP allows NPPC and Wisconsin Pork Association to: fight for reasonable legislation and regulation, develop export market opportunities, and proactively address issues of industry and consumer concern, including food safety, environment, and animal health and welfare. Producers agree to contribute \$0.10/\$100 of market value. The ability to use these unrestricted funds better equips WPA and NPPC to respond to today’s threats on the state and national level.



IS YOUR MILL WORKING FOR YOU? OR IS IT THE OTHER WAY AROUND?

SEE US AT THE
MINNESOTA PORK
CONGRESS IN
BOOTH #426



Downtime costs money. Fortunately, our mills are designed for easy maintenance and roll changes to keep your operation running. Need on-site service? Our experienced team is standing by 24/7.



A Finer Grind.



▶ rmsroller-grinder.com

contact sales@rmsroller-grinder.com // 877-397-9007 // 605-368-9007

The Power of Relationship Building: Join Wisconsin Pork Association for Ag Day at the Capitol

By Jordan Lamb, DeWitt Ross & Stevens

Despite the fact that we are more “connected” than ever in today’s technology-driven and dependent society, there is still no “plugged in” equivalent to a personal meeting. That is even more true when building a thriving advocacy program.

The WPA has undoubtedly built a strong culture of advocacy for our industry over years of consistent relationship building with Wisconsin elected, appointed and other government officials. In addition, we have had a group of farmer-leaders whose commitment to the industry has included taking the time to build personal relationships with their State Representative and State Senator. This connection is the strongest form of advocacy. It allows the government official to know you, know your industry and engage in a conversation with you about what it is like to farm in your area before you may need to ask him or her to take action on a particular issue.

There are many opportunities to build these relationships but one opportunity is the annual Ag Day at the Capitol event. This is a joint event with the Wisconsin Farm Bureau Federation and numerous other commodity groups, including the WPA.

This year, Ag Day at the Capitol will be held on January 24, 2018 at Monona Terrace in Madison. This is a day of issue briefing and Capitol visits with legislators by farmers from across commodity groups.

Join Us! Be a part of the WPA advocacy program and join us for Ag Day 2018. To sign up, contact the WPA office at 1-800-822-7675 or e-mail tvaassen@wppa.org. WPA will pay the \$25 registration fee for paid and SIP members, and can assist in setting up appointments with your legislators. We are also happy to go to those meetings with you. This is an opportunity to engage and converse with those who represent you in Wisconsin’s State Legislature.

Pork Sessions Offered at Expo

Continued from front

for the National Pork Producers Council. In addition, she will highlight other activities of the National Pork Producers Council. Adam Hady and Lyssa Seefeldt with UW-Extension will also give a snapshot of Wisconsin pork production trends they are seeing on the state level.

The UW-Extension Swine Team will offer training sessions for producers to become certified, or recertify, in the **Pork Quality Assurance Plus**® and **Transport Quality Assurance**® for Livestock Haulers programs. These certification programs help bring the latest knowledge and practices to the farm, including the development of comprehensive on-farm programs to ensure food safety and animal well-being, as well as understanding how to handle, move, and transport pigs in ways that promote pig well-being. Expo registration is not required to participate in PQA or TQA only, however, producers must RSVP to WPA by calling 800-822-7675.

For those with an appetite, the 2017 Taste of Elegance winner, Chef Mitchel Weber, will be hosting a **Cooking with Pork** session. Join him as he prepares pork samples and provides tips on how versatile pork can be in the kitchen. Later that evening, all Expo attendees will have the opportunity to sample the pork entrees entered in the **2018 Taste of Elegance** competition and vote for their favorite to determine the People’s Choice winner. During the Taste of Elegance, attendees may also bid on a variety of silent auction items and take part in the live pie auction. Funds raised during the **Silent Auction and Pie Auction** go towards WPA

programs including scholarships and youth activities. Items up for auction this year include Green Bay Packers and Wisconsin Badgers memorabilia – several items are autographed – a Steel Cow ‘Pig Paul’ print, Scentsy products, home and garden décor, collectible tractor replicas, meat and cheese boxes, gift baskets, and much more.

Lastly, WPA invites pork producers and industry members to attend the **WPA Annual Meeting**. The annual meeting gives WPA members an opportunity to provide input on policies and the future direction of the organization. WPA scholarship and distinguished service award recipients will also be recognized during the meeting.

On the morning of Friday, February 2 producers will have another opportunity to provide feedback on WPA programs and have a round-table discussion on industry issues during the **Breakfast with the WPA Board**. Dr. Paul McGraw, Wisconsin State Veterinarian, will update producers and answer questions on changes to Wisconsin’s Animal Health regulation related to PRRS and SECD testing. In addition, Secretary Sheila Harsdorf of the Wisconsin Department of Agriculture is invited to address the group. If you would like to attend the Breakfast with the WPA Board, please RSVP by calling 800-822-7675.

A complete Expo program and registration form are available to download from the WPA website at www.wppa.org/expo or you may register online at www.cornsoyexpo.org.

Thank You 2018 Sponsors



Renew Your WPA Membership

The Wisconsin Pork Association Board and Staff thanks all of our 2017 members for their support this past year. In 2017, your support allowed WPA to monitor legislation and regulations impacting the Wisconsin pork industry, and collaborate with the National Pork Producers Council (NPPC) to advocate for producers and the pork industry on the federal level.

We ask for your renewed membership support to help WPA continue to provide a voice for you and other Wisconsin pork producers as state and federal public policy issues threaten on-farm operations. Ongoing outreach to legislators and state agency officials by our members, staff, and lobbying partners at DeWitt, Ross & Stevens keep your concerns visible.

Membership renewal forms were mailed to 2017 members in late December. If you did not receive a renewal form, you can download a copy at www.wppa.org/membership or call the WPA office at 800-822-7675 to have a copy mailed to you.

As a reminder, 2018 Extended Benefits and SIP members will receive discounts to pork industry programs throughout the year and industry coupons worth over \$150 in savings. Businesses participating in the 2018 membership coupon program include:

- **Nasco** - 10% off an order of \$75 or more and free shipping
- **Insight FS** - \$50 off the cost of a nutrient management plan up to \$500 acres; \$100 off the cost of a NMP over 500 acres
- **Animart** - \$10 off an order of \$50 or more
- **United Animal Health** - \$50 off a purchase of \$500 or more

For additional information on the various WPA membership levels and the benefits of each, visit www.wppa.org/membership or call the WPA office at 800-822-7675.

PUBLIC NOTICE BY WISCONSIN PORK ASSOCIATION AND THE NATIONAL PORK BOARD

The election of pork producer delegate candidates for the 2019 National Pork Producers (Pork Act) Delegate Body will take place at Noon, Thursday, Feb. 1, 2018, in conjunction with the Wisconsin Pork Association Annual Meeting at the Kalahari Resort, 1305 Kalahari Drive, Wisconsin Dells, WI. All Wisconsin pork producers are invited to attend.

Any producer, age 18 or older, who is a resident of the state and has paid all assessments due may be considered as a delegate candidate and/or participate in the election. All eligible producers are encouraged to bring with them a sales receipt proving that hogs were sold in their name and the checkoff deducted. For more information, contact Wisconsin Pork Association, P.O. Box 327, 131 South Monroe Street, Lancaster, WI 53813, 608-723-7551.

WPA ANNUAL MEETING NOTICE

Notice is hereby given to all members of the Wisconsin Pork Association, Cooperative, that the annual business meeting will be held in conjunction with the Pork/Corn/Soy Expo on February 1, 2018, 12:30 p.m., at the Kalahari Resort, Wisconsin Dells.

All 2017-18 WPA active members and SIP Investors are eligible to vote during the annual meeting. If you have any questions, please contact one of the WPA Board members or the WPA office.



Wisconsin Pork Association
P.O. Box 327
Lancaster, WI 53813
Return Service Requested

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

CALENDAR

JANUARY

24 ~ Ag Day at the Capitol, Madison
25 ~ Ag Outlook Forum, UW-Madison

FEBRUARY

1 ~ WPA Annual Meeting, Kalahari Resort, WI Dells
1 ~ Taste of Elegance, Kalahari Resort, WI Dells
1-2 ~ Pork/Corn/Soy Expo, Kalahari Resort, WI Dells
2 ~ WPA Swine Health Committee Meeting, WI Dells
8 ~ PRRS/SECD Rule Webinar
28-March 2 ~ Pork Forum, Kansas City

MARCH

6 ~ PRRS/SECD Rule Webinar
22 ~ WLIC Annual Meeting, Madison
27-29 ~ WPS Farm Show, Oshkosh

BOARD OF DIRECTORS

President - Jim Magolski, New London

920-250-5065 magolski727@gmail.com

Vice-President - Jonathan Wytttenbach, Sauk City

608-347-6135 maizenbacon@yahoo.com

Secretary - Jessica Boehm, Stoughton

608-692-2733 boehm_jessicar@yahoo.com

Treasurer - Mike Salter, Black Creek

920-739-0403 ikehalter@aol.com

Nathan Brickl, Sauk City

608-588-9625 nbrickl@hanorusa.com

Ray Ibeling, Clinton

608-751-3513 lbelingfamily3@aol.com

Tom Knauer, Avalon

608-883-2838 tjknauer@gmail.com

Brian Klubertanz, Waterloo

920-296-0599 klubertb@hotmail.com

Shannon Wolf, Lancaster

608-723-2692 wolfershannon@msn.com

NPPC Representative - AV Roth, Wauzeka

608-476-2377 avhroth@aol.com