

November/ December 2019 Volume 51 No.6

Foreign Trade. The Key to Pork Profits!



Calendar of Events

November 2019

- 22 Aq-ceptional Women's Conference Norfolk
- AFAN & WSA Annual Meeting 25

December 23, 2019 – January 1, 2020

NPPA Office closed for the holidays

January 2020

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

February 2020

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

March 2020

Pork Forum, Kansas City 4-6

April 2020

19 Star City BaconFest, Lincoln

20-23 Pork Management Conference, Destin, FL

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



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

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Investing in Trade

By Al Juhnke, NPPA Executive Director

Here is your trivia question for the day: What is the number one meat consumed in the world? Answer: Pork.

Yes, pork is the most consumed meat in the world (followed in order by chicken, beef and mutton). Knowing this information helps us understand why trade is so important to our family farmers raising pigs here in Nebraska.

Pork producers have a rather unique story to tell. Looking back about 25 years, the United States exported very little pork. In fact, some years we were net importers of this product.



Al Juhnke

Fast forward to today. Our farmers are now exporting between 25 to 30 percent of what they produce. Export values return about \$53 per head to producers.

Top U.S. export markets by both value and volume include Japan, Mexico, China, Canada, South Korea and South America.

/ietnam

China

www.NEpork.org

Recognizing the importance of trade to our farmers, the Nebraska Pork Producers Association (NPPA) annually invests time and resources into this area. Maintaining current international relationships is one goal. There is also the need to develop new markets in

other countries.

Participation by NPPA board members and staff in trade missions and marketing tours is one key to export success. This year saw Nebraska representation in Japan and Vietnam. Asian markets are recognized by our producers and processors as an area of the world we can compete in and grow our business.

Partnerships with organizations like the United States Meat Export Federation (USMEF) or joint trade missions with other commodity groups further helps facilitate maintaining or opening new markets for our state and country.

NPPA is involved with lobbying efforts in Washington, D.C., making sure our elected policy makers understand the importance of trade to the agricultural economy of Nebraska. Free trade agreements implemented by the United States with other countries are strongly supported by NPPA and

are another one of the keys to our future success.

Our growers continue to seek barrier-free international markets. The fact is, Nebraska pork farmers produce a good, safe, reliable, sustainable food

Japan a good, safe, reliable, sustainable food and can compete with anyone in the world when given the chance.

Oh, and one other item of note that makes us competitive in world markets: Our Nebraska- grown pork products are very tasty!

Hams Across America Campaign's Giving Tuesday Set for Nov. 26



PORK IS HIGH IN PROTEIN

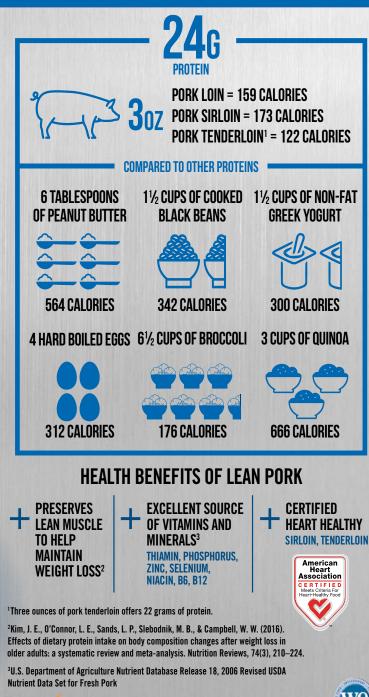
In 2008, when pork producers introduced We CareSM, it was important that five of the six ethical principles to be addressed were production-related: produce safe food, promote animal well-being, protect public health, safeguard natural resources, and provide a safe work environment. The sixth ethical principle addresses something we do so well–contribute to a better quality of life in our home communities. The Hams Across America campaign addresses these objectives.

Hams Across America was launched as a joint effort of the National Pork Board and National Pork Producers Council, while working with state associations. The campaign kicks off on Giving Tuesday, November 26, two days before Thanksgiving, and ends on December 31. In 2018, more than a half million pounds or nearly 2.2 million servings of pork were distributed through the Hams Across America campaign. This year, Nebraska is committing \$4,000 worth of ham to those in need in the Lincoln and Omaha areas.

We invite you to join this effort to help people in your community overcome the challenge of food insecurity by donating a ham to a local food shelf, organization, or someone in need in your community.

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Please take a photo or video of your event and post it to your Facebook page using #HamsAcrossAmerica #GiveAHam #WeCare and tagging the Nebraska Pork Producers Association (NPPA). Or you can send it to Sandra Kavan at sandra@nepork.org and she will post it to the NPPA's Facebook page.



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NPPA 2020 ANNUAL MEETING PREVIEW



NEBRASKA PORK PRODUCERS ASSOCIATION



The Nebraska Pork Producers Association's annual meeting is set for February 12, 2020 at the Embassy Suites in downtown

Lincoln. Save the date and watch for more information on how to reserve your spot at the event.

We've chosen "We Care" as the theme for our annual meeting because the pork industry faces a challenging year on many fronts, including trade issues, dealing with dangerous diseases, and our continuing efforts to produce pork in a safe, humane and environmentally responsible way.

The "We Care" program developed by the National Pork Council stresses six major ethical principles that guide our industry. Our meeting agenda reflects the NPPA's commitment to these principles, which include: safety in food production; animal well-being; protection of public health; safeguarding our natural resources; the welfare of our people; and the importance of community contributions.

Program highlights will include:

- Recognition of the NPPA's Allied Members
- Board of Directors meeting and election of new directors
- Executive Director's report (Al Junhke)
- A look at agricultural economics
- African Swine Fever (ASF) Update

Wrapping up the day's agenda will be a Secure Pork Panel discussion aimed at countering the ASF outbreak, including: how to prepare prior to an outbreak; completing

> Secure Pork Supply plans; enhanced bio-security planning; and working with state animal health officials.

A "Ribs & Bibs" dinner follows at 6:00 p.m. at Single Barrel restaurant, 130 North 10th Street.

LAC members tour the residential wing of the White House Front, from left: Allison Zabel, McCyla Mickelson; Back, from left: Jake Bonwell, Aaron Holliday, Zach Lubeck, Russ Vering, Mark Wright, John Csukker.

NPPC's Fall LAC Tackles Trade, African Swine Fever, Gene Editing, and Other Critical Issues

Nebraska pork industry leaders joined 125 counterparts from across the country in Washington, D.C., on September 11 and 12 to participate in the National Pork Producers Council's (NPPC) Fall Legislative Action Conference (LAC). The program featured several NPPC staff and pork industry representatives updating producers on pending and emerging issues facing the U.S. pork industry.

This year's LAC was critical to aggressively advocate for a number of issues: trade, Farm Bill implementation, African Swine Fever (ASF) and labor visa reform. Participants also received updates on many other matters including gene editing regulation, cell cultured protein, and current litigation.

Following NPPC's "Lobby Issues Briefing Session," producers were encouraged to head to Capitol Hill for congressional visits. John Csukker, president elect of the Nebraska Pork Producers Association (NPPA), and Russ Vering, NPPC board member, joined Mark Wright, a participant in the Pork Leadership Institute, McCyla Mickelson, Jacob Bonwell, Aaron Holiday, Allison Zabel and Zach Lubeck to visit Nebraska's congressional delegation.

"I really appreciate our senators and representatives in Washington, D.C.," said Russ Vering, past NPPA president and NPPC board member. "They are always willing to listen to our topics and issues. Our trip focused on trade, most importantly. USMCA is very important and ready to be voted on."

Vering said other congressional discussions focused on the security of the U.S. pork supply from ASF. "The spread of the disease in Asia and Europe is of high concern," he said. "Our very important task is for the U.S. government to employ more border inspectors and prevent the introduction of ASF into the U.S. and North America."



Zach Lubeck, Russ Vering, Congressman Don Bacon, Mark Wright and McCyla Mickelson discussed many important issues facing the pork industry.

Gene editing was another important point of discussion with Nebraska's congressional members. "Gene editing technology is a must-win for the pork industry," John Csukker said. "Congress needs to act soon. I urge Nebraska pork producers to contact their representative and senators to make sure their voices are heard, since we have their ears somewhat during the upcoming election year."

Csukker stressed that it is important for gene editing oversight to be handled by the U.S. Department of Agriculture (USDA) rather than the U.S. Food and Drug Administration (FDA), since the FDA would likely impose more stringent regulations. "The USDA has the infrastructure and processes already for gene editing plants, which can be adopted to livestock," he explained.

NPPC Welcomes New Pork Leadership Institute Class

The National Pork Producers Council (NPPC) has announced its 2019-2020 Pork Leadership Institute (PLI) class. PLI is a comprehensive training program conducted jointly by NPPC and the National Pork Board (NPB) and is designed to develop future leaders for the U.S. pork industry. Upon graduation, participants will understand the roles of NPPC and the NPB and will have developed the skills necessary to help lead an everchanging pork industry and to tell the pork industry's story from Main Street to the nation's capital.

The 2019-2020 class met in Washington, D.C., for the first time in early September. The class has participants from 15 states, including Mark Wright from Fremont, Neb. Wright is the animal handling and welfare coordinator/assistant manager at Wiechman Pig Company, where he began his 30-year service to the swine industry in 1989. After graduating from college, he became a supervisor at the Fremont facility. In 1995, he was given the opportunity to help build and run the Wiechman Pig facility in Guymon, Okla. as the assistant manager. After a short career change, Mark

returned to Wiechman in 2001. Mark currently serves as an alternate director on the NPPA board.

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Secure Pork Supply Plan: Everyone Needs One

OVER THE PAST YEAR, the Nebraska Pork Producers Association (NPPA) has been participating in African Swine Fever (ASF) exercises. Preparing for a foreign animal disease outbreak is crucial in making sure our farmers can continue to operate and market their animals. Now is the time for all Nebraska pork producers to work on their own Secure Pork Supply (SPS) plan.

Regardless of size of farm or number of animals you have, you should start putting your plan together now. Full-time farms, hobby farms, show pig farms and every other type of swine production facility in Nebraska need to be prepared. Going forward. NPPA will continue to communicate the importance to our farmers of having a SPS plan in place. NPPA will also offer resources and training opportunities to assist in this SPS plan preparation. People are encouraged to contact the NPPA office with any questions they may have.

Secure Pork Supply Information

If foot and mouth disease (FMD), Classical Swine Fever (CSF) or African Swine Fever (ASF) is confirmed in the United States, movement restrictions for susceptible livestock will



be put into place by regulatory officials (local, state, tribal and federal officials, as appropriate). The restrictions are designed to control the spread of these highly contagious animal diseases by animals, animal products, vehicles and other equipment. Officials will set up regulatory control areas (areas where premises are quarantined and movement is restricted) around infected premises and movement of livestock will only be allowed by permits. For a permit to be issued, regulatory officials will require premises to demonstrate certain criteria that reduce the risk of disease spread from the movement. Permitting guidance can be found in the Secure Pork Supply (SPS) plan for continuity of business. The SPS plan provides opportunities to voluntarily prepare before a foreign animal disease (FAD) outbreak. This will better position pork premises with animals that have no evidence of infection during the outbreak to move animals to processing or another pork production premises under a movement permit. FMD, CSF and ASF are not public health or food safety concerns. Meat will remain safe to eat.

Why are FMD, CSF and ASF the diseases included in the SPS plan? FMD, CSF and ASF are all very contagious animal diseases that will severely limit trade with other countries if detected in the United States.

How Can I Prepare?

Review the information at securepork.org to learn about the components of the SPS plan. Here is a highlight of the steps producers can take:

Request a national premises

- identification number (PIN) from the office of your state animal health official (most commonly state veterinarians).
 Verify that the address associated with the PIN reflects the actual location of the animals.
- Keep movement records ofanimals, people, equipment and other items.

Write and implement your

enhanced site-specific biosecurity plan.

Train caretakers in biosecurity.

Train caretakers to monitor forFMD, CSF or ASF.

Be prepared to collect samples: oral fluid, nasal swab and blood.



To learn more about the Secure Pork Supply plan, go to securepork.org

Farmer Spotlight Lukas Fricke, Ulysses



LUKAS FRICKE is a sixth generation pork producer in Ulysses, Neb. He is a graduate of the University of Nebraska-Lincoln (UNL). Lukas and his family run a nursery-to-finish pig

operation and farms row crops. He is active in promoting the importance of involving youth in the pork industry, and has been a volunteer helper with the Nebraska Pork Producers Association advising people through posts on social media about pork products. He also has helped the National Pork Board with some of its social media activities, and has helped with Nebraska Ag Youth Institute



by donating meals for program participants. One thing Lukas would like to see happen in the pork industry is for the younger generations to step up to active leadership roles to help tell our story to keep this industry moving forward.

State's Farmers and Ranchers Cook Up Free Breakfast Tailgating Party

The NPPA joined with other Nebraska agriculture organizations and the state's farmers

and ranchers on Saturday, September 21 to host a fun event-the annual free breakfast tailgate party. This year's event, officially entitled the "Game Day Approved Tailgate Party," was held at Russ's Market at 33rd and Highway 2 in Lincoln.

The goal of the event was to provide consumers with information about how Nebraska's agriculture producers grow food and care for the land and their animals.



Each organization staffed its own booth featuring food, educational materials and handouts. NPPA

contributed over 800 slices of bacon for the event.

Farm organizations involved included the NPPA; Nebraska Poultry Industries; AFAN; Nebraska Corn Board; Nebraska Soybean Board; Nebraska Farm Bureau Federation; Nebraska Wheat Growers Association;

Nebraska Cattlemen; Midwest Dairy; Nebraska Grain Sorghum Board and Nebraska Hop Growers Association.

Trade

NPPA Executive Director Participates In Governor's Vietnam Trade Mission

NPPA Executive Director Al Juhnke recently returned from a trip led by Governor Pete Ricketts, with the Nebraska ag trade delegation and hosted by Dan Kritenbrink, the U.S. Ambassador to Vietnam. Ambassador Kritenbrink is a native of Nebraska and graduate of the University of Nebraska–Kearney.

During its time in Vietnam the group met with high ranking government officials in Hanoi, participated in



The Governor and trade delegation pictured with the Mayor of Hanoi, Vietnam. The Delegation meet with government officials, promoted Nebraska ag products, and encourage Vietnamese businesses to invest in Nebraska.

Delegates on the mission included representatives from the Department of Agriculture (NDA), Department of Economic Development (DED), University of Nebraska, Nebraska Farm Bureau, major state and national commodity organizations, and ag businesses.

a business seminar for Vietnam traders, made a stop at the Vietnam National University of Agriculture, and visited the new deep-sea port of Hai Phong.

"Vietnam is a growing market for our Nebraska pork producers," said Juhnke. "Their local supply of pork is lessened with the onset of African Swine Fever and the U.S. has the potential to help by sending product to address this need. We are also exploring ways that the University of Nebraska-Lincoln can cooperate with researchers in Vietnam to work on a vaccine for ASF."

Governor Pete Ricketts and U.S. Ambassador Kritenbrink make remarks during a dinner at the Hanoi Hilton Opera Hotel.

Talks

Tim Chancellor stands beside an exclusive U.S. Pork display at a major Super Market in Japan.



questions and speak directly about the integrity, quality and safety of U.S. red meat production.

"Knowing where product comes from and how it is produced is important with Japanese consumers," Chancellor said. "It is a fascinating and sophisticated market and consumers want assurances about the safety and quality of imported products. A very important customer got to know us a little better."

"Gochipo" is a mascot character that was created by USMEF to increase awareness and convey a familiar, positive image of American pork among Japanese consumers. Gochipo frequents retail promotions and is very popular with children. Consumers are well aware of Gochipo, who over the years has educated and promoted U.S. pork and its unique qualities. In a recent digital campaign, 90 percent of campaign participants said that they wanted to purchase U.S. pork after learning about it from Gochipo.



NPPA President Sees Great Potential in Japan: the World's Most Competitive Market

U.S. PORK

Tim Chancellor, president of the Nebraska Pork Producers

Association (NPPA), was among the 30-member Heartland Team to visit Japan in September to meet with that country's trade leaders. The meeting was arranged by the U.S. Meat Exporters Federation (USMEF).

The team, which included beef, pork, corn and soybean producers and other agricultural industry leaders, met with key players in the Japanese trade, toured retail and restaurant sectors, explored Japanese domestic production and gained a better understanding of the potential in the market and how USMEF works to develop the Japanese market for U.S. red meat products. The visit came on the heels of the trade agreement in principle that would bring Japanese tariffs on U.S. pork, beef and other agricultural products in line with tariffs of our competitors.

The Heartland Team got a first-hand look at our leading export market, learned more about its potential and what this market can mean to the bottom-line of rural America. Japan is a critical export market for the U.S. and this trip demonstrated to Japanese trade executives and consumers the very real commitment to serve this market.

Quality and safety are paramount in the Japanese market and team members were able to answer

Nebraska Agriculture Showcased for Pork Mentorship Program Tour



The 2019-2020 Pork Mentorship Program made stops in Lincoln, **Overton and Fremont** August 14 through 16. The program is designed to introduce college students to careers in Nebraska's pork industry. The program provides a variety of handson experiences that promote leadership and communication skills, and helps participants to build their capacity as leaders and professionals in Nebraska's swine and agriculture industries.

Day 1: Eating Pork By Mekenzie Beattie

I couldn't think of a better way to start Day One of our Pork Mentorship tours than at Amber Pankonin's home in Lincoln. Amber is a registered dietitian who is passionate about food and the pork industry. We began our afternoon with her by cooking a meal in her kitchen. Amber does various cooking shows on TV to promote healthy eating and incorporating protein into our diets. She has a lot of unique technology in her kitchen she uses to film. We prepared mango pulled pork sandwiches, a bacon tomato salad, and an egg roll bowl.

Cooking a meal with her showed us how easy it is to provide a nutritious meal for multiple people and how meal preparation is vital to a satisfactory eating experience. This also was a fun time for us mentorship participants to bond and work as a team to prepare a meal. After our hard work of preparing our meal, we sat at the dinner table to converse and enjoy eating our creations. While we ate we had meaningful conversation and learned a lot from Amber. She explained to us what her day-to-day routine as a registered dietitian looks like. She basically runs her own business and is in charge of her schedule. Another topic we dived into was how we as college kids can prepare healthy meals. She had a lot of good advice to offer. Amber and her husband are very entrepreneurial minded and have started multiple companies. Talking about that in regards to food and agriculture was a fun conversation. She and her husband are very knowledgeable about what they do and enjoy sharing their story and wisdom with students like us. We were very grateful that they invited us into their home and shared what this side of the pork industry looks like. This was a great experience where we as pork mentorship participants could take a lot home with us.

Day 2: Caring for Pigs By Miranda Mueller

On Day Two of our pork mentorship trip we went to Thomas Livestock Company, a sow farm and nursery outside Overton.

At first, I was expecting to be touring another typical farm operation



and was not prepared for the amazing experience that I would have that day.

To start off our tour, we talked a little bit about Thomas Livestock as a company. The company is a 22,000 head farrow-to-finish operation and even has its own feed mill where they source a lot of their grain form local farmers.

We then went to Thomas Livestock's farrowing unit where the company farrows out 40 sows per day. What was truly amazing about this portion of the tour is that although they are a large swine operation, they truly care about the lives of the animals they are raising. The employees care deeply about every life on the farm, which makes their mortality rate lower than average. They have an employee making rounds in the farrowing unit 24 hours a day to make sure everything is running smoothly. They also do a great job of keeping back the high-quality sows that produce large litters to keep their numbers growing. In the sow unit they also have the latest and greatest technology when it comes to the sows that aren't in the farrowing crates. They have mechanical feeders that read the

ear tags of the sows to monitor their feeding habits and to ensure they don't overeat. They also make sure that the sows are always comfortable and healthy, monitoring them throughout the day by constantly monitor the temperature and every single fan they have.

Next, we went to the Thomas Livestock nursery, which was my favorite part of the tour. Once the piglets are weaned, they are brought to the nursery where the weaker or sick piglets are placed in the center of each room in the four warmest pens. In the sick pens, employees, bottle-feed each piglet three times a day for a couple of days until they are healthy enough to go in with the rest of the piglets. Since the employees care so much for each piglet, their nursery mortality rate is less than one percent.

Overall, Thomas Livestock was an amazing experience. Seeing a farm and its employees so dedicated to their mission is very refreshing. This is a not just another big farm. This is a farm that doesn't care more about the income than it does about the lives and the comfort of its animals. Thomas Livestock left a huge impact on me and on my view of the pig industry.

Day 3: Processing Pork By Heather Hunt

After our visit to Thomas Livestock to learn about their breeding, farrowing, finishing, and gilt development facilities, the Pork Mentorship group completed the pork production process by visiting WholeStone Farms in Fremont. WholeStone is a unique processing plant where they regularly operate harvesting, processing, and everything in between.

Before we began the tour of the plant, the company's safe standard operating procedures were explained to us and we put on the frocks, hairnets, and hardhats to comply with their safety measures. Our tour at WholeStone Farms began on the "clean" side, where retail cuts of pork are packaged for sale to consumers, and ended on the "dirty" side, where the harvest process begins. As a meat science major, I was extremely enthused by the operations throughout the entire facility. I was most intrigued, however, by how mechanized the harvest procedure was on such a large scale. I had never gotten the chance to see an operation like that before.

I am so grateful that Wholestone Farms was willing to open their doors to us and show us through their facilities. This unique opportunity allows us, the Pork Mentorship group, to explore careers in fields that we may have not considered before.

Smoky Ham with Strawberry-Chipotle Sauce

INGREDIENTS:

- 8 pounds fully cooked bone-in ham
- 1/3 cup agave nectar (preferably dark, or honey)
- 2 teaspoons smoked paprika
- 2 pounds strawberries (hulled and halved lengthwise, about 6 cups)
- 2/3 cup sugar
- 2 chipotle chile in adobo sauce (canned, 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)

DIRECTIONS

- 1 Preheat oven to 325 degrees F. Position the rack in the lower third of the oven.
- 2 Line the bottom of a shallow roasting pan bottom with aluminum foil.
- 3 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 4 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.)

5 Slice ham and serve with sauce.

NPPA Supports Annual "Project Connect Lincoln"

The NPPA provided 500 pulled pork sandwiches catered by Skeeter Barnes for the 11th annual Project Connect Lincoln on Friday, September 20 at Pinnacle Bank Arena.

The goal of the annual event is to provide a one-day, "one-stop-shop" for the many people who experience homelessness in Lincoln on any given day. Individuals and families attending the event were able to access a wide variety of immediate on-site services to meet their needs. Medical and behavioral health professionals were available to provide medical, dental, mental health and substance abuse services. Local agencies provided assistance with such services as housing and social services applications, legal issues, education, crisis intervention and basic needs. On-site bike repair, haircuts and pet care services were also provided. A special area provided assistance to veterans in accessing benefits available only to people who have served in the military. A total of 1,300 meals were served to more than 600 at-risk individuals, 300 agency representatives and 400 volunteers. The annual event receives donations from over 100 organizations. It is coordinated by the Lincoln Homeless Coalition and the Department of Veterans Affairs.



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CONCRETE

SLAT INSTALLATION



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 2019 with our three tiers of membership. LLIED EMBERSHIP Program 2019 MEMBERS

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

Gold Level (\$2,000)



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