



PORK HEADLINES

Leading Our Industry's Future Successes

NOVEMBER/DECEMBER 2018

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From the Staff . . .

In this issue of the Pork Headlines we provide a snapshot of WPA's activities over the past year. We send our sincere thanks to all of our members who helped make 2018 a success. We look forward to continuing to work together with each of you in the year ahead.

Plans are now underway for the WPA annual meeting and Pork & Corn/Soy Expo the end of January. We invite all producers throughout the state to attend. We will also continue to host the Taste of Elegance competition and our annual fundraising auctions for WPA programs. More details on the annual meeting, expo, and Taste of Elegance are included in this issue. We hope to see (and meet) many of you in January!

Happy Holidays,

Keri & Mandy

WPA STAFF

Keri Retallick, Exec. Vice President
Mandy Masters, Program Director

CONTACT INFORMATION

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



Over 115 producers and youth attended the Badger Swine Symposium held at Arlington Ag Research Station. The event provided an opportunity for producers to learn more about current swine industry topics and ways to make improvements to their farming operations. The event also included updates on swine research being completed at UW-Madison.

WPA Annual Meeting and Expo

The annual Pork and Corn/Soy Expo is scheduled for January 31 and February 1, 2019 at the Kalahari Resort and Convention Center in Wisconsin Dells. The event will include several keynote speakers, a variety of seminars, and tradeshow.

All pork producers are invited to attend the WPA Annual Meeting, which will be held on Thursday, January 31 beginning at 12:30 p.m. During the meeting producers have the opportunity to vote on Wisconsin Pork Association programs and elect board members to lead the organization. Producers will also elect two individuals to serve as delegates for the National Pork Board's annual meeting. Industry award recipients and students receiving scholarships will also be recognized.

Seminars will be offered to producers throughout the event, including highlights and lessons learned from UW-Discovery Farms, updates on

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WI Midterm Elections and Preview of 2019 Legislative Session



By Attorney Jordan Lamb, DeWitt Ross & Stevens

Record numbers of Wisconsin voters turned out for the midterm elections, which were held November 6, 2018, and the results were classically Wisconsin. Our state was “blue” at the top of the ticket, electing a new Democratic Governor and Democratic Attorney General, but “red” in the local legislative races resulting in a Republican majority in both the State Assembly and State Senate for the 2019 legislative session.

Governor’s Race. Heading into the election, the Wisconsin Governor’s race was a dead heat and the results reflected the same. Democratic challenger, Tony Evers, beat incumbent Republican Governor Scott Walker with a 1.2% margin. Similarly, Democratic challenger for Wisconsin Attorney General, Josh Kaul, narrowly beat Republican incumbent Attorney General, Brad Schimel.

Congress. U.S. Senator Tammy Baldwin (D) easily defeated her Republican challenger, State Senator Leah Vukmir, and will go back to the U.S. Senate in 2019. Baldwin’s victory came with a 10-point margin and she will serve her second term. This was the first U.S. Senate race in Wisconsin history where both major party candidates were women. Interestingly, there were no party changes to the Wisconsin congressional line-up. Even though the U.S. House of Representative switched to Democratic control, Wisconsin’s congressional delegation remains unchanged in terms of party affiliation.

Wisconsin State Legislature. Despite the “blue” at the top of the ticket, both houses of the Wisconsin legislature will remain in Republican majorities for the 2019 session. The Assembly Republicans will hold a 63-36 majority. The Senate Republicans gained one seat, further solidifying their majority for the 2019 session at 19-14.

The Senate caucuses have re-elected their leaders unanimously. Senators Scott Fitzgerald (R) and Jen Shilling (D) will lead their respective parties in the State Senate for the next two years. Fitzgerald has been majority leader since 2011 and Shilling has been minority leader since 2015. In the Assembly, Representative Robin Vos (R) will once again be Speaker and Representative Gordon Hintz (D) will serve as minority leader.

Joint Committee on Finance. Senator Alberta Darling (R) and Representative John Nygren (R) will return once again as the co-chairs of the very powerful Joint Committee on Finance. This committee will get the first crack at Governor Evers’ proposed budget bill when it is introduced in February. This 14-member joint Senate/Assembly committee will reflect the majorities in both houses and will consist of 12 Republicans (6 from each house) and 4 Democrats (2 from each house).

Governor Evers’ Transition. Governor-elect Tony Evers is busy assembling a transition team to assist him with staffing his office, writing a budget bill and filling all of the appointed agency positions that will be left vacant when Governor Walker’s

term ends at the end of the year. Governor-Elect Evers will have to appoint a Secretary, Deputy Secretary, Assistant Deputy Secretary, Communications Director, Legislative Liaison, Chief Legal Counsel and numerous Division Administrator Positions, among others, in each administrative agency. As such, he has assembled a panel of advisors to both assist with the transition and the recruitment and selection of individuals to fill these positions.

Lame Duck Session? It remains to be seen whether the current Republican legislature and Governor Walker will reconvene for an additional “lame duck” session yet this calendar year. There is a possibility that they could reconvene to address a \$70 million tax incentive package for Fox Valley employer, Kimberly-Clark Corporation, and other issues.

New Legislature Arrives in January 2019. The new Wisconsin state legislature and newly elected Governor will be sworn-in in early January. It is expected that the budget bill will dominate the first six months of the session with funding for schools and roads to be hotly debated.

Legislative Activities in 2018

In 2018, Wisconsin Pork Association continued to work together with our partners at DeWitt Ross & Stevens and the National Pork Producers Council to advocate on behalf of the state and nation’s pork producers.

At the state level, WPA closely monitored revisions to NR 151, Wisconsin’s nonpoint source pollution performance standards, and submitted comments on the new provisions in the rule. Additional revisions to this rule are expected in 2019 and WPA will continue to closely monitor the issue. Proposed revisions to Wisconsin’s livestock siting rule were also evaluated and closely monitored. WPA supported wetland reform legislation, as well as legislation to provide funding for the Producer-Led Watershed Grant Program and funding for the Wisconsin Livestock Identification Consortium. WPA also provided assistance to farmers to help them comply with new testing requirements in Wisconsin’s animal health rule.

On the national level, much of the year was focused on resolving trade issues and opening new markets for U.S. pork. WPA members traveled to Washington, D.C. twice to meet with legislators and partnered with NPPC staff to ensure legislators were informed on issues important to pork producers. More updates from NPPC are included on page 4.

In Wisconsin, funds for legislative and advocacy programs are raised through your enrollment in the Strategic Investment Program, membership dues, and annual fundraisers including the Pork Schoppe and Pork Classic golf outing. If you would like more information on SIP enrollment, WPA membership, or ways to become involved in WPA events, please contact the WPA office at 800-822-7675.

Retallick Joins WPA

The Wisconsin Pork Association is pleased to welcome Keri Retallick as the new Executive Vice President. Keri grew up on a diversified farm in Wisconsin, and received her B.S. in Agriculture from the University of Wisconsin-Madison.

Retallick has worked extensively with on-farm programs including analyses of farm operations, training programs and development of standards focusing on business sustainability aspects. Her experience in sustainability includes expertise in animal well-being, biosecurity, economic feasibility, environment, food safety, and human resources. Throughout her 35 years of service in the food and agriculture industry, Retallick has led projects within the swine, beef, dairy, and poultry industries.

"We're excited to have Keri on board to assist in leading our efforts for Wisconsin's pork industry," stated Jim Magolski, president of Wisconsin Pork Association.

In addition to her work at WPA, Keri is also an integral part of her family's Angus seedstock operation located in the rolling hills of southwest Wisconsin. Keri and her husband, Kevin, have three grown daughters and one granddaughter. In her spare time, she enjoys spending time with her family and friends, attending livestock shows, and traveling.

Retallick can be reached at kretallick@wppa.org or by calling the WPA office at (608) 723-7551.



Annual Meeting, Expo

Continued from front

Wisconsin's animal health rule, and integrator perspectives on pork production in our state and at the national level. The UW-Extension Swine Team will also be offering Pork Quality Assurance Plus® (PQA Plus) and Transport Quality Assurance® (TQA) training sessions.

The 31st annual Taste of Elegance takes place as part of the Expo on January 31. Eight chefs will prepare pork entrees for the evening reception and compete for over \$2000 in prizes. Taste of Elegance attendees will sample each chef's pork recipe and vote for their favorite to determine the People's Choice award winner.

In addition, WPA will host its annual silent and pie auctions during the Taste of Elegance Reception. Industry organizations, pork producer groups, and individuals are invited to bid on the various items and pies with funds going to support state programs, including youth scholarships and activities. WPA is currently accepting donations of items for the auctions; if you or someone you know is interested in donating an item, please contact the WPA office at 608-723-7551 or email mmasters@wppa.org. A variety of auction items to fit every budget and interest are accepted, including household decor, gift baskets, farm toys and collectibles, farm products and tools, gift certificates, sports packages, and more.

Expo details and registration materials are available on the WPA website, www.wppa.org/expo. To make hotel reservations, please contact the Kalahari Resort at 877-525-2427 and request the Corn/Soy Expo rate. Standard rooms are available Wednesday and Thursday nights for \$120/night.



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NATIONAL PORK PRODUCERS COUNCIL STRATEGIC INVESTMENT PROGRAM UPDATES

Despite Change in Party Control, NPPC Expects House to Support Farmers

While the results of the mid-term congressional elections saw Democrats take control from Republicans over the U.S. House for the 116th Congress that begins early next year – and put more Republicans in the Senate – NPPC still expects lawmakers to approve a Farm Bill that supports American agriculture, promotes rural prosperity and protects livestock from foreign animal diseases. It also expects them to support reforms that allow farmers to hire and maintain a legal, productive workforce and to pass free trade agreements that let U.S. pork producers export more product. Democrats in 2019 and 2020 will be in charge of the House's various committees, including the Agriculture panel, expected to be chaired by Rep. Collin Peterson, D-Minn.

Vote on 2018 Farm Bill Could Come by Year's End

Congressional lawmakers have discussed a possible “lame duck” vote on the 2018 Farm Bill. A conference committee, reconciling Senate- and House-passed legislation, was expected in late November to approve a final bill, which would need to be voted on by the Senate and the House. NPPC asked that

the five-year agricultural blueprint establish and fund a Foot-and-Mouth Disease vaccine bank, as well as include money for the National Animal Health Laboratory Network, which does animal disease diagnostics, and block grants for state animal-health agencies for efforts to prevent diseases. While the details of the conference committee bill aren't known, the legislation is expected to include some mandatory funding for animal health and disease preparedness. If a vote on the 2018 Farm Bill does not occur before the end of the current Congress, it is likely the 2014 Farm Bill, which expired Sept. 30, would get a one-year extension, and new Farm Bill legislation would need to be introduced in the 2019 Congress.

California Prop. 12 Bad for Farmers, Consumers, Says NPPC

California voters approved Proposition 12, an initiative that bans, starting in 2020, the sale in the state of pork and veal from animals raised anywhere in the country in housing the state banned through a 2008 ballot initiative. NPPC, which strongly opposed it, maintains that the initiative violates the U.S.

Continued on page 5

TN Tempo

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PROGRESS IN PIGS

The appetite, for any challenge



SIP PROGRAM UPDATES

Continued from page 4

Constitution's Commerce Clause and that it will be costly for farmers and consumers. The organization is supporting federal legislation that would prohibit states from regulating agricultural production practices outside their borders and is backing lawsuits – now pending before the U.S. Supreme Court – filed by attorneys general from nearly two dozen states against California's egg sales ban and a 2016 Massachusetts ballot measure that banned the sale of eggs, pork and veal from animals raised in housing prohibited by the same measure.

EU-Japan Trade Deal Moves Forward;

NPPC Urges Agreement with Japan

The European Parliament's international trade committee in early November approved the EU-Japan trade agreement, setting up a final vote by the parliament in mid-December. If it's passed then, the deal likely would go into effect in early 2019. Japan also is part of the recently finalized Comprehensive and Progressive Agreement for Trans-Pacific Partnership, or TPP-11, which will go into effect Dec. 30. To ensure the U.S. pork industry maintains market share in Japan, its No. 1 export market, NPPC is urging the Trump administration to quickly negotiate a free trade agreement with the Asian nation.

EPA Rule Exempts Farms from Emissions Reporting

NPPC applauded the U.S. Environmental Protection Agency for its proposed rule exempting livestock farmers from reporting to state and local authorities the routine emissions from their farms. The rule is the final piece in the implementation of the Fair Agricultural Reporting Method, or FARM, Act fixing a problem created in April 2017 when a U.S. Court of Appeals rejected a 2008 EPA rule that exempted farmers from reporting routine farm emissions under the Comprehensive Environmental Response, Compensation and Liability Act (CERCLA).

The court decision, which would have forced tens of thousands of livestock farmers to "guesstimate" and report the emissions from manure on their farms to the U.S. Coast Guard's National Response Center and subjected them to citizen lawsuits from activist groups, also would have required all livestock farmers, not just large ones, to notify first responders about emissions under the Emergency Planning and Community Right-to-Know Act (EPCRA). EPA's proposed rule would exempt all livestock farmers from EPCRA reporting.

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.

WPA Membership

Wisconsin Pork Association is the source for representing the state's pork industry and advocates on behalf of all Wisconsin pork producers and pork industry members. We recognize our state has a uniquely diverse swine industry and in turn we offer a variety of membership options to fit the needs of each producer, allied industry partner, and youth. We greatly appreciate the support from our 2018 members and encourage you to renew or become a member in 2019.

The WPA membership form and additional information on our membership levels and benefits will be arriving in your mailbox soon. Details will also be available on the WPA website, www.wppa.org. If you have questions about Wisconsin Pork Association membership or how your Strategic Investment Program contribution or membership dues are working for you, please contact the WPA office at 800-822-7675.

**As a reminder, membership in Wisconsin Pork Association and the Strategic Investment Program is separate from paying the mandatory Pork Checkoff. Pork Checkoff funds are collected by the National Pork Board and are restricted for use on education, promotion, and research. The Strategic Investment Program and WPA membership are voluntary programs that raise funds for NPPC and WPA to address legislation, regulatory policy, and trade policy issues on the state and national level.*

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pork checkoff

A Year in Review: 2018 Pork Checkoff Programs

Required by the 1985 Pork Act, all U.S. pork producers contribute to the Pork Checkoff. When a market hog, feeder pig, or seedstock animal is marketed, the checkoff amount is collected and distributed to the National Pork Board. Some of the funds remain with the National Pork Board for national programs while another portion is provided to the respective pork organization representing the state in which the pigs were sold. In Wisconsin, it is Wisconsin Pork Association who represents the state's pork industry and puts farmers' checkoff dollars to work. In 2018, WPA received approximately \$90,000 from checkoff collections. Here's a few examples of how your checkoff dollars were put to work in 2018.

Youth Mentorship Program

This was the third year WPA offered the Mentorship Program to Wisconsin college students. The program grew in 2018 to include opportunities for three students pursuing degrees in agriculture with an interest in the swine industry. The program is designed to help students gain pork industry experience, explore career opportunities, and network with pork industry leaders. Students participating in the program complete job shadows, attend state and national pork industry events, and complete a special project.

Scholarships

Each year, WPA awards multiple scholarships to youth involved in the swine industry. Over \$5000 was awarded in 2018 to high school seniors and college students pursuing college degrees related to the swine industry. Additional Pork Industry scholarships were also awarded to students at UW-Madison, UW-Platteville, and UW-River Falls.

4-H and FFA Support

In 2018, WPA continued to support valuable programs offered through the state's 4-H and FFA programs. WPA provided sponsorship for the FFA Swine Proficiency Award and also contributed towards 4-H livestock programs. In addition, WPA

awarded 23 FFA and 4-H youth with scholarships to help offset the costs of their pig projects. WPA also sponsored the Knowledge Masters contest for youth exhibiting swine at the Wisconsin State Fair.

Pork Promotion

Together with the National Pork Board, WPA promoted pork to consumers throughout the year and helped teach about the proper 145 degree internal cooking temperature

for pork. The National Pork Board's We CareSM trailer was in the state twice for events where WPA members provided grilled pork samples to consumers. WPA also maintained a presence on social media sharing pork recipes and easy at-home cooking tips.

Culinary Outreach

New this year, WPA partnered with several other state pork associations to host a Midwest Pork Summit for chefs. The three-day summit provided chefs from around the Midwest a comprehensive farm-to-fork pork education taught by food industry thought leaders, pork producers, pork experts and well-known chefs from across the country. The summit also provided a more in-depth understanding of pork as a preferred and profit-producing protein for the foodservice industry.

The annual Taste of Elegance competition for chefs was also continued in 2018. This event challenges chefs to prepare creative entrees using pork and encourages them to add more pork options to restaurant menus.

Producer Education

WPA works throughout the year to help connect pork producers to the latest research, tools to protect animal health, and connections to resources through the Pork Checkoff. In 2018, we continued to team together with UW-Extension and university campuses to offer the Badger Swine Symposium, a day-long educational program featuring important industry topics. This year over 115 producers, youth and industry members attended. Educational sessions were also offered during the Pork & Corn/Soy Expo.

Quality Assurance Programs

Pork producers show their dedication to providing safe pork for the consumer while protecting animal well-being by participating in the Pork Quality Assurance and Transport Quality Assurance programs. WPA continued to offer \$75 grants to farmers to help offset the costs of completing their PQA on-farm site assessment. WPA also supported the efforts of the UW-Extension Swine Team as they continued to offer quality assurance trainings throughout the year.

Animal Health

WPA's Swine Health Committee provides producers a forum to talk about animal health challenges the industry is facing. The committee offered free rope kits to producers to monitor herd health for PRRS and PEDv and also offered a grant program to help offset the cost of testing for those diseases. WPA staff was also involved in two foreign animal disease prevention simulations and preparedness workshops.

Producer and Industry Communications

Lastly, WPA's board and staff help to serve as a hub between producers and other agricultural groups, university personnel, industry and to national pork organizations. Producers' investment of \$0.40/\$100 value of hogs sold to the Pork Checkoff continues to support these and other activities on the state and national level.

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CALENDAR

DECEMBER

4 ~ WPA Board of Directors Meeting
12 ~ UW-Discovery Farms Annual Meeting, WI Dells
25 ~ Christmas, WPA Office Closed

JANUARY

1 ~ New Year's Day, WPA Office Closed
9 ~ WPA Board of Directors Meeting
31 ~ WPA Annual Meeting, WI Dells
31 - Feb 1 ~ Pork & Corn/Soy Expo, WI Dells

FEBRUARY

1 ~ Breakfast with the WPA Board, WI Dells



BOARD OF DIRECTORS

President - Jim Magolski, New London

920-851-4724 magolski727@gmail.com

Vice-President - Jonathan Wyttenbach, Sauk City

608-347-6135 maizenbacon@yahoo.com

Secretary - Brian Klubertanz, Waterloo

920-296-0599 klubertb@hotmail.com

Treasurer - Mike Salter, Black Creek

920-739-0403 ikehalter@aol.com

Nathan Brickl, Sauk City

608-588-9625 nbrickl@hanorusa.com

Ray Ibeling, Clinton

608-751-3513 lbelingfamily3@aol.com

Tom Knauer, Avalon

608-883-2838 tjknauer@gmail.com

Bob Spurley, Linden

608-574-1223 robertspurley@yahoo.com

Shannon Wolf, Lancaster

608-723-2692 wolfershannon@msn.com

NPPC Representative - AV Roth, Wauzeka

608-476-2377 avhroth@aol.com