Nebraska pork talk
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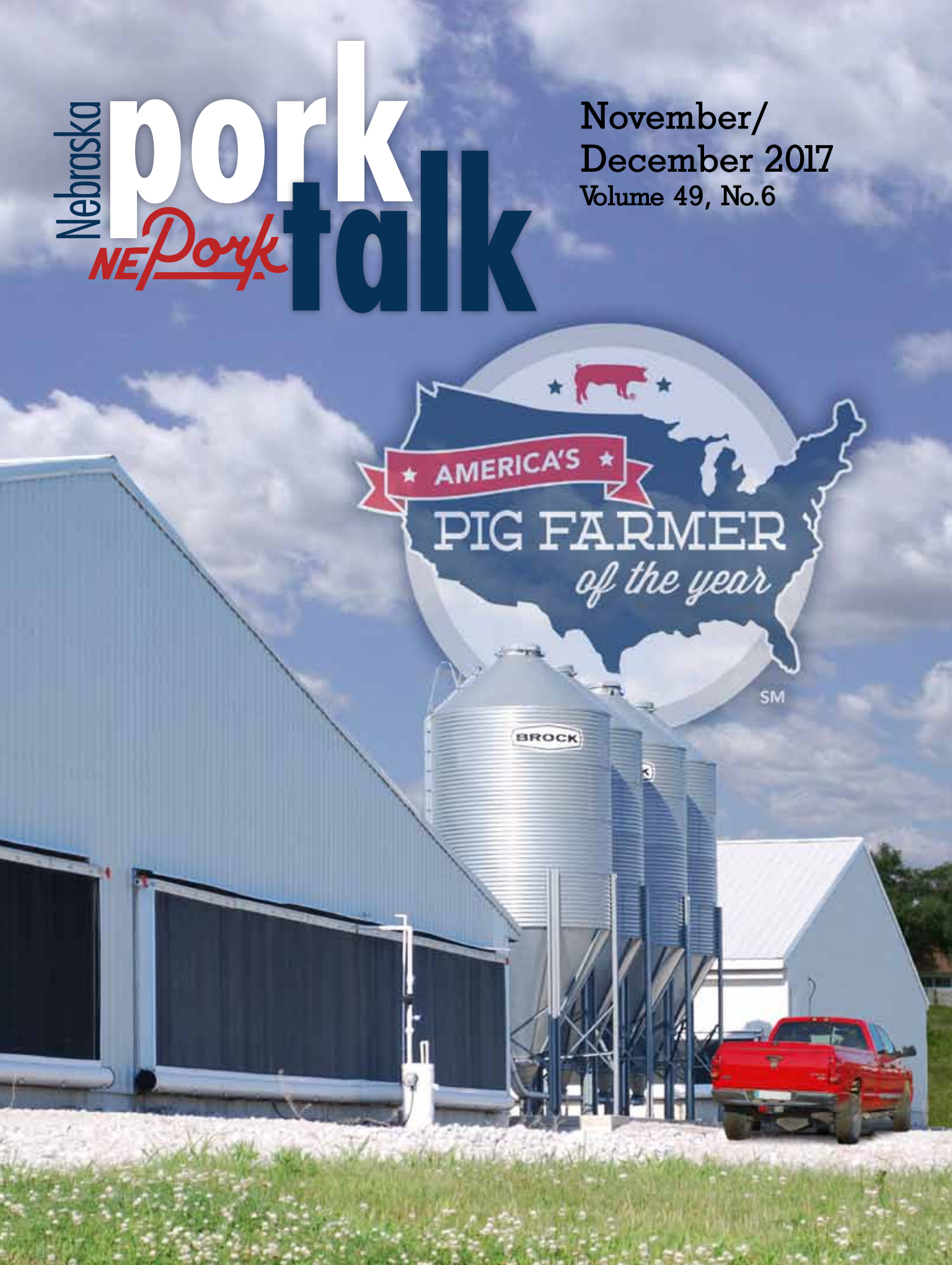

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Nebraska pork talk

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Calendar of Events

November 2017

7-9 Pig Welfare Symposium, Des Moines, IA
14 Barn Maintenance Webinar
17 AG-ceptional Women's Conference, Norfolk, NE
20 AFAN Annual Meeting, Lincoln, NE

December 2017

6 FMD Crisis Table Top Training, Nielsen Center, West Point, NE
8 Terry O'Neel Reception, The Graduate, Lincoln, NE

January 2018

3 Legislative Session Begins, Lincoln, NE
9 Board of Directors Meeting, Lincoln, NE
15 Application Deadline for Pork Leadership Program

February 2018

13 NPPA Annual Meeting, The Graduate, Lincoln, NE
13 Ribs & Bibs, The Graduate, Lincoln, NE
28 Pork Forum, Kansas City, KS

March 2018

1-2 Pork Forum, Kansas City, KS

For more information on any of these scheduled events call 888-627-7675 or www.nepork.org

pork checkoff

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

Nebraska's Leslie McCuiston Named 2017 America's Pig Farmer of the Year

On October 3, 2017 the National Pork Board announced that Leslie McCuiston, a pig farmer from Columbus, Nebraska, has been named the 2017 America's Pig Farmer of the Year℠ by achieving the highest combined score from a third-party judging panel and online voting. The award recognizes a pig farmer who excels at raising pigs using the *We Care*℠ ethical principles and who connects with today's consumers about how pork is produced.

"We are pleased to have Leslie represent America's pig farmers," said Terry O'Neel, National Pork Board president and a pig farmer from Friend, Nebraska. "She embodies the very best in pig farming. It's important that we share with today's consumers how we raise their food in an ethical and transparent way. Leslie's interest in sharing her farm's story, as well as putting a face on today's pig farming, will help us reach this goal."

Focusing on people is McCuiston's main goal as a senior production manager for The Maschhoffs, LLC. McCuiston believes in equipping employees with the right tools to provide the best animal care every day. She oversees 70 employees who care for more than 18,000 sows in Central Nebraska and surrounding states.

"For me, pig farming isn't just a job, it's a career that I am passionate about," McCuiston said. "I want to find new, innovative ways to show others what we do in pig farming, explain how much we care and help people understand where their food comes from."

What Being America's Pig Farmer Means to Me (And Nebraska)

By Leslie McCuiston

I've been asked this question several times in the last couple of weeks: What does being America's Pig Farmer of the Year mean to me? It means telling stories. Not only mine, but many others. It is the story of my team, where two-thirds of the leadership are women. It means my seven-year-old niece sending me pictures of pigs at the zoo because "Aunt Leslie loves pigs." It's that same niece taking "backstage footage" because she was here when we shot video at the farm. It's arranging for her to get to see piglets.

It's so many of us who grew up on farms – or who didn't – and have a passion for being caretakers. Maybe we own the pigs, maybe we work for a company or a family, maybe we are part of a co-op, and maybe we buy a few pigs to sell locally. We all are pig farmers. It's talking about the thousands of people our industry employs in rural communities.

It is the opportunity to come back to the farm and provide for our families and add to the balance sheet.

It is the story of making a difference through the innovation of our industry. We have fewer and fewer people, less land and inputs feeding more and more people around the world.

Being America's Pig Farmer of the Year just means I get to try my best to represent some of the most talented, innovative and inspiring people in agriculture. I'm not even in the running without all the pig farmers who have taught, coached, inspired, pushed, supported and encouraged me along the way. They give me a story to tell.

This role is important to Nebraska, too. Many people wouldn't think about Nebraska when they think pork. I used to be one of them. But we're not just a cattle state. We're the sixth-ranked state in pig farming. And we'd love to grow. Nebraska offers access to a lot of grain to feed those pigs, and offers health advantages, too. That's one more story I can't wait to tell.

New Resource for Agr

By Amy Millmier Schmidt, Livestock Bioenvironmental Engineer

One of the most common types of calls I receive as an extension engineer is "If I want to expand my livestock operation (or start a new operation), will I need a permit?" Addressing that question usually begins with me asking several questions of my own: How many animals do you currently raise at this site? Are they confined to a building or lot or are they on pasture? How many animals do you want to add to the site? Will they be confined and, if so, for how many days per year? And so on, until I eventually have enough information to determine what state and local rules apply to their specific situation.

A question that I receive less often (but really wish I would hear MORE often) is, "How do I identify the 'best' site for building a new swine barn/feedlot/chicken house/etc.?" A lot of factors go in to 'siting' an operation to minimize the potential for water quality impairment, odor complaints, and biosecurity risks, among others. Addressing these potential risks during planning of a new farm is always preferable to trying to solve issues of this type on an existing farm.

On-demand access to resources for answering these types of questions is now available through a new UNL website, https://AgSitePlanner.unl.edu.

Designed to deliver research-based information, tools, and resources to support responsible livestock production and expansion, the site hosts two new web-based decision support tools, a list of critical questions to ask when planning for expansion of livestock production, and links to resources like the Odor Footprint Tool and the Nebraska Livestock Siting Assessment Matrix.

The new **RISK MANAGEMENT TOOL** can be used to generate a report describing environmental, social and physical characteristics of a user-defined land parcel with links throughout the report to relevant resources providing additional information or guidance. Using a Google map of Nebraska, like the one shown below, a user can zoom in until they are able to identify a specific parcel of land for which they would like to generate a report.

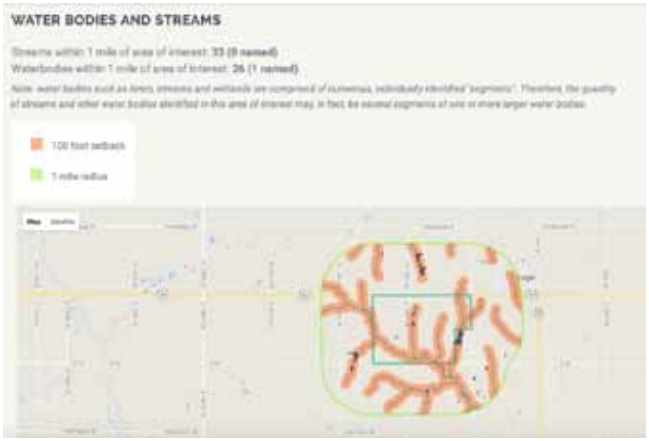
A drawing tool allows the user to outline the land parcel and then click on "USE SHAPE" to begin generating the report.

icultural Site Planning

A number of databases are accessed to acquire the information in the report, which summarizes:

- Site Information
- Regulatory Information
- Sensitive Areas
- Hydrologic & Soil Information
- Climatic Data

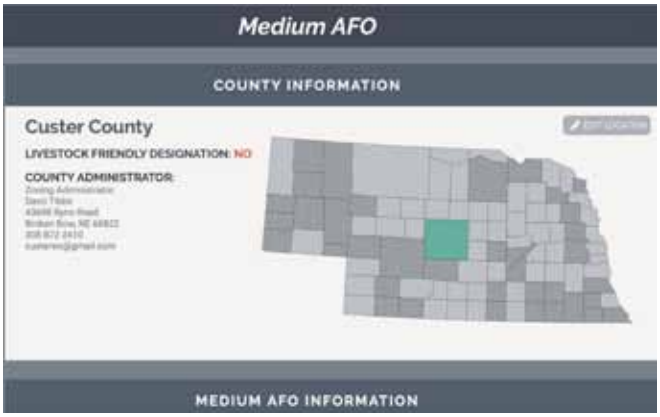
An example of one piece of data from the report–water bodies located within the identified land parcel and in a one-mile radius beyond the parcel boundary – is shown here. Included on the map in orange are areas around these water bodies that fall within the 100-foot setback limitation for stockpiling or applying manure.



The new **REGULATORY GUIDANCE TOOL** provides a step-by-step process to determine site-specific regulatory requirements for a livestock production system based on geographic location and characteristics of the proposed operation. Users begin with a map of Nebraska and can select a county where they are considering establishing or expanding a livestock operation.

The user is then guided through a set of questions to identify the species of livestock, production system, and number of animals and other details, which are used to return a report indicating how the operation would be designated (AFO or CAFO) under Nebraska regulations.

County-level information, including livestock-friendly designation status, zoning regulations, and contact information for county administrators is also provided. Lastly, the report describes any necessary steps related to state regulatory requirements based on the proposed operation.



Both tools are currently offered online at https://AgSitePlanner.unl.edu with restricted access as part of a beta testing process. A request to access the tools can be submitted through the website. No user information or data are stored on the website. Reports can be saved to the user's computer as a PDF, but once the user leaves the site or begins generating a different report, the previous content is no longer accessible.

Feedback about the tools, the website, and the resources available are invited and can be submitted using the "Provide Feedback" links on the site. Questions can also be directed to Dr. Amy Schmidt at aschmidt@unl.edu. Full release of the tools is expected by the end of 2017.

Follow Dr. Schmidt on Twitter (@DrAmyTalksAg) and Facebook (www.facebook.com/DrAmyTalksAg)

And to All

It's that time of year when families gather around the table to celebrate the season. From sweet to savory, from classic to cutting edge, pork pairs with a delicious variety of foods and flavors that are perfect for the holidays. For more holiday recipes, tips and videos, visit PorkBeInspired.com.

Chestnut-Stuffed Pork Roast

- 5-pound pork loin roast, boneless, double tied
- 1/2 pound ground pork
- 1/2 cup celery, finely chopped
- 1/2 cup shallots, OR onion, finely chopped
- 1 tablespoon butter
- 2 tablespoons parsley, chopped
- 2 tablespoons brandy
- 1/2 teaspoon salt
- 1/2 teaspoon pepper
- 1/8 teaspoon allspice
- 1 15-oz can chestnuts, drained
- 2 teaspoons drippings
- 3 tablespoons flour
- 2 cups chicken broth
- To taste, salt and black pepper

Untie roast, open and pound lightly to even thickness.

Cook celery and shallots (or onion) in butter until tender. Combine with ground pork, parsley, brandy and seasonings. Spread over roast. Lay a row of chestnuts down the center of stuffing. Chop remaining chestnuts finely and set aside. Roll meat around chestnuts and tie firmly. Roast in a 350 degrees F. oven 1 1/2 hours (about 20 minutes per pound) or until internal temperature on a thermometer reads 145 degrees F. Remove roast from oven; let rest about 10 minutes.

Pour off extra fat; measure 2 tablespoons. Stir flour into the 2 tablespoons fat. Add chicken broth, cook and stir until mixture thickens. Add reserved chopped chestnuts, parsley and brandy. Season to taste with salt and pepper. Serve gravy with roast.

Serves 15

Herbed Pork Ribeye Roast with Cauliflower

- 1 8-rib pork ribeye roast, (Rack of Pork), Frenched
- 4 teaspoons dried thyme, or 1/4 cup fresh thyme, chopped
- 1 1/2 teaspoons salt
- 1 1/2 teaspoons pepper
- 8 cups cauliflower florets, (about 1 large head)
- 4 shallots, sliced
- 3 slices bacon, cut crosswise into 1/4-inch slices

Chardonnay Butter Sauce

- 1 cup Chardonnay, or other dry white wine or apple juice
- 1/3 cup heavy cream
- 2 shallots, finely diced
- 6 tablespoons cold unsalted butter, (3/4 stick) cut into 10 or 12 pieces
- Salt and pepper

Preheat the oven to 375 degrees F. Arrange one oven rack in the lower third of the oven and one in the upper third. In a small bowl, combine thyme, salt and pepper. Set 2 teaspoons of herb mixture aside (or 5 teaspoons if using fresh thyme), then sprinkle remaining mixture over all sides of the pork. Place pork fat side up in a shallow roasting pan, and then place pan on the lower rack in the oven; roast until the internal temperature reaches between 145 degrees F (medium rare) to 160 degrees F. (medium), 1 1/2 to 1 3/4 hours. About 30 minutes before pork is done, in a large bowl, combine cauliflower, sliced shallots and reserved herb mixture. Transfer to a rimmed baking sheet and scatter bacon on top. Place baking sheet on the upper rack in the oven, and roast until cauliflower is tender and bacon is browned, about 40 minutes.

Meanwhile, make the Chardonnay Butter Sauce: In a medium saucepan over medium-high heat, combine wine, cream and diced shallots and bring to a boil. Cook, stirring occasionally, until reduced to 2/3 cup, about 10 minutes (adjust heat to avoid boiling over). Remove from heat and whisk in butter, 2 or 3 pieces at a time, waiting until the pieces are melted before adding more. Add salt and pepper to taste. Cover to keep warm, set aside.

Remove the roast from oven and let rest 10 minutes (the cauliflower will continue cooking; it should be done about when the roast is finished resting).

Slice the roast between the rib bones. Serve drizzled with the pan juices, and with the cauliflower and sauce on the side.

8 servings

a Good Bite!

Smoky Ham with Strawberry-Chipotle Sauce

- 6-to-8-pound fully-cooked bone-in ham
- 1/3 cup agave nectar, preferably dark, or honey
- 2 teaspoons smoked paprika

Strawberry-Chipotle Sauce

- 2 pounds strawberries, hulled and halved lengthwise (about 6 cups)
- 2/3 cup sugar
- 2 canned chipotle chile in adobo sauce, or more to taste
- 2 teaspoons adobo sauce, (from chilies), or more to taste
- 1 tablespoon fresh lemon juice
- 2 teaspoons fresh sage, or 1 teaspoon dried, minced

Preheat oven to 325 degrees F. Position the rack in the lower third of the oven.

Line the bottom of a shallow roasting pan bottom with aluminum foil.

Score a diamond pattern into the ham, about 1/3 inch deep. Place the ham, flat side down, in the pan. Bake until the internal temperature reaches 140 degrees F., on a meat thermometer, 15 to 18 minutes per pound. Remove from oven and increase the heat to 400 degrees F. In a small bowl, mix the agave and smoked paprika. Brush over the ham (not on the flat side), return to the oven, and bake until glazed, about 10 minutes. Remove from oven, transfer to a cutting board, and let rest 10 minutes.

For Strawberry-Chipotle Sauce: In a large nonreactive saucepan, mix strawberries and sugar. Cook over medium heat, stirring occasionally, until strawberries give off their juices, about 3 minutes. Using a potato masher or a large slotted spoon, crush strawberries in the saucepan to make a chunky sauce. Stir in chipotle, adobo sauce, and lemon juice. Simmer, stirring occasionally, until slightly thickened, about 5 minutes. Stir in sage. Transfer to a medium bowl placed in a larger bowl of iced water. Let sauce stand, stirring occasionally, until chilled. In a blender, pulse the sauce until coarsely pureed. Cover and refrigerate until ready to serve. (The sauce can be made up to 2 days ahead.)

Slice ham and serve with sauce.

15 - 20 servings (4-ounce servings)

Coffee-Crusted Pork Roast with Cranberry Relish

All four recipes available at Porkbeinspired.com

- 1 teaspoon cumin seed
- 1 teaspoon coriander seed
- 1 1/2 teaspoons sea salt
- 1 teaspoon black peppercorns
- 1 teaspoon ancho chile powder
- 1 teaspoon dried Mexican oregano
- One 2-piece Mexican cinnamon, (Ceylon)* or 1 teaspoon ground cinnamon
- 1 tablespoon freshly ground coffee
- 1/4 cup vegetable oil, divided
- 3 pound pork loin roast

Cranberry Relish

- 10 ounces frozen cranberries
- 3/4 cup sugar
- 1 teaspoon lemon zest
- 2 tablespoons lemon juice
- 1/4 cup dark rum
- 1/4 cup water

Place the cumin and coriander seeds in a small skillet, set over medium heat; toast the spices until fragrant, about 2 minutes.

Place the cumin, coriander, salt, peppercorns, chile powder, oregano, and cinnamon in a spice grinder (or use a mortar and pestle); grind to a fine powder. Combine the ground spices with the coffee. Rub one tablespoon of the oil all over the surface of pork loin. Rub the spice mixture over the surface of the pork, making sure to coat all sides. Place the pork in a zip-top bag or non-reactive container, and refrigerate for 24 to 48 hours.

In the meantime, make the cranberry relish: In a medium pan set over medium-high heat, combine the cranberries, sugar, zest, juice, rum, and water; heat, while stirring for 2 minutes. Cover, lower the heat to medium-low and simmer for 10 minutes. Remove from the heat and bring to room temperature (the relish will thicken as it cools). Transfer to a bowl; cover and chill for at least 2 hours or up to 4 days.

When ready to cook the pork: Preheat the oven to 375 degree F. Heat the remaining oil in a large, ovenproof skillet set over medium-high heat (if you don't have an oven-safe skillet, line a baking sheet with parchment paper; set aside). Remove the pork from the bag and place it on the hot pan. Sear the pork on all sides until browned, about 4-5 minutes total. Place the skillet in the oven (or transfer the pork to the prepared baking sheet and roast in the oven); cook until the internal temperature reads 150 degree F, about 45 minutes.

Allow the pork to rest for 15-20 minutes before slicing and serving with the cranberry sauce.

8 to 10 servings

Nebraska Pork Leadership Group Goes to Washington

The Nebraska Delegation with Congressman Don Bacon.

By Justin Hankins

The Nebraska Pork Producer Association (NPPA) Pork Leadership Program participants visited Washington D.C. in September to take part in the 2017 Fall Legislative Action Conference. The conference provided a unique opportunity for the group to be heard in the political discussion of issues that are impacting the swine and agriculture industries. This experience allowed the participants the chance to promote the pork industry while facilitating and participating in key discussions with industry leaders, stakeholders, producers, and lawmakers.

The conference kicked off with a warm welcome from Ken Maschhoff, President of the National Pork Producers Council (NPPC), who spoke about the importance of the work that was to be conducted over the next two days discussing several key issues that are impacting the pork and agriculture industries with elected officials and key policymakers. Maschhoff emphasized there was no single issue that would shape the landscape of the future of this industry more than developing new and expanding the existing markets for U.S. pork exports. The other three issues that Maschhoff highlighted were the need for a Foot and Mouth Disease (FMD) Vaccine Bank, the Pork Industry's need for a viable workforce, and the "No Regulation without Representation Act."

The morning then proceeded with a pep talk by a special guest and trade advocate, Sen. Joni Ernst (R-IA). She reiterated the importance of U.S. participation in free trade partnerships and further explained opposing stances to the North American Free Trade Agreement (NAFTA), The Korea-U.S. Free Trade Agreement (KORUS), and how a Japan Free Trade Agreement is vital for the U.S. pork industry. Senator Ernst coached the delegates on how to properly educate those who have an opposing viewpoint with the facts of the issue.

The first issue briefing was given by Maria Zieba, the NPPC's Director of International Affairs, who spoke about the importance of developing new and expanding existing markets for U.S. exports through Free Trade Agreements (FTAs) that eliminate tariff and non-tariff barriers. Today, more than 110,000 U.S. jobs are dependent on these exports. In 2016 alone, exports added $50/head, representing 36% of the $140/head average value of a hog, to every U.S. hog marketed. Here are some details regarding the three specific FTAs discussed:

- **North American Free Trade Agreement (NAFTA):** When NAFTA took effect in 1994, it created the world's largest free trade area, encompassing 450 million people and a GDP of more than $20 trillion. Since NAFTA implementation, U.S. trade with Canada and Mexico has more than tripled.
- **Korea-US Free Trade Agreement (KORUS):** The United States and South Korea signed the KORUS FTA on June 30, 2007. The agreement took effect in March 2012, giving the U.S. access to South Korea's trillion-dollar economy and more than 51 million consumers. For the first six months of 2017, the U.S. exported more than 94,500 metric tons of pork valued at $258.6 million to South Korea, making it the fifth-largest export market for U.S. pork. It is estimated that any disruption in the KORUS FTA would decrease the live hog prices by 3.8%, or by $4.71 per animal.
- **Japan:** Japan has a population of 127 million people and is the third largest economy in the world. In 2016, U.S. food and agricultural exports to Japan totaled $11 billion. The United States' largest competitor, the European Union, recently concluded negotiations for an FTA

with Japan. Ultimately, NPPC's position is that unless the U.S. is able to expeditiously initiate bilateral free trade negotiations with Japan, the pork industry is likely to lose pork market share to other competing countries.

The second issue was presented by Dustin Baker, Deputy Director of Economic and Domestic Production Issues for NPPC, surrounding the shortage of labor available in the U.S. to support the pork industry. There are three visa programs in the U.S. today, the H-2A program, H-1B program, and the TN program, and each of these programs is widely used by U.S. pork producers. However, they are not effectively addressing the labor shortage faced by the industry and reform is needed to ensure that one of the most competitive U.S. agriculture sectors can continue to provide safe and affordable pork to consumers worldwide.

The third issue that is impactful to U.S. pork production is the implementation of an FMD Vaccine Bank. This topic was presented by Dr. Liz Wagstrom, Chief Veterinarian for NPPC, who described the concerns surrounding a potential outbreak of FMD within the U.S. and how a timely response in the form of a "rapidly deployable FMD vaccine bank" would help to minimize the effects. Currently, the only vaccine within the U.S. is at Plum Island, NY, where the antigen concentrate for a limited number of FMD strains is stored. If an outbreak was to occur, these antigens would need to be shipped to England or France to be turned into finished products and then shipped back to the United States for administration.

Dr. Wagstrom continued to explain that an outbreak of FMD would have crippling effects on all livestock production across the country and that a timely response is critical to minimizing the impact. According to studies, the cumulative impact of an outbreak on the pork and swine sectors over a 10-year period would be more than $128 billion. Additionally, it was estimated that corn and soybean farmers would lose $44 billion and $25 billion, respectively, over the same 10-year period, making the impact on these four critical industries alone nearly $200 billion. The annual jobs impact of such a reduction in industry revenue is more than 58,000 in direct employment and nearly 154,000 in total employment

The final issue presented was the "No Regulation without Representation Act of 2017" (H.R. 2887) introduced by Rep. James Sensenbrenner (R-WI). This issue was presented by Michael Formica, the Assistant Vice President of Domestic Affairs and Counsel for NPPC. Since the early 2000s, animal rights groups have attacked the production methods of U.S. pork producers by championing state ballot initiatives that seek to ban certain practices. As a result, nine states have banned some production practices widely throughout the pork industry. Two specific states, California and Massachusetts, have even gone a step further by prohibiting the sale of pork produced using certain production methods, even when produced in states other than California and Massachusetts. The proposed legislation enforces the constitutional provisions prohibiting one state from imposing regulatory mandates on other states and prevents a patchwork of state laws and regulations affecting the scientifically accepted production practices of pork producers.

Following the sessions provided by the NPPC staff, the entire group visited Capitol Hill equipped with an incredible amount of information and facts to meet with their respective elected representatives to discuss the issues impacting the pork industry. The group was allotted approximately 30 minutes with each of the legislators' time to allow for the introduction, discussion, and continued education regarding each of the issues.

Members of the Nebraska Delegation engage in conversation with Congressman Adrian Smith.

To conclude the visit to Washington, the group met with representatives from the USDA Foreign Agricultural Service and Agricultural Marketing Service (AMS) for further discussion around trade policy, food security, promotion, and market development.

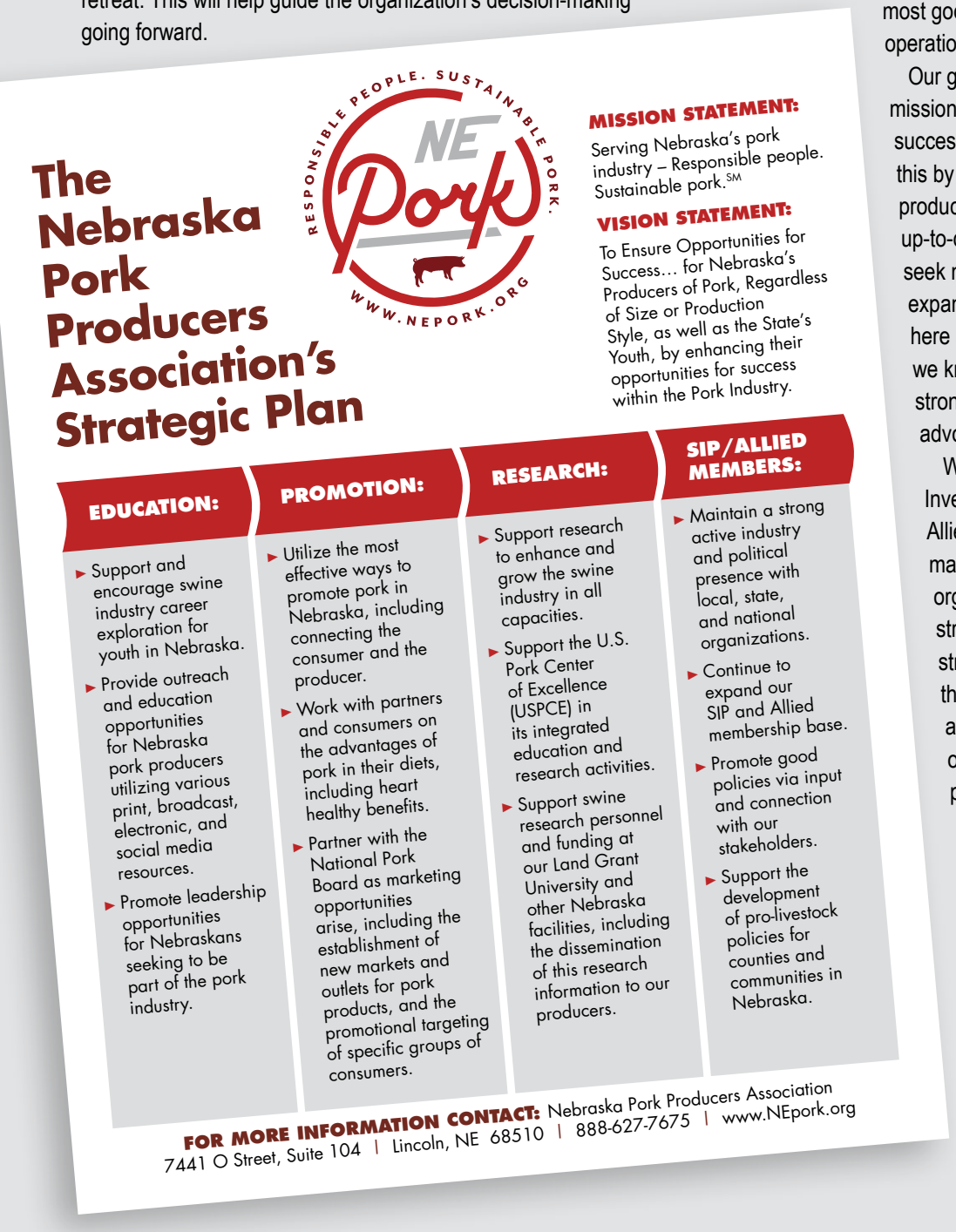
One important issue discussed specifically with the AMS was that the pork industry currently lacks identifying pork quality factors at the retail level. An example is Prime, Choice, and Select, as found in the beef industry. Dr. Craig Morris noted that the USDA is currently in process of updating the AMS grading system, which was last updated in 1985.

The Legislative Action Conference was an incredible experience that provided impactful discussions with our elected officials and the opportunity to see firsthand how the political process works in Washington. At times, the political process can feel overwhelming, but this trip proved that every voice counts.

A New Nebraska Pork Producers Association Strategic Plan

By Al Juhnke, Executive Director of the Nebraska Pork Producers Association

Nebraska Pork Producers Association (NPPA) Board of Directors developed a new two-year strategic plan at its fall retreat. This will help guide the organization's decision-making going forward.



Via the Pork Checkoff that every Nebraska pork producer pays, you have asked that these dollars be used for three things: education, promotion, and research. As stewards of your checkoff, NPPA makes sure all three of these areas are addressed by the strategic plan and that they are doing the most good for you and your farming operation.

Our goal, as described in NPPA's mission statement, is to ensure your success as a pork producer. We do this by educating the public about your products, and by keeping growers up-to-date on the pork industry. We seek new customers and work to expand our existing pork markets here and around the world. Finally, we know our future is dependent on strong research programs, which we advocate for, and support.

We also have the Strategic Investment Program (SIP) and Allied Industry members who make up an important part of our organization. NPPA has outlined strategic goals to help grow and strengthen our commitment to these members. We seek to have a seat at the public policy table on behalf of our pork industry partners.

ADDING LIVESTOCK: BUILDING FOR THE FUTURE
EXPERIENCE EXCHANGE PANELS

By Kyla Habrock, Youth Education Director, Nebraska Pork Producers Association

In cooperation with Beck Ag and in partnership with the Farm Credit Services of America, Nebraska Corn Board, Nebraska Department of Agriculture, and Nebraska Soybean Board, the Nebraska Pork Producers Association hosted three Experience Exchange Panels: *Adding Livestock: Building for the Future* in February 2017.

The objective for each Experience Exchange Panel was to encourage Nebraska corn and soybean farmers in Eastern Nebraska to consider adding livestock, specifically pigs, to their farming operations while promoting benefits that reduce risk, add value by utilizing manure as fertilizer, and offer new opportunities for future generations to return to the farm.

Panel experts represented great diversity and shared meaningful, first-hand experiences with corn and soybean farmers. Panelists included:

Amy Schmidt, PH.D. P.E., *Assistant Professor, Livestock Bioenvironmental Engineer, University of Nebraska-Lincoln*

Emily Skillett, *Livestock Development Coordinator, Alliance for the Future of Agriculture in Nebraska*

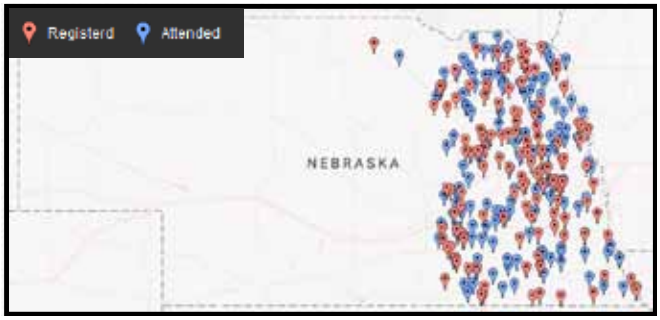
Tim Chancellor, *Pork Producer and Supervisor, Thomas Livestock Company*

Paul Segner, *Pork Producer*

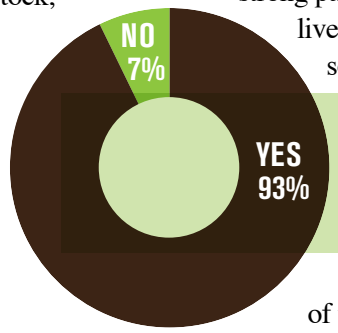
Alan Stephens, *Senior Business Development Manager, The Maschhoffs*

Walt Traudt, *Pork Producer*

The three Experience Exchange Panels generated considerable engagement from the participating corn and soybean farmers.



In all, 298 corn and soybean farmers registered for an Experience Exchange Panel and 158 attended. This strong participation rate shows great interest in adding livestock, specifically pigs, among corn and soybean farmers.



In a post-event survey, participants were asked if they found the educational discussion relevant and if it was worth attending, with 93% responding "yes."

Participants also were asked if, as a result of this discussion, their understanding of the opportunities for livestock production increased, with 87% responding "yes."

A final polling question asked if participants would like to be contacted by a livestock integrator to learn more. Thirteen corn and soybean farmers indicated they would like follow-up and are considered hot leads. An additional 425 corn and soybean farmers requested additional information about adding pork production on their farms and are considered warm leads.

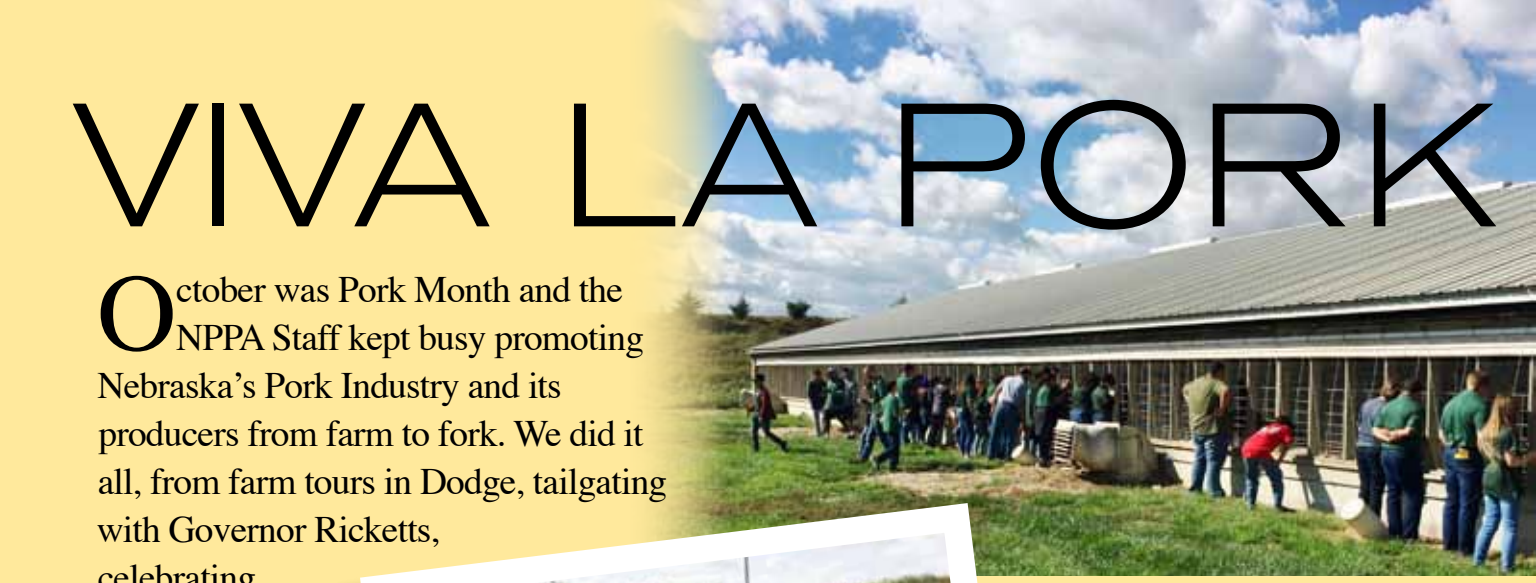
13
HOT LEADS

425
WARM LEADS

The Nebraska Pork Producers Association looks forward to building upon the success of the Experience Exchange Panels by hosting three more panels in 2018, thanks to the support of the Nebraska Corn Board and the Nebraska Soybean Board.

VIVA LA PORK

October was Pork Month and the NPPA Staff kept busy promoting Nebraska's Pork Industry and its producers from farm to fork. We did it all, from farm tours in Dodge, tailgating with Governor Ricketts, celebrating conservation success in Stuart, and lunching on the East Campus Mall.



NPPA Environmental Stewardship Award winner Danny Kluthe gives a tour to Omaha students explaining sustainable pork production at his innovative pork and energy production unit.

Danny Kluthe explains sustainable swine production to Omaha Bryan students at Olean energy. Danny has a methane digester providing electricity to the general grid.

Celebrating Pork Month on UNL East Campus.

We provided pork sliders to help K & W Farms in Stuart, NE celebrate its Nebraska Leopold Conservation Award.(R) Pictured are Kurt, Wayne and Jeremy Kaup.

Students and faculty lined up early to get their free pork sliders.

MONTH!!!

Gov. Ricketts, "America's Pig Farmer of the Year" Leslie McCuiston, and Terry O'Neel, National Pork Board President, hold the Pork Month Proclamation.

Jane Stone, Domestic Marketing Director, served bacon to the Governor.

Katherine Mundorf, NPPA intern, served bacon to the guests.

Leslie McCuistan and Dee Petersen enjoyed their time at the Tailgate Party.

Kavan family in line to get their bacon.

Our investment in pork exports helps Nebraska bring home the bacon.

Through their corn checkoff, Nebraska corn farmers provide significant support for the U.S. Meat Export Federation (USMEF). Helping build demand for pork around the world—and adding profitability to every animal you produce.

We're proud to partner with the Nebraska Pork Producers Association and USMEF to tell the world about the value, nutrition and quality of your pork. Because when your little piggies go to the global marketplace, the profits end up all the way back here at home.

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Now Accepting Applications for 2018 Pork Leadership Program

Participants of the 2017 Pork Leadership Program: Chad Moyer, Beemer; Connor Sharp, Omaha; Justin Hankins, Omaha; Matt Marquardt, Tekamah; Brady McNeil, Columbus; and Paul Segner, Friend. Participants share unique experiences that shape their perspective of the pork industry, as well as a shared passion for the pork industry.

The Nebraska Pork Producers Association wants you to be a part of the Nebraska Pork Leadership Program in 2018! If you are connected to agriculture and believe in the future of the pork industry, you are encouraged to apply.

Applications are available online at www.nepork.org, under the youth tab. Applications are due January 15, 2018.

The Nebraska Pork Producers Association believes in, and is committed to, helping develop agricultural leaders. The Pork Leadership Program serves as a resource for talented people who want to contribute to the future of Nebraska's pork industry. The Pork Leadership Program will build awareness, interest, and involvement in the pork industry at the state level.

The year-long program runs from February to February. During that time, Pork Leadership Program participants will participate in six meetings and activities where they will learn about and experience various aspects of the pork and agriculture industries. Program members will not be responsible for any expenses to participate in the program.

The Nebraska Pork Leadership Program is directed by Kyla Habrock, of the Nebraska Pork Producers Association. "The program was created out of necessity," Habrock says," as a way to build awareness, interest, and involvement in the pork industry at the state level. Participants will develop their skills as leaders through these shared experiences and will naturally emerge as the next wave of active and engaged members of committees and board members."

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What is unique about your company:

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Most notable accomplishment for your company:

In 1977, Nedap was the first company to start using RFID technology to feed livestock with the "Cattle Code" system for automated, individual feeding for cows. In the early 1980's, Nedap started applying this technology to pork production, becoming a pioneer in electronic sow feeding systems.

Products/Services Offered:

Automated feeding solutions for individual pig management in the entire pork production cycle.

- Electronic Sow Feeding with:
  - Sow Weight Monitoring
  - Sow Separation
  - Automated Heat Detection
- Pig Performance Testing
- Farrowing Feeding
- Pig Sorting
- Application Services

Territory Covered/Area Served: World-wide, including a U.S.-based team serving North American farms and equipment dealerships

---

Key Contacts/Staff: Brad Carson, vice president Nedap Livestock Management, North America

---

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We build on a six-decade history and singular focus on animal health to bring customers quality products, services and a commitment to their business.

What is unique about your company:

Zoetis is the world leader in animal health. We are one of the few animal health companies that provide products and services for every pork production stage from farm to fork.

We discover, develop, manufacture and market veterinary medicines and vaccines, complemented by diagnostic products, genetic tests, biodevices and technical services.

Most notable accomplishment for your company:

One of our most notable accomplishments is making sure our products are used in ways that protect both animal and human health. To help in this effort, we created the Individual Pig Care (IPC) concept of training veterinarians and pig caregivers about the importance of identifying and treating sick pigs sooner. IPC has become an even more valuable tool in pork production today to help veterinarians prescribe the correct product for a pig's condition.

Products/Services Offered:

Zoetis offers several products and services that can be used in pork production. Here are just a few of them: FluSure XP®, Fostera® PCV MH, Individual Pig Care, Day One Pig Care

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Territory Covered/Area Served: Zoetis is a global company, which sells its products in more than 100 countries including the United States.

Key Contacts/Staff: Kristin Peck, Executive Vice President and President, U.S. Operations
Jeff Sizelove, Vice President, U.S. Pork and Poultry

In Nebraska, our dedicated pork team is available to help pork producers with their swine health management programs:
Dr. David Baumert, Senior Technical Services Veterinarian, david.baumert@zoetis.com
Hannah Zundel, Associate Regional Account Manager (Eastern Nebraska), hannah.zundel@zoetis.com
Matt Ellicott, Associate Strategic Account Manager (Western Nebraska), matt.ellicott@zoetis.com

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Company Contact Information:

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Pork & Poultry Business Unit: Zoetis, U.S. Pork and Poultry, 1040 Swabia Court, Durham, NC 27703
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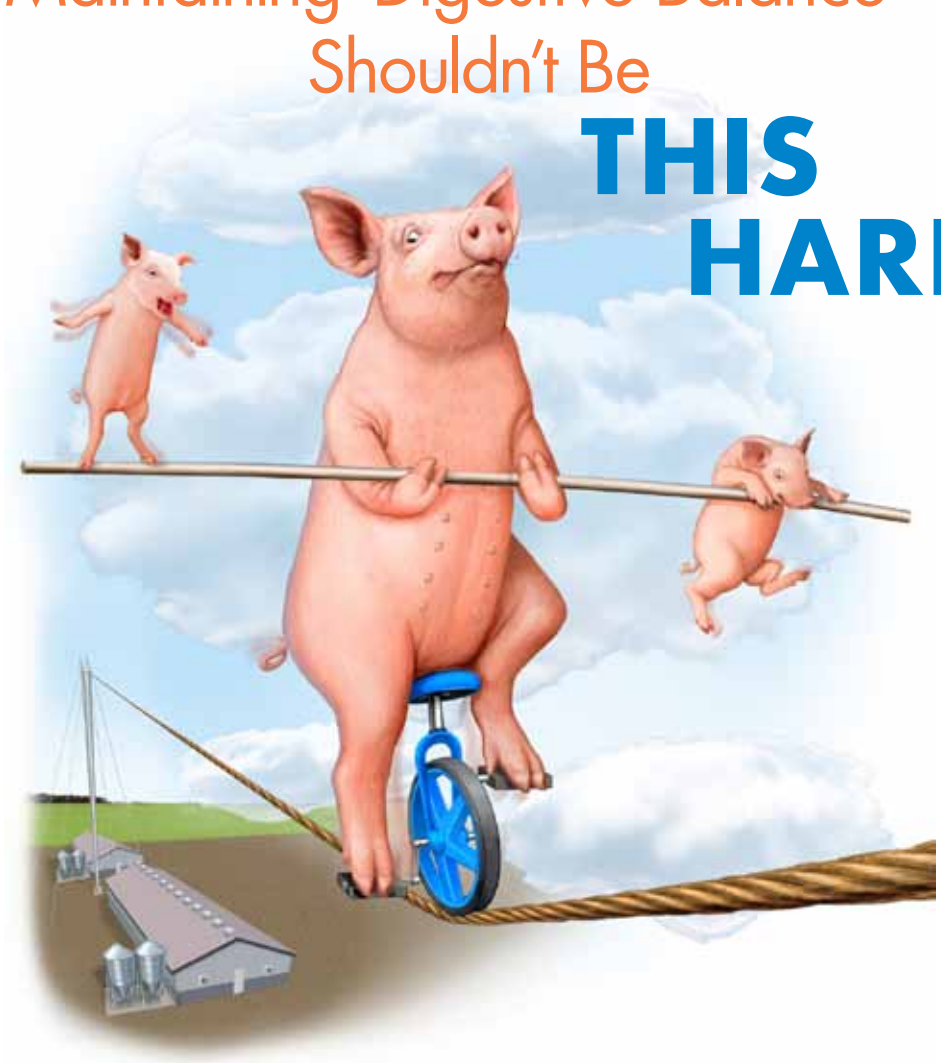
Maintaining Digestive Balance Shouldn't Be THIS HARD



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Thank you Allied Members for all of your support through the years and welcome to our new Allied Members. We are greatly appreciative of our new members continuing to renew your membership and support of the Nebraska Pork Producers Association. We look forward to a successful 2017 with our three tiers of membership.

If you have any questions, please contact Sandra Kavan at sandra@nepork.org or at (531) 500-3505.

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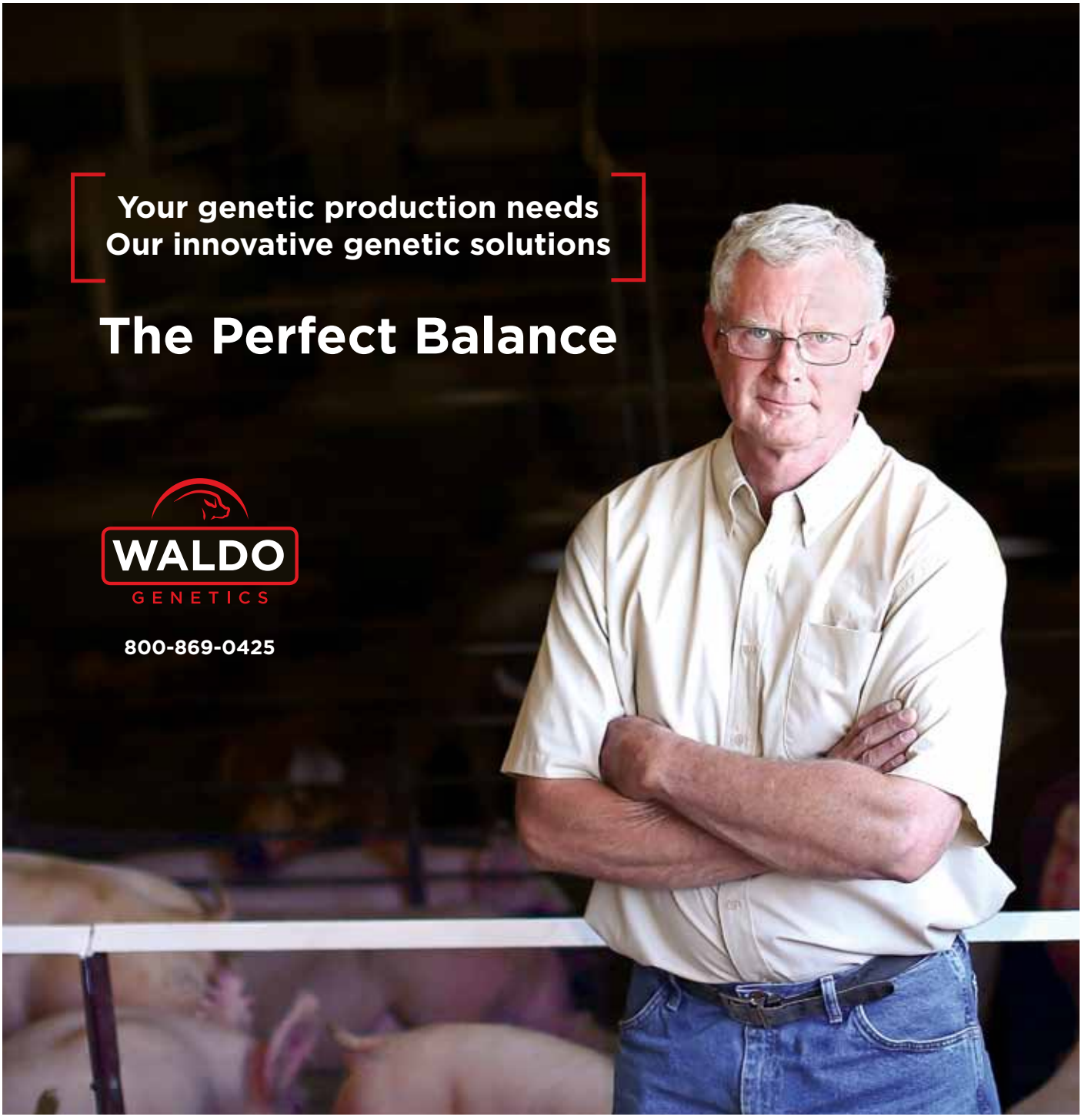
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