



PORK HEADLINES

Leading Our Industry's Future Successes

July/August 2021

BOARD SPOTLIGHT

Hi, I am Christina J. Meylor I am currently serving as vice president on the WPA board. I run Silver Creek Family Farms, LLC



with my brothers in Darlington, WI. That is where I live with my Husband Bart, and four children. The original farm I was raised on was a farrow to finish operation . My Dad gave me my deep love for animals. We showed the pigs we raised at the county fair for fun. We always took pride in our bred and owned herd. During my time at UW- Platteville my interest in the swine industry was fueled by internships I did over the summer this is where I first worked in sow units. With this spark and my dad wanting us to come back and farm with him, in 2002 we built Silver Creek Family Farms, a Multiplication Sow unit. We contract raise replacement gilts for other sow farms and internally raise our own replacement gilts. My parents, brothers, and I all are owners of Silver Creek Family Farms, LLC. My children are blessed to be able to help on all these farms and know firsthand the joy of working in agriculture.

I think the largest issue the industry is facing would be disease, we need education for our pork producers on how to keep our herds safe by using smart and effective measures.

What is your favorite pork dish? BBQ Pulled Pork Sandwich with Coleslaw

If you could live anywhere, where would it be? Right where I do, near family

Aside from necessities, what is one thing could you not go a day without? music

What did you want to be when you were small? gymnast

What is the most daring thing you have ever done? In one year, I built a house, built a business, got married, and became a mom.

CONTACT INFORMATION

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2021 WPA Annual Meeting

The Wisconsin Pork Association held their annual meeting on June 2 at the Chula Vista Resort in Wisconsin Dells. The day long event included members voting on resolutions, election of directors, National Pork Delegate election, keynote by Dr. Neil DeBuse and awards. Members elected to the Board include incumbents Brian Klubertanz and Bob Spurley as well as newly elected directors Curt Watson and Jeff Morris. Rounding out the board are Alicia Prill-Adams, AV Roth, and Nathan Brickl. Officers for the year include Ray Ibeling, president; Christina Meylor, vice president; Ryan Cain, secretary; and Brian Klubertanz, treasurer.

Producers elected to serve as 2022 National Pork Board delegates elected for Wisconsin include Ryan Cain and Brian Klubertanz. Alternates are Alicia Prill-Adams and Christina Meylor.

Each year the association shows their appreciation to deserving individuals and companies who provide support throughout the year to Wisconsin's pork industry.

- WPA Distinguished Public Service Award
Governor Tony Evers
- WPA Industry Honoree Award
Minitube
- WPA Producer Honoree Award
Topigs Norsvin
- WPA Ag Communicator of the Year Award
Walter "Wally" Taylor



Pork Schoppe Volunteers Needed!

We are still looking for volunteers to help at the Wisconsin State Fair Pork Schoppe. The WPA uses the funds raised to further promote and protect the state's pork industry to ensure its success now and in the future. Those programs include legislative action, consumer education, youth development and more so we can continue the success of pork producers in the state of Wisconsin.

The Wisconsin State Fair is scheduled to run August 5th – 15th. The group size should be 12 -20 people. Volunteers will receive free admission to state fair park, sandwich, and fountain drinks. Groups will receive a donation for their time. Interested individuals or groups should contact the WPA staff by email at WPPA@WPPA.org or call the office at 608-723-7551.



Farm-to-Table Event to Celebrate Alice in Dairyland

Dane County's "J. Henry & Sons" will host a special "dinner-in-the-field" event that will take place in late July to celebrate the anniversary of the 75th Alice in Dairyland program and highlight Dane County's rich agricultural heritage, food production, farmland and the farmers that make it all happen. A limited number of tickets are available for purchase to the event which will feature locally-sourced products and the time and talents of local farm-to-table supporter Chef David Heide (Liliana's Restaurant and Little John's) who will prepare a four-course meal to be served outdoors at the J. Henry & Sons family farm in Dane, Wisconsin – located 18 miles north of Madison.

The dinner will be held on Thursday, July 22, from 6:00 pm to 8:00 pm in celebration of Dane County being the host of the 75th Alice in Dairyland finals event slated for spring 2022. Alice in Dairyland is Wisconsin's agricultural ambassador promoting the food, fiber and fuel that make agriculture the state's signature industry.

2021 World Pork Expo

World Pork Expo spanned 3 days at the Iowa State Fairgrounds in Des Moines, Iowa. 400 companies from North America and around the world were on-site, displaying products and services at booths, outdoor exhibits, and hospitality tents. More than 20,000 pork producers and ag professionals from throughout the world attend WPX each year.

Attendees participated in 13 business seminars and 6 PORK Academy seminars that took place throughout Wednesday, June 9, and Thursday, June 10. Pork producers and their employees can learn about nutrition management, understanding consumers, data collection and much more.



Wisconsin State Fair Schedule Junior Show Schedule

- Junior Dairy Cattle: August 3-8
- Junior Boer Goats: August 3-8
- Junior Dairy Goats: August 3-8
- Junior Rabbits: August 4-6
- Junior Swine Breeding Gilts: August 4-6
- Junior Beef Cattle: August 9-12
- Junior Sheep: August 9-12
- Junior Poultry: August 11-13
- Junior Swine Market Barrows: August 9-12



WPA Annual Golf Outing

Save the date for the annual Pork Classic golf outing to be held on Wednesday, September 1st. This year's outing will be held at Kestrel Ridge Golf Course in Columbus, WI. In addition to playing 18 holes on a champion course with a view, the event will include a welcome gift, grab & go lunch, contests, snacks, reception appetizers and more!

The Pork Classic allows all pork industry professionals to network and raise funds to support advocacy and legislative activities on behalf on the Wisconsin pork industry. Individuals or four-person teams may register at <https://www.wppa.org/porkclassic/>

Schedule

9:00 AM Registration Begins

9:45 AM Practice Tee Open

10:00 AM Ball Drop

11:30 AM Shotgun Start/Grab-n-Go Lunch

3:30 PM Reception & Awards

To register for the event, please return the WPA Pork Classic mailer that you will be receiving in the mail or visit the WPA website to fill out the electronic form. Hope to see you all there for some networking and great round of golf!

Check out WPA Sponsorship Levels

\$500 Club Sponsor

\$250 Driver Sponsor

\$150 Hole Sponsor

Sponsorship is available at <https://www.wppa.org/porkclassic/> or mail in the sponsorship form on pg. 7

Wisconsin Farm Technology Days July 20 – 22, 2021

The show that will be hosted by Huntsinger Farms in Eau Claire, July 20 – 22, 2021. From a back-to-back schedule of equine demonstrations to a diverse and entertaining program in the Rural Event Center, Farm Tech Days 2021 will be a jam-packed show that will keep attendees busy, fed, educated, and entertained.

"We've got something for everyone and then some," said Mike Gintner, Chair of the Eau Claire County Executive Committee. "We've taken the extra year we've had to plan an even better show -- we can't wait for the show to start next month."

Everyone from 5th generation farmers to hobby farmers, families with younger children to middle school and high school kids interested in exploring agriculture careers, and the general public who wants to know more about farming in Eau Claire will find exhibits and programs designed for them. All proceeds from the show will be distributed to youth agriculture programs in the Chippewa Valley.

This is the first time Wisconsin Farm Technology Days has ever been hosted on a horseradish farm. Huntsinger Farms, owned by the 3rd and 4th generation granddaughter and great grandsons of Ellis Huntsinger who founded the farm in 1929, is the largest grower and processor of horseradish in the world. Huntsinger processes and markets its horseradish and mustard products through its Silver Spring Foods subsidiary.



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Thank You to our volunteers for helping at the Pork Schoppe

Thank You 2021 Sponsors

| | |
|----------------------|---|
| Thursday, August 5 | AM Lomira FFA PM Randolph Cambria-Friesland FFA |
| Friday, August 6 | AM Mukwonago High School PM WI Showpig Association |
| Saturday, August 7 | AM Rock County PM Children's Christmas Benefit |
| Sunday, August 8 | AM South Bryon 4H PM Open |
| Monday, August 9 | AM Grand Guardian Council AM Random Lake FFA PM Parkview FFA |
| Tuesday, August 10 | AM Dodge County PM Grand Guardian Council PM Need ½ shift |
| Wednesday, August 11 | AM FDL Agri-Business Council AM Need ½ shift PM Lake Mills FFA |
| Thursday, August 12 | AM Grant County AM Lafayette County PM Lodi FFA PM Need ½ shift |
| Friday, August 13 | AM Dane County PM Waukesha County 4H Rabbit |
| Saturday, August 14 | AM Tri-County Pork Producers PM Bethel 35 |
| Sunday, August 15 | AM Green Lake County PM Bethel 35 |

There are still a few spots open, please contact the WPA office if interested 608-723-7551 or wppa@wppa.org



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Wisconsin Legislative Update

By Jordan Lamb, Dewitt LLP

At the time of this writing, the Joint Committee on Finance was entering its final week of action to amend the 2021-23 biennial budget bill that was proposed by Governor Evers. Once the Committee concludes their work, the amended budget bill will go to the full legislature for review and passage. It is expected that the Legislature could send a finalized biennial budget bill back to Governor Evers for his review by the end of the state’s fiscal year on June 30. The Committee has approved several budget provisions to support Wisconsin farmers and agribusiness.

Additional Funding for UW Division of Extension Agricultural Specialists. On May 27, the Joint Committee on Finance approved funding for UW System. Related to agriculture, the Committee directed \$1,000,000 in each year of the biennium to be placed into the Joint Finance Committee supplemental appropriation for UW-Madison Division of Extension agricultural specialists. The Division of Extension will have to request release of the funds from the Committee if the budget is approved but the funding has been specifically designated to support agricultural specialist positions. WPA and other commodity groups support this provision and appreciate the legislature’s attention to agricultural research.

Efforts to Strengthen Wisconsin’s State Meat Supply Chain, Support Ag Exports and Farmer Mental Health. On June 2, the Joint Committee on Finance approved an omnibus DATCP motion along a 12-4 party-line vote to strengthen the state meat processing supply chain, promote Wisconsin’s agricultural industry through export supports and provide additional grants for farmer mental health. Specifically related to the meat supply chain, the motion provides \$400,000 for meat processor grants and \$613,100 for the meat inspection program, which includes four new inspector positions. The motion also provides \$1.2 million for agricultural promotions, including helping producers cultivate relationships with potential buyers and \$200,000 in one-time funds for farmer mental health grants to cover the costs of vouchers for services.

Support for Producer-led Watershed Grants. On June 10, the Committee increased the statutory cap on the annual producer-led watershed protection grant awards from \$750,000 in each year to \$1,000,000 in each year. The Committee funded this increase for fiscal years 2021-22 and

2022-23. WPA strongly supports farmer-led conservation efforts and DATCP’s Producer-led Watershed Protection Grant program is an example a very successful farmer-led conservation initiative.

DNR Continues Work on NR 151 Nitrate Rule Revision. The DNR continues to work toward a proposed amendment to Wisconsin Administrative Code s. NR 151 to create a targeted performance standard for the application of nitrates to agricultural land to control nitrate levels in groundwater. The Technical Advisory Committee has completed its work and the Department released a draft Economic Impact Analysis for public comments. The DNR also released a draft rule, but that rule has not yet been opened for public comment. The DNR has only accepted comments on the economic impact of the proposal to

date. WPA filed written comments on the economic impacts of the proposal on April 8, 2021. Our comments essentially stated that the Department had grossly underestimated the number of farms that would be affected by the proposed changes to NR 151 and failed to recognize the increased costs related to manure storage, land-base needed for manure spreading and other input costs that farms could incur if required to comply with the draft rule changes. The next step is for the DNR to take a rule package to the NRB and request authorization for public hearings.

Rope 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.



NEIL DIERKS ANNOUNCES PLANS TO RETIRE FROM NPPC

After 31 years of distinguished service with the National Pork Producers Council (NPPC), including the last 20 as CEO, Neil Dierks has announced his plan to retire from NPPC by the end of the year. The NPPC Board of Directors has initiated a search for a new CEO. Dierks will remain in his role as CEO until the search process is completed and will serve as a strategic counselor during a transition period.

“Over the last 40 years, Neil has made countless, lasting contributions to the U.S. pork industry and established NPPC as a leading national advocacy organization and the global voice of the U.S. pork industry,” said Jen Sorenson, NPPC president and communications director with Iowa Select Farms in West Des Moines, Iowa. “He announces his plan to retire from NPPC at a time when the organization is in a stronger position than ever before to fulfill its advocacy mission.”

The NPPC Board of Directors has assembled a search committee made up of producer leaders and retained Korn Ferry to lead the search for a new CEO. The NPPC board expects to complete the search by the end of the year.

Dierks started his career in the pork industry when he joined the Iowa Pork Producers Association in 1981 to manage the Iowa Pork Congress. He went on to lead legislative state outreach for the organization. After leading field service and state legislative outreach for the Iowa Corn Growers Association, Dierks joined NPPC in 1990 to manage World Pork Expo. He also served as director of operations for NPPC’s CEO, vice president of research and education, and senior vice president of programs.

Six months after NPPC and the industry’s checkoff were split into independent organizations, Dierks was recruited from the checkoff to lead NPPC as CEO in 2001, when it had five employees and World Pork Expo was its single source of revenue. He led NPPC’s steady growth over the next 20 years, expanding sources of revenue and establishing it as a highly effective, influential national advocacy organization critical to the profitable growth of U.S. pork producers.



National Pork Board Names 2021-2022 Officers

Gene Noem, a pork producer from Iowa, was elected to serve as president of the National Pork Board for the 2021-2022 term. The National Pork Board’s 15 producer directors represent America’s 60,000 pig farmers, who pay into the Pork Checkoff – a program funding research, promotion and education efforts for the benefit of the whole industry.

“I look forward to leading the Pork Checkoff and representing America’s pig farmers,” said Noem. “Rising feed costs, ongoing pandemic recovery, and the lingering threat of African swine fever (ASF) are just a few of many challenges facing our industry. That said, I remain optimistic about what’s ahead for U.S. pork.”

Priorities for Noem’s term as president include advancing the Real Pork trust and image brand to tell a more complete farm-to-fork story and protect producers’ freedom to operate; diversifying export markets; and continuing efforts to keep ASF and other foreign animal diseases (FAD) out of the country and providing tools such as AgView for producers in the event of an FAD.



“Despite the impact of COVID-19 on our industry, we have strong momentum in our favor. Especially after the successful launch of Real Pork and AgView,” said Noem, who finishes hogs at JMG Farms in Howard County and also manages the contracted gilt multiplication for PIC North America. “The Checkoff will continue to deliver on these and other priorities, identified in the industry’s annual planning process, for the common good of all pork producers.

In addition to Noem, other members of the Pork Board’s 2021-2022 executive officer team include Vice President Heather Hill, from Greenfield, Indiana and Treasurer Russ Nugent, from Lowell, Arkansas. David Newman from Jonesboro, Arkansas will serve as Past President in an ex-officio status.

Other producers appointed by U.S. Secretary of Agriculture Tom Vilsack to serve terms on the Pork Board include:

- Patrick Bane, Illinois
- Jeremy Burkett, Wyoming
- Rich Deaton, Ohio
- Denise Mason, North Carolina
- Bob Ruth, Pennsylvania

Mentee Spotlight

My name is Hailey Schulenberg, daughter of Jack and Julie Schulenberg, and I am from Mount

Horeb, WI. I am currently a senior at UW- Platteville majoring in Agricultural Education. I strive to educate the public about all things agriculture and am always looking for opportunities to



learn! Growing up, I spent my summers helping my Uncle on his dairy farm, and took that knowledge to start my family's beef herd. Over the years, I have shown steers and pigs at the county and state fair. The opportunities and experiences that 4H and FFA gave me developed my sincere passion for agriculture. So far, the WPA mentorship program has offered me several opportunities to network and learn about the pork industry. I am eager to continue to learn more about pork production and advancing technologies in the industry!

Get to know Hailey

What is your favorite food? BBQ Ribs!

What is your favorite sport? Or hobby? Archery

Who do you look up to as a role model and why? My ag teacher, Ms. Allen. She is always there if anyone needed anything. She is very knowledgeable and provided us with opportunities for us to grow and expand our knowledge.

What's your favorite thing to do? go hiking with my sister and our dogs

Why did you choose your major? The world needs to know where their food comes from and how to make their own food



Sponsorship Opportunity!

If interested in sponsoring or registering for the 22nd annual golf outing fill out the form below and mail back to PO Box 327 Lancaster, WI 53813 or register online at the link below.

Our thank you to sponsors who have already contributed!

Check out WPA Sponsorship Levels:

\$500 Club Sponsor

\$250 Driver Sponsor

\$150 Hole Sponsor

Pork Classic Registration also available:

Team Registration- \$300 (Includes All Activities) 4 members

Individual Registration- \$75 (Includes All Activities and Team Assignment)

Company Name _____

Contact Name _____

Address _____

City _____ State _____

Zip code _____

Pleas make checks payable to

Wisconsin Pork Association
or call the office 608-723-7551 for credit card

Sponsorship and registration is available at <https://www.wppa.org/porkclassic/>



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MONTH

July

- 13 WPA Board Meeting
- 20-22 Wisconsin Farm Technology Days
- 30 Pork Schoppe Kitchen Set-up

August

- 5-15 Wisconsin State Fair Pork Schoppe
- 24 WPA Board Meeting

September

- 1 Golf Outing, Kestrel Ridge, Columbus
- 21 WPA Board Meeting

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