

PORK Headlines

IN THIS ISSUE:

SEPTEMBER / OCTOBER 2023

Pork Month Page 1

State Fair Recap Page 2

Farm Tech Days Page Page 2

Legislative Update Page 3

Legislative Action Conference Page 3

Disaster Assistance Page 3

Pork Classic Golf Outing Page 4

Intern Spotlight Page 5

Birth Announcement Page 5

Hall of Fame Producer Spotlight Page 5

Producer Programs Page 6

SHIP House of Delegates Page 6

Watershed Protection Grants Page 6

Regional Meetings Page 6

Proposition 12 Page 7

August Recess Page 7

**Wisconsin Meat Industry Coalition
Conference** Page 7

Calendar of Events Page 8

Board of Directors Page 8

Prioritize Pork This Fall

The summer is drawing to a close and autumn is fast approaching. While many families are preparing for the beginning of a new school year and farmers are preparing for harvest, Wisconsin Pork Association and its members are taking advantage of the various pork promotional events during the months of September and October.

How can you promote pork? Easy! Serve it at home, talk to consumers about how pigs are raised, post it on social media, and share recipes with friends and family!



October is Pork Month!

One of the best months of the year is fast approaching- October Pork Month! America's pork producers play a major role in feeding the world, and this month we honor their hard work and dedication to providing high quality products to consumers. Collectively, they generate 13% of the world's pork supply, making the United States the world's third largest producer and consumer of pork products.

Join the celebration, promote this delicious protein and plan to serve it on your dinner table as a nutritional meal for your family as frequently as possible!

CONTACT INFORMATION

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Website: www.wppa.org

State Fair Offered Plenty of Pork Positives

The Wisconsin State Fair was held August 3rd- 13th, 2023. WPA's presence at the Wisconsin State Fair reached thousands of fairgoers with positive messaging and experiences through multiple activities, and of course, delicious pork items – all designed to leave consumers reaching for more pork long after the fair is over. Pork Schoppe 2023 sold 15,353 butterfly pork chop sandwiches, 5,343 chops on a stick and 3,388 pork burgers. That meant over 2,000 more chops on a stick and 500 more burgers than compared to 2022. We hope to brand the trailers for more excitement in 2024.

Thanks to the talented Tom Schuh and his sons for building the trailers, and to all our volunteers who helped make it a successful 2023 Wisconsin State Fair: Lomira FFA, Washington County, Southside Eagles, Mukwonago High School Cross Country Teams, Rock County Pork Producers, Children's Christmas Benefit, South Byron 4-H Club, UW-Madison Vet Club P.I.G. Group, Random Lake FFA, Randolph Cambria-Friesland FFA, Parkview FFA, Southwest Wisconsin Pork Producers, Jobs Daughters Bethel 6, Fond du Lac Agri-Business Council, Lake Mills FFA, Dodge County Pork Producers, Vita Plus, Dane County Pork Producers, Wisconsin State Fair Camp of Champions, Waukesha County 4-H Rabbit Project, Tri-County Pork Producers, and Green Lake County Pork Producers.



Wisconsin Farm Technology Days Recap

On July 18th – 20th, 2023, WPA participated in the Wisconsin Farm Technology Days in Baraboo, WI, at the Gas and Steam Engine Grounds. We served pork sandwiches and were able to do a trial run with one of our new Pork Schoppe trailers. A special thanks to all who generously volunteered their time at this event:

Al Ries	Brad Lux
Alicia Prill-Adams	Harold Sly
Brock Decker	Dave Wheeler
Tom Schuh and Sons	Bob Risseau
Mike Salter Jr.	Steve Doll
Mike Salter Sr.	Bill Priske
Morgan Hart	Linda Priske-Georgeson
Linda & Duane Nitz	Lisa Priske
Teresa & Troy Pittz	Paul Johnson
Steve & Irene Kutz	Leroy Peterson
Emma Wedig	Connor Anderson
Judy Wehler	Summer Rake
Kaesey Glaess	Katelyn Sellner
Meghan Wellnitz-Trejo	Will Sellner
Jeff Morris	Madi Puntney
John Quinn	John Lader



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POWERSTART[®] Solo combines decades of research on key ingredients and nutrients to provide a single solution for your post-weaning feed needs.

Get your start at
HubbardFeeds.com/POWERSTARTSolo



Legislative Update



By Jordan Lamb, The Welch Group

Governor Evers Signs Two Ag Bills in August. On August 4, Governor Tony Evers signed two bills into law that support Wisconsin agriculture. The first, Senate Bill 66 (Act 28), was written by Senator Cory Tomczyk and Representative Jon Plummer. 2023 Act 28 extends the time that farmers can utilize the Farm Service Commercial Driver's License (CDL) from 180 days to 210 days. The state timeline for the Farm Service CDL now matches the federal standard, which was expanded to 210 days in the federal Bipartisan Infrastructure Law. The second bill, Assembly Bill 131 (Act 32), makes a critical change to the statutorily required composition of county land conservation committees to preserve farmer input on the committees. Under prior law, the county committees were required to include a representative from the U. S. Department of Agriculture Farm Service Agency (FSA) to represent farmer interests. Accordingly, this legislation amends the statute to require that the county committee instead include an individual engaged in actively farming.

Hearing Held on Farm and Industry Short Course (FISC) Legislation (SB 370 / AB 372). The Farm and Industry Short Course (FISC) was created at the University of Wisconsin-Madison in 1886. In 2022, UW-Madison announced that it would be ending this 16-week, farm oriented on-campus program and replacing it with online learning. After months of discussion with University System officials and Wisconsin agricultural organizations, UW-River Falls announced that it would take over the FISC program and maintain it as an on-campus learning program beginning in October 2023. However, one-time funding is needed to assist River Falls with this transition. Unfortunately, the funding was not included in the 2023-25 biennial budget bill. So, Senator Joan Ballweg and Representative Warren Petryk, along with a large group of bipartisan legislators, have introduced legislation that would provide \$372,980 over the next two years to move FISC to UW-River Falls. This bill is widely supported by farm organizations.

Legislation Directs Creation of Online Interactive Carbon Calculator for Wisconsin Farmers (LRB-2661/1 & LRB- 4093/1). Representatives Loren Oldenburg, Travis Tranel, and Jeff Mursau and Senator Rob Cowles have drafted legislation that would direct DATCP to create a free, web-based carbon calculator for farmers to use to calculate the carbon emissions that are produced directly or indirectly from their agricultural activities. Establishing this uniform credit calculation method makes it easier for farmers and increases reliability and value of these credits in the free market. This proposal is a step towards rethinking the way Wisconsin businesses may voluntarily approach reducing their carbon footprint while simultaneously supporting farmers by finding a new market for them to choose to participate in for carbon emissions reduction practices.

Legislative Action Conference

Pork producers from Wisconsin will be attending the Legislative Action Conference (LAC) in Washington D.C. on September 12th – 14th. Here, they will visit with Wisconsin's congressional members to emphasize the significance and urgency of topics facing our industry such as Prop 12, the Farm Bill, agriculture labor, and foreign animal disease. This is a great opportunity to meet our congressional members and share our story as producers. If you are interested in attending future LAC events, please contact the WPA state office at 608-723-7551 or email wppa@wppa.org.



Five Wisconsin Counties Eligible for Disaster Assistance

This Presidential disaster declaration allows the USDA Farm Service Agency (FSA) to extend much-needed emergency credit to producers recovering from natural disasters through emergency loans. Emergency loans can be used to meet various recovery needs including the replacement of essential items such as equipment or livestock, reorganization of a farming operation, or to refinance certain debts. FSA will review the loans based on the extent of losses, security available, and repayment ability. The five Wisconsin counties that are eligible for assistance are Burnett, Douglas, La Crosse, Pierce, and Vernon.

To file a Notice of Loss or to ask questions about available programs, contact your local USDA Service Center.

PORK CLASSIC REGISTRATION

Deadline: September 15th

GOLF & REUNION

18-holes \$400/team 9-holes \$225/team

Team Name: _____

Golfers:

1. _____

2. _____

3. _____

4. _____

Team Captain: _____

Phone: _____

Email: _____

Address: _____

REUNION ONLY \$25 / person

Name(s): _____

Phone: _____

Email: _____

Address: _____

PAYMENT:

Golf Team 18-hole Quantity Total
\$400 x _____ = _____

Golf Team 9-hole \$225 x _____ = _____

Golf Individual 18-hole \$100 x _____ = _____

Golf Individual 9-hole \$60 x _____ = _____

Reunion Only \$25 x _____ = _____

TOTAL:

Checks payable to **Wisconsin Pork Association**.
For credit card payments, contact WPA office at
608-723-7551.
Mail to: **WPA, PO Box 327, Lancaster, WI 53813.**



**Resort Hotel
Reservations**

Call 608-588-7000

24th Annual Wisconsin Pork Association

PORK CLASSIC GOLF OUTING & REUNION

**House on the Rock Resort Golf Course
Spring Green, WI**

Friday, September 22nd, 2023

SCHEDULE OF EVENTS

8:00 – 8:45 a.m. - Registration for 18-hole golfers

9:00 a.m. - Shotgun start for 18-hole golfers

9:30 a.m. - Registration for 9-hole golfers

10:00 a.m. - Shotgun start for 9-hole golfers

1:00 p.m. – Reunion Registration

2:00 p.m. – Reception, Reunion, and Auction

3:00 p.m. – Awards- 1st Place \$500, 2nd Place \$250, plus hole contests

EVENT DETAILS

Join us on September 22nd, 2023, at the beautiful House on the Rock Resort Golf Course for the annual Wisconsin Pork Association Pork Classic Golf Outing!

Golf registration includes 9 or 18 holes of golf, cart, goody bag, snacks, hole contests, boxed lunch, reception appetizers, and awards.

This outing provides a great opportunity for you to network with Wisconsin pork producers and allied members in a fun, relaxing environment. We will also be hosting the 2nd annual reunion after the golf outing so you can visit with old friends and make new ones, too!

NOT A GOLFER?

No problem! The House on the Rock Resort and Spring Green area offer many other activities and attractions that you can take advantage of while the others are golfing.

House on the Rock Tours 608-935-3639, Taliesin Tours 608-588-7900, House on the Rock Spa 608-588-7000, Hiking (Self-guided)

To schedule any of these activities, visit our website at wppa.org and click on the "Golf Outing" tab or call to book tours.

For more details regarding registration, sponsorships, lodging, or events for non-golfers, visit our website at www.wppa.org, email wppa@wppa.org, or call 608-723-7551.

Cut Here & Return

Mullooly Paves the Way for Wisconsin Youth

This summer WPA re-introduced the summer internship program in place of the mentorship program for 2023. Courtney Mullooly of Clinton, WI, was our summer intern this year. For 11 weeks, Courtney served as the official youth representative for Wisconsin Pork Association and did an outstanding job!

Courtney had a full agenda from farm and packing plant visits, producer program enrollment visits, educational and career development seminars, to visiting World Pork Expo, National Pork Industry Conference, Farm Tech Days, and Wisconsin State Fair. Additionally, Courtney pursued two special projects.

For her first special project, Courtney developed the *Swine & Pork Industry Educational Resource Guide*. The guide includes a comprehensive list of resources that can be used to educate people on the swine and pork industry. It has printable documents, lesson plans, and farm tour videos, as well as specialized resources to learn about biosecurity, animal care, swine nutrition, general production, pork nutrition, cooking and handling information. This guide is available on our website at www.wppa.org.

Courtney's second special project was to create a video that showcases Wisconsin's swine industry and to promote pork consumption. This short video features photos and quotes from Wisconsin pig farmers, packers, and allied industry members and displays facts about how pigs are taken care of and how those groups of people work to provide a healthy and nutritious product that consumers can feel good about purchasing and feeding their families. The video can be found on our website at www.wppa.org and will be featured at many of our events going forward.

Courtney was a shining star for Wisconsin Pork Association during her short tenure here. Her hard work ethic, positive attitude, and willingness to learn made her an enjoyable asset to the team and reassured us of the youth that will become future producers and leaders in our industry!



Congratulations to the Worek Family!

Jeff and Morgan Worek (WPA Program Director) recently welcomed their new baby boy, Jack Worek on August 9th, 2023. All are home and big brother Wes is a proud big brother that's adjusting well and keeping everyone busy!



Hall of Fame Producer Spotlight

On August 6th, 2023, longtime WPA member and pork producer, Tom Walsh, was inducted into the WPA Hall of Fame at the Wisconsin State Fair. Tom is a member of Walsh Family Farm and has exhibited at the WI State Fair and other national shows for over six decades. Tom has been instrumental in the continuation of the farm's purebred



Hampshire and Yorkshire herds. The herd's female genetics continue to produce quality breeding stock, producing winners at local, state, and national shows.

For almost 50 years, Tom has shown a commitment to both the Wisconsin State Fair open and junior shows. Tom has a passion for developing quality genetics for the younger generations and has dedicated his time to the youth and their swine projects by providing scholarships, awards, developing a youth incentive program, in addition to volunteering his time at the local county fair.

Congratulations to Tom and the Walsh Family on being inducted into this prestigious group of Wisconsin pork producers! Thank you for your dedication and commitment to Wisconsin's swine industry and to the developments you've made in the Hampshire and Yorkshire breeds!

Opportunities for Producers

IPIC Sow Summit

November 1st, 2023 – Ames, Iowa

The purpose of this 1-day conference is to discuss current research that is poised to influence sow farm productivity in addition to discussion of emerging topics that sow farms are particularly affected by.

Stay tuned for registration information.

Visit the website at ipicsowsummit.org for more information and the full event schedule.

Swine Health Improvement Plan (SHIP)

A proven platform for safeguarding, certifying, and bettering animal health.

The SHIP program will help support interstate commerce and resumption of access to export markets from unaffected regions during times of FAD outbreaks in the swine industry.

Enroll today! Contact us via email at wppa@wppa.org or visit the website usswinehealthimprovementplan.com.

Secure Pork Supply (SPS) Plan

If the U.S. breaks with a foreign animal disease, regulatory officials will limit the movement of animals and animal products to control the spread of the disease.

The SPS plan provides resources to help farms prepare ahead of time rather than during the chaos of a foreign animal disease outbreak.

Start today! Visit securepork.org

Strategic Investment Program (SIP)

Pork producers participate by voluntarily investing a percentage of the sales of each market hog sold.

SIP allows NPPC and state pork associations to:

- ✓ Fight for reasonable legislation,
- ✓ Develop revenue and market opportunities,
- ✓ Protect investor livelihoods.

Invest! Visit nppc.org/get-involved.

Pork Cares Farm Impact Sustainability Report

Sustainability for America's pork producers is about doing what's right for people, pigs and the planet.

Pork producers are encouraged to request a Checkoff-funded Pork Cares Farm Impact Report to help measure and document continuous improvement efforts for the pork industry.

Request yours! Visit porkcheckoff.org.

PRRS/ PEDv Rebate Program

WPA offers two tiers of rebates to producers to offset the costs associated with testing for Porcine Reproductive and Respiratory Syndrome (PRRS) and Porcine Epidemic Diarrhea Virus (PEDv).

Tier 1: \$25 for ELISA tests
Tier 2: \$100 for PCR tests.

Apply today! Visit our website www.wppa.org/swine-testing-reimbursement/.

Swine Health Improvement Plan (SHIP) House of Delegates Meeting

Six representatives from Wisconsin will be attending the SHIP House of Delegates meeting in Minneapolis, MN, on Sept. 5th – 7th. Here, they will be voting on various program updates as well as gaining more knowledge and insight into the program and its significance to the industry. Wisconsin representatives include Dr. Bryan Myers, A.V. Roth, Christina Meylor, Brian Klubertanz, Jeff Morris, and Keri Retallick.

Regional Meetings Recap

WPA hosted two regional meetings in August. Attendees discussed pertinent issues including foreign animal disease preparedness, PRRS testing, SHIP, the Wisconsin Raised program, SIP, and received a UW-Extension update. Members voiced their concerns and took advantage of the opportunity to ask questions and converse with other producers. Thank you to all who attended and participated in these productive meetings!

Producer-Led Watershed Protection Grants Available Through September 15th, 2023.

These grants aim to help farmers find and promote conservation solutions best suited for their watershed, based on topography, soil, types of operations, and other factors. The total program budget for 2024 is \$1 million. Eligible groups that apply can receive up to \$40,000. To apply, visit https://datcp.wi.gov/Pages/Programs_Services/ProducerLedProjects.aspx. For more information, contact Producer-Led Watershed Program Manager Dana Christel at dana.christel@wi.gov or (608) 640-7270.

Proposition 12 Update

NPPC's Position:

- Livestock farmers, veterinarians and animal scientists work hard to follow industry standards and best practices to protect the welfare and health of animals in their care.
- Proposition 12 ignores scientific research and facts about animal husbandry, thereby reversing decades of progress on farm management and animal welfare.
- Proposition 12 will increase prices and shrink supplies of affordable protein for families inside and outside California while forcing consolidation within the livestock sector and the loss of family farms.
- Proposition 12 is impacting longstanding relationships with foreign trading partners.
- NPPC supports a federal solution to the sweeping issues posed by the Supreme Court's decision and Proposition 12.

Prop 12 Timeline:



Prop 12 is not science based. It was developed without input from hog farmers, vets or other experts in animal care and food safety. Prop 12 is a risk for food inflation and industry consolidation. Prop 12 creates conflict with trading partners.

Facts That Matter:

- New construction compliant with Prop 12 is estimated to cost \$4,000 per sow.
- It risks consolidation by forcing small and medium sized producers to absorb significant costs or be cut out of the California market.
- This issue is now in the hands of Congress to provide certainty and grant relief from 50-state patchwork of regulations.

NPPC Takes Advantage of August Recess

During Congress' August recess, NPPC and state associations took advantage of the opportunity to discuss pertinent issues affecting the swine and agriculture industry with Congressional members.

Federal Solution to Prop 12

- NPPC's Ask: We support a federal solution to the sweeping issues posed by the Supreme Court's decision and Proposition 12 and urge you to be part of that solution.

Animal Health Priorities in the Farm Bill

- NPPC's Ask: We support the renewal and expansion of key Farm Bill programs that protect agriculture industries and consumers across the country.

Agriculture Labor

- NPPC's Ask: The H-2A Visa must be strengthened to allow for year-round workers.

To learn more about policy issues to support and strengthen America's pork producers, visit www.nppc.org.

JOIN US FOR THE 2ND ANNUAL WISCONSIN MEAT INDUSTRY COALITION CONFERENCE

"A UNIFIED VOICE FOR THE WISCONSIN
ANIMAL & MEAT INDUSTRIES"

NOVEMBER 1-3, 2023
CHULA VISTA RESORT, WISCONSIN DELLS, WI

Featuring expert panels, discussions, scholarship & meat industry award recognition, a special presentation from an industry leader, and 2023 Wisconsin Meat Industry Hall of Fame inductions!

Conference Purpose:

- Pursue the quest for common interests among the various sectors of meat animal industries
 - Explore opportunities for developing a more unified industry voice
- Identify collaborative longitudinal opportunities with individual and collective high impact potential benefit

Look for conference and registration details in future communications.

Brought to you by industry organizations, sponsors, and the UW-Madison Meat Science & Animal Biologics Discovery program.





**Wisconsin Pork
Association
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Calendar of Events

September

- 4 – Labor Day Holiday- WPA Office Closed
- 5-7 – SHIP House of Delegates Meeting
- 13-14 – Legislative Action Conference, D.C.
- 22 – WPA Golf Outing- House on the Rock Resort, Spring Green

October – Pork Month!

- 2-7 – Oktoberfest – Des Moines, IA

November

- 1 - IPIC Sow Summit – Gateway Hotel, Ames, IA
- 1-3 – Wisconsin Meat Industry Coalition Conference – WI Dells



Register by September 15th!

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