

# PORK Headlines

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## WPA Delegation Pushes Priorities in Washington D.C.

It has been a busy spring on the legislative front for Wisconsin Pork Association and National Pork Producers Council (NPPC). In March, Morgan Worek and Emma Wedig participated in a mini fly-in where they joined producers from seven other states to focus on Proposition 12 and the need for a Farm Bill fix to avoid a 50 state patchwork of regulations.

Three weeks later, AV Roth, Brian Klubertanz and Keri Retallick, along with 100 other pork producers, made the trip to our nation’s capitol to participate in NPPC’s spring Legislative Action Conference (LAC). During their trip, they met with Wisconsin’s Congressional members to again stress issues regarding the Farm Bill, international trade, and agricultural labor.

Taking advantage of these opportunities is essential to tell our story firsthand to lawmakers, inform them of how issues affect producers’ ability to operate, and dispel misinformation that surrounds these hot topics.

Strategic Investment Program (SIP) funds are what make these trips possible and available to our membership to participate in. The SIP program allows us to speak up, defend our industry, and protect producers’ right-to-farm.



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To be your voice, we need your voice.



## WPA Members Offer Input and Gain Insight at Forum

On March 5th - 7th, Wisconsin Pork Association members AV Roth, Alicia Prill-Adams, and Jeff Morris had the privilege of serving as National Pork Board and National Pork Producers Council delegates at the National Pork Industry Forum in Chicago, IL. They participated in informational sessions, received industry updates, voted on board members and resolutions, and had countless networking opportunities.

Throughout the week, there was a large focus on building consumer demand on the Checkoff side. NPB staff spoke on efforts to increase pork consumption in the U.S. and abroad. From NPPC's lens, the breadth of discussion focused on securing pork's freedom to operate and future domestic and international trade, specifically focusing on traceability and expanding global market access. NPB and NPPC continue to collaborate to address industry priorities.



June 5-6, 2024

Des Moines, IA



## Register Today for World Pork Expo

Registration is now open for World Pork Expo that will be held on June 5-6, 2024, at the Iowa State Fairgrounds in Des Moines, IA. This year, both event days are packed with fun activities, educational business seminars, and countless networking opportunities. Be sure to take advantage of the world's largest pork-specific trade show, tee off at the World Pork Open Golf Outing, grab a snack or beverage at the hospitality tents, and listen in to one of the many educational seminars. For more information or to register, visit [www.worldpork.org](http://www.worldpork.org).

## "Speak Up" Through the Strategic Investment Program

The Strategic Investment Program (SIP) is the primary source of NPPC funds to strengthen our mission at home and abroad. Pork producers voluntarily invest a percentage of the sales of each hog sold.

Funds collected are split with the state associations – 60% to NPPC, 40% to the states. These unrestricted funds enable state pork organization to respond to threats on a state and local level.

Mandatory checkoff dollars cannot be used for public policy or lobbying; however, Strategic Investment Program funds are unrestricted and can be used to help NPPC staff advocate for you on trade, regulations, and legislation at the state and national levels.

As an investor, you'll have a voice in the collaborative effort that establishes NPPC policy if you choose to participate. For more information or to invest, visit [www.nppc.org](http://www.nppc.org) or call WPA at 608-723-7551.

## NPPC Announces New Hire & Staff Promotions

NPPC is excited to announce a few staff updates.

**Maria C. Zieba** has been appointed vice president of government affairs. In this role, Maria will oversee NPPC's international affairs and domestic policy teams.

**Chase Adams** has been promoted to assistant vice president of domestic policy. Adams will lead NPPC's congressional advocacy and engagement.

**Andy Curliss** will be joining the NPPC team as Vice President of Strategic Engagement. In this new role, Andy will focus on expanding the reach and influence of the U.S. pork industry.

## County Pork Groups Celebrate Accomplishments

Several of the county pork producer organization celebrated their accomplishments and distinguished members at annual banquets this spring. WPA was pleased to be able to attend and speak at several of these events to give industry updates and congratulate award winners and producers for their service and efforts.

Pictured right: Marge Knauer receives the Bell Ringer Award at Rock County banquet.



## Legislative Update

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



By Jordan Lamb, The Welch Group

The 2023-24 Wisconsin State Legislative Session is effectively complete. The Assembly finished its work on February 22nd, and the Senate convened its final floor session on March 13th, 2024. Barring an emergency, the Wisconsin State Legislature will stand adjourned until January 2025. WPA's advocacy team concentrated our work on the following issues during the last six months of this state legislative session.

**ENACTED – Farmland Preservation Agreement Update (AB 133 / SB 134).** Wisconsin's farmland preservation program, administered by the Department of Agriculture, Trade and Consumer Protection (DATCP), encourages the preservation of land for agricultural use. The program authorizes farmland preservation agreements, which are agreements negotiated by DATCP and landowners to restrict the use of a given tract of land to agricultural and accessory or open space uses for a given time period. In addition, the farmland preservation law authorizes tax credits for specified categories of qualifying acres, including qualifying acres that are in a farmland preservation zoning district, subject to a farmland preservation agreement, or both. This legislation decreases the minimum term for farmland preservation agreements entered into after the act takes effect, from 15 years to 10 years; increases the amounts of the tax credits that eligible landowners may receive for qualifying acres; and expands eligibility for farmland preservation tax credits to land that is subject to an agricultural conservation easement purchased by DATCP. This is named 2023 Wisconsin Act 42.

**ENACTED – CDL Training Grants (AB 274 / SB 271).** This legislation creates a commercial driver training grant program administered by the Department of Workforce Development (DWD). The program provides grants to training entities that provide training to individuals who obtain commercial driver's licenses. The training must meet federal entry-level driver training requirements and the training entity must be on the federal Training Provider Registry. The grant amount may not exceed 50% of the training cost or \$3,000, whichever is less. DWD is required to report annually the number and amount of grants awarded under the program. The bill appropriates \$1.5 million over the next two fiscal years for this program. This legislation is now called 2023 Wisconsin Act 153.

**ENACTED – Evansville Soybean Processing Plant TIF (AB 834 / SB 787).** Senators Marklein and Spreitzer and Representatives Novak and C. Anderson drafted legislation to support the construction of a soybean processing facility. Despite the number of soybeans grown in Wisconsin, there is currently no soybean processing facility in the state. CHS, a Minnesota-based agribusiness company, is working to build a \$700 million soybean processing facility in the City of Evansville. The new facility will create 90 jobs and have the capacity to process 70 million bushels of soybeans annually. 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, by 2026, Evansville will exceed the 12% cap set in statute for TIFs. The 12% cap requires that the equalized value of the taxable property in the tax incremental district (TID), plus the value increments of all existing TIDs, does not exceed 12% of the total equalized value in the municipality. This legislation creates a specific exception to the statutory 12% cap on the equalized value of the taxable property in the tax incremental district (TID) for the City of Evansville specifically for the CHS soybean facility project. The legislation is now 2023 Wisconsin Act 135.

**FAILED TO PASS – Farm Bureau Health Plan Legislation (AB 860 / SB 811).** Access to affordable health care is a generational barrier to family farmers and rural agribusiness owners across the state. Farmers need more options for affordable health benefits for themselves, their families, and their employees. Because of the income calculation under the ACA, health insurance is often disproportionately unaffordable for farmers and their families. Representatives Kurtz, Moses, and Dittrich, and Senator Testin jointly authored legislation that would have authorized the Wisconsin Farm Bureau Federation to offer a health benefit plan to any Wisconsin Farm Bureau member. This type of plan is currently authorized to be offered by Farm Bureaus in several other states including TN, KS, IN, IA, and TX and has been very successful as another option for farmers in those states. The legislation had a hearing in both houses of the state legislature this session but failed to be moved forward and passed. The farm and commodity groups plan to work to bring this legislation back for consideration during the 2025-26 Wisconsin legislative session.

**VETOED - "Protect Our Farms" Legislation – Preemption of Local Animal Regulations (AB 957 / SB 892).** Representative Pronschinske and Senator Quinn introduced legislation that would have prevented local governments from adopting ordinances that would regulate animal care, restrict medications or vaccinations for animals, and prevent governments from restricting the raising of particular species in any area that is zoned agricultural. This legislation was intended to protect livestock farming in agricultural areas and curb local regulations similar to California's Proposition 12. The bill passed on a voice vote in the Assembly on February 22 and passed in the Senate on a voice vote on March 13. However, animal rights protesters ramped up their presence in the Capitol after the bills' passage to urge a veto of this legislation. Despite wide-ranging support from across Wisconsin farm, agribusiness and commodity sectors, Governor Evers vetoed the bill on March 29, 2024.

**VETOED - Changes to Farmland Preservation Program Related to Solar Installations (AB 480 / SB 468).** Under current law, the farmland preservation tax credit may be claimed for land engaged in agricultural use if the land is subject to a farmland preservation agreement, located in a farmland preservation zoning district, or both. Under this legislation, for tax years beginning after December 31, 2022, no credit would have been allowed to be claimed for any qualifying acreage on which a photovoltaic solar energy system is located, unless the solar energy system qualifies as an accessory use, as defined by law. Governor Evers vetoed this legislation on March 29, 2024.

## May is Mental Health Awareness Month

Farming is a stressful occupation that is associated with increased levels of anxiety and depression. Multiple studies show that farmer suicide rates are 2-5 times higher than the national average. Experiences such as natural disasters, extreme weather events, financial uncertainty, fluctuating markets, labor shortages, trade disruptions, and other factors all contribute to extreme stress for farmers and ranchers who often live in a more isolated setting. It is important to break the stigma around mental health challenges and encourage those struggling to reach out for help. To build a sustainable future for agriculture for our nation and our world, we must promote the wellbeing of our nation's farmers and ranchers. Fortunately, farm and ag groups are normalizing the mental health conversation and developing several resources that farmers, friends, and family members can take advantage of to assist in times of need or to help recognize warning signs. A few examples include:

### American Farm Bureau Federation: Farm State of Mind

The American Farm Bureau Farm State of Mind campaign builds awareness to reduce stigma and provides access to information and resources that promote farmer and rancher mental health wellness. *Togetherall* is an anonymous peer-to-peer online community that empowers farmers and their families to get and give support. Here you will find a supportive community, immediate access, wellbeing tools, life event support tools, and family and individual counseling provided by agriculturally competent rural mental health professionals. These resources are made available free-of-charge for farmers and farm family members (age 16+) because of the generous support and collaboration of the Farm Family Wellness Alliance partners. For more information visit [www.fb.org](http://www.fb.org) and search "Farm State of Mind".



### National Pork Board

National Pork Board has several resources available for farmers who are experiencing hard times and for their family members who are concerned and don't know how to assist them. Resources include a directory, videos, flyers, and training opportunities. For more information visit [www.porkcheckoff.org](http://www.porkcheckoff.org) and search "Mental Health Awareness".

### Wisconsin Farm Center

Since the mid-1980s, thousands of farm families have turned to the Wisconsin Farm Center, which provides services to farmers, often in cooperation with university, government, or private sector resources. Services include financial and business consultation, succession and transition planning, conflict, legal and financial mediation, herd-based diagnostics, veteran farmer assistance, and a farmer wellness program. All services are free and confidential. For more information visit [www.datcp.wi.gov](http://www.datcp.wi.gov) and search "Wisconsin Farm Center".



#### Phone Numbers to Note:

**Suicide & Crisis Hotline**  
(Text or Chat):  
988

**Agri Stress Hotline**  
(Text or Chat):  
833-897-2474

**Substance Abuse & Mental  
Health Services Administration  
(SAMHSA) Hotline:**  
1-800-662-4357

# Register Today for WPA's 25th Annual Pork Classic Golf Outing!



## Registration Form

### Option 1: 18 HOLES OF GOLF & RECEPTION

Circle One: Team \$400 or Individual \$100

Team Name: \_\_\_\_\_

Golfers:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Team Captain: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_

### Option 2: RECEPTION ONLY \$25 / person

Name(s): \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_

### Payment:

Golf Team & Reception      \$400 x \_\_\_\_\_ = \_\_\_\_\_

Golf Individual & Reception      \$100 x \_\_\_\_\_ = \_\_\_\_\_

Reception Only      \$25 x \_\_\_\_\_ = \_\_\_\_\_

**TOTAL:**

Make checks payable to Wisconsin Pork Association.  
 Mail to PO Box 327 Lancaster, WI 53813. Credit card payments register  
 online at [wppa.org](http://wppa.org) or call the office at 608-723-7551.

Lake Wisconsin Country Club

Prairie Du Sac, WI

**June 21, 2024**



## Event Details

Join us on June 21<sup>st</sup>, 2024, at the Lake Wisconsin Country Club for the 25<sup>th</sup> annual Wisconsin Pork Association Pork Classic Golf Outing! The funds raised at this event support pork industry issues and programming.

The golf outing format is a four-person scramble with a shotgun start. It provides a great opportunity for you to network with Wisconsin pork producers and allied members in a fun, relaxing environment.

Following golf, we will also be holding a reception where we will celebrate 25 years of the outing!

*Registration fees include 18 holes of golf, a cart, goody bag, boxed lunch, appetizers, drink chips, prizes, and contests!*

## Schedule

9:00 a.m. Registration

9:30 a.m. Shotgun Start

2:00 p.m. Reception & Auction

3:00 p.m. Awards Ceremony

## Prizes

1st Place \$500

2nd Place \$250

Hole Contest Awards

Best Dressed Team

## Not a Golfer?

No problem! Join us at 2:00 p.m. for the reception to reconnect with old friends, make new ones, and celebrate the 25 year anniversary. Enjoy food, cold beverages, our live auction, and the awards program while overlooking beautiful Lake Wisconsin.

## Questions?

Contact WPA at 608-723-7551 or email  
[wppa@wppa.org](mailto:wppa@wppa.org)

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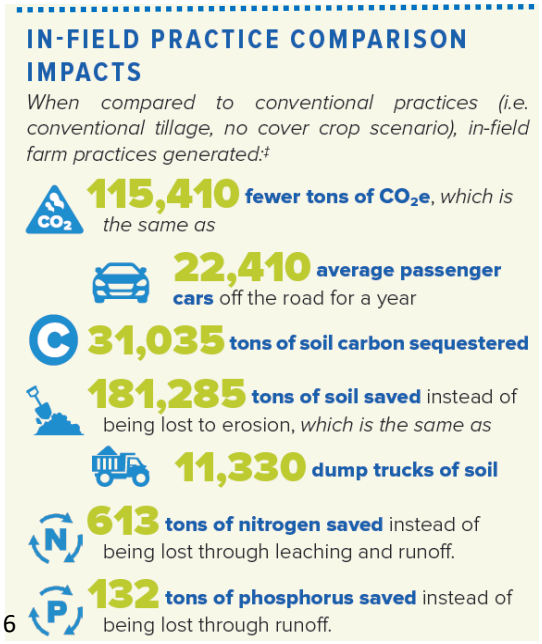
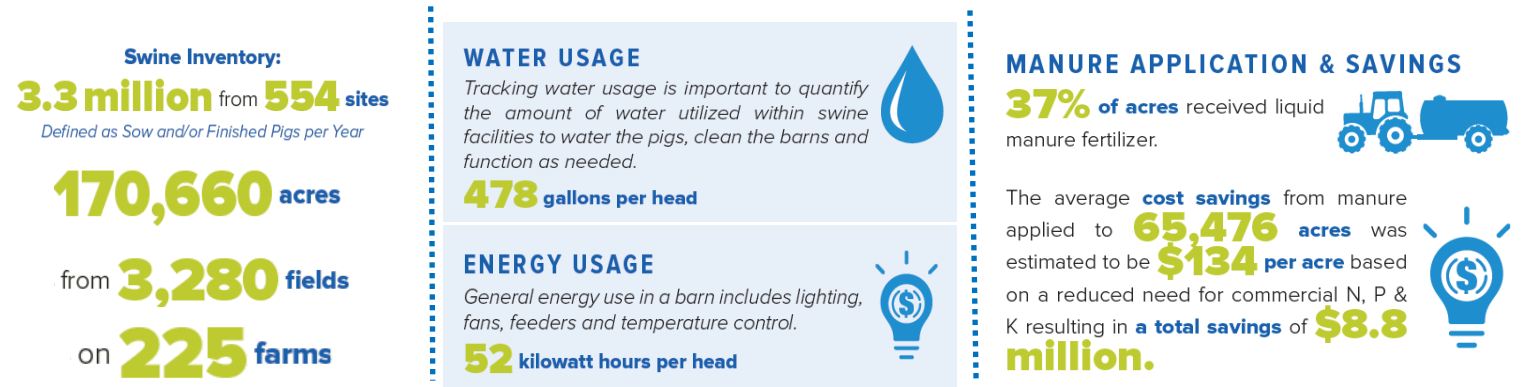


## Remembering Alan Butts

Longtime WPA member, Alan C. Butts, age 78, passed away at his home on April 6, 2024. He was born on October 4, 1945, in Stoughton, WI, attended Evansville Schools, and graduated in 1963. Alan was a farmer all his life and especially loved raising hogs and growing crops. He also worked for Pioneer Seed for 27 years. He had a great passion for showing purebred hogs around the country and you could find him in the same seat at the Rock County Fair each year watching the hog show. He served on the board of the United Duroc Swine Registry, and in 2011 he was inducted into the Wisconsin Pork Association Hall of Fame. He was a lifetime member of FFA Alumni. Alan was a great stockman who had a positive influence on all who knew him. He is survived by his significant other, Rita Stone; his children, Chad (Kelly), Jayson (Courtney), and Kelli (Jason Johnson) Butts, Jessica (Josh) Grover, Elliot (Kyrie) Stone, and Jordan Stone; and several grandchildren.

## Showcasing Pork on Earth Day (and Everyday)

As pig farmers we know our unwavering commitment to the land, air, and water as they are directly tied to our livelihoods. Earth Day offered a great opportunity for WPA to showcase the progress that pig farmers have made in the sustainability sector that consumers and producers are so focused on. National Pork Board rolled out the 2022 Pork Cares Snapshot Report which shares metrics surrounding production practices and the effect and progress they have on the environment. The data collected comes from the Pork Cares Farm Impact Reports that pork producers throughout the United States voluntarily completed. These reports show firsthand the immense progress we have made on our farms and in our industry as a whole. For the full report or to get started on yours, visit [porkcheckoff.org/sustainability](http://porkcheckoff.org/sustainability) or contact WPA at 608-723-7551.



### Catastrophic Animal Mortality Planning Workshops

The Division of Animal Health at DATCP will be conducting four regional workshops on Catastrophic Animal Mortality Planning. The purpose of these workshops is to provide producers practical tips and information on planning for unexpected mass mortalities of their livestock or poultry whether by foreign animal disease, tornado, building collapse, etc. While the focus of the classes is on larger producers, particularly those classified as CAFOs, smaller and medium sized producers are also welcome. Dairy, beef, swine, sheep, goat, and poultry are welcome. Each session will be approximately four hours in length and will be held from 10:00 am to 2:00 p.m. each day. Dates and locations include:

- June 20, 2024 – Dodgeville (Law Enforcement Center)
- June 21, 2024 – Elkhorn (Walworth County HHS Building)
- August 13, 2024 – Green Bay (STEM Building at UW GB)
- August 14, 2024 – Eau Claire (Extension Building)

To register, email [kurte.grajkowski@wisconsin.gov](mailto:kurte.grajkowski@wisconsin.gov) or call 608-640-7556.

## Producer Spotlight: Amanda Drew

Meet WPA member, Amanda Drew! Amanda hails from Lancaster, WI, where she operates Muldoon Farms, a wean to finish operation, with her family. We caught up with her in between chores and asked a few questions. Read on to learn more!

*Q: If you could tell consumers one thing about raising pigs, what would it be?*

“What I would like consumers to know, is that the care for pigs doesn't stop in the barns. Personally, I know it continues during transportation and at the packing plants. Seeing these efforts as a consumer myself gives me "peace of mind" knowing the meat we buy in the store was raised and handled safely and humanely.”

*Q: What is a fun fact about yourself?*

“Well, I love music!!! My playlist is a mixed variety of music. I fear one of these days when I'm washing down the units, one of my family members will see me jamming out! There may have been occasions where the power washer wand has been my imaginary air guitar!!! Truly it's a boring task, but with music, it helps pass the time.

Thank you, Amanda, for your and your family's commitment to raising pigs, feeding the world, and for your WPA membership!



## NPPC's Young Pork Advocates Issues Meet

NPPC is excited to launch the Young Pork Advocates Issues Meet for young pork enthusiasts at this year's World Pork Expo, and they are looking for help recruiting high caliber participants!

This competitive speaking event is for young people aged 17-22 as of June 1, 2024. Competitors will engage in open dialogue surrounding a prompted industry issue and bring forth logical and creative solutions. The contest will occur over both days of World Pork Expo.

1st place \$2,500 and a free trip to fall LAC in Washington D.C., 2nd \$2,000; 3rd \$1,500; 4th \$1,000. Register by **May 10th**. Visit [www.worldpork.org/issues-meet](http://www.worldpork.org/issues-meet) for more info.

## Thank You 2024 WPA Sponsors!

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**SAVE THE DATE:**

- World Pork Expo June 5-6
- Pork Classic Golf Outing June 21

More info inside!

## Calendar of Events

### May

- 1- Jefferson County Day on the Farm
- 27- Memorial Day—WPA Office Closed

### June

- 5-6– World Pork Expo– Des Moines, IA
- 8- New Glarus Beer, Bacon, & Cheese Fest– New Glarus, WI
- 11– Board of Directors’ Meeting– Johnsonville– Watertown, WI
- 20– Animal Mortality Planning Workshop– Dodgeville, WI
- 21– Pork Classic Golf Outing– Prairie du Sac, WI
- 21– Animal Mortality Planning Workshop– Elkhorn, WI

### July

- 4– Independence Day– WPA Office Closed
- 7-10– National Pork Industry Conference– Wisconsin Dells, WI

## WPA Board of Directors

**President – Christina Meylor, Darlington**  
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**Vice-President – AV Roth, Wauzeka**  
 608-476-2377      avhroth@aol.com

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

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

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 608-201-1859      watsonfamilyfarms@yahoo.com

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 224-944-7107      emmalasco15@gmail.com

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 608-723-7551      kretallick@wppa.org

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

**WLIC Offers Tag Discount to Members**

The Wisconsin Livestock Identification Consortium (WLIC) is offering a 10% discount on all ear tag purchases to anyone who becomes a WLIC individual member. To join, visit [www.wiid.org](http://www.wiid.org).