



PORK HEADLINES

Leading Our Industry's Future Successes

Nov/Dec 2021

BOARD SPOTLIGHT

Hi. I'm Alicia Prill-Adams and serving my second term on the WPA board. I am the Assistant Farm Director for Pioneer Farm, the Swine Enterprise Manager, co-manage the Beef Enterprise and the test station manager for the WI Beef Improvement Association's bull test. I have been at UW-Platteville for 31 years. We have a farrow-to-finish operation with 75 sows and have several niche markets include purebred Berkshires, show pigs and commercial hogs. On a personal note, my family and I operate a small farm with beef cattle and market freezer beef as well as broiler chickens a few times a year. Our two sons are out on their own but still come home to help whenever possible. I got involved in the pork industry when I started at UW-Platteville, I was responsible for assisting with a research project in the swine facility. At that time, the unit was much smaller and managed by a part time student. As I became involved, the direction of the facility changed and in 2004 we built a new facility.

As a board member, meeting new people and learning about what is happening has been very rewarding. All individuals need to serve on a board like this at least once. It opens your eyes to all that is happening outside our own bubble. There is a tendency to just let other people take the hot seat, but there is so much that ordinary folks don't know that they should know and care about before it's too late.



Get to Know Alicia

Favorite pork dish? Pork Carnitas

If you could live anywhere, where would it be? Right where I'm at.

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

What's the most daring thing you've ever done? Repelled over a cliff (much younger and very stupid)

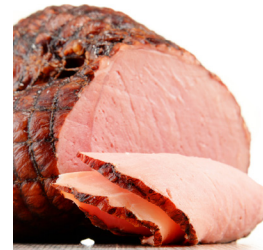
CONTACT INFORMATION

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www.wppa.org

Give-a-Ham Challenge

Get your cameras ready because NPPC will once again be "hamming it up" this holiday season with the "Give-A-Ham" social media challenge, set to kick-off on Monday, Nov. 1. During an extremely challenging year for so many, the commitment of American hog farmers to their communities and our nation's food supply has been on clear display, never wavering. The NPPC "Give-A-Ham" challenge is a social media campaign to engage the U.S. pork industry and the communities they support in a holiday giving program. The NPPC "Give-A-Ham Challenge" is designed to:

- 1) broaden awareness of the pork industry's commitment to giving back to its communities, a core value;
- 2) strengthen the industry's reputation for social responsibility; and
- 3) unify industry participants at the grassroots level – organically and authentically –by providing an opportunity to engage in a national program reflecting a shared value.



U.S. PORK PRODUCERS
GIVE A HAM
about their communities

When creating a video for social media, taking a photo or writing a caption to participate in this effort, consider sharing the following:

- 1) Your story. Why giving back to your community is important to YOU. Using the hashtag #GiveaHam
- 2) Your pride. This is not been an easy year for anyone, but American hog farmers have persevered, while maintaining a commitment to community giving. Tell campaign followers why your proud to be a part of this industry.
- 3) Our product. What do you love most about the world's most popular source of protein!

Don't be afraid to have some fun and get others involved, including your kids, your employees, your friends,etc

Contact the Wisconsin Pork Association with any questions at wppa@wppa.org.

WPA is thankful for all of Wisconsin's pig farmers



Scholarship Applications Available Online

Here at Wisconsin Pork, we understand today's youth are tomorrow's leaders of the Association. We also understand the importance of having well educated individuals as leaders to help ensure continued growth and success for the state's pork industry. That's why we offer several scholarships to help those with a sincere interest in the industry and the future of Wisconsin agriculture. Each year, we offer the following scholarships for high school and college students:

Wisconsin Pork Association Scholarship: is awarded to high school seniors pursuing post-high school education. Preference is given to individuals who have been involved in, and possess a sincere interest in, the pork industry.

Fredrich Memorial Scholarship: is supported by the family of Clarence Fredrich, through funding from the Southeast Wisconsin Pork Producers. Three scholarships available recognizing high school seniors and college freshmen pursuing a career in agriculture. Clarence was actively involved in the SE WI Pork Producers Association, very supportive of youth programming in agriculture and community events and activities. Up to three scholarships will be given to high school seniors or college freshmen from Walworth, Racine and Kenosha Counties. There will be two \$1000 and one \$750 scholarships given. The scholarships recognize the value of leadership in ag projects, programs, events and activities.

Whitmore Memorial Scholarship: WPA established a Whitmore Memorial Fund in August of 1991 to honor the late Rex Whitmore who was a master statesman and communicator throughout the swine industry. Applications for this \$1500 scholarship are available from each respective campus' contact person:

- UW-Madison: Karen Martin
- UW-Platteville: Sara Whitaker
- UW-River Falls: Dr. Young Dal Jang

Gunderson Memorial Scholarship: Wisconsin Pork Association, in cooperation with the family of Buell Gunderson, established a scholarship program in 2007 to recognize the many contributions that Buell Gunderson made to the Wisconsin pork industry. Apply for this \$1000 scholarship.

The scholarship applications and requirements are available online at WPPA@WPPA.org. All applications are due December 1, 2021.

WI Pork Producers Highlighted on Discover Wisconsin

Discover Wisconsin Shines a Light on Farmland and Pork Production. Discover Wisconsin is the state's leading media brand and tourism TV show, will be shining the spotlight on Wisconsin's farmland and main food staple in an upcoming episode. This episode will air statewide on Saturday, October 30th at 10:00 a.m. on Bally Sports Wisconsin, and throughout the weekend on various affiliate stations; please check discoverwisconsin.com to find your local listings. The episode will be available for Online streaming at discoverwisconsin.com, Roku, Apple TV, Smart-TV, Google Chromecast and Amazon Fire.



Watch the exclusive early debut on the Discover Wisconsin app before it hits your local broadcast station, which you can download in the App Store or Google Play store. Or watch the episode early on YouTube and Facebook by visiting facebook.com/discoverwisconsin and youtube.com/user/DiscoverWI.

Get your taste buds ready to dive into one of Wisconsin's most iconic food staples: pork! Join Discover Wisconsin co-hosts Jack Taylor and Eric Paulsen as they take us on a flavorful journey into Governor Dodge State Park, The Wisconsin State Fair, Johnsonville, and the heart of Wisconsin's Farmland. We'll explore the importance of pork in our state's economy, how it's produced, the sustainability advancements being made in this industry and the many ways pork can be made and shared With your friends and family.

"From Farm to Flavor: A Food Tour" is also featured in episode 93 of Discover Wisconsin's official podcast, The Cabin. The episode went live on Tuesday, October 26th, 2021.

Discover Wisconsin's "From Farm to Flavor: A Food Tour" episode will reach the show's broadcast network of viewers across the upper Great Lakes region, including Wisconsin, Minnesota, Iowa, and Upper Michigan. The episode was produced by Matt Edgar. To learn more, visit discoverwisconsin.com.

AV Roth's Swine Operation Focuses On Sustainability

As part of Wisconsin Farm Bureau's Leader of the Land Series, Roth Feeder Pigs of Wauzeka, hosted a discussion on what sustainability means to them and what the pork industry is focusing on. AV Roth is a fifth generation family farmer. He says that there are many aspects to sustainability, including the environment, animals, profitability, people and the community. AV finds it important to focus on these things, not only to take care of the land around him, but ensure the farm thrives for years to come.

Tell Your Farm's Sustainability Story

Sustainability for America's pork producers is about doing what's right for people, pigs and the planet by following the industry's We Care ethical principles. We Care gives the pork industry a solid foundation to build upon. The next step is to measure efforts in each of the ethical principles.

This program is part of the pork checkoff and there is no additional charge for the report. The report is confidential to you and a great opportunity to have a report that you can use in the future.

Pork producers are encouraged to request a customized On-Farm Sustainability Report to help measure and document continuous improvement efforts for the pork industry.

Visit the link below for more information

<https://porkcheckoff.org/pork-production-management/sustainability/#form>

WLIC Distributes Traceability Education Kits

Every High School Agricultural Program in the State to Receive Free Kit. The Wisconsin Livestock Identification Consortium (WLIC) is excited to introduce a new educational kit that is currently being distributed to all agricultural classrooms in the state. More than 250 interactive kits are being shipped to agricultural classrooms throughout Wisconsin, providing hands-on education in proper animal tagging procedures and animal disease traceability practices.

Each kit contains:

A rubber ear – to be used to practice tagging

A variety of six different tags – to demonstrate different available options

Reusable tags – to repeat the activity with many students

A tagger – to allow students to experience tagging firsthand

A tag cutter – to show how to remove tags and allow the rubber ear to be reused

A WLIC-branded fabric storage bag – to store the kit in the classroom and reuse for future lessons.

Kits include suggestions to help educators incorporate the materials into their lesson plans, step-by-step instructions on tagging procedures and tag removal, digital materials, as well as supplementary reordering options.

This opportunity would not be possible without their sponsorship, and we appreciate their continued advocacy for traceability education.

For many additional resources, access to the animal disease traceability video curated by WLIC, and an order form please visit: www.wiid.org/education.



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WISCONSIN STRONG



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2021 Virtual Badger Swine Symposium

A free virtual webinar series is being offered to connect Wisconsin Pork Producers with current news and research. Registration will give you access to six pre-recorded presentations about UW pork research and three live guest speaker presentations. Learn from experts in the field about swine health, heat stress, and costs of production November 3, 10, 17, 2021. Webinars begin at 7:00 PM CST with guest presentations followed by a question and answer session. Schedule of Speakers:

- Neil DeBuse | November 3, 2021 | 7:00 PM CST**
Minnesota Swine Reproduction Center
"Working together to keep the WI herd healthy"
- Jay Johnson | November 10, 2021 | 7:00 PM CST**
USDA-ARS Livestock Behavior Research
"In utero heat stress: Knowns, unknowns, and implications for the swine industry"
- Laura Greiner | November 17, 2021 | 7:00 PM CST**
Iowa State University Extension and Outreach
"Managing feed costs in swine production"



ONLINE FREE

NOVEMBER
3, 10, 17, 2021
7:00-8:00PM CST

Register at:
<https://tinyurl.com/BadgerSwine2021>

SCAN ME

**BADGER
SWINE
SYMPOSIUM**

This program is sponsored by the Animal and Food Science Department at UW-River Falls, School of Agriculture at UW-Platteville, Animal and Dairy Science Department at UW-Madison, the Extension Swine Team and the Wisconsin Pork Association

Wisconsin State Fair Park Announces Interim CEO/Executive Director

Wisconsin State Fair Park Board Chairman John Yingling announced Shari Black will serve as Interim CEO and Executive Director. As previously announced, Kathleen O'Leary, CEO and Executive Director of Wisconsin State Fair Park will retire from state service at the end of October after 24 years in various management roles.

Per the State Fair Park Board policies and procedures, Yingling may appoint an Interim Director and is also tasked with selecting a committee of board members to conduct a search for the next CEO/Executive Director. "On behalf of the entire State Fair Park Board of Directors I would like to thank Kathleen for her 24 years of service to the State of Wisconsin," said Yingling. "Kathleen's passion for the Wisconsin State Fair was infectious, and her hard work and dedication will never be forgotten." "Shari has a wealth of experience and knowledge that make her an excellent choice for Interim CEO and Executive Director," Yingling added. "The board looks forward to working with her and the staff to continue the forward momentum we have seen at State Fair Park in recent years."

Black has been involved in the fair industry for more than 20 years. She served as Executive Director for the Waukesha County Fair in Waukesha, Wis., for 15 years. In 2016 Black transitioned to Wisconsin State Fair Park as Senior Director of Event Services, which included managing year-round facility rentals as well as the Fair's Amusement Ride and Game area, SpinCity.

"I've had the privilege of working with and mentoring Shari throughout her career, even prior to her joining the team at State Fair Park," said O'Leary. "She brings extensive experience in both Fair and Non-Fair event management to the table. I wish her the best of luck and know she'll do a great job leading the State Fair Park staff." O'Leary held several positions at State Fair Park, beginning in marketing, sponsorship, and communications before briefly serving as Chief Operations Officer before being appointed CEO in 2016. O'Leary was the first female in the history of State Fair Park to serve as CEO and Executive Director.

2022 Membership Open

Visit WPPA@WPPA.org for more information.



Wisconsin Legislative Update

By Jordan Lamb, Dewitt LLP

Ag Exports Legislation Moves Toward Passage. On October 19, the Joint Committee on Finance voted unanimously to recommend legislation for passage that would direct DATCP and WEDC to create a plan to increase Wisconsin's agricultural exports 25% by mid-2026. This legislation is authored by Representative Tony Kurtz (R-Wonewoc) and Senator Joan Ballweg (R-Markesan),

The Senate version of this legislation, SB 325, has passed the Senate but the Joint Finance Committee amended the bill to remove the funding from the legislation because the funding for this program was already approved in the 2021-23 biennial budget bill. However, this legislation is still needed to create the program, which will utilize the funding set aside by the Legislature and signed by the Governor as a part of the budget bill.

The WPA has supported this initiative during the budget process and in this stand-alone legislation. We believe there is tremendous opportunity for growth in Wisconsin's commodity export markets that can be enhanced with the investment of additional time and effort through this program. This legislation will support those efforts and we appreciate Senator Ballweg's and Representative Kurtz's leadership on this issue for Wisconsin farmers.

Legislation to Allow Sandhill Crane Hunting Introduced. Legislation creating a limited Wisconsin hunting season for sandhill cranes has been introduced as Senate Bill 620 by Senator Mary Felzkowski (R-Irma) and Representative Paul Tittl (R-Manitowoc).

The legislation would allow the DNR to establish a sandhill crane hunting season and the harvest quota based on current management objectives. It also allows damage from sandhill cranes to qualify for the Wildlife Damage Abatement and Claims program, which is important for farmers who have crops damaged by cranes and who would like to seek compensation for that damage. Because there is not currently a hunting season for cranes, crop damage caused by cranes is not eligible for the damage claims program.

The Senate Committee on Sporting Heritage, Small Business and Rural Issues held a public hearing on this legislation on October 19.

Hunting and farming groups appeared in support of the bill, while various animal welfare groups opposed the legislation. The WPA has not taken a formal position on this legislation but is monitoring this legislation closely.

The State is Requesting Comments

Comments are requested regarding the questions posed on the following topics:

- Carbon Accounting for Animal Agricultural Enterprises
- Nutrient Management and Biogas
- On-Site Energy Systems
- Carbon Offsets and Managing Carbon Supply

Policy Leaders from the Wisconsin Assembly and Senate seek public comment and input to improve public/private initiatives. The responses to this request will help in the development of a series of recommendations to be forwarded to respective Legislative committees for their consideration in early 2022.

For those seeking to comment and provide your organization's input, please send your proposal, comments, and remarks to: <https://www.dropbox.com/request/N1VDxNCahD-8FBab26Bat> (see submission instructions on page 10 of the attached document), or contact <https://Rep.Tauchen@legis.wisconsin.gov> with any submission issues or additional questions. Request for comment submissions must be in PDF format, with comments per category not exceeding 5 pages in length, and a text point size of 11 or greater. Comments are due by 5:00 pm on November 30, 2021.

Lois Britt Memorial Scholarship Available

The Lois Britt Scholarship is due January 3, 2022. In 2017, the National Pork Industry Foundation joined this effort as a sponsor of the Lois Britt Scholarship, increasing the number of scholarships presented from five to ten. With this, ten \$2,500 scholarships are awarded to students annually who intend to pursue a career in the pork industry with hopes that they may emerge as future pork industry leaders themselves. Please go to the National Pork Producers Council website to find the 2022 scholarship announcement which contains detailed information on the application process and student eligibility.

Please visit:
<https://nppc.org/programs/scholarships/>

Frank Friar Receives National Outstanding Service to Agriculture Award

Frank Friar has received the National Association of State Departments of Agriculture's (NASDA) 2021 James A. Graham award for his outstanding service to agricultural producers in Wisconsin. Friar is a financial consulting and farm transition specialist with the Wisconsin Department of Agriculture, Trade and Consumer Protection's (DATCP) Farm Center.

"Frank's knowledge and expertise have combined to improve the lives and farming operations of countless farm families over the course of his career," said DATCP Secretary-designee Randy Romanski. "At a time in his life when most people would have retired to the golf course or fishing boat many years ago, Frank continues to serve farm families that contact the Wisconsin Farm Center for help each day. We are proud to have him as part of the DATCP team."



Friar grew up on a small dairy farm in Grant County, Wis., earned a bachelor's and master's degree in agriculture between his time serving in the U.S. military, and worked for more than 30 years in agriculture lending. Since joining DATCP's Farm Center almost 14 years ago, he has helped guide hundreds of Wisconsin farmers through complex challenges.

PRRS Testing Rebates Due By December 1

The Wisconsin Pork Association offers \$25 rebates to Wisconsin pork producers to help offset costs of testing for PRRS and PEDv. Testing is required to comply with changes to Wisconsin's Animal Health rule effective March of 2018. The rule change requires farms with pigs to test for PRRS and PEDv when moving from one premise to another within Wisconsin or for pigs coming into the state. Testing is not required for pigs moving directly to harvest. Producers may apply for one grant each quarter as long as funding is available.

To receive the rebate, producers must complete and return the form located on the WPA website at www.wppa.org or by contacting the state office at 608-723-7551. Proof of test can include a dated copy of a vet bill or a copy of the test report from a vet diagnostic lab. Deadline for 2021 rebates is December 1.

Meylor Competes at National FFA Convention

Victorria Meylor won the first gold at the state FFA convention for Swine Placement Proficiency and is National Finalist. Victorria will find out where she will place out of the top four at the National FFA Convention.

Victorria is the daughter of Bart & Christina Meylor a WPA board member. And grew up in Darlington attending Darlington High school and was part of the Darlington FFA Chapter.2. She now attends UW-Platteville in her freshman year.

Victorria was first interested in swine when she was little. She would go to her family farm, Silver Creek, to see the baby piglets. This helped her gain confidence and feel comfortable with pigs. Once she was in middle school she was able to do simple tasks that would help care for the sows and piglets.

In high school, she wanted to join FFA and do her SAE on Swine Placement. Her experience on the farm taught her understanding the importance of bio security and how much it can help with preventing diseases from entering the farm. Throughout high school, she also volunteered for a local pork stand fundraiser as well as working at the WPA Pork Shoppe at the State Fair.

She plans to pursue a degree in Animal Science and Ag Business. And plans to learn more about the role of genetics in the swine industry and ways to continue improving the industry and her family farm.

Get to Know Victorria

1. What is your favorite food? Ice cream
2. What is your favorite sport? Or hobby? Cheerleading and attending football games
3. Who do you look up to as a role model and why? My mom. She is very passionate about what she does and is very successful.
4. What's your favorite thing to do? Be around animals
5. In your opinion, what do you think is the largest challenge facing Wisconsin's pork industry?

The largest challenge for Wisconsin's pork industry is the high variation of trading prices within the pork markets right now.



Cele-BRAT Program

The Wisconsin Pork Association is sponsoring a brat promotion with local butcher shops in Wisconsin. You still have time to participate in the Cele-BRAT promotion. Enter to win 1/2 of hog, \$100 gift card, or a \$50 gift card.

Here's how:

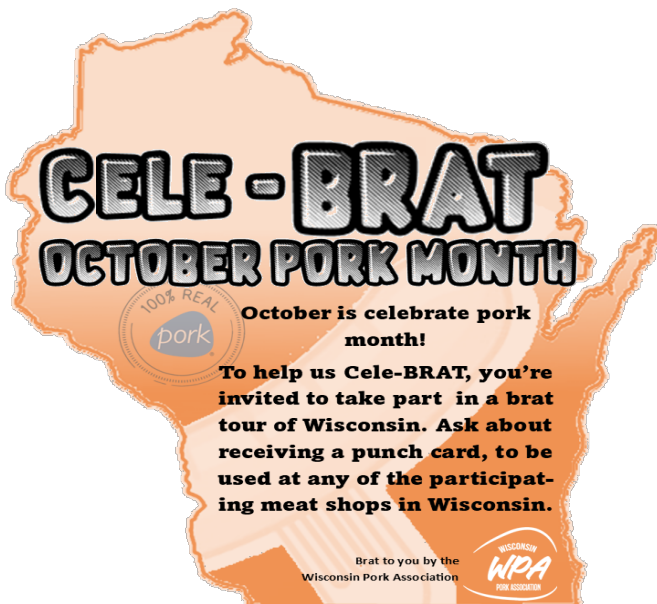
1. Visit one of the participating locations and pick up a punch card
2. Get your punch card stamped after purchasing Wisconsin Brats, visit a minimum of three locations
3. Mail in your postcard after visiting any participating locations 5 times

Participating locations:

Becks Meat—Oshkosh, Kaukauna
 Hosely Meats — New Glarus
 Integrity Meats— Elroy
 Lodi Sausage Co. & Meat Market—Lodi
 Meat Schoppe—Lancaster
 Prem Meats — Spring Green, Prairie Du Sac
 Strum Locker—Strum
 Miesfeld's Meat Market—Sheboygan
 People's Meat Market—Stevens Point
 Falls Meat Service — Pigeon Falls

Eat Local! Shop Local!

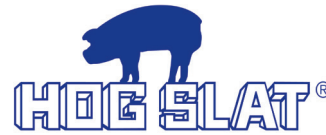
For more information email wppa@wppa.com
 All punch cards are due by Nov. 15



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MONTH

November

- 1 - Give- a - Ham Challenge
- 3,10,17 Swine Symposium
- 10 - US SHIP Meeting
- 15-16 Committee Meetings
- 16 - WPA Board meeting
- 25, 26 - Thanksgiving, Office Closed
- 30 - Vision Task Force Meeting

December

- 1- Scholarship Applications Due
- 12 - Legislative Action Conference
- 14 - Board Meeting
- 15- Discovery Farms Conference
- 25 - Christmas Holiday, Office Closed

January

- 1 - New Year's Day

February

- 3 - Annual Meeting

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