

# PORK Headlines

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**Corn Soy Expo: Something for Everyone**

The Wisconsin Corn Soy Expo was held on February 1st and 2nd, 2024, at the Kalahari Resort in Wisconsin Dells. The annual two-day event had over 1,200 attendees! From annual meetings to a tradeshow and breakout sessions to entertainment, there truly was something for everyone to enjoy. Check out pages 4 and 5 for more highlights.



**WPA Elects New Members to Board of Directors**

During their annual meeting, WPA members elected four new individuals to their Board of Directors. Newly elected members are Jeff Morris of Lone Rock, Nathan Brickl of Spring Green, Emma Wedig of Darlington, and Bailey Fritsch of Cobb, WI.



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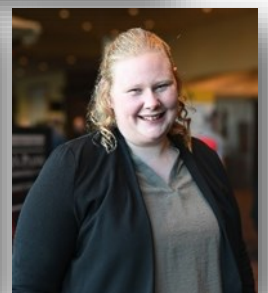
Jeff Morris



Nathan Brickl



Emma Wedig



Bailey Fritsch 1

## WPA & UW-Extension Partner to Take the Headache Out of FAD Preparedness

Foreign Animal Disease (FAD) is a scary thought, but the best way to protect your farm is through preparation. With that said, we understand how daunting, time-consuming, and confusing the process can be. Therefore, Morgan Worek from WPA and Jeff Morris of UW-Extension are teaming up to assist pork producers of all shapes and sizes with enrollment and certification in the Swine Health Improvement Plan (SHIP), writing their Secure Pork Supply (SPS) plans, and managing their AgView account movement data.



It is important that **all producers** (yes, even people with one sow) get enrolled and up to speed in these FAD preparedness programs so that, in the event of an FAD outbreak in the United States, they can protect their operation, resume movements as promptly as possible, and ensure the future and longevity of their farm.

Additionally, WPA, in conjunction with National Pork Board and Ohio Pork Council, has developed an online FAD Dashboard and checklist that clearly describes Wisconsin's response to FAD and the steps that producers need to take to prepare for an outbreak event. Stay tuned for the nearing rollout date for this awesome tool!



If you would like assistance with your preparedness tasks, please contact Morgan Worek at 608-723-7551 or mworek@wppa.org or Jeff Morris at 608-346-9561 or jeff.morris@wisc.edu.

### Mental Health Awareness Story Features Familiar Face to Swine Industry



Megan Wolf, a therapist with Southwest Counseling, grew up on her family's pig farm near Lancaster, WI. Now, she is using her expertise and understanding of agriculture to help farmers across the Midwest address their mental health concerns. Recently featured in a PBS News Weekend story focusing on suicide and depression in Wisconsin, Wolf spoke about the importance of building rapport and being flexible when it comes to assisting farmers. During the news story Wolf mentioned having several options available to clients from in-person to telehealth meetings. During the story, Karen Endres, Wellness Program Coordinator at the Wisconsin Farm Center, also discussed the availability of vouchers that are offered through the Center which cover the cost of an appointment with Megan, therefore helping to alleviate financial concerns associated with counseling. For more information and resources on mental health and other wellness programs, visit <https://datcp.wi.gov> and search "Wisconsin Farm Center". For 24/7 support call the WI Farmer Wellness Helpline at 1-888-901-2558.

### Southwest Wisconsin Pork Producers & Compeer Financial Scholarship Opportunities

The Southwest Wisconsin Pork Producers (SWPP) is committed to developing the next generation of pork producers and leaders. Furthermore, they understand the significant role that a high-quality agricultural education plays in the future of our industry. Therefore, they are offering one \$1,000 scholarship open to high school or college students from **Grant, Iowa, or Lafayette Counties** in Wisconsin. The application deadline is April 1. For more information and to apply, visit our website at <https://wppa.org/youth/scholarships>.



The Fund for Rural America, Compeer Financial's corporate giving program, is offering 123 scholarships to students this year. Graduating high school seniors with an agriculture or rural background, or those planning to major in an agriculture-related field at a community college, university or technical school can apply now. The deadline is March 15. Each scholarship recipient will get \$1,500 for educational tuition expenses. Qualified applicants must be graduating seniors residing in Compeer's 144-county territory with a 3.0 GPA or higher. More information and the application can be found at <https://compeer.com/investing-in-rural-communities/giving-back/scholarships/high-school-senior-scholarships>.



## 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.** (SB 811/ AB 860) This bill 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.

**Protect Our Farms Act.** (AB 957/ SB 892) This proposed legislation is designed to protect livestock farmers. It would prohibit the adoption of local ordinances regulating animal housing or care practices and prohibit ordinances that restrict use of medication or vaccines for animals, therefore leaving those decisions up to the veterinarian's professional judgement. Furthermore, it prohibits local governments from only allowing certain species. This would only apply to areas that are zoned Agricultural.

**Labeling Lab-Grown Meat.** (AB 555 / SB 554) Wisconsin pork producers strongly support efforts to maintain the integrity of our product for consumers. Labeling standards are important for our Wisconsin-raised pork products and will help to maintain their identity as pork raised by Wisconsin farm families. Defined labeling guidelines make it clear to consumers *how a food product was produced* and *what it contains*. This legislation, which was introduced by Rep. Moses and Sen. Marklein, prohibits the sale of products that contain cultured animal cells or cultured animal tissue unless it is labeled as containing lab-grown animal cells.

**Online Carbon Calculator Tool for Farmers.** (AB 419 / SB 409) Reps. Oldenburg, Tranel, and Mursau, and Sen. Cowles introduced this legislation that would direct the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) to create a free, web-based carbon calculator for farmers to use to carbon emissions 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.

**CDL Training Grants.** (AB 274 / SB 271) – Rep. Pronschinske & Sen. Wimberger. One of the biggest challenges for Wisconsin agriculture is our persistent workforce shortage. This legislation requires the Department of Workforce Development to create a commercial driving training grant program. This program will provide grants to employers to train drivers. Grants will be provided up to \$3,000 for each individual trained or 50% of the cost of training, whichever is less. This bill responds to changes to federal training requirements, which has impacted the availability of driver training.

### Pork Producers Concerned About Patchwork of State Regulations

Pork producers are concerned about the burden state livestock confinement laws are placing on the industry. National Pork Producers Council president-elect Lori Stevermer says a federal solution is needed to address California's Proposition 12 and Question Three, a similar law passed in Massachusetts. "Something that's going to work for pork producers, because really, their concern is a patchwork of regulations. Eluding to Prop 12 and Question Three, you know, we hear from pork producers 'we don't want another type of regulation from another state that creates that patchwork.'" Stevermer told Brownfield that NPPC supports the EATS Act, which is legislation in Congress that would prevent states from regulating ag practices within their own borders.

### First Round of ARIP Grants Now Available

The Wisconsin Ag Coalition, local government and timber industry advocates, and the Department of Transportation held a press conference to promote the Agricultural Road Improvement Program (ARIP). The program, created last year in Wisconsin Act 13 and funded as part of the biennial state budget, will provide \$150 million to fund projects improving local roads that cause problems for the agriculture industry due to weight postings. It is designed to enhance local roads, eliminate posted routes and

benefit all rural drivers. Application materials can be found by visiting <https://wisconsin.gov> and searching "ARIP". To view a map of potentially eligible roads, visit <https://wisdot.maps.arcgis.com>.



Pictured left are Ag Coalition members including Keri Retallick of WPA.

## Corn Soy Expo Highlights

**WPA Award Winners:** Wisconsin Pork Association (WPA) recognized four individuals that were selected as their outstanding pork industry leaders during the organization's annual meeting held on February 1st. Award winners were: Distinguished Service Producer- Brian Klubertanz of Waterloo; Agri-Communicator- Larry Lee, Brownfield Ag News of Plover; Friend of the Industry- Rep. Derrick Van Orden, WI District 3 of Prairie du Chien; and Distinguished Service Industry- Heritage Swine Genetics, Clinton.



Brian Klubertanz



Larry Lee



Rep. Derrick Van Orden



Heritage Swine Genetics

**Scholarship Recipients:** WPA also recognized scholarship recipients during the annual meeting. Six high school seniors and college students from across the state were awarded a total of \$6,000 in scholarship funds. The recipient of the \$1,500 Whitmore Scholarship was Chad Achenbach of Eastman. Recipients of the Gunderson Memorial Scholarship were Amy Jentges of Port Washington (\$1,000) and Hillary Klubertanz of Waterloo (\$750). Fredrich Memorial Scholarship recipients were Landon Rehberg of Elkhorn (\$1,000), Luke Hying of Franksville (\$1,000), and Piper Nuehring of Elkhorn (\$750).



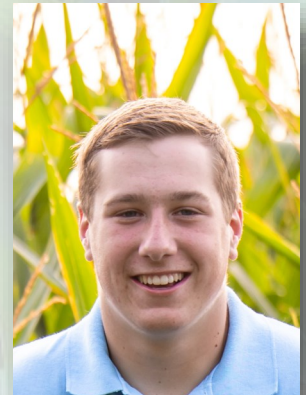
Chad Achenbach



Hillary Klubertanz



Amy Jentges



Landon Rehberg



Luke Hying



Piper Nuehring

**Guest Speakers & Breakout Sessions:** There were many guests and exceptional speakers in attendance that shared their valuable insights, knowledge, and expertise. Special guests included: DATCP Secretary Randy Romanski, Jordan Lamb of the Welch Group, Luke Wall, Chase Adams, and Holly Cook from National Pork Producers Council, Courtney Knupp from National Pork Board, Rep. Derrick Van Orden, and Alice in Dairyland. Additional speakers were Dr. Cesar Corzo of University of Minnesota, Nic Rue from Compeer Financial, Harold Lee from Great Plains Management/ Hueber Feeds, Dr. Tom Crenshaw from University of Wisconsin-Madison, Morgan Hart from Hubbard Feeds, and Mike Berget of Berget Farms.



DATCP Secretary Romanski

**Porkapalooza:** The highlight of Expo was back and better than ever! Porkapalooza was the ultimate pork promotion event as it kicked off with delicious pork appetizers, a suckling pig, pork carnitas, and the fan favorite, hanging bacon! After everyone filled their plates, we rolled into the live auction which featured an awesome spread of vacation packages, sports memorabilia, household items and more! To add to the fun, Wisconsin's very own Pat Watters Band took the stage and treated guests to the country songs we love the most. To wrap up the evening, the three commodity groups did some fun giveaways featuring a processed hog (donated by Brian Klubertanz & Heritage Country Meats), a 1/4 beef, and Traeger grill. To say the event was a success is an understatement. Thank you to all our donors, sponsors, buyers, bidders, and attendees who made Porkapalooza the special event that it was!



**Sponsored by: Roth Feeder Pig, Iowa Pork Producers Council, National Pork Board, & WPA**



## WPA Welcomes Meylor as 2024 Summer Intern

Wisconsin Pork Association is excited to welcome Victorria Meylor as our 2024 summer intern! Victorria is originally from Darlington, Wisconsin, and is the daughter of Bart and Christina Meylor. She is a junior majoring in Agricultural Business at University of Wisconsin– Platteville.

Meylor's agricultural roots run deep as she was raised on her family's dairy and commercial sow farms. Her love for farming is what encouraged her to become involved in FFA and 4-H during high school and later on join Block and Bridle, Southwest Wisconsin Pork Producers, Wisconsin Pork Association, and Wisconsin Corn Growers Association to name a few.

Victorria is eager to learn more about the pork industry and specifically noted that she wants to learn about other production practices, gain professional leadership and communication skills, and learn how to best promote pork and protect our state's right to farm. Congratulations, Victorria!

## WPA Awards Record Number of Youth Pig Project Scholarships

WPA is proud to announce that, through the generous support of several producers and businesses, we were able to award eighty-five \$100 Youth Pig Project scholarships to youth swine project members around Wisconsin. The program again gained much attention as there were over 170 applicants, which made for a very competitive and difficult selection process.

Scholarship recipients were required to participate in a 30-minute webinar hosted by WPA that focused on WeCare and biosecurity in order to receive their funds. Additionally, they were provided a list of sponsors and encouraged to purchase their animals from those generous producers.

**Blue Ribbon Sponsors:** Iowa Pork Producers' Association, Goplin Showpigs, Jake's Pig Palace Showpigs, Kadi Senkowski, Krahn Livestock, Magolski Farms, Outhouse Family Showpigs, and Walsh Family Farm

**Red Ribbon Sponsors:** Catbird Farms, Yelinek Showpigs, The 'Uff Da! Classic, and Fritsch Show Pigs

Be sure to check out our website for sale and contact info for our sponsors at <https://wppa.org/youth/youth-pig-project>.

**Youth Pig Project Scholarship Recipients:** Tessa Langrehr, Emma Langrehr, Lucy Neumann, Gus Neumann, Evalyn Schmoker, Dakotah Patrie, Archer Umnus, Ali Coggins, Wyatt Coggins, Lukas Huebner, Levi Huebner, Lucy Rosemeyer, Owen Hartwig, Quayde Doyle, Trevor Hoffman, Warren Brown, Elise Gilbertson, Alaina Cushman, Brock Nelson, Alexis Morby, Paisley Groleau, Gemma Desjarlais, Brooklyn Bohlman, Aubrey Bohlman, Ariana Bartz, McKenna Healy, Hadley Smith, Siera Childs, Ariana Reinsbach, Peyton Raisbeck, Holt Jacobson, RaeLynn Niemeier, Sadie Neuman, Amber Matyka, Elliot Meyer, Milo Henke, Elliana Rettler, Alison LeMahieu, Emmett Sedelbauer, Klay Conley, Korbin Conley, Molly Kedroske, Lincoln DeFlorian, Dylan Kohn, Avery Roberts, Faith Kohn, Evelyn Parilek, Robert Parilek III, Kaden Langrehr, Eleanor Schneiderwent, Kya Kelleher, Alexis Lonsdorf, Maycee Wells, Kylie Heise, Makenna Gilbertson, Kellen Nelson, Blake Bohlman, Tatym Travis, Jameson Bartz, Logan Groleau, Sydney Watson, Kaia Jacobson, Josie Zander, Kayla Anfang Kruizenga, Addyson Rettler, Nolan Ewings, Joshua Roberts, Mallory Cerepress, Nadia Harrig, Kendyll Theobald, Makenzie Frisch, Melanie Healy, Logan Schmidt, Megan Rocheleau, Luke Fischer, Jenna Brogley, Sarah Wagner, Shannon Roberts, Jillian Schlewitz, Reese Eichelkraut, Makenna Rettler, Karissa Rettler, Jaxon Fallos, Victoria Kavlik, and Keira Leitermann.

Congratulations to all of our recipients! The caliber of applications received were second to none and gives us confidence that the future of our industry is in good hands!



## Youth Show Pig Symposium Well Received

On Saturday, February 10th, 2024, nearly 80 youth swine exhibitors and their family members traveled to the Chula Vista Resort in Wisconsin Dells to participate in the Youth Show Pig Symposium. This one-day event was jam-packed with educational speakers, industry updates, networking, and fun!

Speakers and sessions included:

- Traceability and AgView– *Jon Heins, National Pork Board*
- Trailer Maintenance– *Tim Rake, I-39 Supply*
- Show Day Hydration– *Heath Harper, Hueber Feeds*
- 2024 Updates– *Wisconsin Show Pig Association*
- PRRS & PEDv in Wisconsin– *Keri Retallick, WPA*
- ADM Animal Nutrition and Furst McNess Information
- Biosecurity– *Jeff Morris– UW-Extension*



This event was organized by the University of Wisconsin Extension as part of a year-long educational workshop series, and sponsored by WPA, Compeer Financial, I-39 Supply, ADM Animal Nutrition, Furst McNess, and Havin' Fun Genetics.

## Community Outreach Grants Available

WPA is again offering Community Outreach Grants to assist individual pork producers and county pork producer organizations in becoming more involved and positively visible in their local communities. Up to \$250 is available for individuals and \$500 for groups/organizations per event. The purpose of this program is to multiply the positive effects of pork producer involvement in the communities where pigs are raised and provide awareness and education on the nutritional value of pork. For more information visit our website at <https://wppa.org/farmers>.

## Thank You 2024 WPA Sponsors!

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Sales Assn.	Roth Feeder Pig
Honor Company of Wisconsin	Rural Mutual Insurance Company
Hog Slat, Inc.	The Welch Group
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## Calendar of Events

### March

- 5-7- National Pork Industry Forum- Chicago, IL
- 12- Board of Directors' Meeting- Zoom 1:00 - 3:00 p.m.
- 17- Dane County Pork Producers Annual Meeting - Waunakee
- 17- St. Patrick's Day
- 20-21 NPPC Legislative Fly-in– Washington D.C.
- 31- Easter

### April

- 10-11– Spring Legislative Action Conference– Washington D.C.
- 17- Board of Directors' Meeting- DATCP Room 266

### May

- 1- Jefferson County Day on the Farm

### **Hog Sources & Contracts**

If you or someone you know is looking for a source of pigs, a contract, has pigs available, or is looking for marketing opportunities, please contact WPA as we have a list of requests and contacts. Call 608-723-7551 or email [wppa@wppa.org](mailto:wppa@wppa.org).

## WPA Board of Directors

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