




# PORK HEADLINES

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**Don't Miss Out! Tabletop Exercise to Provide Valuable Information on FAD Prevention & Preparedness**

If a foreign animal disease (FAD) is detected in the United States, all swine and product movements will be stopped for a minimum of 72 hours. **Are you prepared for a foreign animal disease outbreak? If there is an outbreak, how will you keep it off your farm? What is your plan before, during, or after an outbreak?** These are questions that pork producers around the country should be asking themselves.

Join Wisconsin Pork Association and National Pork Board at this interactive, scenario-based event to learn how to respond to the questions above through preparedness and education. Dr. Patrick Webb, Director of Swine Health Programs at National Pork Board, will lead this event to help pork producers and industry stakeholders get a clear picture of what to expect and how to prepare for a devastating event like African Swine Fever (ASF) or Foot and Mouth Disease (FMD).




With the use of a dioramic model, Dr. Webb will help participants better understand the movement stop in the pork industry and challenge them to discuss options and ideas to deal with such a significant disruption to their operations and the industry.

**Agenda:**

- 9:00 a.m. Registration
- 9:30 a.m. Classroom session
- 12:30 p.m. Lunch (Compliments of WPA.  
(Registration needed for lunch.)
- 1:00 p.m. Tabletop Exercise
- 4:00 p.m. Finish



**Register by September 10th**

-  [www.wppa.org/farmers/fad-tabletop-exercise](http://www.wppa.org/farmers/fad-tabletop-exercise)
-  [wppa@wppa.org](mailto:wppa@wppa.org)
-  608-723-7551

Brought to you by  
 Wisconsin's pig farmers &



## U.S. Swine Health Improvement Program (SHIP) House of Delegates Prepare for Annual Meeting to Advance Program

On September 3-5, WPA, pork producers and other pork industry stakeholders from Wisconsin will travel to Bloomington, Minnesota, for the annual House of Delegates (HOD) Meeting for the Swine Health Improvement Plan (SHIP). The US SHIP HOD is a decision-making body composed of US pork industry participants and subject matter experts that aim to represent the interests of pork industry stakeholders across each of the states that have expressed an interest in participating in US SHIP.

US SHIP is establishing a national playbook of technical standards and associated certification recognized across participating states that centers on disease prevention and demonstration of freedom of disease outside of control areas in support of animal health, commerce, and trade. It is designed to be applicable across the full spectrum of US pork industry participants from show pig farmers to commercial producers, live animal marketing operations, and slaughter facilities. For more information or to get started with SHIP, contact WPA at [wppa@wppa.org](mailto:wppa@wppa.org) or call 608-723-7551.



### PRRS/PEDv Rebate Deadline Dec. 1

The Wisconsin Swine Health Rule requires producers to test for PRRS/PEDv for pigs moving intrastate and interstate. WPA has a rebate program to help offset the cost of testing. The deadline to submit rebate materials is December 1st. For more information, visit <https://wppa.org/farmers/swine-testing-reimbursement> or call the WPA office at 608-723-7551.

## Pork's Time to Shine During October Pork Month

Historically, October became a month to celebrate the pork industry because producers used to raise pigs over the spring and summer months, and then bring them to market in the month of October – thus “Pork Month.” This evolved over time as advances in technology and production practices allowed the industry to move to year-round marketings of pigs. Today, we recognize October as Pork Month to highlight this great protein and the industry around it. WPA and pork producers around our state celebrate the power of pork and how it enhances lives by providing a nutritious and sustainable source of protein for domestic and global consumers plus the positive effect that pork has on our economy. **So, how can YOU show your LOVE for PORK?!**

Enter the **PORK POWER** Contest!



Take a picture of a pork product you're eating, prepared, or seen on a menu.

Post it to social media and tag Wisconsin Pork. Use #WIPork #PorkPower

Challenge someone else to do the same! Our goal is 50 participants!

Those who participate will be entered to win one of (4) \$25 gift card to purchase pork!

No social media? No problem! Email your picture to [wppa@wppa.org](mailto:wppa@wppa.org)

Finally, as we celebrate our favorite month of the year, be sure to take time to thank a fellow pig farmer and promote pork in your home and local community. More importantly, don't forget to tell consumers your story - why you are proud to be in the pork industry and how powerful pork is from nutrition to flavor and for the well-being of our economy and environment.

## WPA Heading to Our Nation's Capitol for Fall Legislative Action Conference

On September 9th - 11th, pork producers from Wisconsin will join nearly seventy-five others from across the country in Washington D.C. to participate in the National Pork Producers Council's (NPPC) fall Legislative Action Conference.

Here, they will meet with their respective Congressional leaders and advocate for important issues facing the pork industry including the Farm Bill, labor, trade, and foreign animal disease.

Events like these are extremely important as members of Congress can hear from pork producers firsthand how these issues affect their families and farms directly.

Fly-in's like this have proven to be effective in advocating for common sense policies that support and enhance pork producers' ability to operate in today's ever-changing world.



## Second and Final Cycle of ARIP Grant Applications Open Through Sept. 30

Gov. Tony Evers, together with the Wisconsin Department of Transportation (WisDOT), announced that application materials for the second project solicitation cycle of the Agricultural Roads Improvement Program (ARIP) are now available.

Approximately \$100 million in state funding will be awarded through the second ARIP solicitation cycle for eligible infrastructure projects to support Wisconsin's farmers, producers, and agricultural industries.

ARIP is a reimbursement program, which may pay up to a maximum of 90 percent of total eligible project costs, with the balance of the eligible costs funded by the local government where the work is performed. For more information visit <https://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/arip.aspx>.

**More Info Forthcoming: Producer Participation Needed at Ag Coalition Events Sept. 30 & Oct. 1**

## What's Next for the Farm Bill?

"What will happen with the Farm Bill?" That is a question that we have all been asking for several months. Laurel Lee Chatham, Rep. Van Orden's Ag Legislative Assistant, weighed in on the subject in a recent update.

"In May, the House Agriculture Committee passed a bipartisan Farm Bill out of committee, and we're excited about its many provisions that will positively impact our producers in Wisconsin. However, we are currently in a holding pattern. Despite the momentum following the House Farm Bill markup, we are still waiting for the Senate to release its version. The frameworks released by Senator Boozman and Senator Stabenow are not the final Farm Bill, and it's important to remember that everything in those outlines is subject to change. So, where do we stand? We are in the same position as on May 24, after the Farm Bill passed the House. We will continue to do everything we can to urge the Senate to release their text, knowing how crucial the timely passage of this bill is for our producers."

Optimism still remains in the U.S. House to advance a farm bill by the end of September, but it's unclear what will happen in the U.S. Senate. In late July, Senate Ag Chair Debbie Stabenow voiced concern over the House proposal claiming it disproportionately benefits a few sectors. She says it heavily invests in commodity programs, which make up 80% of the House bill, with 73% of that directed at reference price increases for 22 crops which leaves new and beginning farmers out and risks inflating land costs. For balanced support, she concluded that a farm bill must equitably distribute resources across all regions and commodities.

As of today, agriculture groups and Congressional members are hoping to still get a Farm Bill passed in the lame duck session in December which is essential to provide assurance for producers across the U.S. WPA and National Pork Producers Council will continue to press Congress and advocate for passing a 2024 Farm Bill as we know how crucial it is for sustaining and operating in the agriculture industry.



# Trailers Cast Spotlight on Pork & Spark Consumer Interest at Wisconsin State Fair

WPA again traveled to the Wisconsin State Fair to serve up thousands of servings of delectable pork entrees to fairgoers from across the Midwest.

However, the new attractive graphics on the pork trailers seemed to spark considerable interest and excitement amongst consumers of all ages. Thanks to Tom Schuh of Schuh Shop and his crew, the electric blue color and mouthwatering pork chops on a stick that decorated the trailers caught the eye of hungry fairgoers almost instantly and convinced them to purchase tasty pork burgers, butterfly pork chop sandwiches and pork chops on a stick.



At the start of the fair, WPA was featured on TMJ4 News' Morning Blend segment which gained lots of attention statewide. We had several notable visitors including Governor Tony Evers, Ag Secretary Randy Romanski, and WSF Chairman Yingling.



WPA also had the opportunity to support several youth events and organizations during the eleven-day fair. We attended the 4-H Foundation's Governor's Blue Ribbon Meat Auction, assisted with WSPA scholarship judging, purchased a market barrow in the Governor's Blue Ribbon Livestock Auction, sponsored lunch for the Camp of Champs, and served delicious donuts to the open swine show and youth swine show exhibitors.

We also sponsored a Candied Bacon Appetizer Contest where participants put their own unique spin on this delectable delicacy! The top four place winners were:

- 1st: Elaine Mason- Oconomowoc
- 2nd: Heidi Strauss- Wautoma
- 3rd: Susan Hogg- Greenfield
- 4th: Cindy Paul- Menomonee Falls



## Product sales totaled:



**14,185**  
Butterflies



**5,814**  
Chops on a Stick



**2,793**  
Pork Burgers

**22,792 PIECES OF PORK**

The 2024 Wisconsin State Fair made history with a record-breaking crowd of over....

**1.13 Million People!**



# Thank You

Our most sincere thanks go out to the nearly 200 volunteers who took time out of their busy schedules to work the Pork Choppe. Without their time and dedication, this event would not have been possible. We cannot thank them enough for promoting pork and making the Wisconsin State Fair such a fun, impactful event for our industry!



- Lomira FFA
- Washington County 4-H
- Southside Eagles
- Mukwonago Cross Country Teams
- Rock County Pork Producers
- Children's Christmas Benefit
- South Byron 4-H
- Jobs Daughters Bethel 6
- Random Lake FFA
- Compeer Financial
- Bill Priske
- Parkview FFA
- Southwest Wisconsin Pork Producers
- Fond du lac Agri-Business Council
- Lake Mills FFA
- Dodge County Pork Producers
- Vita Plus
- Dane County Pork Producers
- WSF Camp of Champs
- Waukesha County 4-H Rabbit Project
- Tri-County Pork Producers
- UW-Madison Vet School P.I.G. Group
- Green Lake County Pork Producers
- Ray Ibeling
- Mike Salter
- Alicia Prill-Adams
- Jeff Morris
- Tom Schuh and Family
- Brock Decker
- Jon Reinke
- Victorria Meylor
- Al Ries





## Inaugural Young Leaders' Program Offered Key Insights into Wisconsin Opportunities

On July 16th, WPA held its inaugural Young Leaders' Program at the University of Wisconsin-Platteville Pioneer Farm. During this one-day event, nine participants had the opportunity to grow their knowledge of pork production, diverse career opportunities, agricultural advocacy, professionalism and more through hands on, interactive activities.

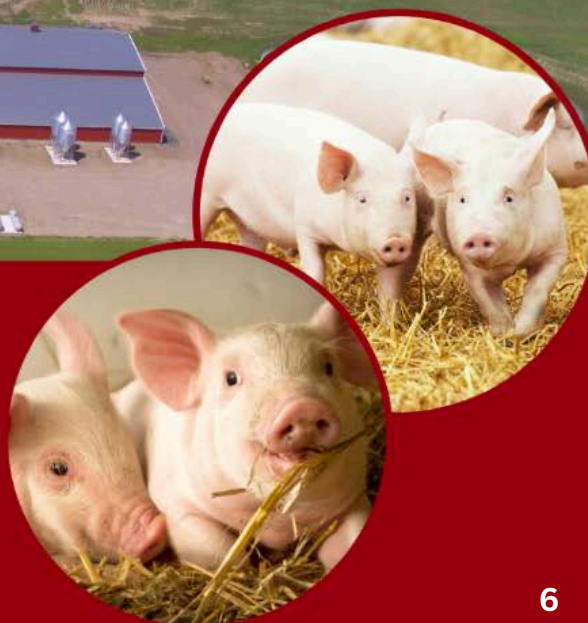
They collaborated with other young swine and agriculture enthusiasts, toured the UW- Platteville Swine Learning Center, partook in culinary activities, networked with industry professionals, and became familiar with offerings and experiences that our Wisconsin universities and technical schools have to offer.

This idea stemmed from a recommendation by the Youth Committee as they recognized the need to expose young people in Wisconsin to the opportunities that Wisconsin has to offer to position them for careers success and develop them as future leaders for the pork industry in Wisconsin and beyond.



## Old Fashion Pork

Located in Wisconsin, Old Fashion Pork was developed to fit the Global Animal Partnership (GAP) standards. We raise our pigs in an environment that encourages healthy productivity, natural living, and emotional wellbeing for the animals. Being GAP certified, we meet the demands of specialized markets in the United States.





## Mark Your Calendars for Upcoming Committee Meetings to Budget for 2025

Mark your calendars for upcoming committee meetings to help budget Checkoff and Non-Checkoff dollars for 2025. If you would like to see dollars spent a certain way, plan to join a committee to voice your opinion, WPA works for YOU, our pork producers, so it is essential to have your input on how your investment is being utilized. If you would like to join a committee, email [wppa@wppa.org](mailto:wppa@wppa.org) or call the office at 608-723-7551.

**September 9**

Promotion  
6:00 p.m.  
Zoom

**September 18**

Producer Outreach  
Noon  
Zoom

**September 18**

Swine Health  
3:00 p.m.  
Zoom

**September 24**

Youth  
11:00 a.m.  
Zoom



### “What’s Actually Being Done to Sell More Pork?”

When making an investment, it is always important to know how your dollars are being spent and that they are benefitting you as a producer. In a world that is seeing inflation and increasing pressure on the agriculture industry as a whole, it is easy to become wary or critical of our Checkoff programs. So, let’s get to the point and learn exactly what is being done to sell more pork and increase demand.

**A. Market segmentation.** Through extensive research, we have identified that our focus needs to be on four key groups: Millennials and Generation Z consumers, as well as African American and Hispanic cultures. NPB has created successful digital campaigns that have catered to these audiences and driven more pork sales.

**B. Retail, Food Service and Convenience store campaigns.** We are targeting shoppers at large, well-known grocery stores like Walmart, Kroger, Publix, and Food Lion through apps that give cash back on purchases of pork items. We have also created partnerships to have convenience stores and chain restaurants to add pork-centric dishes to their menus.

**C. Nutrition professional partnerships.** These individuals have contact with a large number of consumers and offer nutrition advice and guidance in schools, communities, hospitals, stores, and more.

**D. Expanding international market development** with the US Meat Export Federation (USMEF) to increase market access and increase opportunities for U.S. pork globally.



# #1 Farm Insurer

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.

TOGETHER WE KEEP  
**WISCONSIN STRONG**



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**Sept. 17**  
**FAD Tabletop Exercise**

## Calendar of Events

### September

- 2 - Labor Day - WPA Office Closed
- 3-5 - SHIP House of Delegates Meeting - Bloomington, MN
- 10-12 - Fall Legislative Action Conference - Washington D.C.
- 17 - FAD Tabletop Exercise - Verona, WI
- 18 - Producer Outreach Committee Meeting - Zoom
- 24 - Youth Committee Meeting - Zoom
- 25 - Board of Directors Meeting - DATCP- Madison, WI
- 30 - Ag Coalition Event - Madison, WI

### October

- 1-31 - October Pork Month
- 1 - Ag Coalition Event - Madison, WI
- 1-3 - Oktoberfest - Des Moines, IA

### November

- 28 - Thanksgiving - WPA Office Closed

### December

- 1 - PRRS/PEDv Rebate Deadline
- 25 - Christmas Day - WPA Office Closed

## WPA Board of Directors

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