



PORK HEADLINES

Leading Our Industry's Future Successes

JULY/AUGUST 2018

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From the Staff . . .

One of the most important times of year is just around the corner...State Fair! WPA will once again be serving pork sandwiches at the Pork Schoppe during the fair. The Pork Schoppe is important to WPA because it is the primary fundraiser for our non-checkoff programs. Without the funds raised from Pork Schoppe, our legislative and advocacy efforts on behalf of farmers would be much more limited.

Another fundraiser, the Pork Classic Golf Outing, is also coming up soon. Details should have arrived in your mailbox, or you can visit the WPA website to get more information and register.

We look forward to seeing many of you soon at the Pork Schoppe and appreciate all your efforts in helping make it a success!

Tammy & Mandy

WPA STAFF

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

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Visit the Pork Schoppe at State Fair August 2-12

The Wisconsin Pork Association, along with significant help from various volunteer groups throughout the state, will once again be serving delicious pork items at The Pork Schoppe at the Wisconsin State Fair, August 2-12 in West Allis. The Pork Schoppe has been serving fairgoers since 1984 and continues to satisfy customers every year. The Pork Schoppe is the main non-checkoff fundraiser for the Wisconsin Pork Association, to in turn advocate for all pork producers in the state of Wisconsin.

The “big white tent” that houses the food stand is located on the northeast corner of the Wisconsin Products Pavilion, on the corner of Grandstand Avenue and Wisconsin Way. The stand is open from 9am to 10pm every day of the fair.

This year, a new pork item is being added to the Pork Schoppe menu: Bacon Wrapped Pork on a Stick. The tender pork loin skewered and wrapped in hardwood smoked bacon, then lightly seasoned and grilled, is sure to be a new favorite fair food on stick. The Pork Schoppe will continue to serve its’ other well-known items, including a butterfly pork chop sandwich, pork chop on a stick, and pork burger.



WPA Seeking Applicants for Executive Vice President

The Wisconsin Pork Association (WPA) is looking for a talented individual with experience in agriculture and/or the pork industry to serve as their Executive Vice President. The Executive Vice President is the chief staff member who works directly with the WPA Board of Directors to plan, direct and oversee the organization's programs, finances, and operations. Primary duties of the Executive Vice President include implementing board and committee priorities, providing direction to leadership on producer needs and industry trends, and coordinating the public policy efforts of the organization. The WPA office is located in Lancaster, Wisc.

QUALIFICATIONS

- A BA or a BS degree from an accredited college or university or equivalent years of experience
- Successful experience in a leadership position involving budget responsibility (planning, execution, management) and supervision of employees
- Ability to deal with a wide range of people in a positive manner
- Prior experience in advocacy and public policy preferred

A detailed job description can be found at www.wppa.org. Review of applications will begin on August 1, 2018. The position will remain open until a suitable candidate is found or the search is closed. Individuals may apply by emailing a current resume, cover letter, salary history, and a list of references with contact information to Jim Magolski, WPA President, at magolski727@gmail.com. Questions may be directed to Mr. Magolski at the e-mail address provided or by phone at (920) 851-4724.

The Wisconsin Pork Association is an Equal Opportunity Employer and complies with all employment laws and regulations.



The National Pork Board's WeCareSM trailer was in Wisconsin on June 9th for the New Glarus Beer, Bacon, and Cheese festival. Wisconsin Pork Association provided samples of grilled pork loin and talked with attendees about how to cook tender, juicy pork at home by following the recommended internal cooking temperature of 145°F. Many thanks to Linda & Randy Kleven, Lee Wilson, Chris Walsh, and Jeff Foxen (not shown) for volunteering at the event.

Thanks and Farewell

By Tammy Vaassen

WPA Members & Friends - Perhaps you have already heard, but I will be leaving Wisconsin Pork Association for a new venture in late August. This past June I celebrated my 25th work anniversary with WPA, and feel as though it is time for new challenges and opportunities. I am SO VERY grateful for all that I have learned from you over the past 25 years, the friendships I have made, and the many opportunities that I have been given during this time.



I've gotten to know many of you personally through your volunteer support in the organization, and consider you great friends. From serving on the board or committees; handing out samples in grocery stores, Badger or Packer tailgates; volunteering time at the Pork Schoppe; helping at expo and Taste of Elegance; carrying producers' voices to Madison or Washington DC; or through other events, ***I thank you*** for your service. Pork producers and industry supporters have always been the driving force for WPA; you make the decisions, promote your product, represent your industry, and continue to move pork forward in our state with great exuberance. I truly admire this about the pork industry here in Wisconsin.

As an industry, we've seen challenges during my tenure, including low hog market prices, loss of markets, disease issues, and legislative and policy hurdles. However, pork producers have always had great insight and the ability to think outside of the box. WPA leaders are engaged and able to see through the fog, find solutions, and move forward. Thank you for continuing to lead and give direction to your association staff. I am deeply appreciative for all of the guidance and leadership you exhibit, and for all that I have learned and grown from by being a part of this industry. Our 2018 board exhibits those same traits, and with the dedicated staff member that you have in Mandy Masters, WPA will continue to thrive in the years to come.

My family helped to introduce me to Wisconsin Pork Association at a young age. I remember volunteering at state fair back in the '80's, serving as a county pork queen, and having a college internship with the National Pork Board. All of this helped to shape my career and dedication to Wisconsin's pork producers. It has been an enjoyable experience for me, and I will always be a cheerleader for pork producers and agriculture. I have accepted the role of Executive Director for the Wisconsin Beef Council, and will start there on August 20th. I truly hope to continue to see many of you in this new venture. I will leave my contact information at the office, so should you ever be in my area, need something down the road, or just want to call to chat, I truly hope we stay in touch. My best wishes to each of you!

PQA Plus® Site Assessment Rebates Available

The Wisconsin Pork Association and the National Pork Board are encouraging all producers and their employees to become PQA Plus® certified and achieve PQA Plus Site Status.

The purpose of this program is to encourage producers to be proactive in providing the best possible care for their animals and show commitment to the ethical principles of pork production as outlined in the We CareSM responsible pork initiative.

The Wisconsin Pork Association is offering a \$75 rebate to Wisconsin pork producers to help offset the cost of completing a PQA Plus Site Assessment. The funding is available on a first-come, first-serve basis. A copy of the rebate form is available for download at www.wppa.org/certification.

The following requirements and stipulations apply:

- Producer must have all site status paperwork completed.
- Producer must postmark the rebate form by December 15, 2018.
- Rebate amount may not equal more than the total assessment cost.

For more information, please contact Mandy Masters at mmasters@wppa.org or 800-822-7675 with questions or to see if funds are still available.

Knauer to be Inducted into Swine Barn Hall of Fame

Tom Knauer, Avalon, Wisc., will be inducted into the Wisconsin State Fair Swine Barn Hall of Fame on Sunday, August 5, 2018, at approximately 1:00 p.m., in the Swine Barn at the Wisconsin State Fair, in West Allis. The award presentation will take place prior to the Supreme Champion Drive that afternoon.

Each year, Wisconsin Pork Association (WPA) recognizes an outstanding individual who has demonstrated a long time commitment to the Wisconsin State Fair in the open or junior shows, and to developing a quality breeding program, by inducting them into the Hall of Fame.

Tom is a long-time, successful breeder of high quality Landrace hogs. He has been a consistent exhibitor at the Wisconsin State Fair and has had multiple champion Landrace boars over the years. Tom is a strong advocate for the Wisconsin pork industry and is involved in several organizations supporting agriculture, including serving on the WPA board of directors. Tom and his wife, Marge, have three children: Gary (Crystal), Mark (Nikki), and Sarah (Chris).

Register Now for 19th Annual Pork Classic Golf Outing

Pork producers, allied industry representatives, and friends of the pork industry are invited to participate in Wisconsin Pork Association's 19th Annual Pork Classic golf outing. The event will take place on September 5 at the Pleasant View Golf Course in Middleton. WPA plans this outing for the purpose of allowing pork industry professionals to network, and to raise revenues to support advocacy and legislative activities on behalf of the Wisconsin pork industry.



Check in, lunch and practice tee will be available from 11:30 a.m. to 12:15. The four-person scramble tournament will begin at 12:30 p.m. with a shotgun start. A reception will be held beginning at 5, followed by dinner.

Team registration is \$380, or individuals can sign-up for \$95 and you will be assigned to a team. The fee includes 18 holes of golf, cart, lunch, dinner, and hole and team prizes. Hole in one prizes include a chance to win \$10,000 cash.

Hole, meal, prize and other sponsorship packages are also available starting at \$100. Anyone who would like more information about donating prizes or participating as a sponsor should contact the WPA office.

The registration deadline is August 17th. Register by contacting the Wisconsin Pork Association at 608-723-7551, or e-mailing mmasters@wppa.org. A registration form can also be downloaded at www.wppa.org/porkclassic.

Please join the WPA Board of Directors for a
Farewell Reception
honoring Tammy Vaassen
Tuesday, August 21 • 5:00 - 8:00 PM
Vintage Brewing Company
674 South Whitney Way, Madison
Complimentary appetizers and cash bar available
Please RSVP to Mandy at mmasters@wppa.org or 608-341-8617



NATIONAL PORK PRODUCERS COUNCIL STRATEGIC INVESTMENT PROGRAM UPDATES

NPPC Statement on Farmer Aid Package

The National Pork Producers Council commends President Trump for taking steps to provide much-needed relief to American farmers in the crosshairs of global trade retaliation. NPPC President Jim Heimerl, a pork producer from Johnstown, Ohio, made the following statement:

“President Trump has said he has the back of U.S. farmers and today demonstrated this commitment with an aid package to sustain American agriculture cutoff from critical export markets as his administration works to realign U.S. global trade policy.

U.S. pork, which began the year in expansion mode to capitalize on unprecedented global demand, now faces punitive tariffs on 40 percent of its exports. The restrictions we face in critical markets such as Mexico and China – our top two export markets by volume last year – have placed American pig farmers and their families in dire financial straits. We thank the president for taking immediate action.

While we recognize the complexities of resetting U.S. trade policy, we hope that U.S. pork will soon regain the chance to compete on a level playing field in markets around the globe. We have established valuable international trading relationships that have helped offset the U.S. trade deficit and fueled America’s rural economy.”

China Hits U.S. with Additional Tariff

In response to the July 6 imposition by the U.S. of tariffs on \$34 billion of Chinese goods, China tacked an additional 25 percent duty on a host of U.S. products, including pork. America’s pork producers now are subject to a tariff of more than 60 percent on product going to the Asian nation. Already subject to a 12 percent tariff, U.S. pork was hit with an extra Chinese duty of

25 percent on April 2. That retaliation was in response to U.S. tariffs on imported steel and aluminum; the July 6 duty was in response to U.S. tariffs prompted by China’s actions related to theft of U.S. intellectual property and forced transfers of U.S. technology.

According to Iowa State University economists, the initial retaliation cost U.S. pork producers from

early March through May about \$18 per hog, or more than \$2 billion on an annualized basis. NPPC has been urging the Trump administration to quickly resolve the trade dispute with China and to take steps to mitigate the financial harm pork producers and other U.S. farmers are experiencing because of the retaliatory tariffs.

President Trump Delays Renegotiated NAFTA

President Trump in early July announced his intention to delay signing a renegotiated North American Free Trade Agreement until after the midterm elections this fall. The president’s announcement comes as the U.S. is engaged in trade disputes with Canada and Mexico (and China) over U.S. tariffs on steel and aluminum imports. The U.S., Canada and Mexico launched NAFTA renegotiation talks in August 2017, with initial plans to finalize a deal before Mexico’s July 1 presidential elections. With current trade disputes continuing, protecting and maintaining zero-duty market access into Canada and Mexico is more important than ever for America’s pork producers and remains a top priority for NPPC.

California to Vote on Initiative Dictating Production Practices in Other States

A California initiative that would require egg-laying hens to be “cage-free” and that would prohibit the sale of pork and veal from animals raised in housing the state banned in 2008 was approved for the November ballot. Animal-rights groups, including the Humane Society of the United States, collected more than 660,000 signatures for the measure – only about 366,000 were required to get it on the ballot. In 2008, California voters approved an initiative that banned so-called battery cages for egg-laying hens, gestation stalls for sows and crates for veal calves. The state legislature in 2010 outlawed the sale of eggs from hens housed in battery cages regardless of where they were raised. The 2018 initiative would extend the sales ban to pork from hogs born to sows housed in gestation stalls, beginning Jan. 1, 2022, and to veal from calves housed in crates, starting Jan. 1, 2019, anywhere in the country. NPPC strongly opposes the initiative, which would raise food prices for consumers and restrain interstate trade, a violation of the U.S. Constitution’s Commerce Clause. The clause gives Congress absolute power to regulate trade among the states. The organization is backing a provision in the House Farm Bill that would prohibit states from regulating agricultural practices outside their borders.

NPPC Calls for Level Playing Field as FDA Makes Regulatory Land Grab

NPPC has called for the U.S. Department of Agriculture to assert its proper oversight over laboratory-produced cultured protein and gene editing in livestock production. The request

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STRATEGIC INVESTMENT PROGRAM UPDATES

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came as the U.S. Food and Drug Administration held a public hearing to address regulatory oversight of cultured products that are engineered in a laboratory to look, smell and taste like real meat. NPPC is urging the Trump administration to establish regulatory authority over laboratory-produced cultured protein products with the USDA's Food Safety and Inspection Service, where they will be required to comply with the same regulatory standards, including continuous inspection, process controls, antemortem and postmortem inspection of source animals and other requirements, as conventionally produced red meat and poultry products. NPPC is also asking the Trump administration to move regulatory oversight of gene editing in animals from the FDA to the USDA's Animal and Plant Health Inspection Service. APHIS, which already regulates gene editing in plants, can ensure a proper, risk-based regulatory review under the Animal Health Protection Act. FDA oversight will treat any gene edited animal as a living animal drug – and every farm raising them as a drug manufacturing facility – undermining U.S. agricultural competitiveness relative to other countries with more progressive gene editing regulatory policies.

Vietnam, EU Trade Deal to Enter into Force in 2019

A free trade agreement between Vietnam and the European Union is expected to become effective in late 2019 after the countries complete their ratification processes, according to an announcement from Vietnam. The southeast Asian country and the 28-nation EU economic bloc concluded trade talks in 2015, just after the United States finished negotiations on the Trans-Pacific Partnership. Just days after taking office, President Trump withdrew the U.S. from that multilateral deal, which includes Vietnam and 10 other Pacific Rim countries and was renamed the Comprehensive and Progressive Trans-Pacific Partnership. With trade disputes ongoing for the U.S., NPPC continues to urge the Trump administration to establish bilateral agreements with countries, beginning with ones in the Asia-Pacific region.

NPPC Urges Congress to Reign in Costly Regulations

The Committee on Small Business Subcommittee on Agriculture, Energy, and Trade held a hearing in June to discuss the impacts and challenges of federal regulations on small American farmers. John Weber, past president of NPPC and owner of Valley Lane Farms Inc., testified on the burdens and costs regulations bring to small farms. The U.S. pork industry has had to contend with several ill-conceived, burdensome and potentially costly regulations over the past 10 years, including ones related to the buying and selling of livestock, labeling meat, trucking, air emissions, clean water, antibiotics use and organic livestock production. NPPC wants Congress to help reduce the regulatory burden on U.S. pork producers and American agriculture by increasing accountability and transparency in the federal regulatory process, broadening the scope of required economic analyses, requiring agencies to work

with key stakeholders throughout the rulemaking process and strengthening congressional oversight.

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.



The advertisement features a large, stylized red pig head silhouette in the upper left. To its right, the text reads "The First Power In Genetics" above the word "GENESUS" in large, bold, white letters. Below this, three main benefits are listed in large white letters with "pigs" in red: "MORE pigs", "STRONGER pigs", and "BETTER pigs". Each benefit is followed by a descriptive tagline in smaller white text: "World leader in hyper prolific sows", "Strong weaners, easy start, fast-growing, low mortality", and "High quality carcass, dark red pork, more marbling". At the bottom, the website "www.genesus.com" is displayed in white.



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NR 151 Revisions Effective July 1

By Jordan Lamb, DeWitt Ross & Stevens

The revisions to Wis. Admin. Code. s. NR 151 that would impose additional performance standards and prohibitions on the spreading of liquid manure in 15 eastern and northeastern counties went into effect on July 1, 2018. “Silurian bedrock” means the area in Wisconsin where the bedrock consists of Silurian dolomite with a depth to bedrock of 20 feet or less. This area comprises portions of the following counties: Brown, Calumet, Dodge, Door, Fond du Lac, Kenosha, Kewaunee, Manitowoc, Milwaukee, Outagamie, Ozaukee, Racine, Sheboygan, Walworth, Washington and Waukesha.

The changes include a prohibition against mechanically applying manure on fields with less than two feet of soil over bedrock or groundwater; requiring farmers to avoid spreading manure on areas with a high risk of groundwater contamination due to pathogens; and prohibiting the mechanical application of manure on frozen or snowcovered grounds on fields with a certain depth of soil over bedrock.

Implementation FAQs for CAFOs and Non-CAFOs

CAFOs: The new provisions of NR 151 became effective July 1 but they will be applicable to CAFOs under the following timelines and circumstances:

- These provisions will become immediately applicable under any new CAFO permits issued after the effective date – July 1, 2018.
- For existing CAFOs operating under a current permit, the new provisions will become applicable upon reissuance of

the current permit (i.e., the provisions of the current permit will continue until renewal is required. At that time, the new provisions in NR 151 will be applied to the renewed permit.)

- If a CAFO is going to modify its permit due to a farm expansion or other trigger (i.e., well-contamination), then the new provisions will be applied to the reissued or modified permit at the time of reissuance.

Non-CAFOs: The new provisions of NR 151 became effective on July 1, 2018, but they will apply to non-CAFOs in accordance with the following timelines and circumstances:

- The new NR 151 provisions will be applicable immediately if a non-CAFO farm receives a Notice of Discharge (NOD) that is a Category 1 discharge with no cost-share.
- If a non-CAFO farm receives a NOD for a Category 2 discharge, the provisions will become immediately effective if the farm is given a notice of noncompliance AND they are given a bona fide offer of cost-sharing from the county.
- For all other non-CAFO farms, these new NR 151 provisions will apply when DATCP adopts the technical and conservation standards required to implement these performance standards and prohibitions (i.e., after the effective date of the corresponding revisions to ATCP 50. (Note: The administrative rule process to revise ATCP 50 has not yet begun.)

For more information on the NR 151 revisions, go to <https://dnr.wi.gov/news/Weekly/?id=646#art1>.

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CALENDAR

AUGUST

2-12 ~ Wisconsin State Fair, West Allis
21 ~ WPA Board of Directors Meeting, Madison

SEPTEMBER

3 ~ Labor Day, WPA Office Closed
5 ~ Pork Classic Golf Outing, Middleton
9 ~ Green Bay Packer Tailgate, Green Bay
12-13 ~ NPPC Legislative Action Conference,
Washington, D.C.
19 ~ WPA Board of Directors Meeting

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