

# PORK Headlines

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*You're Invited to..*

## Wisconsin Pork Association's Annual Meeting & Corn-Soy Expo

February 1st & 2nd, 2024

Kalahari Resort Convention Center - Wisconsin Dells, WI

**Expo Registration & Hotel Rooms**

Visit <https://cornsoy.com>

**\* Early bird registration is due by December 31st, 2023. \***

Prices increase after that date.



Waterpark & Family Friendly Accommodations



Tradeshow & Networking



WPA Annual Meeting & Industry Updates



Pork-Focused Breakout Sessions



Delicious Appetizers & Beverages



Entertainment, Live Music & Auctions

**CONTACT INFORMATION**

P.O. Box 327  
131 S. Monroe St.  
Lancaster, WI 53813  
Phone: (608) 723-7551  
Email: [wppa@wppa.org](mailto:wppa@wppa.org)  
Website: [www.wppa.org](http://www.wppa.org)



## Your Membership Matters!

It's that time of year to either become a new member of the WPA family or renew your membership!

Checkoff dollars cannot be utilized to address advocacy issues, so we rely on membership and sponsorship funds to help us continue these efforts and protect our pig farmers.

There are several membership options available to choose from including:

### Producer

Voting Member \$50  
Add a Family Member for \$10  
Non-Voting Member FREE

### Allied Industry

Individual \$100  
Company or Organization \$250

### Strategic Investment Program (SIP)

- Producers \$.15 / \$100.00 of gross pig sale or contract value.
- Those who do not own pigs can invest \$150 annually.
- Voluntary contribution. Funds are used by NPPC to fight for reasonable legislation, develop revenue and market opportunities, and protect investor livelihoods. 40% returned to WPA.
- Recognized as a WPA voting member.

Visit [wpa.org/membership](http://wpa.org/membership) for info and forms.



## Member Spotlight

Todd, Sarah, Trena, & Sydney  
Cherney

Wonewoc, Wisconsin



Briefly describe your operation:

*"We have around 20-25 sows whose babies we sell to 4-H and FFA youth exhibitors to show. It's very much a family operation although Trena and Sydney have taken over a lot of the ownership and decision making."*

**What is something you want consumers to know:** *"The joke is that our pigs get treated better than us [humans]. It's true, though! The barn is almost cleaner than our house, the feed they're eating is top of the line, and ultimately, we treat them like our kids."*

**Favorite pork dish:** *"Pork chops on the grill."*

**Fun fact about your family:** *"Our family is very competitive and serious about basketball ....almost as much as livestock!"*

### Membership Testimonial:

*"Our family is very passionate about the swine industry. WPA's mission is to help producers through their programs and efforts. It only makes sense for us to be members because our family and WPA have a shared goal: to promote our industry and support swine producers."*

## Fulfilling the WeCare® Promise for Our Communities

One of the We Care ethical principles is our commitment to growing and supporting strong communities for today and tomorrow. What better way to demonstrate this than by donating to needy families in Wisconsin?

Wisconsin Pork Association members participated in the Give-a-Ham campaign where they donated hams to food pantries all over the state. Additionally, WPA and Cedar Road Meats collaborated to donate 400 hams (2 tons) to the River Food Pantry in December to ensure more families can enjoy a delicious meal during the holidays despite food insecurities they may face. Thanks to everyone who has donated thus far and we encourage you to continue giving through the winter months. 2

## Legislative Update

*\*Note: The legislative update is funded by your membership dues.\**

By Jordan Lamb, The Welch Group

**Legislation Would Permit Farm Bureau Health Benefit Plan.** Drafted [SB 811](#), is legislation that would allow the Wisconsin Farm Bureau Federation (WFBF) to help address the cost of health coverage and improve access to more affordable health care for WFBF members by offering a health benefit plan to members similar to other association plans and self-insured businesses. The bill creates an exemption from state insurance regulations to allow Farm Bureau Health Plans to provide benefits to individuals who may lack employer-sponsored coverage.



**Legislation to Support Construction of a Soybean Processing Plant Proposed.** Senators have drafted [SB 787](#) to support the construction of a soybean processing facility in Evansville. CHS, a Minnesota-based agribusiness company, is working to build a \$700 million soybean processing facility. The new facility will create 90 jobs and have the capacity to process 70 million bushels of soybeans each year. To support this project, Evansville is in the process of creating a Tax Incremental Financing (TIF) district to reimburse a portion of infrastructure costs, not to exceed \$55 million. However, there's a 12% cap set in statute for TIFs. The legislation creates an exception to the 12% cap for the City of Evansville for the CHS soybean facility project.

**Wisconsin Dem Lawmakers Introduce Package of Bills to Help Farmers.** Democratic Wisconsin lawmakers, recently introduced a new package of bills that would support Wisconsin agriculture. Most of the bills are introductions of initiatives that Governor Evers included in his version of the 2023-25 biennial budget but were removed from the budget bill by the Legislature. The package includes bills that would require and provide funding for the Dept. of Health Services to ensure that farmers and farmers markets have the equipment to accept EBT and credit and debit cards, funding for meat processor grants, assist farmer mental health programs, and support the Wisconsin Initiative for Agricultural Exports.

**Raw Milk Legislation is Proposed.** Currently, the sale of unpasteurized milk and other dairy products is prohibited in Wisconsin except for "incidental" on-farm sales. New legislation, [SB 781](#), would allow a milk producer to obtain a license from DATCP to sell unpasteurized dairy products processed on farm premises to consumers through delivery, a retail store or directly from the farm.

**Wolf Population Legislation Approved by Assembly Committee.** On Nov 16, 2023, the Assembly Sporting Heritage Committee approved 7-4 along party lines [AB 137](#), a bill to require DNR to set a statewide population goal in its wolf management plan. The Natural Resources Board previously approved a plan that eliminated the 350-wolf goal in favor of one focused on adapting to changing populations in different areas of the state. State law requires an annual wolf hunt, but wolves are currently on the Endangered Species List, prohibiting any hunt until they are delisted.

**Cover Crop Insurance Premium Rebate Application Period IS OPEN.** DATCP, in partnership with the USDA Risk Management Agency (RMA), opened the application period for crop insurance premium rebates on December 1, 2023. The State has appropriated \$800,000, or 160,000 acres of coverage, to be awarded on a first-come, first-served basis. Recipients will receive a \$5 per acre rebate on their summer 2024 crop insurance premium for acres that were planted with cover crops in 2023, then planted with an insurable crop the following year.

**DATCP Nitrogen Optimization Pilot Grant Application Open Through January 31.** DATCP is accepting submissions for grants that will be made to Wisconsin farmers for commercial Nitrogen Optimization Pilot Program (NOPP) research projects. Grant applications are open through January 31, 2024, but preapproval of all research project designs must be submitted to UW by December 15, 2023. The State of Wisconsin has made \$1 million available for this round of NOPP grants. Under the program, multiple agricultural producers may work together, or with cooperating entities, to submit a single application.

**County Assistance to Nonprofit Food Banks and Food Pantries.** Wisconsin commodity and food processing organizations have collaborated with statewide foodbanks and local food pantries to provide Wisconsin grown food to those struggling with food insecurity, but statutory barriers have hindered Wisconsin counties from extending aid to these crucial support systems. [AB 645](#) stands as a solution to remove this barrier by enabling County Boards to allocate funds to nonprofits like foodbanks and food pantries, operating within their respective counties.

### USDA Makes Change to NOL Requirements for Two Livestock Disaster Assistance Programs

USDA has waived certain notice of loss requirements for 2023 for the [Emergency Assistance for Livestock, Honeybees, and Farm-raised Fish \(ELAP\)](#) and [Livestock Indemnity Program \(LIP\)](#). USDA's FSA is waiving the requirement to submit ELAP or LIP notices of loss within a pre-determined number of days for 2023. Producers now have the flexibility to submit 2023 NOL's as soon as possible, once losses are realized, following a natural disaster event or no later than the program application for payment deadlines.

For more information, visit [farmers.gov](https://farmers.gov).

# Expo Agenda



## Thursday, February 1st, 2024

- 7:30 a.m. Registration Opens
- 8:00 a.m. Grand Opening: Angie Setzer, Consus
- 9:00 a.m. Market Development Panel
- 10:00 a.m. Tradeshow Opens
- 10:30 a.m. WPA Annual Meeting  
Wisconsin Soybean Annual Meeting
- 11:30 a.m. Wisconsin Corn Annual Meeting
- 11:30 a.m. Lunch
- 1:30 p.m. Breakout Sessions
  - ◆ Opportunity Awaits – Roadmap to Capitalizing on Corn-Soy-Pork Relationship
    - ◇ Nic Rue, Compeer Financial; Megan Moore, Sustainable Environmental Consultants; & Mike Berget, Berget Farms
- 3:00 p.m. Breakout Sessions
  - ◆ Swine Health in Wisconsin – PRRS, PEDv, & Foreign Animal Disease Prevention
    - ◇ Dr. Cesar Corzo, University of Minnesota & Harold Lee, Hueber Feeds
- 4:30 p.m. Breakout Sessions
  - ◆ Thrive or Survive - Economic Outlook of Swine Industry & Prop 12 Implications
    - ◇ Holly Cook, National Pork Producers Council
- 5:30 p.m. Porkapalooza

## Friday, February 2nd, 2024

- 7:00 a.m. Tradeshow Opens
- 8:00 a.m. Early Riser Session
  - ◇ Matt Bennett, AgMarket.net
- 9:00 a.m. Farm Bill Session
  - ◇ Chase Adams, National Pork Producers Council & Congressman Derrick Van Orden, Wisconsin
- 10:00 a.m. Student Perspective: Pursing Opportunities to Achieve Career Success
  - ◇ Jeff Morris, University of Wisconsin Extension; Morgan Hart, Hubbard Feeds; & UW Students
- 10:00 a.m. Matt Niswander
- 12:30 p.m. Lunch & Shark Farmer
- 2:00 p.m. Bonus Agronomic Session

For full list of events, speakers, and breakout sessions, visit [cornsoyexpo.org](http://cornsoyexpo.org)



# Porkapalooza

Cold Drinks- Delicious, Unique Pork Appetizers - Live & Silent Auctions  
Live Music - Processed Whole Hog Giveaway - Networking - Fun for All



Auctioneer: Bob Johnson, Badger State Auction

Emcee: Pam Jahnke, Fabulous Farm Babe, Mid-West Farm Report

### Live Auction Items:

- ◆ Great River Ranch Weekend Getaway Package
- ◆ UTV Weekend Explorer Package
- ◆ Destination Kohler Golf & Resort Package
- ◆ Green Bay Packer Package
- ◆ Wisconsin Badger Package
- ◆ 4' x 4' Wooden Barn Quilt
- ◆ And MORE!!

SEE PAGE 6 FOR PICTURES & DESCRIPTIONS



Sponsored by :

**Roth  
Feeder Pig**

# Auction Items



## Great River Ranch—Potosi, WI

- ◆ Sleeps 30+
- ◆ Great for corporate retreats or large gatherings
- ◆ Several gathering and recreation spaces
- ◆ Hiking trails
- ◆ Heated indoor saltwater pool and hot tub
- ◆ Stocked pond for fishing
- ◆ Mississippi River access




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Wisconsin  
Differently**

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## UTV Weekend Explorer Package— Danbury, WI

- ◆ Three-day, one machine UTV rental
- ◆ Two night stay at Webb Lake Inn
- ◆ 700 miles of trails
- ◆ Beautiful landscapes
- ◆ Several restaurants and recreational activities

Note: Anyone reading this can scan the QR code or visit the website and use the discount code OINK20 for an exclusive 20% discount!

## Destination Kohler— Kohler, WI

- ◆ Two night stay at The American Club,
  - ◇ A five-star hotel and icon of gracious hospitality for over 100 years
- ◆ \$500 gift card for use at any of Destination Kohler’s resort amenities including:
  - ◆ Five state-of-the-art championship golf courses on Lake Michigan
  - ◆ Five-star restaurants and exquisite dining experiences
  - ◆ Luxurious spa and wellness experiences



- ◆ Badger and Packer Packages
- ◆ Wooden barn quilt
- ◆ Wisconsin State Fair Package
- ◆ Dozens of silent auction items
- ◆ Pie auction
- ◆ And More!

**The proceeds generated from these auctions assist with advocacy issues, youth programming, and scholarship programs all of which are essential to supporting our state’s pork producers and youth.**

# Annual Meeting



## Notice of WPA Annual Meeting

The Wisconsin Pork Association's Annual Meeting will be held on Thursday, February 1<sup>st</sup>, 2024, at 10:30 a.m. in conjunction with the Pork-Corn-Soy Expo at the Kalahari Resort, 1305 Kalahari Drive, Wisconsin Dells, WI. All WPA members are invited to attend.

Agenda items include WPA program updates, National Pork Board and National Pork Producers Council updates, WPA Board of Director and Pork Act delegate elections, bylaw amendments, intern presentation, scholarship awards, distinguished member awards, and more!

## WPA's Board of Directors' Election

The WPA Board of Directors' election will take place during the WPA's Annual Meeting which begins at 10:30 a.m. on February 1st, 2024, at the Kalahari Resort, Wisconsin Dells. There will be three open board seats that members will be voting on. See below for director terms and positions.

If you or someone you know is interested in running for an open seat, please contact Keri at [kretallick@wppa.org](mailto:kretallick@wppa.org) or call the office at 608-723-7551 so you can be added to the ballot.

## WPA Board of Director Terms & Positions

| District                        | Expires | Term    | Eligibility             |
|---------------------------------|---------|---------|-------------------------|
| <b>North</b>                    |         |         |                         |
| Al Ries, Lomira                 | 2026    | 3 years | 1st term                |
| <b>Southeast</b>                |         |         |                         |
| Curt Watson, Edgerton           | 2026    | 3 years | 1st term                |
| Brian Klubertanz, Waterloo      | 2024    | 3 years | 2nd term (Not eligible) |
| <b>Southwest</b>                |         |         |                         |
| Alicia Prill-Adams, Platteville | 2026    | 3 years | 2nd term                |
| Christina Meylor, Darlington    | 2025    | 3 years | 2nd term                |
| <b>At-Large</b>                 |         |         |                         |
| Bob Spurley, Linden             | 2024    | 3 years | 2nd term (Not eligible) |
| Jeff Morris, Lone Rock          | 2024    | 3 years | 1st term (Eligible)     |
| Howard A.V. Roth, Wauzeka       | 2025    | 3 years | 1st term                |
| Open                            | 2025    | 3 years | 1st term (Unexpired)    |

## Thank You to our 2023 WPA Sponsors

We would like to extend our sincerest thanks to our 2023 sponsors. Without their support, the events, activities, and advocacy efforts that we coordinate would not be possible. We are so fortunate to have businesses like these that share in our mission to promote and protect the state's pork industry in order to ensure its success now and in the future. As you conduct business, please consider reciprocating the favor by supporting them this coming year.

## Pork Act Delegate Election

The election of pork producer delegate candidates for the 2025 Pork Act Delegate Body will take place on Thursday, February 1st, 2024, at 11:00 a.m. in conjunction with the WPA Annual Meeting at Kalahari Resort, 1305 Kalahari Drive, Wisconsin Dells, WI. All pork producers are invited to attend.

Any producer, age 18 or older, who is a resident of Wisconsin and has paid dues may be considered as a delegate candidate and/or participate in the election. All eligible producers are encouraged to bring with them a sales receipt proving that hogs were sold in their name and the checkoff deducted. Nominations will be accepted from the floor. For more information, contact Wisconsin Pork Association, P.O. Box 327, 131 South Monroe Street, Lancaster, WI 53813, 608-723-7551.

## Annual Meeting Registration

If you plan to only attend the annual meeting please RSVP to Keri Retallick by calling the office at 608-723-7551 or by emailing [wppa@wppa.org](mailto:wppa@wppa.org) by **January 15th, 2024**.

- ◆ Compeer Financial
- ◆ Rabo AgriFinance
- ◆ Hanor Company of Wisconsin
- ◆ Johnsonville
- ◆ Premier Cooperative
- ◆ AcuFast
- ◆ New Fashion/Old Fashion Pork
- ◆ Tralmer Enterprises
- ◆ Big Gain
- ◆ Motomco
- ◆ National Pork Producers Council
- ◆ Tyson
- ◆ National Pork Board
- ◆ Energy Panel Structures
- ◆ Roth Feeder Pig
- ◆ Hog Slat Inc.
- ◆ Axiom-Babcock
- ◆ Equity Cooperative
- ◆ QC Supply
- ◆ Minitube USA
- ◆ United Animal Health

## Youth Show Pig Symposium Returns in 2024

The beloved youth show pig symposium is back! On Saturday, February 10th, 2024, youth show pig exhibitors and family members are invited to the Chula Vista Resort in Wisconsin Dells for a day full of educational speakers, industry updates, networking, and fun!

Speakers and sessions include:

- Traceability and AgView— *Jon Heins, National Pork Board*
- Trailer Maintenance— *Tim Rake, I-39 Supply*
- Show Day Hydration— *Heath Harper, Hueber Feeds*



Stay up-to-date on registration info at [wppa.org/youth](http://wppa.org/youth).

To book a room at Chula Vista, call 608-254-8366 and reference booking ID # **K26137** for the Show Pig Symposium room block.

Questions can be sent to Jeff Morris, UW-Extension Swine Outreach Specialist at [jeff.morris@wisc.edu](mailto:jeff.morris@wisc.edu).

## Apply for WPA Internship Program

WPA is still accepting applications for their 2024 Summer Internship Program. We are seeking college students that have a vested interest in the swine industry and an eagerness to expand their knowledge of the industry. Applications are due by **February 1<sup>st</sup>, 2024**. To apply, visit [www.wppa.org/youth/internship-program/](http://www.wppa.org/youth/internship-program/).

## Accepting Applications for Pig Project

Wisconsin youth ages 9—19 can apply for a Youth Pig Project Scholarship until February 1st, 2024. Scholarships are in the amount of \$100 and are sponsored by our pork producers, allied industry members, and WPA. This program has proven to be valuable in helping to offset the costs of raising and exhibiting pigs, plus, it helps give youth valuable skills that they will use throughout their lifetime. Anyone wishing to sponsor or apply for this program should do so by February 1st, 2024. Forms may be found on our website at [wppa.org/youth](http://wppa.org/youth) or by calling 608-723-7551.

## Wisconsin Ag Day at the Capitol

Ag Day at the Capitol will be held on January 31st, 2024. WPA will not be attending due to Pork-Corn-Soy Expo beginning the following day. We do, however, encourage any producers that are able, to attend, tell their story, and discuss issues and concerns pertaining to Wisconsin's swine industry. For more information reach out to Keri at the state office at 608-723-7551 or [kretallick@wppa.org](mailto:kretallick@wppa.org).

## Pre-Recorded Virtual Farm Tour Now Available

WPA is proud to announce that we now have a virtual farm tour available to educators who wish to incorporate this into their classrooms. The tour can be accessed on our website at [wppa.org/educators/virtual-farm-tour/](http://wppa.org/educators/virtual-farm-tour/). WPA also created an educational workbook that correlates to the video and exercises student's knowledge that they obtained during the tour. The 5-minute tour video offers clear video footage, closed captioning, and narrated prompts that clearly describes biosecurity, animal care, and the flow of a swine operation.



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As the #1 Farm Insurer in Wisconsin, we understand no two farms are the same. We offer customized plans to meet the individual needs of Wisconsin farmers.

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**P.O. Box 327**  
**Lancaster, WI 53813**  
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 Lancaster WI 53813  
 Permit No. 91



**Expo Early Bird**  
**Registration Due By**  
**December 31st, 2023**

## Calendar of Events

### January

- 1- New Year's Day- WPA Office Closed
- 2- Lois Britt Memorial Scholarship Applications Due
- 15- WPA Annual Meeting Registration Deadline
- 16- WPA Board of Directors' Meeting—Zoom 1:30-3:30 p.m.
- 31- WPA Promotion & Events Committee Meeting, Wisconsin Dells

### February

- 1- WPA Annual Meeting- Kalahari Resort, Wisconsin Dells
- 1- Youth Pig Project Scholarship Applications Due
- 1- Internship Applications Due
- 1-2- Wisconsin Corn-Soy Expo—Kalahari Resort, Wisconsin Dells
- 10 - Youth Show Pig Symposium - Chula Vista Resort, Wisconsin Dells

### March

- 5-7- Pork Forum- Chicago, IL
- 20- Grow-Finish Workshop- Location TBD

### **Niman Ranch Seeking Hog Farmers**

Premium pork brand Niman Ranch is seeking wean to finish hog farmers. Niman Ranch requires pigs to be raised in bedded facilities including, but not limited to open front buildings, hoop barns, or lean-to facilities as examples. Farmers are provided a stable, fair market that offers a consistent price. Inquiries can be directed to Nick at [nick.crosby@nimanranch.com](mailto:nick.crosby@nimanranch.com) or by cell at 608-732-4161.

## WPA Board of Directors

**President – Christina Meylor, Darlington**  
 608-482-2808      bcmeylor@yousq.net

**Vice-President – AV Roth, Wauzeka**  
 608-476-2377      avroth@aol.com

**Treasurer – Brian Klubertanz, Waterloo**  
 920-296-0599      klubertb@hotmail.com

**Secretary – Alicia Prill- Adams, Platteville**  
 608-342-1119      prillada@uwplatt.edu

**Director- Al Ries, Lomira**  
 920-960-7519      pork4u2@frontier.com

**Director – Bob Spurley, Linden**  
 608-574-1223      robertspurley@yahoo.com

**Director- Curt Watson, Edgerton**  
 608-201-1859      watsonfamilyfarms@yahoo.com

**Director- Jeff Morris, Lone Rock**  
 608-346-9561      jeff.morris@wisc.edu

**WPA Executive Vice President - Keri Retallick**  
 608-723-7551      kretallick@wppa.org

**WPA Program & Marketing Director – Morgan Worek**  
 608-553-2196      mworek@wppa.org