Nebraska pork talk

HAPPY NEW YEAR

January/February 2016
Volume 48, No. 1

NEBRASKA PORK PRODUCERS ASSOCIATION

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Nebraska pork talk

Nebraska Pork Talk is published bi-monthly by the Nebraska Pork Producers Association, Inc. (NPPA) to a circulation of approximately 4,900, including all identified Nebraska pork producers and a variety of industry supporters.

All editorial and advertisements are screened along rigid standards, but the publisher assumes no responsibility for accuracy or validity of claims, nor guarantees the absence of errors or omissions; all rights are reserved. Editorial and advertising information is due in the NPPA office by the first of the month preceding the publication. NPPA has the right to accept or deny any submissions.

All inquiries and address corrections should be directed to the Nebraska Pork Producers Association.

Nebraska Pork Producers Association
7441 O Street, Suite 104
Lincoln, NE 68510

Phone: (888) 627-7675
Fax: (402) 472-4930
Email: nppa@NEpork.org
www.NEpork.org

Cheese Stuffed Chorizo Meatballs

INGREDIENTS	DIRECTIONS
1/2 pound ground pork	Preheat oven to 350 degrees F.
1/2 cup bread crumbs	Combine all ingredients except the cheddar cheese and chili sauce in a large bowl.
1 egg	Scoop up a small mound of meatball mix.
1/4 cup pork sausage, such as chorizo, chopped	Place a cheddar chunk in center.
1 tablespoon fresh Italian parsley, chopped	Roll into a meatball shape.
1/2 cup chili sauce	Bake for 15 minutes.
30 small squares white Cheddar cheese	Use additional chili sauce to dip. Using skewers and adding a decorative tie makes these appetizers look ready for a party–they'd be just as great for a holiday gathering as they are for a nice next-door neighbor.
Skewers , optional	

pork checkoff

Portions of Nebraska Pork Talk are partially funded by Nebraska pork producers and their checkoff investments.

Al Juhnke: New NPPA Executive Director

Alan R. Juhnke assumed the duties of Executive Director for NPPA in January of 2016. Juhnke will fill the vacancy created by retiring Larry Sitzman.

The selection was made after a national search and selection process. "We are very pleased to announce this appointment," stated Scott Spilker, NPPA President. "Al will bring leadership and creativity to the Association. He has an extensive public and private agriculture background and is experienced in public policy."

Al's resume includes over 30 years of executive planning, administration, communications and marketing experience in the agriculture sector. Al has served as Ag, Energy, and Environment Advisor to U.S. Senator Al Franken since 2011. Prior to joining Senator Franken's staff, Juhnke served in the Minnesota House of Representatives for 14 years.

Strategically Looking Ahead to 2016

Scott Spilker, NPPA President

Your board completed an intense strategic plan in 2015. As the calendar turns to 2016 we will focus on some key areas that will make the Nebraska Pork Producers Association stronger, more responsive to you, the producer, and the pork industry as a whole.

It starts with our mission statement: "Nebraska Pork Producers Association: Serving Nebraska's Pork Industry—Responsible people. Sustainable pork."

- We plan to build upon programs we have in place engaging our members, SIP investors and our allied partners. We plan to encourage more participation at our regional meetings focusing on timely issues and topics. We will look at expanding our committee structure with an emphasis on more producer involvement and more opportunities for producers to interact with staff.
- We plan to collaborate more with other commodity organizations where we have common interests, as well as with AFAN, WSA, the University of Nebraska, Cooperative Extension, and Community Colleges.
- Social media will be an important focus, as well as improving our email communication with our producer members and allied investors. Traditional media will continue to be used where it is effective.
- We will continue to develop future leaders through our leadership and mentoring programs, and provide assistance to young farmers wanting to get involved in the industry.
- We will promote responsible livestock expansion, steering interested parties to the proper experts for help with networking, contracts, permitting, county zoning, etc. Tours and open house events will be used to showcase our buildings and technology to interested parties and the general public.
- We will engage legislators on the issues important to our industry with a visible presence in the Capital, and expand our legislative committee to develop more grassroots policy.

To help us implement these strategies, we will turn to our new Executive Director. Al Juhnke will take the helm on January 5th as Larry Sitzman's successor. Al comes to us from the state of Minnesota and brings a wealth of agriculture leadership experience with him. We look forward to Al's leadership and are excited for the future of the Pork Industry in Nebraska!

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from Petersen Ag Systems, Inc.

Petersen Ag Systems, Inc. specializes in sales and service for pivot irrigation, waste water systems, grain bins, millwright and steel buildings.

An exciting and eye-opening product of interest and value for both livestock and crop producers is The eXpert Company's Lagoon Circulator System.

Over 15 years of research, testing and product development, along with a three-year Federal Government NRCS CIG program Grant (2009–2013) at 11 dairy and swine sites in South Dakota, Wisconsin and Nebraska provided data and analysis, supporting the cost effectiveness and profitability of aerobic lagoon conditioning by circulator units.

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6. Reduce EC Levels for Safe Application onto Growing Crops
7. Significantly Reduce Pivot Sprinkler Plugging
8. Recycle Livestock Water for Emergency Rescue Irrigation

In the photo shown, NPPA members Bruce, Karen and Jeremy Grant of Meadow Grove, Nebraska are standing next to their newly odor-free swine lagoon with the Circulator equipment operating, which brings a smile to all their faces.

The Grant's fertigated with the lagoon waste water on their corn crop in August and two of their neighbors made comments of "not smelling any odor from the lagoon or the pivot". None of the pivot's sprinklers plugged when pumping from the lagoon. The Grants also purchased and installed a Clemons Strainer from Petersen Ag Systems for their lagoon pumping apparatus.

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UNL UPDATES

UNL graduate students successfully defended their final

Melanie Trenhaile, Master in Science in Animal Breeding and Genetics

Melanie Trenhaile grew up on a row crop farm that included a small cattle operation near Shelbyville, Missouri. She received her B.S. degree in Animal Science from the University of Missouri in May 2013. She continued her studies in Animal Science with an emphasis in Breeding and Genetics under Dr. Daniel Ciobanu at the University of Nebraska–Lincoln and graduated with a M.S. degree in December 2015.

During her time as a Master's student, Melanie's research focused on the genetics of sow reproductive traits, such as litter size, age at puberty, and reproductive longevity, a project funded by USDA's National Institute of Food and Agriculture. The main goal of the project was to identify genetic variation and DNA markers associated with reproductive traits that could be used in marker-assisted selection. In her research, she integrated several approaches including selective sweep identification, genome-wide association studies, and gene expression analysis. For example, using genotype data from 60,000 DNA markers and different selective sweep approaches, she detected regions of the genome, genes and DNA variants that display evidence of selection for litter size using the Nebraska Index Line (NIL), a population that had undergone selection for litter size since 1981.

Using genome-wide analyses she characterized a region on swine chromosome 5 that was associated with lifetime number of parities and age at puberty. The main candidate gene in this region is AVPR1A, a gene known to be involved in social and sexual behavior. DNA sequencing revealed three DNA markers that cause a change in the AVPR1A protein and could potentially affect fertility. Statistical analysis in 300 sows that expressed first estrus early or late indicated an association between two of the DNA markers and age at puberty and lifetime number of parities. The effect of energy restriction and interaction between AVPR1A genotype and diet on age at puberty and lifetime reproductive longevity was assessed using a resource population of gilts developed with different dietary treatments. Energy restriction delayed age at puberty by seven days, but significantly increased probability of the females to generate parity 2 and 3. Diet and AVPR1A genotype interacted to significantly influence a successful third parity.

Upon graduation, Melanie is seeking employment within the swine industry, in positions such as a technical representative or research technician. She enjoys working with pigs and interacting with producers. She hopes to be able to continue to assist the industry in producing better pigs to feed the world's quickly growing human population.

Nicole Schuster, Master of Science, Agricultural & Biological Systems Engineering

Nicole Schuster grew up south of Gibbon, Nebraska with a strong family background in agriculture. She received her B.S. degree in Biological Systems Engineering from the University of Nebraska–Lincoln in May 2014. She continued her education at the University of Nebraska–Lincoln under Dr. Amy Millmier-Schmidt and graduated with an M.S. degree in Agricultural and Biological Systems Engineering in December 2015.

During her graduate research program, Nicole participated in two field studies investigating the effect of swine slurry application method and timing on runoff nutrient and microbial transport and biological indicators of soil health. The first study, funded by the National Pork Board, was conducted at Rogers Memorial Farm east of Lincoln, NE during the summer of 2014. Swine slurry was injected and broadcast on plots that had not received any manure since 1966. Rainfall simulators were then used to apply precipitation to plots at different intervals following manure application, and runoff was collected to determine loss rates for soil, nutrients, and microbes. Plots receiving injected manure yielded greater erosion soil losses than those receiving broadcast application or no manure application, which can be attributed to the soil disturbance that accompanies manure injection. The broadcast plots, however, experienced greater runoff nutrient losses than the injection or control plots, a result of manure being left exposed on the soil surface. Microbial transport was not significantly different between application methods, but was significantly greater on the treatment plots than the control plots. As time following manure application increased, runoff losses of contaminants decreased significantly for both application types, demonstrating the value in scheduling manure handling activities to avoid land application immediately prior to a precipitation event capable of generating runoff. For broadcast plots, a significant decrease in runoff contaminant concentrations was observed once 10 days had elapsed between manure application and simulated precipitation. For all plots, the runoff transport of contaminants increased significantly with an increased rate of overland flow.

The study results support the common recommendation to inject manure to conserve nutrients and minimize contaminant losses from agricultural fields. Likewise, the project demonstrated that, regardless of application method, the greater amount of time that elapses between manure application and a precipitation event, the lower the likelihood of runoff carrying nutrients and microbials from the field to surface waters.

The second study investigated the impact of swine slurry application method and timing on soil arthropod abundance. Arthropods are critical in the soil environment for nutrient cycling, organic matter decomposition and stabilization, and soil structure maintenance and their abundance and diversity can indicate the biological health of a soil. Broadcast, injection, and control treatments were used at the same site as the previous study and soil arthropods were extracted from soil samples on a monthly basis throughout the yearlong study. Results revealed a significant increase in Collembola, a subclass of arthropods acting as a major building block in the soil food web, for plots receiving broadcasted manure. Pseudoscorpion abundance was greater under injection treatments than broadcast, and may be related to soil pH as impacted by manure application. Variability in arthropod populations among treatments as a result of time since manure application were observed, but were attributed to seasonal factors (temperature, soil moisture, etc.) rather than treatments. Longer-term studies are planned to further define the impact of manure type and application method on soil biological health.

Upon graduation, Nicole is seeking employment in the water and wastewater treatment industry or in the agricultural engineering industry to continue work with Nebraska's agricultural producers.

Recent progresses in UNL swine disease research and disease update

Porcine Circovirus 2

Drs. Daniel Ciobanu, Molecular Geneticist, dciobanu2@unl.edu and Tom Burkey, Non-ruminant Nutritionist, tburkey2@unl.edu, Animal Science Department.

Porcine circovirus 2 (PCV2) is the primary cause responsible for inducing a group of associated diseases known as Porcine Circovirus Associated Diseases (PCVAD), which can have unfavorable effects on production efficiency from growth to fertility and increases mortality. A recent genome wide association analysis, a study funded by Genome Canada, uncovered two regions of the swine genome that explain approximately 15% of the genetic variation in PCV2 viral load. A recent collaboration between UNL and USMARC that involves Dr. Tim Smith and Dr. Dan Nonneman fine mapped the location of one the regions at the proximal end of chromosome 12 uncovering a putative gene that has a role in innate immune response across of a variety of viruses, bacteria and parasites. UNL graduate students, Emily Tosky (M.S., Ciobanu Laboratory) and Dana Van Sambeek (Ph.D., Burkey Laboratory) validated the effect of a DNA marker located in this region in a 28 day PCV2b experimental infection (n=69) using pigs vaccinated for PCV2 as controls (n=40). As expected, the viremia in the vaccinated pigs was significantly lower compared to the infected pigs with the exception of the favorable genotype at 7 days post infection. Among infected pigs, the previously discovered favorable genotype had lower PCV2 viremia and PCV2-specific IgG antibody compared to the other genotypes. While the vaccinated pigs exhibited higher average daily gain, no statistically significant differences were observed between these two groups or between the marker genotypes within and between groups; this is most likely a result of the limited size of the experiment. This research confirms previous associations between genotypes in this genomic region and PCV2 susceptibility.

Porcine Reproductive and Respiratory Syndrome Virus… Better Vaccines on the Horizon?

Drs. Fernando Osorio, fosorio@unl.edu and Hiep Vu, hiepvu@unl.edu, Veterinary Virologists, School of Veterinary and Biomedical Sciences.

PRRSV is a highly variable RNA virus which causes reproductive failure (abortions and stillbirths) in pregnant sows and respiratory diseases in piglets. In addition, the virus can actively suppress the pig's immune system, thereby enhancing the susceptibility of the infected animals to other pathogens. Alleviation of the economic impact of PRRSV is a top priority for the swine industry. The National Pork Board specified in their strategic plan for 2015–2020 that a key target of the swine industry is to reduce the annual economic impact of PRRSV by 20% by the year 2020. The availability of an effective PRRS vaccine capable of producing a broad spectrum of cross-protection will be of major importance for the achievement of this goal. Although PRRS vaccines are commercially available, swine producers are not satisfied with the efficacy of the current PRRS vaccines. The extensive genetic diversity among PRRSV isolates is the main obstacle for the development of an effective PRRS vaccine.

The goal of our team is to develop a novel PRRS vaccine with improved levels of protection. We analyzed a large set of wild-type PRRSV strains to understand the molecular characteristics of the PRRSV strains currently circulating in the field. After that, we used computer programs to design a synthetic PRRSV genome sequence that closely resembles a large number of wild-type PRRSV strains. Finally, we used different molecular techniques to generate a fully infectious PRRSV strain based on the synthetic PRRSV genome. Our data demonstrate that the synthetic PRRSV strain displays typical characteristics of a natural PRRSV strain. Interestingly, immunization with the synthetic PRRSV strain confers significantly greater levels of protection than the wild-type PRRSV. This research has been awarded the "Breakthrough invention of the year" by NUtech Ventures—the intellectual property and commercialization unit of the University of Nebraska-Lincoln. Currently, we are conducting studies that aim toward attenuating this synthetic virus so that it can be used as a live attenuated vaccine in pigs. We are also conducting vigorous studies to evaluate the safety of the synthetic virus in pigs.

Seneca Valley Virus

Drs. Dustin Loy, Veterinary Microbiologist, Nebraska Veterinary Diagnostic Center, jdloy@unl.edu and Benny Mote, Swine Extension Specialist, Animal Science Department, benny.mote@unl.edu.

Seneca Valley Virus (SVV), or Senecavirus A, has been increasingly detected in swine throughout the Midwestern United States. Although it has been present in the United States since at least the 1980s, the recent outbreak has been unusual in the number of cases observed. Outbreaks in swine herds often result in vesicles forming on the snout and the coronary bands of the feet, which is also the same clinical signs observed with foreign animal diseases such as foot and mouth disease (FMD), an economically devastating virus not present in the United States. Recent cases have also been observed with high mortality and diarrhea in neonatal (one week or less) pigs without vesicular lesions. Cases in adult swine may initially present as lameness or changes in intake. Although it is not thought to pose a significant impact to overall swine or human health, it is indistinguishable from these other foreign animal diseases. Therefore, it is critical that a diagnosis of SVV is made in any pigs with these clinical signs as these signs cannot be distinguished from FMD without testing. If these signs are observed, it is critical to contact your veterinarian and state/federal animal health officials. It is currently not known how the disease is transmitted, therefore strict biosecurity practices including control of animal and people movement should be practiced to reduce the risk of disease introduction. The Nebraska Veterinary Diagnostic Center at UNL is a National Animal Health Laboratory Network (NAHLN) Lab that can test for FMD and SVV if requested by state and/or federal animal health officials as part of disease investigations.

Porcine Epidemic Diarrhea

Drs. Amy Schmidt, Livestock Bioenvironmental Engineer, Departments of Biological Systems Engineering and Animal Science, aschmidt@unl.edu and Dustin Loy, Veterinary Microbiologist, Nebraska Veterinary Diagnostic Center, jdloy@unl.edu.

As we head into winter, conditions become more favorable for the porcine epidemic diarrhea virus. Although the number of positive accessions of PEDV in Nebraska has declined each year since the 2013-14 winter, producers are encouraged to remain vigilant with internal and external farm biosecurity. The laboratories of Drs. Schmidt and Loy, in collaboration with Dr. Dan Miller, Research Microbiologist with the USDA-ARS in Lincoln, NE, have been investigating persistence of the virus in the environment.

Research results indicate that composting PEDV-positive mortalities will result in finished compost that does not contain active virus. It is important to utilize plenty of carbon material (wood shavings, chopped straw or hay, etc.) to insulate the pile and retain heat. Moisture should be added to the pile material so that the carbon material feels like a damp sponge—not too dry, but not so wet that water can be squeezed out. If possible, the temperature inside the pile should be tested daily to ensure that the pile is heating up appropriately, which indicates that the compost process is taking place. Expect a compost cycle for small pigs to take about 30 days; larger pigs will take longer, possibly up to 90 days. If tissue remains at the end of the first cycle, a second compost cycle should be initiated by mixing the pile, placing remaining carcass material at the pile center, and adding moisture or carbon material as needed.

The PED virus has been reported to survive for several days and even months in manure. Undergraduate students Bethany Brittenham (B.S. in Biological Systems Engineering and Ashley Schmit (Animal Science Pre-Vet student) worked with Schmidt, Miller, and Loy to determine that adding lime to PEDV-positive manure to raise the manure pH to 10 for at least 1 hour eliminated infectious virus in the manure. However, some of the testing done during this research revealed that the PED virus is extremely sensitive to pH and it is likely that a much lower pH (possibly as low as 8.5) may be sufficient to inactivate the virus in manure. Based on the current research results, approximately 50 lbs of quick lime per 1000 gallons of swine manure (assuming an initial manure pH of around 7.5) will achieve a final manure pH of 10. Because raising manure pH causes ammonia to be volatilized, it is recommended that the lime be added to the manure in a tank wagon during hauling to reduce odor generation. Adding lime to a pit should be avoided due to the significant amount of odor that would be generated by ammonia loss. Additionally, lime addition to manure will cause precipitation (settling) of solids, which may be difficult to remove from storage structures without significant effort.

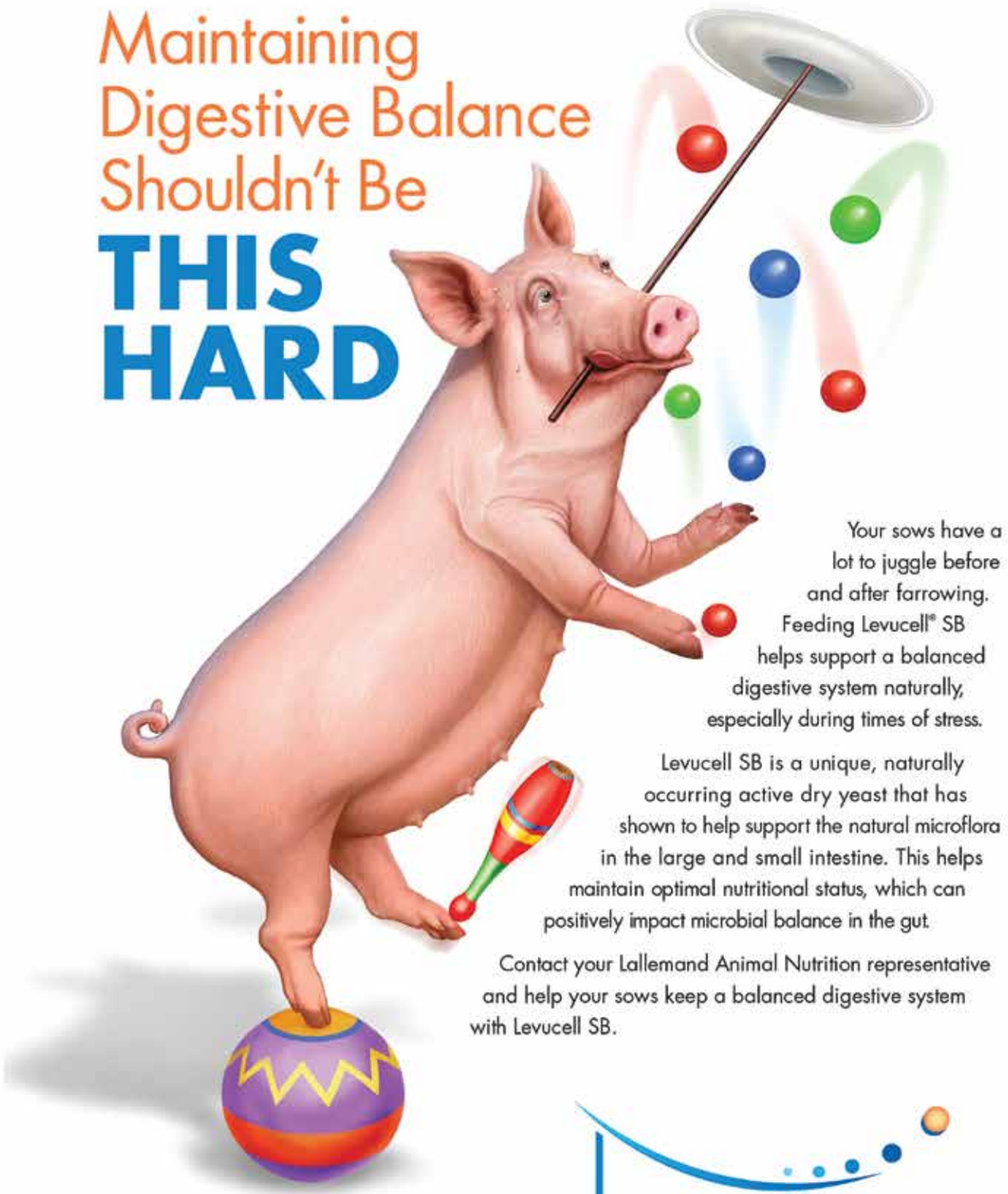
Lastly, Schmidt and Miller have been studying the survival of the PED virus in manure-amended soil, specifically focusing on the virus' survival between fall manure application and spring field activities. Although this project is not yet completed, initial results indicate that the soil environment may not support survival of the PED virus. Soil pH is likely the main driver in virus survivability, though other soil characteristics may play a role. Results of this project are expected to be available in early 2016.

Drs. Dustin Loy, Veterinary Microbiologist, Nebraska Veterinary Diagnostic Center, jdloy@unl.edu and Benny Mote Swine Extension Specialist, Animal Science Department, benny.mote@unl.edu.

Porcine Epidemic Diarrhea (PED) is a disease that affects all ages of pigs and is caused by a virus (PEDV), which belongs to the Coronavirus family. PED can and often does have natural mortalities approaching 100% in piglets less than a week of age. However, there are several confirmed cases where a much greater portion of neonatal piglets survives the outbreak. Those piglets, along with their littermates that succumb to the virus, are being used in a multi-national and university study, involving Dr. Mote, to identify genetic markers that will explain why some piglets are able to thrive as usual on the sow while others die. While most people know of the high death loss in neonatal pigs, recent research has shown it has detrimental effects on growth and feed efficiency of wean to finish pigs. This fact is often unnoticed in commercial close out sheets due to the variability in close out sheets in general and oftentimes the inability to separate out the effect of a single disease challenge. The effect on growth and feed intake on the grower pig is disconcerting as most of the pig farms that break with PEDV are finishers who are unknowingly losing production efficiencies.

The small amount of virus needed to infect a herd is as remarkable as the virus' ability to survive long period of times, especially in cooler/cold environments. As we know, the threat of PED outbreaks is most severe during cooler weather and we are once again seeing an uptick recently in PED cases now that winter weather has arrived in the state. A majority of the U.S. sow herd has now never seen the virus due to the industry's replacement rate. This fact, combined with the limited immunity that follows a PED break, means that the U.S. sow herd is at a much greater risk this winter than last. PEDV is still a serious threat to the swine industry, though most likely not to the levels seen in 2013-2014. We would like to remind producers and livestock transporters to be extra vigilant with biosecurity this time of year to keep the virus out of hog farms.

Maintaining Digestive Balance Shouldn't Be
THIS HARD



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Nominations Accepted for 2015 Industry Awards

The NPPA Board of Directors is currently accepting nominations for the 2015 Industry Awards. Outstanding Pork Service awards are given for: Allied Service, Industry Outreach, Producer Outreach, and Product Promotions. The Outstanding Pork Service Awards are given annually to recognize exceptional work by an individual, company, or organization that has advocated and supported the fundamental efforts of the Nebraska Pork Producers Association. The service award winners encourage profitability and stainability of Nebraska's Pork Industry and serve as a positive voice and leader within the industry. The Board is also accepting nominations for inductees into the Checkoff and Non-Checkoff Hall of Fame.

Nominators:
Write a one-page letter stating why this individual, company or organization should be recognized for an outstanding service award.

Presentation:
Awards will be presented on February 17, 2016 at NPPA's Annual Meeting. The Annual Meeting will be held at the Cornhusker Marriott, 333 South 13th Street, Lincoln, Nebraska.

Deadline:
Submit all letters by January 15, 2016 via email to Dee Petersen at dee@nepork.org, or mail them to the NPPA office at: 7441 O Street. Ste. 104, Lincoln, NE 68510

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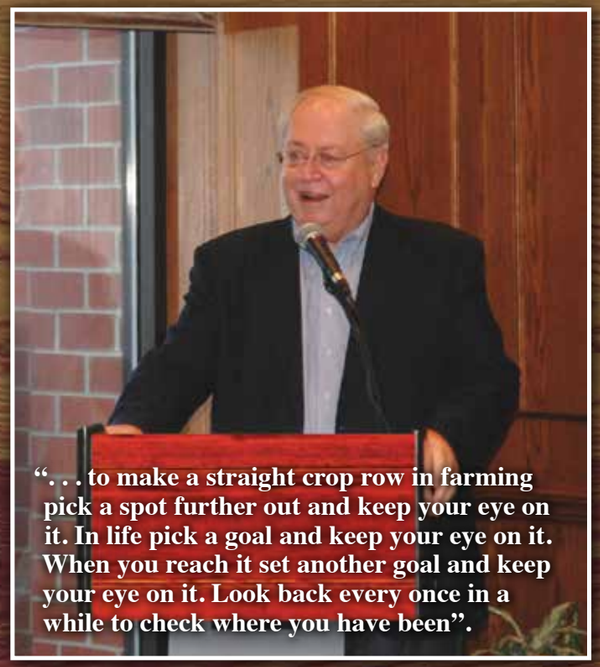
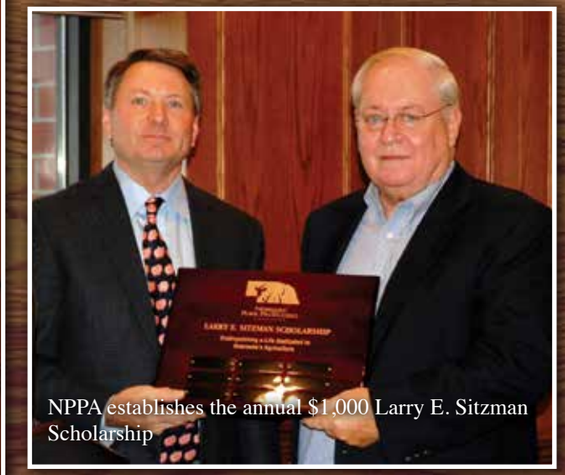
Larry Stizman

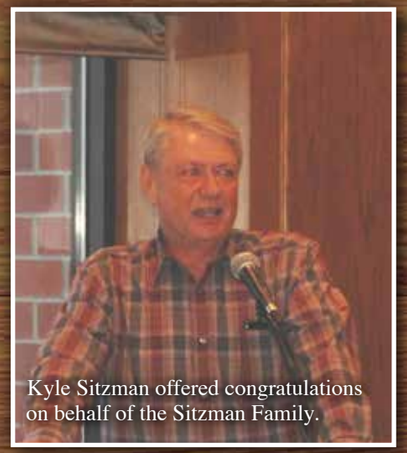
Celebrating a Life Dedicated to Nebraska's Agriculture



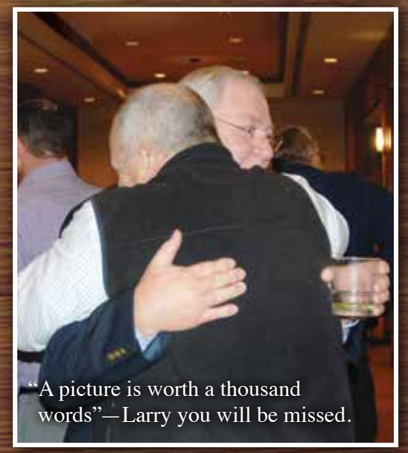
". . . to make a straight crop row in farming pick a spot further out and keep your eye on it. In life pick a goal and keep your eye on it. When you reach it set another goal and keep your eye on it. Look back every once in a while to check where you have been".



NPPA establishes the annual $1,000 Larry E. Sitzman Scholarship

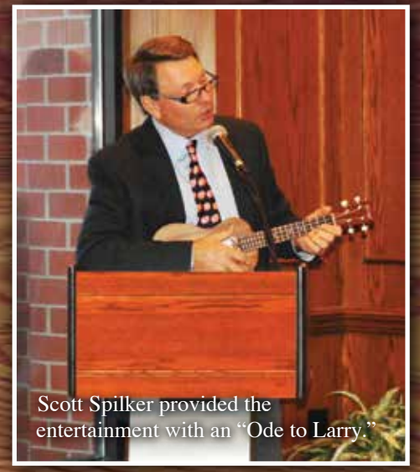


Kyle Sitzman offered congratulations on behalf of the Sitzman Family.



"A picture is worth a thousand words"—Larry you will be missed.

Larry and Sally enjoy a moment with Bruce and Karen Grant.



Scott Spilker provided the entertainment with an "Ode to Larry."

Larry surrounded by his family.

Friends and colleagues gather to celebrate.

NPPA Annual Meeting

Wednesday, February 17, 2016
Cornhusker Marriott, Lincoln, Nebraska

Program

7:30–8:30 a.m.	Breakfast is Served—Hosted by NPPA's Allied & SIP Partners
8:00 a.m.	Welcome—Scott Spilker, NPPA President
8:05 a.m.	Outstanding Allied Award Presentation
8:15 a.m.	Guest Speaker: Nebraska Governor Pete Ricketts (Invited)
8:45 a.m.	Board of Directors Meeting: Election of Officers & Board Members
9:30–10:00 a.m.	NPPA Executive Director, Al Juhnke
10:05–10:35 a.m.	National Pork Board Briefing–Kevin Waetke, Vice President, Strategic Communications
10:40–11:10 a.m.	Who are "THEY"? and are "THEY" Watching You?—Ansley Mick, Executive Director, We Support Ag, (WSA)
11:15–11:45 a.m.	NPB and AASV Working for Producers—Dr. Ron Brodersen, President, American Association of Swine Veterinarians (AASV)
11:50 a.m.–12:30 p.m.	Foreign Trade, Product Distribution, and Expectations for 2016—Phil Seng, President and CEO, U.S. Meat Export Federation (USMEF)
12:45 p.m.	Lunch & Awards
1:15 p.m.	Outstanding Pork Service Awards Introduction of 2016 NPPA Mentor Participants Recognition of 2015 NPPA Mentor Participants Introduction of 2016 Pork Leadership Participants Recognition of 2015 Pork Leadership Participants
2:00 p.m.	Introduction of NPPA Officers and Directors
2:30 p.m.	Optional Training—Legislative Education Action Development Resource (LEADR) Training Instructor, Jeremy Davis, Director of Grassroots and LEADR, National Pork Producers Council

Your voice is needed in the halls of your state capital and in Washington, D.C., to ensure that lawmakers understand how their decisions affect your business, your family, your community and the US Pork Industry's ability to provide consumers a safe, affordable, and healthy supply of pork. LEADR is an effective grassroots movement for trained volunteers who can be mobilized rapidly to advance important pork industry issues or defend against bad public policy.

Registration Information

Call: (402) 472-2563 or
(888) 627-7675

Email: dee@nepork.org

On-Line: www.nepork.org

There are no registration fees!

Hotel Accommodations

Group Rate Mention: NE Pork Producers Annual Meeting
Start date: 2/16/16 * **End date:** 2/17/16
Last day to book: 1/26/16
Special group rate: $119 per night plus taxes
The Lincoln Marriott Cornhusker Hotel,
333 South 13th Street, Lincoln, NE.
Toll Free Reservation Center: 1-866-706-7706 or (402) 474-7474

OUR SPEAKERS

Philip M. Seng
President and CEO, U.S. Meat Export Federation

Philip M. Seng oversees the U.S. Meat Export Federation (USMEF) operations worldwide, providing direction for USMEF strategies and priorities in international programs, research, technical services, industry relations and global communications. He also serves as the primary spokesman for USMEF and other exporting interests to government and private entities regarding international trade policy and foreign market development issues related to U.S. red meat products.

Raised on an Iowa farm, Seng joined the USMEF staff as the Asian Director in 1982, became the Vice President of International Programs in 1988, and was named president and Chief Operating Officer in January 1990. He is fluent in Japanese, played a central role in opening the Japanese beef market, is an authority on Japan's complex distribution system and has worked closely with both industry and government officials in Japan. His marketing strategies and approach to the Japanese market have received critical acclaim in the international business community and served as a case study in the Harvard University Business School, where he has been a guest lecturer on several occasions.

Seng has also been active in a number of other organizations. As the only American ever to serve as President of the International Meat Secretariat—where meat experts from more than 40 nations regularly meet to discuss and resolve issues—Seng served four terms. He also was President of the Japan-American Society in Colorado, and has served on the President's Agricultural Policy Advisory Council in Washington.

Ron Brodersen
President of American Association of Swine Veterinarians

In March of 2015 Ron Brodersen, owner of Whole Hog Genetics and partner with Suidae Health in Hartington was elected as President of the American Association of Swine Veterinarians (AASV) after serving a year as Vice President. As AASV President, Ron oversees an organization of 1000 members of the very best veterinarians from the Midwest, from Ohio to Nebraska and south to Texas.

Ron grew up on a livestock farm near Coleridge, Nebrska, attended the University of Nebraska–Lincoln and Iowa State University where he received a DVM. Ron began Whole Hog Health Center as an exclusive swine practice in 1990. It has seen steady growth over the past 25 years, and always focused on service to pork producers. In 1995, it expanded its services by adding a boar semen laboratory, now called Whole Hog Genetics to fill the expanding need for swine artificial insemination services. Whole Hog Health Center merged with Suidae Health and Production, a six veterinarian swine practice with offices in Algona, Iowa and Morris, Minnesota in September of 2014.

Ron was the recipient of the 2013 Outstanding Pork Service Award for Industry Outreach. The Outstanding Pork Service Awards are given annually to recognize exceptional work by an individual, company, or organization that has advocated and supported the fundamental efforts of the Nebraska Pork Producers Association. The service award winners encourage profitability and sustainability of Nebraska's Pork Industry and serves as a positive voice and leader within the industry.

Whole Hog Genetics

Two Locations:

Hartington, NE
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Leigh, NE
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www.wholehogai.com

Ron Brodersen, DVM

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Pork Roast with Bacon, Brussels Sprouts and Pomegranate SERVES 10-12

- 3-4 lb. New York (top loin) pork roast
- 5 tsp. lemon-black pepper seasoning mix
- 2 lbs. Brussels sprouts, trimmed (larger sprouts cut in half lengthwise)
- 4 slices bacon
- 1/2 c. pomegranate seeds

Preheat oven to 350˚F. Cook bacon, coarsely crumble and set aside. Reserve bacon fat. Boil Brussels sprouts in salted water for 2 minutes, drain and rinse in cold water; pat dry. Toss with 2 tbsp. bacon fat and set aside.

Brush 1 tbsp. bacon fat over pork; season with 4 tsp. lemon-pepper mix. Place pork on rack in shallow roasting pan; roast uncovered for 50 minutes. Spread Brussels sprouts around pork and roast 30 minutes more until internal temperature of pork measures between 145˚F (medium rare) and 160˚F (medium) on a meat thermometer. Transfer roast to serving platter and tent with foil.

Increase oven to 425˚F; continue roasting Brussels sprouts until browned, 5-8 minutes. Remove, toss with bacon and pomegranate seeds and season with 1 tsp. lemon-pepper mix. Add to platter. Heat roasting pan over high heat until juices sizzle. Add 1/2 c. water, bring to boil, and scrape up browned bits. Remove from heat. Carve pork, drizzle with pan juices and serve.

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APRIL 24TH 2016
4:30-7PM
Lincoln Marriott Cornhusker Hotel

Enjoy Bacon-Inspired Delights
Sample Lincoln's finest takes on a Classic

Experience Live Music
Listen to the sounds of The Lightning Bugs

Help Provide Education
All Proceeds Create Scholarships For Local Culinary Students

Purchase Tickets Online
Adults: $25
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Additional Raffle tickets are $1.00 each.

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Save the Dates

Regional Producer Focus Meetings

February 23 & 25, 2016

Locations: Columbus and West Point

Program Includes:

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The NEW Veterinary Feed Directive (VFD) for medically important feed-grade antibiotics and prescription rule for water-based antibiotics

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YOUR CHECKLIST FOR SUCCESS

- **Understand** the new feed (VFD) and water (Rx) rules
- **Strengthen** your vet-client-patient relationship (VCPR)
- **Communicate** with your feed mill
- **Assess** your herd health and welfare strategies
- **Renew** your commitment to responsible antibiotic use
- **Ensure** your record-keeping compliance

ANTIBIOTICS RESOURCE CENTER

Visit **pork.org/antibiotics** for more information.

pork checkoff

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Pork Checkoff Service Center **1.800.456.7675**

Gold Level: $2,000

- Annual Membership
  - 10% off all Pork Talk ads
  - Six complementary Ribfest tickets
  - 200 words spotlight in Pork Talk
  - Pork Industry Directory listing
- Regional Producer Meetings Sponsorship
  - Company logo on sign at all regional meetings
  - 5 minutes on program at location of choice
- Sponsorship in VIP tent at Ribfest
- Pork Chop Scramble Hole Sponsorship
- Team of four at Pork Chop Scramble
- Logo and company website on nepork.org
- Company name listed in all six Pork Talks

Silver Level: $850

- Annual Membership
  - 10% off all Pork Talk ads
  - Four complementary Ribfest tickets
  - 200 words spotlight in Pork Talk
  - Pork Industry Directory listing
- Regional Producer Meetings Sponsorship
  - Company logo on sign at all regional meetings
  - 5 minutes on program at location of choice
- Logo and company website on nepork.org
- Company name listed in all six Pork Talks

Bronze Level: $350

- Annual Membership
  - 10% off all Pork Talk ads
  - Two complementary Ribfest tickets
  - 200 words spotlight in Pork Talk
  - Pork Industry Directory listing
- Logo and company website on nepork.org
- Company name listed in all six Pork Talks

ALLIED MEMBERSHIP Program

About the Three Tiers:

The Nebraska Pork Producers Association would like to thank our 2015 Allied Members for your support and easy transition into our three tier membership. In 2016, we will be continuing the three tiers for your convenience. We offer three tiers of sponsorship for Allied Members to choose from: Gold Level $2,000, Silver Level $850 and Bronze Level $350. The three tiers offer an easier way for members to sponsor events with the Nebraska Pork Producers Association throughout the year.

These three tiers allow for one-time payment of several event sponsorships at one time while still giving members the opportunity to customize the events they would like to sponsor/participate in.

2015

If you have any questions, please contact Sandra Kavan at sandra@nepork.org or at (402) 472-0493.

ALLIED MEMBERSHIP Program

Gold Level ($2,000)

Boehringer Ingelheim

Hillary Snyder

hillary.snyder@boehringer-ingelheim.com

CPM CENTRAL PLAINS MILLING

Russ Vering

russv@cpmfeed.com

Farm Credit Services of America

Kelley Johansen

kelley.johansen@fcsamerica.com

HOGSLAT

Gary McDuffee

gmcduffee@hogslat.com

Dan Sanne

dsanne@hogslate.com

WALDO GENETICS

Linda Gibbs

linda@waldogenetics.com

WIECHMAN Pig Company Hog Dealers Since 1948

Leo Hanson

lhanson@wiechmanpig.com

Silver Level ($850)

BRUNING LAW GROUP

Anita Scheuler

anita@bruninglawgroup.com

CVA Central Valley Ag GROWING AGRICULTURE TOGETHER

Ted Beckner

ted.beckner@cvacoop.com

DNA GENETICS Greater gains. Improved performance.

Brett Bonwell

bbonwell@dnaswinegenetics.com

GREEN GABLE CONTRACTING

Kelly Cobb

kelly@greengablecontracting.com

HEARTLAND Builders Co. Building on TRUST

Matt Williams

mattw@heartlandbuilders.net

MERCK Animal Health

Dave Bromert

dave.bromert@merck.com

Silver Level ($850)

Barrie Luers
barrie@midwestlivestock.com

Victor Bohuslavsky
victor@nebraskasoybeans.org

Dan Lyons
dan@petersenagsystems.com

Bob Hoffman
bob.hoffman@genusplc.com

Lonnie Kitt
lkitt@qcsupply.com

John Blanscet
john.blanscet@sf-fl.com

Craig Jarolimek
cjarolimek@topigsusa.com

Dave Schinstock
david.schinstock@tyson.com

Melvin Dorf, Jr.
melvindorfjr@winwinllc.co

Bronze Level ($350)

COMPANY	CONTACT	EMAIL
A J O'Mara Group, LLC	John O'Mara	ajomara@longlines.com
A-FAN	Willow Holoubek	willowh@a-fan.org
Advanced Agri Direct, Inc	Shaun Heldt	advagri@cancrete.com
Agri Sales, Inc.	Brad Carlton	brad@agrisales-inc.com
AgroSoft North America, Inc	Jon Tomsen	ujt@agrosoft.net
Akey, Inc	Mike Clark	mclark@akey.com
Alltech, Inc	Kade Scott	kscott@alltech.com
American Heartland Insurance Agency, Inc	Dan Neville	dan@ahia.com
Bayer Animal Health	Jon Thompson	jon.thompson@bayer.com
Beller Biosecurity Strategies Inc	John Beller	john@bellerbiosecurity.com
Central Confinement Service, Ltd.	Cal Coffin	ccoffin@cencon.com
Design Agri-Systems, Inc	Randy Eisenmenger	dsignag@megavision.com
DuPont Pioneer	Bill Ramsey	william.ramsey@pioneer.com
Elanco Animal Health	Kyle W Van Vugt	van-vugtky@network.elanco.com
Fast Genetics, USA	Charles Martin, DVM	cmartin@fastgeneticsusa.com

Bronze Level ($350)

COMPANY	CONTACT	EMAIL
Hermitage NGT	Bailey Griffith	bailey@hermitagengt.com
Holmes, Murphy and Associates, LLC	JD Gustafson	JGustafson@holmesmurphy.com
Hormel Foods Corp	Ron Browning	rsbrowning@hormel.com
JBS United, Inc	Paul Mossner	spaul.mossner@jbsunited.com
JES Environmental Services, Inc	Jack Sukovaty	jrsuko@hotmail.com
Kemin Animal Nutrition and Health	Scott Houchins	cott.houchins@kemin.com
LG Pumping	Ray Gubbels	lgpumping@huntel.com
Livingston Enterprises Inc	Bruce Livingston	bruce@livingstonent.com
Lynch Livestock Inc	Gary Lynch	Gary.Lynch@lynchlivestock.com
Madison Farm Supply	John Kruid	madisonfarmsupply@cableone.net
Midland Vet Services	Curtis Stutheit	curtis@midlandvetservices.com
Motomco, Ltd	Doug Hopkins	dhopkins@motomco.com
National Pork Board	Rob Christine	rchristine@pork.org
National Pork Producers Council	Greg Thornton	thorntong@nppc.org
Nebraska Corn Board	Emily Thornburg	emily.thornburg@nebraska.gov
Nebraska Corn Growers Association	Scott Merritt	smerritt@necga.com
Nebraska Rural Radio Association	Craig Larson	clarson@kneb.com
Nedap Livestock Management	Brad Carson	brad.carson@nedap.com
Nutrient Advisors	Andy Scholting	andy@nutrientadvisors.com
Osborne Industries, Inc	Robin Friedrichs	robin@osborne-ind.com
Parks of Nebraska LLC	Kevin Nolan	kevin.nolan@parkslivestock.com
Phibro Animal Health Corp	Doug Weiss, DVM	douglas.weiss@pahc.com
Pinnacle Bank	Amy Guenther	amy.guenther@pinnbank.com
Purina Animal Nutrition	Curt Warren	cdwarren@landolakes.com
Sandy Pine Systems	Vicki Wilke	
Settje Agri-Services	Dean Settje	dsettje@settje.com
Swine Management Services, LLC	Mark Rix	mark.rix@swinems.com
Wahoo Concrete Products	Randy Paseka	wcrandy@windstream.net
We Support Ag	Ansley Mick	ansley@wesupportag.org
Whole Hog Genetics	Ron Brodersen, DVM	wholehogai@wholehogai.com
XFE Products	Dennis Nuttelman	nd04056@windstream.net
Zoetis	Tom Buelt	tom.buelt@zoetis.com
Zoltenko Farms, Inc	Lannin Zoltenko	lzoltenko@zfistud.com

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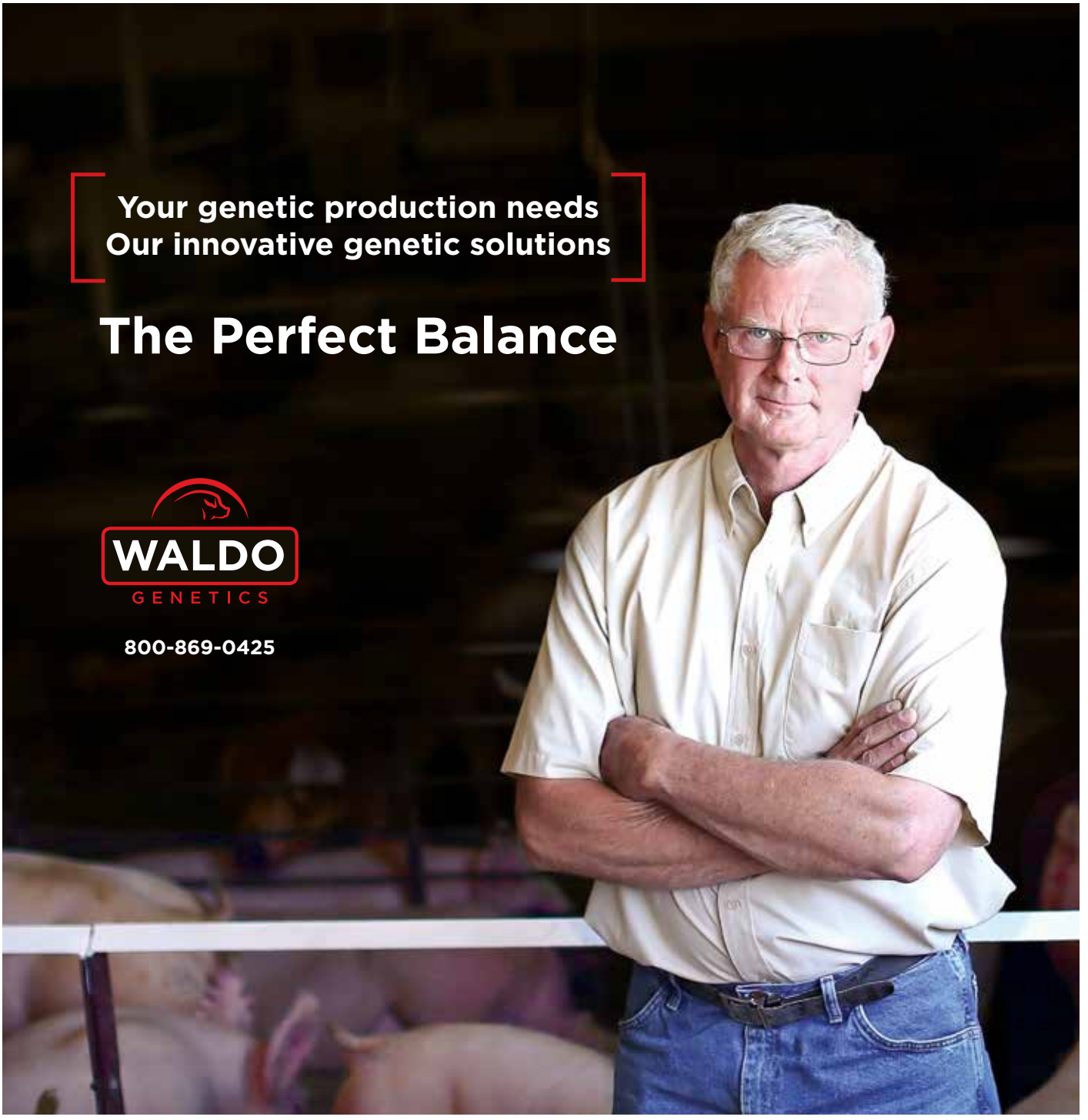
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