

Nebraska **pork** *NEPork* **talk**

January/
February 2020
Volume 52 No.1



ANNUAL
REPORT
EDITION

Calendar of Events

January 2020

- 8 First day of Nebraska Legislature, Lincoln
15 NPPA Board Meeting, Lincoln

February 2020

- 12 NPPA Annual Meeting and
Ribs and Bibs, Lincoln
13 Legislative Breakfast, Lincoln

March 2020

- 4-6 Pork Forum, Kansas City, MO

April 2020

- 19 Star City BaconFest, Lincoln
20-23 Pork Management Conference, Destin, FL

June 2020

- 3-5 World Pork Expo, Des Moines, IA
26 Pork Chop Scramble, Quarry Oaks,
Ashland

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



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.

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Pork Checkoff Service Center—

National Pork Board	(800) 456-7675
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Portions of **Nebraska Pork Talk** are partially funded by
Nebraska pork producers and their checkoff investments.

A Secure Pork Supply plan provides the opportunity to voluntarily prepare before a foreign animal disease (FAD) outbreak. Below are frequently asked questions that will be addressed during the annual meeting. A panel of experts will be present to discuss the process and to answer questions.



Frequently Asked Questions: FADs and SPS Plan

1. What is the benefit of the SPS plan?

The benefit is realized in an FMD, CSF or ASF outbreak when healthy animals are more easily permitted to be moved to the packer or the next stage of production. The SPS plan provides resources to help sites prepare ahead of time rather than during the chaos of an outbreak. This benefits the animals and those involved in the pork industry.

2. If the United States hasn't had a case of FMD since 1929, why do we need to spend time and effort preparing now?

There is always a risk of FMD being introduced into the United States due to extensive international trade and travel. This highly contagious livestock disease is present in about two-thirds of the countries in the world. Research suggests that an outbreak of FMD, CSF or ASF in the United States could result in losses of \$15 to \$100 billion. The USDA and the National Pork Board value preparedness and have funded the Secure Pork Supply plan to help producers prepare.

3. How much does it cost to prepare as recommended in the SPS plan?

The cost varies depending on your level of preparedness. Preparedness is similar to insurance. There is a cost investment relative to the assets that need protection. It is hard to put an exact dollar value on it, but preparing before an outbreak could be a great investment.

- Requesting a premises identification number (PIN) is free.
- Putting all of the biosecurity measures in place to keep FMD, CSF or ASF off a site can add cost. However, writing an enhanced biosecurity plan ahead of time costs very little.
- Free resources for training employees about biosecurity and surveillance are available online.

4. What measures in the SPS plan will be required by my packer, state or the federal government?

The SPS plan provides guidance only with opportunities to voluntarily prepare before an

continued

Frequently Asked Questions: FADs and SPS Plan (continued)

FMD, CSF or ASF outbreak. Each state can determine what guidance to use. Contact your state animal health official to discuss what might be required in an outbreak.

5. My pigs get shipped to another state. Do all states follow the SPS plan?

The SPS plan was developed nationally and each state can determine what guidance to use. Contact your state animal health official to discuss your animal movement needs and learn what might be required in an outbreak.

6. Do the biosecurity measures need to be audited?

Some states are conducting audits or pre-certification prior to an FMD, CSF or ASF outbreak. This may involve visiting the site, reviewing the enhanced biosecurity plan and discussing animal movement on and off the site. This may become a component of the Pork Quality Assurance® Plus (PQA Plus®) site assessment.

7. Are there Secure Food Supply plans for other livestock?

Yes, there are Secure Food Supply plans for beef and dairy cattle. The Secure Pork, Milk and Beef Supply plans were developed together, so recommendations are similar with species specific differences where needed. More information is available on the Secure Milk Supply website and Secure Beef Supply website.

8. Who is a regulatory official?

Regulatory officials are local, state, tribal and federal officials who have the authority and responsibility to respond to foreign animal disease outbreaks.

9. Where can I get more information about FMD, CSF and ASF?

- FMD affects cloven-hooved animals, such as cattle, pigs, sheep and goats.
- CSF and ASF affect only pigs.
- FMD, CSF and ASF are not public health or food safety concerns.
- Meat and milk are safe to consume.
- More information is available at securepork.org, FMDinfo.org and at cfsph.iastate.edu.

10. Why aren't animals vaccinated now for FMD, CSF or ASF, before an outbreak?

- Watch the eight-minute FMD Vaccination video at securepork.org.
 - Effective FMD vaccines do exist, but they are strain-specific (most strains require their own vaccine and do not cross-protect against infection from other strains, also known as subtypes).
 - There are many different strains of FMD circulating in the world, and it is hard to predict with certainty which ones will enter the United States.
- Vaccinating for FMD or CSF has international trade repercussions, which would limit the ability of the United States to export pork.
- An ASF vaccine is not available.



pork.org



SPS
SECURE
PORK SUPPLY

securepork.org



usda.gov



Nebraska Pork Industry

The Nebraska pork industry adds significant value to crops grown in the state and is a big contributor to the state's overall agricultural economy. Nebraska's current pig numbers stand at 3.75 million animals, a year-to-year growth rate of 9 percent.¹ Our state pork industry continues to outpace the average U.S. swine production growth rate. Contributing factors to Nebraska's increase in pig numbers include: ample feed supply, reliable water resources, biosecurity advantages, geographic location, and a positive political climate.

Nebraska farmers have ample marketing opportunities through three major in-state processors, all of whom continue to modernize and expand. These markets have resulted in a positive return for growers and adds to the diversity of a successful farming operation. Steady expansion of the pork industry in Nebraska continues to be strong with future growth projections pointing to additional animals being added to our barns.

1 Source: NASS hogs and pigs report, 9-27-19.

Public Policy

Nebraska Pork Producers Association (NPPA) serves as the voice of our state's pork producers at local, state, and national public policy levels. Our team actively monitors legislation, agency rules, and issues that can affect the interests of our farmers. NPPA's legislative committee met in December and made policy recommendations to the board.

Of importance the past year, NPPA has been focused on foreign animal disease (FAD) preparation. We

have been actively involved with three exercises over this time, partnering with state departments, USDA officials, veterinarians, and farmers. These exercises focused attention on the possibility of an African Swine Fever (ASF) outbreak in our state or country and walked through the steps that will be taken should a FAD such as this occur.

NPPA continues to advocate on behalf of our Strategic Investment Program (SIP) investors. Feedlot siting rules, property tax relief, and additional trade opportunities are just a few examples of the many issues we have been involved with over the past year. We work hard to be at the table on behalf of our farmers, bringing a strong voice to the debate.

The Nebraska Pork Producers Association remains a non-partisan, producer-led organization that represents thousands of pork producing farms across Nebraska.

Allied Membership

Thank you to our 67 allied members! We greatly appreciate your support throughout 2019 and for years to come! Our allied members are fantastic supporters of our industry with their participation at events throughout the year. With everyone's support at the Pork Chop Scramble we had extra challenges on the course, which helped us to raise funds. We had a great time with all those who came out to join us at the Saltdogs game, due to the cancellation of Ribfest.



Strategic Investment Program (SIP)

National Pork Producers Council and Nebraska Pork Producers Association continue to work



together with our SIP member to make sure your voluntary funds are invested to support the pork industry. We look at issues on both the state and national levels with pork producers our top priority. NPPC and NPPA are diligently working with our national officials to get trade deals passed to reopen markets for pork producers. On the state level, we are working to make properties taxes more affordable to agriculture.

Promotion

It was a wild ride in 2019 for domestic marketing at the Nebraska Pork Producers Association. While we continued to carry out many of our tried and true promotions, we mixed in some exciting new opportunities that proved to be effective at spreading the good word about delicious, nutritious pork across Nebraska.

We added an educational tour featuring both on-farm and culinary activities for Nebraska dietitians in June. It was a great success. The nutrition theme continued with a comprehensive mailing to all Hy-Vee dietitians in Nebraska to make them aware of the materials and programs we have available for them.

A three-part video series was produced in 2019, with three more to be produced in 2020. Each part features a different cut of fresh pork. Store Manager Ryan Zanker from Fareway Meat Market, Nader Farahbod, owner/chef at Billy's Restaurant and Chef Brandon Harpster from Single Barrel provided their expertise to this project.

"Q-4-A Cause Rockin' Rib Revival" at the Hall County Fair in Grand Island asked us to join in.

There was great music and fabulous pork barbeque to be enjoyed. We look forward to seeing how this event evolves.

NPPA took on a more aggressive role at the *Lincoln Journal Star's* Holiday Cooking Show in November by serving as the official Protein Sponsor. Pork was featured in each course by the chefs and many visitors stopped by the booth to receive holiday recipes and other pork goodies.

Project Connect Lincoln also found a new friend in the NPPA, as we donated enough pulled pork for 500 sandwiches to their event in mid-September. The project provides services to homeless people. Almost 600 people were assisted at the event.

The good will continued by bringing the National Pork Board's pork trailer back to Nebraska during the historic flooding this spring to serve pork at benefits in the communities of North Bend and Columbus. The trailer also participated in promotion events in Broken Bow, Fareway Foods in Lincoln, The Good Life Halfsy, and Hams Across America.

Speaking of Hams Across America, the NPPA continued this program in 2019. Thanks to the generosity and matching funds of the Iowa Pork Producers Association, we were able to expand the program beyond Lincoln and Omaha to Kearney, Grand Island, Hastings, Fremont, Norfolk, Columbus and Broken Bow. Well over 2,000 pounds of hams were distributed to organizations that provide both cooked meals and food pantry services to the needy.

NPPA's sponsorship of the Good Life Halfsy for the second year featured the pork trailer and a herd of volunteers (thanks much; you know who you are) that served over 4,000 pork loin sliders to tired and hungry runners after the event.

BaconFest was a big success again with over 500 guests attending, resulting in a grand total of over \$33,000 dollars contributed to the Nebraska Restaurant Association's Pro-Start program for future culinary professionals and chefs. Pro-Start instructors



across Nebraska also received packets of information from the NPPA about our educational materials and money to purchase pork that's available for education in the classroom.

Taste of Elegance was also record setting, with \$600,000 raised via this popular Omaha culinary event that benefits the Completely Kids organization. Completely Kids distributes approximately 450 backpacks filled with food for hungry children every single weekend.

Other repeat performances from the NPPA across the state included BBQ on the Bricks in Kearney, Taste of the Tailgate in Lincoln, Chef Nader at the Nebraska State Fair, and Imagination Bacon at Fonner Park. All continue to be great events and avenues for the NPPA to get consumers to try, taste and talk about Nebraska pork and our industry.

That's all, folks—a ton of promotions, events and positive pork impressions on consumers in 2019! Thanks to all the producers, allied industry members, students, interns and staff that assisted and participated in 2019. And there's more to come in 2020!

Communications

The leadership of the Nebraska Pork Producers Association (NPPA) engages in several key communication tools to effectively tell its story. The ongoing mission to inform and educate producers, consumers, teachers, students and key stakeholders at the city, county, state, and federal levels is paramount to the success of our industry.

NPPA's Executive Director Al Juhnke takes an active role in the on-going dialog with other commodity groups, agricultural professionals and individuals with legislative impact. Bill Luckey of Columbus and Russ Vering of Howell are elected members on the National Pork Board and National Pork Producers Council respectively, making sure Nebraska's producers are linked to the national pork organizations.

NPPA's *Pork Talk* bimonthly magazine delivers program updates and educational opportunities, highlights the supports of our Allied Members and provides further information for producers.

Hosted by KTIC Farm Director Chad Moyer, the *Pork Industry Report* broadcasts weekly radio interviews providing up-to-date coverage with industry leaders on educational events, regulations, market trends and other state and national issues. Throughout the year, the Monday morning segments of KOLN/ KGIN's *Pure Nebraska* feature representatives of the pork industry, in partnership with The Alliance for the Future of Agriculture in Nebraska (AFAN).

The Association's online exposure continues to be a valuable information outlet. Digital communications are allowing the Association more community-based input, interaction and content sharing. To be a part of our growing online presence, check our website (www.nepork.org), friend us on Facebook and follow us on Twitter.

Youth Education

Pork Leadership

The Pork Leadership Program was created by the Nebraska Pork Producers Association (NPPA) to build awareness, interest, and involvement in the pork industry. Program participants further develop their skills as leaders and naturally emerge as the next wave of active and engaged members of committees and board members at the local, state and national levels.

The 2019 Pork Leadership Program was comprised of five talented professionals:

Aaron Holliday of Columbus, with Pillen Family Farms, provides oversight to five nursery barns and six finishing barns, totaling 78,000 pigs.

Allison Zabel of Papillion, with PIC, works as a customer service specialist to enter orders, organize transportation and provide support for customers.

Joel Kaelin of Fairbury, with DNA Genetics, is the lead officer for the Fairbury Nucleus, managing growth of pigs from farrow to finish.

Zachary Lubeck of Omaha, with Quality Pork International, works to negotiate raw materials prices and manage relationships with suppliers.

Participants in the Pork Leadership Program took part in six meetings and activities over the course of the year where they:

- Participated in hands-on learning focused on theoretical leadership and group dynamics principles with Team Concepts
- Learned about the opportunities and weaknesses of various social media platforms to help the pork industry with Jennifer Osterholt, creator of PlowingThroughLife.com
- Participated in a regular board meeting of the NPPA
- Attended the Nebraska FFA Foundation's "Mission True Blue" program
- Toured Neogen/Geneseek
- Learned about marketing campaigns and strategies from the National Pork Board (NPB) to increase pork consumption
- Learned about research in the areas of nutrient, soil, and water quality management with Dr. Amy Schmidt and work being done on individual animal identification in the pork industry with Dr. Ty Schmidt
- Heard tips on how to speak with the media in training provided by the Nebraska Rural Radio Association
- Met with staff and leaders from the Alliance for the Future of Agriculture in Nebraska (AFAN) and the Nebraska Department of Agriculture to better understand roles and responsibilities of each organization
- Discussed the challenges around labor force and sustainability with Trent Loos

- Visited staff members at the NPB to better understand domestic marketing and foreign trade, received an update about African Swine Fever, and learned how to lead Hispanic employees
- Advocated on issues affecting the pork industry during the Fall Legislative Action Conference
- Met with leaders from Pillen Family Farms and DNA Genetics to discuss the future of the pork industry
- Toured a nursery and finishing barn to see first-hand the attention to detail required to provide high quality care for pigs
- Witnessed new, innovative technology during a tour of Tyson Fresh Meats
- Shared career experiences with students in the animal biology class at the Career Academy

Pork Mentorship

The NPPA's Pork Mentorship Program is a career development program that provides a variety of hands-on experiences to promote leadership and communication skills, ultimately fostering career development. The year-long program focuses on career development, industry promotion, civic engagement, extended enrichment and education activities, and participation in group meetings. Each of the participants receive a \$500 scholarship upon the successful completion of requirements throughout the year-long program.

The 2019 Pork Mentorship Program was comprised of five members with academic majors that represent a cross section of interests and disciplines within the College of Agricultural Sciences and Natural Resources:

Darren Segner of Friend is a freshman at the University of Nebraska – Lincoln studying animal science with an option in food animal production and management.

Heather Hunt of Fullerton, Calif. is a sophomore at the University of Nebraska – Lincoln studying animal



science with an option in meat science.

Mekenzie Beattie of Sumner is a freshman at the University of Nebraska – Lincoln studying agribusiness.

Miranda Mueller of Yutan is a freshman at the University of Nebraska – Lincoln studying animal science, grazing livestock systems.

Ronald Kramer of West Point is a senior at the University of Nebraska-Lincoln studying animal science, grazing livestock systems.

Participants in the Pork Mentorship Program took part in various meetings and activities over the course of the year where they:

- Learned about personality types and explored career interest areas with TeamBuild
- Practiced how to prepare for and engage with industry professionals
- Learned about reproductive biology and physiology from researchers and experts at the University of Nebraska - Lincoln
- Prepared different pork dishes with Amber Pankonin of Stirlist to see how college students can easily prepare healthy meals
- Toured a sow farm, nursery and feed mill with staff from Thomas Livestock Company
- Toured WholeStone Farms to complete the pork production process
- Learned about pharmaceutical manufacturing during a tour of Zoetis

Pork Internship

The development of the next wave of young professionals in Nebraska through the Internship Program offered by the NPPA is something that we all can be very proud of.

The investment now in this program will pay dividends for the pork industry in the future. The

reality that there is a shortage of talent today is on the minds of many individuals and organizations as they try to successfully plan for transition in the near future. The NPPA is taking the right steps to prepare for this by facilitating meaningful hands-on learning opportunities.

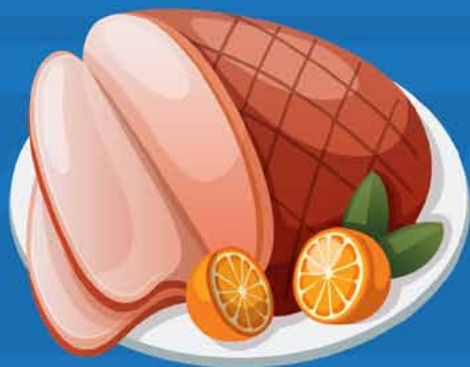
Participants:

Magdalene O'Brien of Blair is a junior studying animal science at the University of Nebraska – Lincoln. She began her internship in October 2017.

Jacob Bonwell of Columbus is a junior studying agricultural economics with a minor in animal science at the University of Nebraska-Lincoln. He began his internship in October 2018.

Magdalene and Jacob work together to use social media to foster engagement of pork producers on the Bacon Farmers Facebook Group. Increasing engagement online is important for producers to connect with one another as well as to be a part of the Nebraska Pork Producers Association. Be sure to check out our pages by searching Nebraska Pork Producers Association --- give us a like and follow!

McCyla Mickelson of Kearney is a sophomore studying agribusiness at the University of Nebraska – Lincoln. She began her internship in August 2018. McCyla worked to foster interest and increase youth involvement in the pork industry through a lottery pig program in Douglas and Sarpy counties. This experience helped 15 urban youth gain hands-on experience working with a pig and having the responsibility of caring for their own pig. There were four educational meetings throughout the summer to teach youth about nutrition and diseases in pigs, the importance of biosecurity, how to cook with pork, and the many different careers in the pork industry. The Douglas/Sarpy Counties Lottery Pig Program concluded with exhibitors showing their pigs at the Sarpy County Fair in August.



'Tis the Season for #HAMS *across* America #GiveaHam

pork
checkoff.



Lisa Janssen from the Gathering Place displays a ham from the NPPA's donation to the Lincoln organization.



NPPA President Tim Chancellor (center) delivers hams to the Children's Christmas fund in Broken Bow.

FOOD IS ESSENTIAL. It's fun. It's therapeutic. But for some, it can be a luxury. During the holiday giving season between "Giving Tuesday" and Christmas this year, the pork industry called on its friends to come together to "pay it forward" with pork through the Hams Across America program.

The program was created in 2016 to draw attention to the way pig farmers serve their communities year-round through food bank donations, raising funds for those in need, and preparing meals for those in need. Or, as the name suggests, giving a holiday ham to friends and neighbors.

Hams Across America has grown rapidly, and in 2018 this

program raised more than a half million pounds of donated pork nationwide—or about 2.2 million servings!

The Nebraska Pork Producers Association continued its commitment to the program in 2019 by donating approximately 2,700 pounds of ham to organizations across Nebraska. In the past, donations have gone entirely to the Lincoln and Omaha areas, but due to the generosity and matching funds provided by the Iowa Pork Producers Association, Nebraska distribution was expanded to include Grand Island, Hastings, Kearney, Columbus, Fremont, Norfolk and Broken Bow.

NPPA President Tim Chancellor enthusiastically supported Hams Across America activities and even donated half of the Broken Bow hams himself. "These organizations do so much to fight hunger in our Nebraska communities," he said, "it feels terrific to offer an assist by donating some of the high quality pork products we produce here in Nebraska."

The hams were purchased through Sam's Club in Omaha, Cedar Hollow Hams and Hy-Vee in Grand Island. The National Pork Board's pork trailer was on hand in Omaha December 19 to help distribute the hams there and to help raise awareness for the promotion.

NPPA 2020 ANNUAL MEETING



Wednesday, February 12, 2020
Embassy Suites
1040 P Street, Lincoln, Nebraska



SCHEDULE OF EVENTS

- 8:00 a.m. **Allied/SIP Breakfast**
Guest Speaker: Dr. Elizabeth Wagstrom
Chief Veterinarian, NPPC
Allied Recognitions
- 9:30 a.m. **Board of Directors and Election of New Directors**
- 10:30 a.m. **Executive Director Report**
Al Juhnke, Executive Director, NPPA
- 11:00 a.m. **A Look at Nebraska's Agricultural Economics**
Guest Speaker: Dr. Elliott Dennis, UNL Assistant Professor
- 11:40 a.m. **African Swine Fever Update**
Guest Speaker: Dr. Elizabeth Wagstrom, Chief Veterinarian, National Pork Producers Council
- 12:30 p.m. **NPPA Awards Luncheon**
Guest Speaker: Jerry Flint, VP Engagement & Outreach, National Pork Board
- 2:00 p.m. **Time to Tango: Latinos Are Pork's Future**
Guest Speaker: José de Jesús, Director Multicultural Marketing, National Pork Board
- 2:45 p.m. **Secure Pork Supply Panel Discussions**
Moderator: Tim Chancellor, NPPA President
Panel Members:
Dr. Elizabeth Wagstrom
Dr. Patrick Webb (Invited)
Dr. Dennis Hughes
Discussion Topics:
How to prepare prior to an outbreak
Completing Secure Pork Plans
Enhanced Bio-Security Planning
Working with State Animal Health Officials
- 5:00 p.m. **Social Hour**
- 6:00 p.m. **Ribs & Bibs – Single Barrel**

REGISTER TODAY!

On-line: <https://www.nepork.org/annual-meeting/>

ACCOMMODATIONS:

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1040 P Street, Lincoln, Neb. 68508

Register: By phone: 402.474.1111

On-line: <https://www.nepork.org/annual-meeting/>

Special Group Rates

available through January 21.

Group Rate Mention:

Nebraska Pork Producers Association

José de Jesús

José de Jesús, director of multicultural marketing for the National Pork Board (NPB), is a marketing and communications leader with more than 15 years of experience developing insight-driven marketing, communications and promotional strategies for a number of organizations and brands.

José is responsible for multicultural marketing strategy development and implementation as well as integrated marketing, public relations, and digital and social media efforts for the multicultural markets in the U.S. He joined NPB in 2013.

Prior to his current role, José worked for a worldwide insurance company developing and executing marketing and communications campaigns for financial products in the U.S. He also oversaw marketing, communications and diversity efforts at a business institution in Iowa.

José is a former award-winning journalist who covered a number of topics, including government and cultural affairs in Iowa and Wisconsin.

He earned a Master's degree in public administration from Bellevue University in Nebraska and a Bachelor's degree in communications with an emphasis in advertising, public relations and journalism from Clarke University in Iowa.



Dr. Elliott Dennis

Dr. Elliott Dennis is an assistant professor of livestock marketing and risk management in the Department of Agricultural Economics at University of Nebraska – Lincoln. He has previously worked in roles involving entrepreneurs and venture capitalists. His current academic research centers on livestock marketing, risk management, animal health production practices, and how these practices change across space and time. Prior to beginning work on his Ph.D., Dr. Dennis obtained an M.S. in applied economics from Utah State University and an M.B.A. in agribusiness from the Royal Agricultural University in the United Kingdom. Dr. Dennis now lives in Lincoln, Neb. with his wife and two daughters.



Dr. Dennis Hughes

In March 2005, Dr. Dennis Hughes became the Nebraska State Veterinarian, and has been in that position since. In his position he oversees and administers the prevention, suppression, and eradication of all federal and state regulated diseases of livestock and poultry in the state of Nebraska.

Dr. Hughes has received training for control/eradication of several regulated diseases, both foreign and domestic. He has performed and supervised herd testing, and developed herd plans to eradicate brucellosis, tuberculosis and pseudorabies in the area. He also has had extensive experience with CWD, BSE,



scrapie, West Nile virus, Johne's Disease and anthrax, to name a few, and became a certified Foreign Animal Disease Diagnostician after training at Plum Island, NY.

Prior to accepting the State Veterinarian position, Dr. Hughes had a large and mixed animal veterinary practice in northeast Nebraska, as well as extensive practice experience with beef cow/calf, beef feedlot, dairy, swine farrow-to-finish, and equine practice. In 1991 he was hired by the Nebraska Department of Agriculture as a veterinary field officer serving 18 counties, and eventually 24 counties in northeast Nebraska.

Since 2002, he has participated and/or led LEDRS (Livestock Emergency Disease Response System) training and outreach to veterinarians, extension educators, and other disease responders across the state of Nebraska, while educating them on foreign animal diseases, endemic emerging diseases, and Incident Command protocols.

The State Veterinarian is also the chief animal health official for the Nebraska State Fair.

Dr. Elizabeth Wagstrom

Dr. Elizabeth Wagstrom holds a Doctor of Veterinary Medicine and a Masters in Preventive Medicine degrees from Iowa State University. During her career, she has worked at the intersection of animal health and public health as a practicing veterinarian, an epidemiologist and public health veterinarian, served on an industry organization staff, and has worked in academia. In those roles, she has interacted with a wide range of stakeholders and consistently worked to find common ground and mutual goals.



Dr. Wagstrom currently serves as the chief veterinarian for the National Pork Producers Council (NPPC). The NPPC conducts public policy outreach on behalf of its 43 affiliated state association members. She leads NPPC's science and technology efforts, including an active effort on responsible antibiotic use and antibiotic use data collection and reporting. In her previous role with the National Pork Board (NPB) she was staff person responsible for the development of the industry's Take Care® – Use Antibiotics Responsibly program. That program has been incorporated into the larger Pork Quality Assurance Plus certification, which includes an on-farm assessment and audit component.

She serves as an ad hoc member on committees for the NPB and the American Association of Swine Veterinarians. She was recently elected to her second term on the American Veterinary Medicine Association's Council on Public Health and Regulatory Medicine. She serves as a liaison between that council to the Food Safety Advisory Committee and the Animal Agriculture Liaison Committee.

Prior to joining the National Pork Producers Council, Dr. Wagstrom was an associate professor at the University of Minnesota's Center for Animal Health and Food Safety. She also served as director of their Veterinary Public Practices Residency Program.

Dr. Wagstrom served six years on the USDA Secretary's Advisory Committee on Animal Health, serving as vice chairman and then chairman. That committee has a diverse membership but under her leadership developed consensus recommendations on a wide range of topics including the USDA efforts on antimicrobial resistance.



Dr. Tom Rathje (right), chief technical officer at DNA Genetics, discusses the basic formula for genetic improvement, with Joel Kaelin (left), and Aaron Holliday.

PLP's Fifth Seminar Visits Columbus, Madison and Lincoln

By Joel Kaelin

The fifth seminar of the Pork Leadership Program began Thursday, November 14 at the Pillen Family Farms office in Columbus. Our group had the opportunity to meet with experts from Pillen Family Farms and DNA Genetics.

Our first speaker was Dr. Jim Pillen, owner of Pillen Family Farms and DNA Genetics, who gave these basic principles on the culture at his companies: do what's right, do the best you can, and treat others the way you want to be treated. He discussed that in the future of the pork industry we will continue to use technology to meet the pigs' needs. We must watch carefully how the pigs access food, water, and air. We will continue to have a demand to keep

getting better. He emphasized that we need to do a better job of telling our story to let people know we care.

Next Brett Bonwell, CEO at DNA Genetics, presented the history of the company. DNA Genetics is the second largest supplier of genetics in the industry. He explained that it is the only

producer-owned genetics company and has been in business for 16 years. Brett discussed how the company has adapted to change in the industry and how it has grown. We discussed knowing the difference between "important" and "urgent" when making decisions at work or in our lives. He also talked about their Quality Wheel of health, genetic progress, product integrity and customer satisfaction.

Third, we had the opportunity to hear from Dr. John Sonderman, DNA Genetics business leader for multiplication and technical services. He told how DNA Genetics influences two out of every five strips of bacon. He spoke of the relationships and time spent with customers in creating value by helping them get better. It takes quite an extensive team of sales, technical support, customer



Aaron Holliday (left) and Joel Kaelin toured Humphrey Pig, a Pillen Family Farms nursery barn.

service and logistics to help keep everything organized.

Last, we talked with Dr. Tom Rathje, chief technical officer at DNA Genetics. He went through the basic formula for genetic improvement. DNA Genetics is focused on Duroc, York, and Landrace. He reviewed the increase in feed efficiency in our pigs through genetic improvement and how this reduces our carbon footprint. Finally, the use of genomics in genetic selection is fascinating as it provides an increase in accuracy in genetics.

By mid-afternoon, our day moved from the Pillen Family Farms office to one of their nursery sites for a tour. Dwight Wynn, director of multiple nurseries, led our tour. Every little detail is taken into account when caring for these pigs. It was interesting how cameras are used as a tool to help meet the pigs' needs. Farm managers can watch this and adjust temperature and ventilation



(From left), Kyla Habrock, Joel Kaelin, Aaron Holliday and Zach Lubeck hold a box of pork from Pillen Family Farms during their tour of Tyson Fresh Meats. The pork will be exported to Japan.

accordingly 24 hours a day, seven days a week.

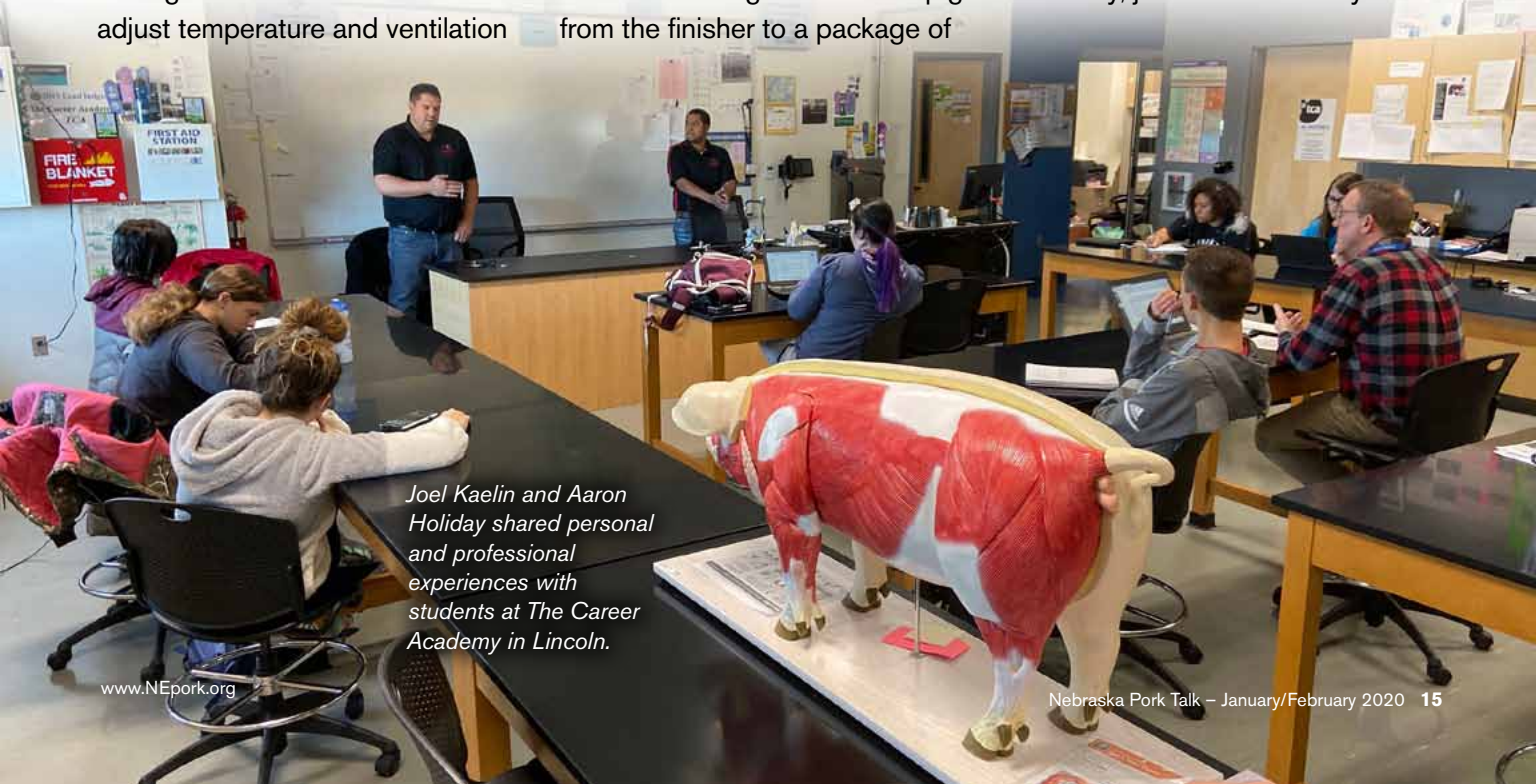
We concluded our first day with a tour of a Pillen Family Farms finisher site led by Aaron Holliday. He went through the different responsibilities of caring for finisher animals and the challenges that come up along the way.

The next day, we began with a tour of Tyson Fresh Meats in Madison, Neb. with Chad Johnson. It was rewarding to follow the pig from the finisher to a package of

bacon. We witnessed some new innovative technology, as the plant has done some recent updates. It struck me how they managed the many moving parts of not only people but machines that enable them to be consistent and efficient.

On Friday, we spoke in Lincoln to a group of students in the animal biology class in at the Career Academy, a program of Southeast Community College and Lincoln Public Schools. We presented our background, education, experience, and company information. This was followed by a question-and-answer session with the students. Topics such as African Swine Fever (ASF) and plant-based proteins were discussed, as well as housing, genetics, animal welfare, pork processing and exports.

It was definitely a rewarding couple of days as we all were made aware of information that will help us become better leaders in our industry, job and community.



Joel Kaelin and Aaron Holliday shared personal and professional experiences with students at The Career Academy in Lincoln.

Assessment of Conformational Changes

By Benny Mote Ph.D., Swine Extension Specialist, UNL
Department of Animal Science

Replacement gilts are selected primarily on structure and conformation. These selection decisions, however, occur while gilts are still growing. Few studies have tracked sow conformational traits over time, and even fewer have done so by directly measuring the traits in an objective manner rather than by utilizing a subjective scoring system. Therefore, we measured conformational traits beginning at 112 days of age through parity 3 weaning. This is an ongoing project, and conformational traits will be tracked through parity 4 weaning upon completion.

In order to obtain conformational trait measurements, sows were filmed from five different directions: front, left side, rear, above the front and rear foot on the left side of the body, and in front of the left rear foot. Provided culling did not occur for reproductive failure, severe structural issues, or other welfare concerns, each sow was filmed a total of 12 times. More specifically,

sows were filmed at 112 and 209 days of age; early, middle, and late gestation and at weaning in parity 1; and middle and late gestation and at weaning in parities 2 and 3. Still images were captured from the videos, and a total of 33 conformational traits were directly measured on the images. Results from 10 traits measured from the side view are presented here (figure 1): body length, body depth at the shoulder and flank, height at the shoulder and flank, knee angle, hock angle, front and rear pastern angles, and rump slope angle.

Body size increased rapidly from 112 to 209 days of age, then growth continued at a slower pace after the beginning of parity 1 (figure 2). A small decrease in body size occurred at weaning each parity due to weight loss during lactation, but growth resumed during the subsequent parity. Total growth from 112 days of age to parity 3 weaning was 17 inches (25.26-42.35 inches) in body length, 7 inches (10.48-17.38 inches) in body depth at the shoulder, 5 inches (9.18-14.54 inches) in body depth at the flank,

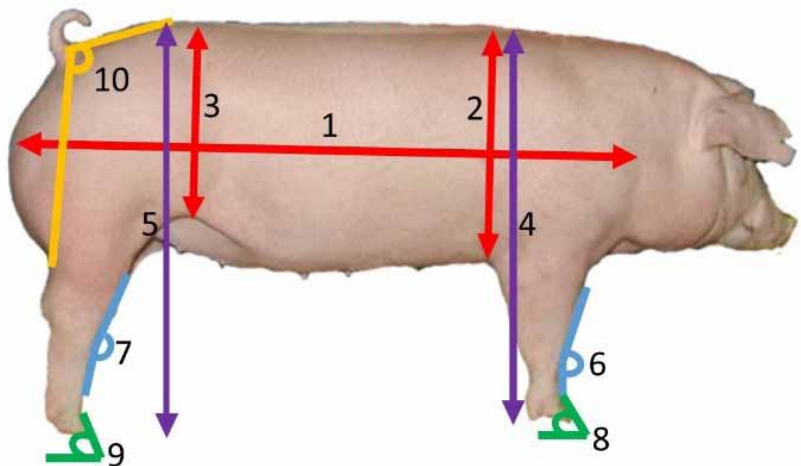


FIGURE 1.

Side traits measured.

1 = body length, 2 = body depth shoulder, 3 = body depth flank, 4 = height shoulder, 5 = height flank, 6 = knee angle, 7 = hock angle, 8 = front pastern angle, 9 = rear pastern angle, 10 = rump slope.

across Three Parities in Sows

11 inches (18.14-28.96 inches) in height at the shoulder, and 11 inches (19.43-30.50 inches) in height at the flank.

Knee angle and front and rear pastern angles decreased over time, while hock angle and rump slope did not change by an appreciable amount (figure 3). Knee angle decreased by 8.5 degrees between 112 and 209 days of age (164.12-155.63 degrees) and by another 5 degrees between 209 days of age and parity 3 weaning (155.63-150.72 degrees). The knees got more flex during late gestation and lactation each parity as the litter grew and udders filled, but straightened back up by about a degree during the first half of gestation each parity. Front pastern angle decreased by 7 degrees (60.89-53.74 degrees) and rear pastern angle decreased by 9 degrees (64.64-55.50 degrees) between 112 days of age and parity 3 weaning. The difference between the time point with the smallest angle and the time point with the largest angle was 2 degrees (146.97 degrees at parity 3 mid gestation - 149.06 degrees at 209 days of age) for hock angle and 3 degrees (114.71 degrees at parity 3 mid gestation - 118.05 degrees at 209 days of age) for rump slope.

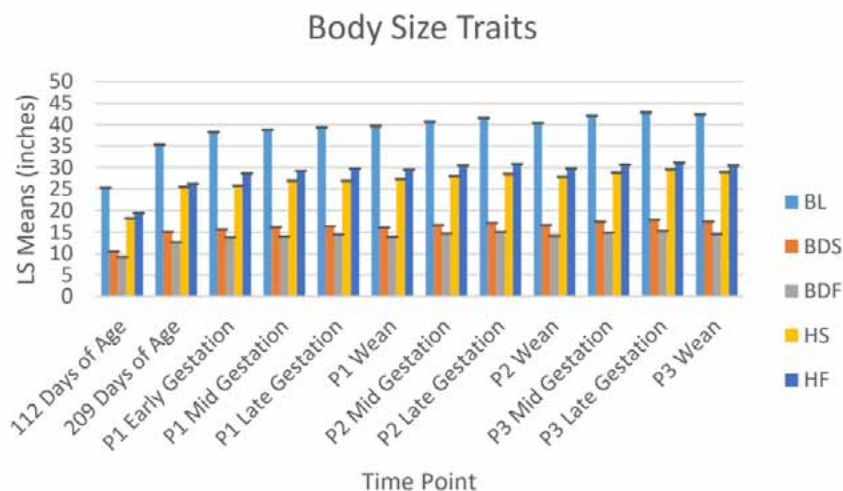


FIGURE 2.

Changes over time in body size traits.

BL = body length, BDS = body depth shoulder,

BDF = body depth flank, HS = height shoulder, HF = height flank.

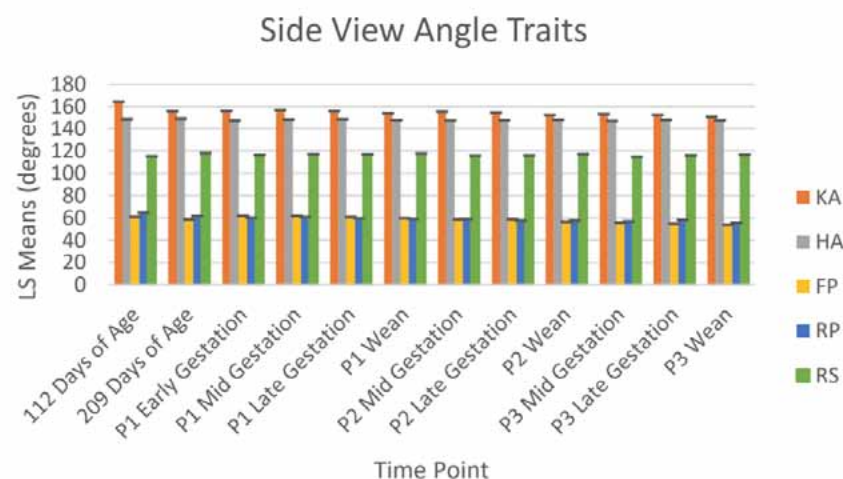


FIGURE 3.

Changes over time in leg angles and rump slope.

KA = knee angle, HA = hock angle, FP = front pastern,

RP = rear pastern, RS = rump slope.

Farmer Spotlight

Bill Luckey, Columbus



BILL LUCKEY is a Nebraska pork producer in Columbus. He graduated from the University of Nebraska-Lincoln in 1977. He and his family operate a farrow-to-finish operation that includes some custom contract finishing. Their facilities have a full capacity of about 4,000 head.

Bill grew up following his father around their farm working with cattle and swine, eventually taking over the swine operation. He has been involved deeply in the industry, serving terms as Nebraska Pork Producers Association president and secretary. He has served on the national level, as well, on committees of the National Pork Producers Council and on the Checkoff board of directors. Currently, Bill is serving his first term on the National Pork Board. Having grown up in the pork industry himself, he is committed to encouraging our youth to be involved in the swine industry.

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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 2020 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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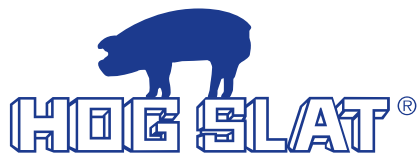
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