Nebraska
pork
talk
NEPork
May/June 2018
Volume 50, No.3
STAR CITY
BACONFEST
2018

Calendar of Events

May 2018

12 Heart Walk, Omaha

19 Heart Walk, Lincoln

30 Taste of Elegance, Omaha

30-1 Nebraska Youth Pork Conference: Makin' Bacon… and a Whole Lot More!

June 2018

6-8 World Pork Expo, Des Moines, IA

29 Pork Chop Scramble, York Country Club, York, NE

August 2018

16-18 Capitol City RibFest, Lincoln

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

Nebraska pork talk

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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.

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Legislative Report

by Al Juhnke, Executive Director, NPPA

With the support of our Strategic Investment Program (SIP) investors, we can take an active role in public policy discussion both here in Nebraska and in Washington, D.C.

NEBRASKA STATE LEGISLATURE

The legislative session in Lincoln has adjourned *sine die* and the senators are back in their districts. The **property tax** debate took center stage again this year. Various proposals were brought forward from legislators and the governor. At the end of the day, none of these plans were able to garner the number of votes needed to become law. Property tax reform and relief remains a top issue for our farmers and the NPPA remains committed to working with other ag groups and legislators to find a solution.

Other issues of interest to our farmers included:

- **Rural Broadband Task Force** – A Rural Broadband Taskforce is created to assist in developing enhanced broadband telecommunications services to unserved and underserved areas of rural Nebraska.
- **2017 Federal Tax Overhaul** – The Nebraska Legislature passed into law language to protect our tax code from the unintended consequences of the federal tax overhaul last year. This action will save Nebraska tax payers $226 million.
- **Balanced Budget** – The State of Nebraska is required to maintain a balanced budget. Lawmakers started the year with a small shortfall, and ended the session with a balanced budget.

Continued on page 13

NPPA Board members traveled to Washington, D.C. to attend the NPPC's Legislative Action Conference on April 11 and 12. Members are (from left) Jared Lierman, John Csukker, Mike Fagen and Darin Uhlir.

NPPA Names 2018 Pork Mentorship

Meet the 2018 Participants:

The program is a year-long career development program that provides a variety of learning experiences for college-age students interested in careers in the pork and agriculture industries. Participants will attend seminars, take tours of pork production facilities and shadow pork industry professionals to learn about day-to-day operations.

Courtney Nelson is from Monroe, Nebraska. She is a freshman studying Agricultural Engineering at the University of Nebraska–Lincoln (UNL). Courtney is a member in the Collegiate Farm Bureau, the Nebraska Agricultural Youth Council and the Lutheran Center. She also plays intramural volleyball and soccer at UNL.

Courtney is participating in the Pork Mentorship Program to explore career options and her passions to see how they connect to agriculture and the pork industry. She raised pigs as her Supervised Ag Experience in FFA. Since completing high school, she has decided that she wants to continue raising pigs. Courtney plans to live on a farm someday and continue a small wean-to-finish hog operation.

While Courtney is unsure what she wants to do for a future career, she knows that she wants to be involved in the agriculture industry in some way, likely in the area of using drones to scout crops and gather data that will improve farming practices.

Halle Ramsey is from Ord, Nebraska. She is a junior at UNL studying Agricultural and Environmental Sciences Communication. Halle is involved in the Engler Entrepreneurship Program, the Collegiate Farm Bureau, and the Global Agriculture Club.

Halle believes the largest challenge facing Nebraska's pork industry is consumers' lack of knowledge regarding the science of animal genetics and feed nutrients.

She thinks communication between producers and consumers serves as the foundation for policymakers, producer decisions, product marketing, and economic impacts to the pork industry. Without a purposeful communication strategy in place, consumers that are not science-literate will diminish a pork producer's ability for freedom of choice regarding his or her operation. Ultimately, Halle will seek a role in a nonprofit organization or socially minded business that allows her to be an advocate for scientific literacy.

Hannah Lowe is from Murray, Nebraska. She is a freshman studying Agricultural Education at UNL. She is a member of the Block and Bridle Club, the UNL Rodeo Club, and serves as the Vice President of the Agriculture Education Club.

Hannah believes the future of the pork industry, and for all animal industries, will be focused on producing more food with less resources (water, feed, and land). She believes there will be a larger push in educating consumers about the production of pork and the need for sustainable practices. Hannah sees herself as an advocate for pork production by informing consumers about common misconceptions they may have and why they aren't true.

As an aspiring agriculture educator, she will set an example as a leader for educating people about the pork industry and all areas of agriculture.

Program Participants

McCyla Mickelson is from Kearney, Nebraska. She is a freshman at UNL studying Agribusiness. McCyla has had many wonderful experiences related to the pork industry, but the lessons she has been taught about hard work and the people that she has met will always be her favorite memories.

McCyla believes the largest challenge facing the pork industry relates to consumer perception. Consumers are becoming more and more concerned about how the meat they eat is raised. She believes producers have an important job to help educate consumers. As a young producer herself, McCyla knows it is imperative to maintain a connection to agricultural roots, whether that may be on the farm or just simply being a part of a business or operation that promotes agriculture in a positive manner. McCyla plans to enter the workforce in the area of ag banking and finance.

Sophia Lentfer is from Firth, Nebraska. She is a sophomore at UNL studying Meat Science. She is an active member of the Kappa Delta sorority, enjoys golfing and showing pigs, but her primary interests focus on raising pigs and livestock judging.

The Nebraska pork industry must stay competitive in the world market to be able to grow the amount of hogs produced in Nebraska. Sophia believes it is important to focus on the promotion of pork as a lean, healthy meat domestically in the United States, as well as to find new markets around the world for pork grown in Nebraska.

In order to grow the amount of pork produced in Nebraska, our state needs to welcome more pork production facilities in our state. She believes there are many benefits of increasing the amount of hogs grown in Nebraska, such as bringing much needed jobs and revenue to our state.

Tesheena Stewart is from Emerson, Nebraska. She is a junior at UNL studying Animal Science. She is a member of the Block and Bridle Club, is interested in pigs, cattle and ranching, and her hobby is livestock photography.

Although Tesheena can't remember exactly when her love for livestock began, she knows she always wanted to pursue a career in animal agriculture. During her internships with Schwartz Farms, she got the opportunity for hands-on learning of the pork industry. It was during this internship that Tesheena was able to focus on each aspect of the industry, become acquainted with leaders, and demonstrate her own leadership skills. As a livestock producer herself, she appreciates new ideas and is passionate about livestock health and animal well-being.

Tesheena will pair her natural abilities in teamwork and communication with her passion for livestock for her career in pharmaceutical sales.

Pictured (from left) Allissa Troyer, Hannah Zundel, Ryan Hynek, Chris Wellenstein, Brad Garrison and Barbara Redeker

NPPA Announces Participants in its 2018 Pork Leadership Program

The Nebraska Pork Producers Association is proud to welcome six participants to its 2018 Pork Leadership Program. Participants are:

ALLISSA TROYER of West Point, Nebraska, works with Nutrient Advisors to help producers navigate environmental compliance and create nutrient management plans to promote responsible expansion for the pork industry in Nebraska. She looks forward to making meaningful connections and having valuable experiences that help strengthen her communications skills and industry knowledge by participating in the Pork Leadership Program.

BRAD GARRISON of DeWitt, Nebraska, is Site Leader for DNA Genetics, where he and his staff are responsible for collecting and distributing 14,000 doses of fresh boar semen each week. Brad would like to serve as an Operation Main Street speaker as a way to share his knowledge about the pork industry with youth and adults. He believes sharing his story will help others understand how farmers work to reduce waste and protect the environment.

CHRIS WELLENSTEIN of La Vista, Nebraska, is a Credit Analyst with Farm Credit Services of America. Chris grew up on a family farm in southeast South Dakota where his family is involved with contract pork production, stock cattle and grain production. Through his

participation in the Pork Leadership Program, Chris hopes to develop skills to grow as an advocate for agriculture while networking with other like-minded individuals.

HANNAH ZUNDEL of Nebraska City, Nebraska, has been involved with the Nebraska Pork Producers Association as an Allied Member with Zoetis. In her role, she works primarily to help veterinarians and producers with training related to pig health. Hannah is passionate about helping pork producers create easy and smooth protocols, foster good work environments and provide better training to increase retention for top employees.

BARBARA REDEKER of Beaver City, Nebraska, is a Farm Manager for The Maschhoffs in a breed-to-wean 2,300 head sow barn, which has group housing electronic sow feeding stations in gestation. Through her involvement in the Pork Leadership Program, Barb would like to create more awareness of the opportunities available for agricultural minded youth in the pork industry in Nebraska.

RYAN HYNEK of Fairbury, Nebraska, is a Site Manager with Livingston Enterprises, Inc., a breed-to-wean operation. He realizes this operation represents only a portion of the pork industry and wants to expand his knowledge across other segments of the pork industry, including food service and packing. Finally, Ryan seeks to develop the skill-set to be a leader within the industry for years to come.

About NPPA's Pork Leadership Program

The 2018 Pork Leadership Program is comprised of six talented professionals. Each participant shares unique experiences that shape their perspective based on their particular career path, as well as their personal involvements and interests.

Participants in the Pork Leadership Program will take part in six meetings and activities over the course of a year, where they will learn about various aspects of the pork and agriculture industries. They will learn more about:

- Current and diverse pork production methods
- Current research efforts to improve pork production as it relates to overall pig health and well-being
- Current domestic issues and their impacts on the pork industry as it relates to economics and trade
- Current policy and regulations being developed on the local, state and national levels

Participants in the Pork Leadership Program will:

- Interact with the general public and elected leaders and will serve as positive advocates for the pork industry
- Define their personal leadership style and know how to work with different leadership styles in a group
- Develop a working knowledge of the Nebraska Pork Producers Association and other key organizations that agriculture groups can work with to broaden perspectives and build coalitions

The Pork Leadership Program was created to build awareness, interest and involvement in the pork industry. Members will further develop their skills as leaders and will naturally emerge as the next wave of active and engaged members of committees and board members at the local, state and national levels.

2018 Pork Leadership Program Team Building Workshop

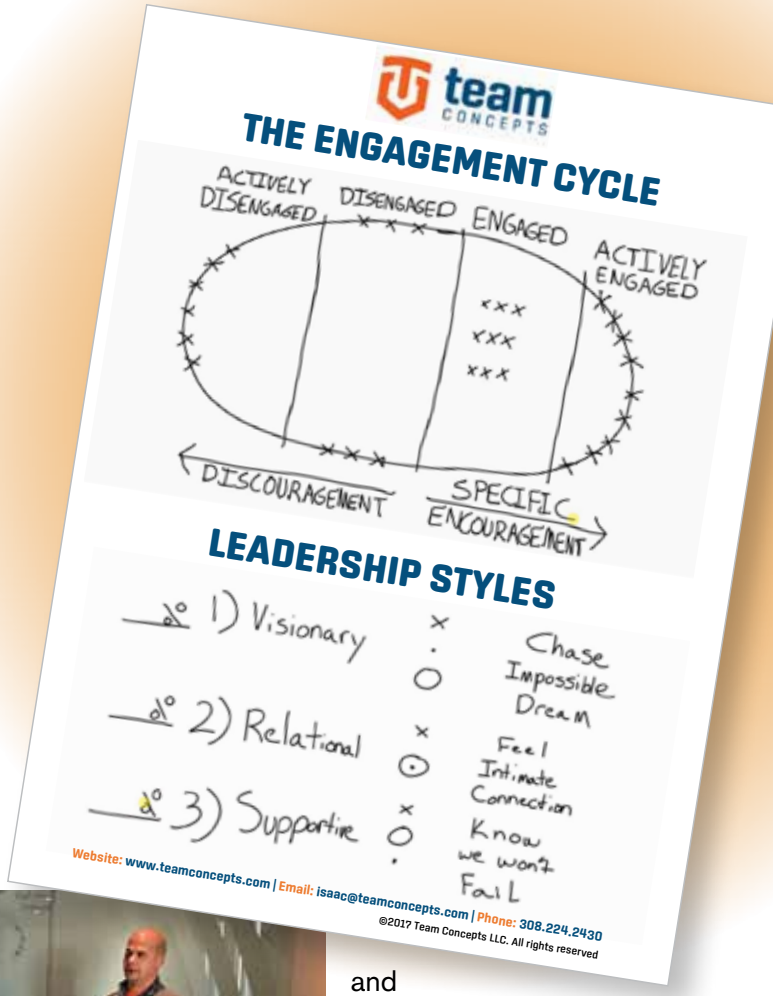
by Allissa Troyer

The first seminar in the 2018 Pork Leadership Program definitely did not disappoint! Where was Josh Erickson with Team Concepts my whole life? Josh did a fantastic job getting our group working together within the first 30 minutes of arriving and really broke the ice with interesting group conversation and interaction. Not only was it fun and light-hearted, there were questions that precipitated in-depth thinking and conversation. There was a mix of discussions and team activities during the two-day session that really brought the group together and fostered a lot of ideas and teamwork. Guests Dr. Ray Ward of Ward Labs and Lucas Dart of the University of Nebraska Foundation spoke on entrepreneurial successes and team engagement. Each story was different, but also had many similarities that crossed over. Listening to each talk about their experiences and give their insight was very encouraging.

What I enjoyed the most was learning about the engagement cycle. This allowed me to recognize specific scenarios in companies I've worked for in the past, as to how co-workers fit in each category, including myself. This really resonated with me, and I found myself replaying past situations, reviewing each part of the cycle and where the individuals fell within. Understanding this concept of actively engaged and disengaged personnel helps with retaining those individuals within the organization, thereby decreasing the turnover rate. This shows employees they aren't just a number; they are valued members of the team.

Dr. Ray Ward reflects on building his company and discusses the decisions that will affect crop production in the future.

Opens with



I have always had this singular thought of a job at times in the past: go to work, do my job, and return home. The large majority of our days are spent at work, and our personalities pour over into our careers. Realizing the personality type of ourselves as well as others, and how they work together, encourages better communication and a way to lift the team up to get them where they need to be. When the organization's leaders can identify the personality types within, they are able to bring the team closer together and achieve goals, while preventing derailment by getting those team members actively engaged. This type of approach not only will help retain current employees, but also help identify those who may need to move on to another position or company all together.

Josh Erickson outlined the stages of the engagement cycle. He encouraged each participant to reflect and share their personal experiences as they moved from one stage to another.

The group activities we participated in were unique and encouraged a lot of communication. There are many times in the work place where we are delegating work to other members of our team, and we may not stop to verify that the request for such tasks was understood. Asking the team member if the task assigned was received, then checking back in to make sure they have exactly what they need to complete the job, ensures the concept of working together as a team become a reality.

I strongly believe this seminar will help me long-term as a leader in the agriculture community. I reflected on a lot of current and past situations and have already used the content I learned to approach certain situations from a different angle than I typically would have without this knowledge. Team Concepts kept the transitions coming between discussion and activities and made it easy to keep the brainstorming going. I would love to see companies use this seminar as part of regular training for their employees. It really sheds light on how team members interact, how to resolve conflict and get the group moving in the right direction again. Big thanks to Josh Erickson with Team Concepts and his guest speakers for putting on an excellent first seminar for the Pork Leadership Program. I look forward to the second seminar in May.

LINCOLN ROCK

Little bacon lover.
BIG BaconFest t-shirt.

The 2018 Star City BaconFest drew its largest crowd ever on Sunday, April 22, with over 600 people enjoying bacon-inspired treats from popular Lincoln-area restaurants. The event was hosted at the Cornhusker Marriot Hotel.

The annual event, sponsored by the Nebraska Pork Producers Association (NPPA) and the Nebraska Restaurant Association (NRA), benefits culinary students in the state and will provide over $5,000 in scholarships through the NRA's Hospitality Education Foundation.

BaconFest-goers were asked to vote for their favorite treats again this year and the competition was tight! Grabbing this year's First Place honors went to Ashland Country Club for its Sweet & Spicy Bacon Bite. Second Place went to Coops Corner for its Bacon Ice Cream, with Third Place going to Venue Restaurant for its Pastrami Cured Bacon Arepas.

Entertainment was provided by Screamers Dining and Cabaret, located in downtown Lincoln. Their variety of entertainers and talents brought a whole new level of festivity to the 2018 event.

All of the bacon for this year's participants was provided by Hormel Foods and we gratefully thank them for their generous sponsorship.

And the First Place winner is.....
Chef Sarah Anderson from the Ashland Country Club.

NPPA President Darin Uhlir congratulates Deborah Wright of Lincoln, winner of the Grand Prize, a Traeger grill.

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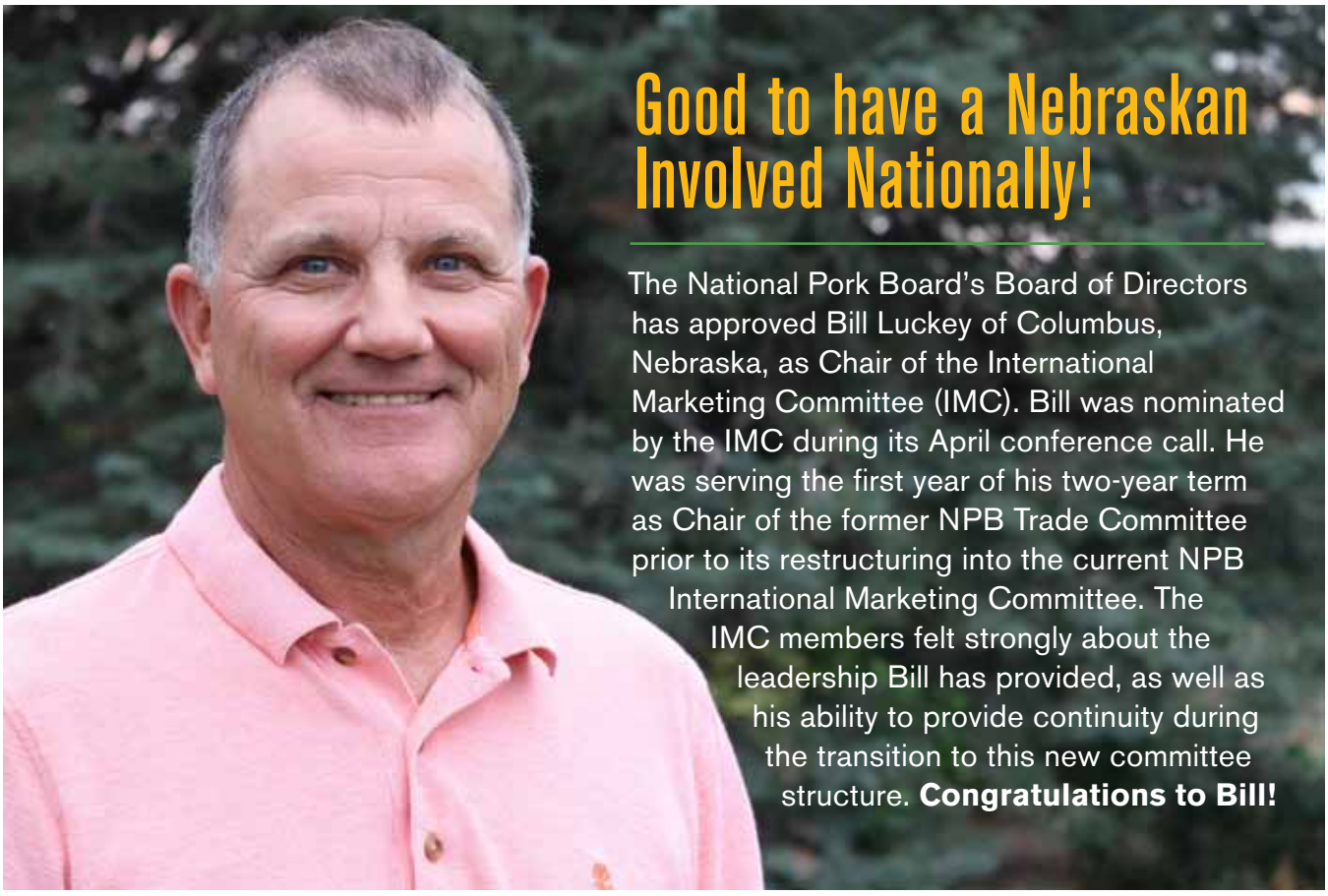
KS BACONFEST!

Entertainer Kevin Witcher from Screamers works to ignite some audience participation.

Past President Russ Vering and daughter Greta "ham it up" in the selfie booth!

Chef Nader Farahbod of Billy's Restaurant talks bacon with a guest.

J.P. from 96KX did a bang-up job in his first year as BaconFest emcee!



Good to have a Nebraskan Involved Nationally!

The National Pork Board's Board of Directors has approved Bill Luckey of Columbus, Nebraska, as Chair of the International Marketing Committee (IMC). Bill was nominated by the IMC during its April conference call. He was serving the first year of his two-year term as Chair of the former NPB Trade Committee prior to its restructuring into the current NPB International Marketing Committee. The IMC members felt strongly about the leadership Bill has provided, as well as his ability to provide continuity during the transition to this new committee structure. **Congratulations to Bill!**

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Legislative Report *(continued)*

WASHINGTON, D.C.

Several members of the Nebraska Pork Producers Association (NPPA) attended the Legislative Action Conference in Washington, D.C. These meetings provide an opportunity to interact with other state pork organizations and join as one voice discussing issues of importance with our congressional delegation members and staff. The subject on most minds was **trade**. With tariffs threatening to disrupt our markets, our members took an active role relaying the messages of "free trade" and "open markets" to our senators and representatives, and reminded them of the importance of trade to our family farmers. We continue to push the administration to open new markets in which to sell our products. We grow a good tasting, safe, sustainable product on our farms and, given the opportunity, can compete with anyone in the world marketplace.

Nebraska's LAC attendees visited with all of Nebraska's Congressional Delegation. Seen here with Senator Deb Fischer are (from left) Mike Fagen and John Csukker.

Other issues discussed with our Nebraska congressional delegation included:

- **Farm Labor** – Our farmers and processors rely on foreign labor and need a stable workforce. We currently have a labor shortage. We need meaningful visa reform that will help provide us a sustainable agricultural workforce.
- **Foot and Mouth Disease (FMD) vaccine bank** – We are requesting, through the next Farm Bill, that USDA develop a robust vaccine bank to address an outbreak in the U.S of FMD. We are seeking funding for both the vaccine bank as well as resources for our animal health laboratories and local agency emergency preparedness activities related to foreign animal diseases.
- **Trucking Regulations** – The U.S. Department of Transportation rules on Electronic Logging Devices and Hours of Service are incompatible with livestock hauling. Our truckers cannot and will not just pull over and neglect their animals. We need our D.C. delegation to help fix the Hours of Service rules.

First District Representative Jeff Fortenberry met with NPPA Board Members during their recent D.C. trip. Shown here are (from left) President Darin Uhlir, Jeff Fortenberry, Executive Director Al Juhnke, and Board Members Mike Fagen, John Csukker and Jared Liedman.

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17TH ANNUAL

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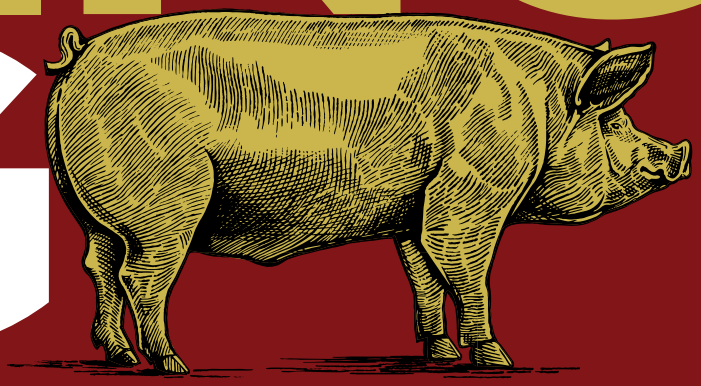

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Thank you Allied Members for all of your support through the years and welcome to our new Allied Members. We are greatly appreciative of our new members continuing to renew your membership and support of the Nebraska Pork Producers Association. We look forward to a successful 2018 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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