



PORK HEADLINES

Leading Our Industry's Future Successes

MAY/JUNE 2018

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From the Staff . . .

April and May were busy months filled with both state and national conferences. We attended both the Wisconsin Association of Meat Processors convention and the Wisconsin Academy of Nutrition and Dietetics conference. Informational pork handouts and other resources were provided to both groups.

On the national level, Tammy and a few WPA members were in Washington, D.C. to attend NPPC's Legislative Action Conference and meet with our state legislators. Mandy attended a National Pork Board meeting for state staff to get updates on NPB's communications and marketing strategies.

Looking ahead, we're now working on pulling together plans for the Pork Schoppe at the WI State Fair. If you are interested in helping at the Pork Schoppe this year please contact our office.

Tammy & Mandy

WPA STAFF

Tammy Vaassen, Exec. Vice President
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Agriculture industry leaders and state and county emergency management officials participated in a Foot and Mouth Disease drill to practice the response to a foreign animal disease outbreak in the United States. See page 3 for additional information on the drill.

Wisconsin Producers Participate in Washington, D.C. Fly-In

The National Pork Producers Council held its spring Legislative Action Conference in April with nearly 100 pork producers from 18 states attending the biannual 'fly-in' event. Attending from Wisconsin were AV Roth, Mike Salter, Mikayla Wehrle, and Tammy Vaassen. During the conference, attendees met with their congressional representatives to advocate on issues including the importance of maintaining existing free trade agreements and establishing new trade agreements; the need for federal funding for a Foot and Mouth disease vaccine bank; support for H.R. 2887, the "No Regulation Without Representation Act"; the need for visa reform to address labor shortages; and highway safety regulations that are appropriate for livestock haulers.

While in Washington D.C., Mikayla, who is currently participating in NPPC's Pork Leadership Institute, also spent time learning more about NPPC, the federal regulatory process, and toured the capitol, in addition to visiting with legislators.



Producer Perspective on Animal Health Rule

By Jim Magolski, WPA Board President

For over 20 years the U.S. Swine Industry has worked diligently to reduce the prevalence and associated costs of Porcine Reproductive and Respiratory Syndrome (PRRS). With an annual cost of approximately \$580 million dollars each year to fellow pork producers and our industry, PRRS is no doubt a hot topic in almost any producer conversation. Furthermore, the National Pork Board has invested over \$15 million of Checkoff funds in PRRS research since 1997 to combat this debilitating disease.

As a result of both the economic and emotional drag PRRS and Porcine Epidemic Diarrhea virus (PEDv) has brought to producers across the state and country, the Wisconsin Pork Association, comprised of producers and allied industry members from across the state, decided several years ago it was time for action. At the request of pork producer leaders, a task force comprised of large and small producers representing multiple facets of our industry, several veterinarians from the Midwest, and the Wisconsin Department of Agriculture, began a two plus year discussion.

On February 1, 2018 the PRRS/ PEDv Rule went into effect in the state of Wisconsin. While the entire rule is several pages long, many producers simply ask: “what does this mean for my operation.” The short answer is the rule establishes testing requirements for PRRS and PEDv within 90 days of animal movement into and within the state of Wisconsin. “Movement” is defined as going from one premise to another; even if ownership does not change. If pigs are “negative” for both PRRS and PEDv, there are no restrictions or other actions necessary. However, if the pigs being moved into or within Wisconsin test positive for PRRS or PEDv (or originate from an out of state source without a test), pigs are still allowed to move into/within the state, but then are placed under a quarantine until a herd plan has been established in cooperation with the producer’s veterinarian. Additionally, the herd plan must be approved by the Wisconsin Department of Agriculture to release the quarantine. The ultimate goal of the quarantine/herd plan is to continue to create awareness of PRRS and PEDv within the state, implement steps to reduce the spread to other herds in the area, and if possible, reduce the prevalence of PRRS and PEDv in Wisconsin altogether.

Regardless of your farm size or function, the new rule and herd plan follow basic principles of pork production. Know the health status of your herd, isolate and quarantine incoming animals until health status is known, maintain a strong veterinarian/client/patient relationship, and be vigilant about biosecurity.

In the end, while this is a change for all Wisconsin pork producers, there is one thing we all have in common. We care deeply about the livelihood our pork operations represent and

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Wisconsin Legislative Updates

By Jordan Lamb, DeWitt Ross & Stevens

The Wisconsin State Legislature is currently “out of session.” However, the WPA Advocacy Team continues to work on the development of administrative rules and on issues for the 2019 legislative session, including the 2019-2021 biennial budget bill.

NR 151 Revision Moves Forward

The DNR has proposed revisions to Wis. Admin. Code s. NR 151, Wisconsin’s nonpoint source pollution performance standards and prohibitions, to address pathogens in groundwater by establishing a new targeted performance standard for the application of manure over “Silurian bedrock” in a 15 county area in the northeast and eastern part of the state. The revised NR 151 rule was referred to the Joint Committee for Review of Administrative Rules (JCRAR) on April 4th. The statutory 30-day JCRAR review period expired on May 4 with no action taken. The rule now goes back to the agency for final promulgation. It appears to be on track to become effective in June 2018.

UW Vet School Expansion Targeted for 2019-2021 Biennial Budget Funding

Work on the 2019-2021 state biennial budget bill has begun and the top building priority for UW–Madison’s 2019-21 capital budget request is the expansion of the University of Wisconsin–Madison’s School of Veterinary Medicine. The school has significantly outgrown its space and is serving 26,500 patients yearly in a space built to serve less than half of that number. The school has also significantly outgrown its research space, which is limiting its ability to purchase and use larger, more advanced equipment.

Importantly, the UW School of Veterinary Medicine has trained more than 50% of the veterinarians practicing in the state of Wisconsin. Research conducted by the school’s faculty and staff directly impacts Wisconsin citizens — from the Dairyland Initiative, to hosting the Upper Midwest Center for Vector Borne Diseases, to identifying new fish viruses so strategies can be developed to protect the state’s fish and tourism industries. Scientists from the school conduct 75% of the infectious disease research at UW-Madison, including work to prevent pandemic influenza, Zika, and Ebola. The school consistently ranks among the top 5 schools of veterinary medicine in the nation. Information about the expansion project can be found at www.AnimalsNeedHeroesToo.com.

Reminder: Wisconsin’s Farm Service CDL

As farmers enter a busier season, remember that the State of Wisconsin has a special Farm Service Commercial Driver License for persons employed by a Farm Service Industry for 180 days or less in a calendar year. There are specific requirements and limitations to qualifying for the Farm Service CDL. To review these requirements, go to <http://wisconsindot.gov/Documents/dmv/shared/bds201.pdf>.

Ag Leaders, Emergency Management Officials Participate in Foot & Mouth Disease Drill

The Wisconsin Pork Association, in conjunction with National Pork Board and the Wisconsin Department of Agriculture hosted a mock Foot and Mouth Disease (FMD) outbreak exercise in March. Those in attendance included agriculture industry members, farmers, and other stakeholders, along with state and local agency officials from across Wisconsin. Those officials included representation from county and state emergency managers, UW-Extension, and public health, all agencies that would play a role in response to a FMD case.

The deliberate or accidental introduction of a highly contagious foreign animal disease, such as Foot and Mouth Disease, into the U.S. will have an immediate and drastic effect on agriculture. In a study funded by Pork Checkoff, a Center for Agricultural and Rural Development Food and Agricultural Policy Research Institute (CARD FAPRI) model estimated revenue losses to the pork and beef industries resulting from the introduction of FMD in the U.S. would average \$12.9 billion per year. Total cumulative revenue losses across the commodities modeled over a 10-year period was \$199.9 billion including \$57 billion for pork, \$71.23 billion for beef, \$0.98 billion for poultry, \$44 billion for corn, \$24.9 billion for soybeans and \$1.8 billion for wheat.

Increasing foreign animal disease awareness and preparedness has been a pork industry priority and has resulted in the development and delivery of this unique tabletop exercise training tool for pork producers, veterinarians and stakeholders at the state and local level. The tabletop is an interactive training tool that utilizes a model of rural America including farms, livestock, processing plants, and a small town to help participants visualize what would occur locally during an animal disease disaster.

The exercise walked participants through a FMD outbreak focusing on the effects at the local level and the communications and operations that must occur to contain, manage and eradicate the disease while maintaining business continuity to help stabilize the agricultural economy.



Participants rapidly became a part of the response effort from diagnosing the first case, mobilizing the local response, controlling and eradicating the disease, and discussions on getting back to “business as usual.”

“Having participants talk about the resources they might need, identifying local officials who would help respond, and talking about the on-farm implications if your farm were to have a case of FMD was a valuable opportunity for all of our participants,” said Tammy Vaassen, WPA Executive Vice President.

Pig farmers are encouraged to create a Crisis Communications plan to help them respond in the event of FMD, or other possible on-farm crises. The Pork Checkoff has a farm-level crisis communication plan to help pork producers prepare for and respond to situations that impact the ability to operate their farm. For details on this valuable tool, contact the WPA office or go to <https://www.pork.org/production/tools/>.

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NATIONAL PORK PRODUCERS COUNCIL STRATEGIC INVESTMENT PROGRAM UPDATES

House Farm Bill Defeated . . . For Now

The House rejected the “Agriculture and Nutrition Act of 2018” (H.R. 2), better known as the Farm Bill, by a vote of 213-198 in mid-May. House Agriculture Committee Chairman Michael Conaway, R-Texas, said, “We may be down, but we are not out. We will deliver a strong, new farm bill on time as the President of the United States has called on us to do.”

Lawmakers may take up a motion, offered by House Speaker Paul Ryan, R-Wis., to reconsider the Farm Bill. The legislation includes several provisions important to U.S. pork producers. Among them is one establishing and funding a vaccine bank to deal with an outbreak in the United States of Foot-and-Mouth Disease (FMD) in livestock. The Farm Bill calls for first-year mandatory funding of \$150 million for the FMD vaccine bank, \$70 million in block grants to the states for disease prevention and \$30 million for the National Animal Health Laboratory Network (NAHLN), which provides disease diagnostic support. For the other years of the 5-year Farm Bill, there’s \$30 million in mandatory funding for state block grants and \$20 million to be used at the Agriculture secretary’s discretion for the vaccine bank, the NAHLN and the states. The bill also includes an amendment, proposed by Rep. Glenn “G.T.” Thompson, R-Pa., requiring the U.S. Department of Agriculture to review the school nutrition rules designed by former first lady Michelle Obama within 90 days and to propose a new set of rules within one year. A rider sponsored by Rep. Jim Banks, R-Ind., to repeal the 2014 Waters of the United States rule was added to the legislation on a vote of 238-173.

Time Running Out for Vote on New NAFTA

A congressional deadline for the Trump administration to

notify lawmakers of a renegotiated North American Free Trade Agreement (NAFTA) came and went, without a new deal. House Speaker Paul Ryan set the May 17 target so the current Congress could vote on a new NAFTA in a lame-duck session at the end of the year. Under Trade Promotion Authority (TPA), which regulates the president’s power to negotiate trade deals

and gives Congress power to review and approve or reject final agreements, there are lengthy notification periods before a vote can take place. Ryan indicated there likely is some flexibility in the deadline, depending on the duration of the U.S. International Trade Commission analysis that is required under TPA. Even with a couple of additional weeks, the odds of reaching a deal that would permit a vote in a lame-duck Congress are low. It appears likely that a new NAFTA deal would be approved by a new Congress. NPPC continues to urge the administration to maintain zero-duty market access for U.S. pork exports to Canada and Mexico and to caution that terminating NAFTA would be detrimental for the U.S. pork industry, costing an estimated \$1.5 billion.

USTR Holds Hearing on China 301; Negotiations with China Continue

The Office of the U.S. Trade Representative (USTR) held a hearing on the impacts on American agriculture and business of U.S. restrictions on Chinese imports at which Michelle Erickson-Jones, a member of Farmers for Free Trade, testified. The restrictions, including tariffs, were imposed after USTR conducted a Section 301 – of the 1974 Trade Act – investigation that determined U.S. companies have lost billions of dollars from being forced by China to disclose intellectual property and to transfer technology. Erickson-Jones emphasized the detrimental effects the restrictions are having and will have on American farmers and ranchers, stating:

“While the Section 301 tariffs are not yet in effect, the U.S. farm community is already feeling the effects of threatened tariff action, including depressed commodity prices, shipments held up at port, increased inspections and cancelled orders. This comes at a time when the industry is already facing uncertainty around re-negotiation of the North American Free Trade Agreement (NAFTA). Make no mistake about it, these market interruptions can devastate ag prices and drive U.S. farmers out of business.”

Meanwhile, Chinese Vice Premier Liu He was in Washington as trade negotiations between the United States and China continued. Pork producers are a casualty of the trade war between the two countries, with punitive tariffs of 25 percent slapped on U.S. pork in retaliation for U.S. tariffs on Chinese aluminum and steel. NPPC continues to work closely with the administration, seeking both the removal of the 25 percent punitive tariffs and improved market access for U.S. pork in China.

Perdue Allows FMD Virus on U.S. Mainland; NPPC Continues Push for FMD Vaccine Bank

Agriculture Secretary Sonny Perdue has authorized non-infectious Foot-and-Mouth Disease (FMD) virus to be moved

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STRATEGIC INVESTMENT PROGRAM UPDATES

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from USDA's Plum Island Animal Disease Center, which is off the coast of Long Island, N.Y., to the U.S. mainland for vaccine development and study.

While the action is positive for U.S. efforts to protect American agriculture from foreign animal diseases, commercial production and availability of a U.S. FMD vaccine will take years, according to NPPC, which is continuing to urge congressional lawmakers to include in the 2018 Farm Bill language establishing and funding a robust off-shore, vendor-managed FMD vaccine bank. It's asking for annual funding over the five years of the next Farm Bill of \$150 million for the vaccine bank; \$30 million for the National Animal Health Laboratory Network (NAHLN), a network of disease diagnostic laboratories; and \$70 million in state block grants for disease prevention.

USDA Completes Withdrawal of Organic Rule

The Government Accountability Office in April announced that the USDA Agricultural Marketing Service's withdrawal of the Organic Livestock and Poultry Practices Rule, late last year, followed all rule-making procedures. NPPC advocated against the rule, which 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. In opposing the rule, 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, 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.

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.



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National Shift in Consumer Advertising and Outreach

The National Pork Board has been using a business-to-consumer advertising approach for over 30 years, but in 2017 the board voted to switch to a business-to-business consulting strategy. The key reason for this change is a result of the changing media landscape. Today's consumers now have many more ways to get their news and entertainment beyond local TV networks and FM radio stations. In response, digital advertising and marketing now drive the Pork Checkoff's consumer outreach strategy. Using Google, Youtube, Facebook, Twitter, Instagram and others, the Pork Checkoff is putting messaging in front of today's consumers where they're looking for it.

The Pork Checkoff is also redirecting dollars previously spent on consumer-facing radio and TV spots to marketing research. As the Checkoff completes this research in the second half of this year, they'll be sharing insights with producers, state associations, packers, retailers, and food service companies. This information can then help these organizations with their own pork marketing and advertising strategies – in a more business-to-business consultative approach – in hopes to make more effective use of Checkoff dollars.

Additionally, at the beginning of the year the National Pork Board voted to sunset the Pork Be Inspired® marketing campaign. The tagline was introduced in 2011 to focus on marketing to the 'creative cook.' The familiar pork pic will continue to be used, but the tagline will be removed gradually throughout 2018.

"With the Checkoff's change in marketing strategy from a business-to-consumer model to a focus on helping supply chain partners understand the consumer landscape through research, the time was right to say goodbye to the tagline" said Jarrod Sutton, the Pork Checkoff's Vice-President of Domestic

Marketing.

So what does the strategy change mean for Wisconsin's checkoff programs? In our state, many of our programs already align with the National Pork Board's new digital and business-to-business strategy. WPA has a presence on social media (Facebook and Twitter) and will continue to utilize those platforms, along with the WPA website, to promote pork. Participation in events such as the Wisconsin Association of Meat Processors convention and Wisconsin Academy of Nutrition and Dietetics conference have allowed us to build relationships and we will continue to work with their industry members. Our Taste of Elegance and a new Midwest Pork Summit for chefs are helping foster relationships within the foodservice sector and increase chefs' preference for cooking with pork. We hosted an educational bus tour for consumer influencers last year and have plans to host additional farm tours in 2018. The virtual field trip program will also continue and be expanded to reach audiences outside of elementary school classrooms. We will continue to support both youth and producer education programs and build on our outreach to allied industry partners.

As producers and industry members, we will continue to rely on your support and guidance to direct our association programs. We encourage you to follow us on social media and like and share posts to help us reach additional audiences. Your involvement in our outreach programs, such as hosting a farm tour, volunteering at an event, or speaking to a conference group, is greatly appreciated and needed. Producer participation in our committees, which help guide our association programs, is also essential. If you are interested in becoming more involved with WPA programs, please reach out to our office at 800-822-7675.

Save the Date: WPA Pork Classic September 5th

Save the date for the annual Pork Classic golf outing to be held on Wednesday, September 5th. This year, the outing will move to the Pleasant View Golf Course in Middleton, WI. In addition to playing 18 holes on a championship course with a view of the capitol skyline, the event will include a welcome gift, lunch, dinner, awards, raffle prizes and more.

The Pork Classic is planned by WPA for the purpose of allowing pork industry professionals to network and raise funds to support advocacy and legislative activities on behalf of the Wisconsin pork industry. Individuals or four-person teams may register and sponsorship opportunities are also available. Watch for more details to come soon, or reach out to the WPA office at 608-723-7551 or email mmasters@wppa.org for more info.



Animal Health Rule

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want to do everything we can to support it for future generations. The Wisconsin Pork Association, its Board of Directors, and all involved are here to support that mission. If you have further questions or concerns about the rule, or about WPA activities in general, please do not hesitate to contact the office at (608) 723-7551.

Resources Available

The UW-Extension swine team and WPA have offered a number of webinars this year to help producers and veterinarians understand the rule. Those webinars, along with other resources, are posted on the WPA website at www.wppa.org.

In addition, WPA is offering \$25 grants to pork producers to help offset the costs of testing. Producers may apply more than once, but priority will be given to first-time applicants. Details on the grant program are also available on the WPA website.



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CALENDAR

JUNE

- 6-8 ~ World Pork Expo, Des Moines
- 9 ~ New Glarus Beer, Bacon, and Cheese Festival
- 13 ~ WPA Board of Directors Meeting
- 13 ~ Rock County PorkFest, Janesville
- 19 ~ Pork Schoppe Committee Meeting, Madison

JULY

- 10 ~ WPA Board of Directors Meeting

AUGUST

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

SEPTEMBER

- 5 ~ Pork Classic Golf Outing, Middleton
- 19 ~ WPA Board of Directors Meeting

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