Engage!

Vote Online for 2018 Forum Delegates

See Page 7.
Calendar of Events

**July 2017**
- 9-12 National Pork Industry Conference, Wisconsin Dells, WI
- 10-21 Electronic & In Person Voting for 2018 NPB Delegates
- 11 Heat Stress on Hogs in Farrow-to-Wean Webinar

**August 2017**
- 15 Trade and Regulations Update from National Pork Producers Council Webinar

17-19 Capitol City Ribfest, Lincoln
19 Capsoul City Ribfest VIP Event, Lincoln
25 September 4 State Fair, Grand Island

**September 2017**
- 6-7 Board Meeting/Retreat Broken Bow
- 12-14 Husker Harvest Days, Grand Island
- 12-14 Fall LAC, Washington D.C.

For more information on any of these scheduled events call 888-627-7675 or www.nepork.org
Congratulations to Nebraska’s Own
Terry O’Neel, the New President of the NPB!

Terry O’Neel has been elected President of the National Pork Board. Understandably, Nebraska’s pork producers are very excited and honored by Terry’s accomplishments and contributions to our industry.

Congratulations Terry on becoming our NPB president. Your willingness to share your time and talents is an inspiration to us all. I look forward to working with you through this year.

Darin Uhlir

Hi, Terry. I wanted to take this time to sincerely send my congratulations for your being elected as President of the National Pork Board. You are well-deserving of this honor. You have sincere dedication for helping the Nebraska and United States pork industries. Without a doubt, you will be a very successful NPB President. You and Diane have done an excellent job helping the Nebraska pork industry succeed. Nebraskans will be proud of having your portrait on the wall at the National Pork Board Headquarters office. I send this note with the highest level of sincerity.

Larry E. Sitzman

A very hearty congratulations to Terry O’Neel on his election as National Pork Board President. Terry has served the pork industry in Nebraska and across the nation faithfully and tirelessly for many years. This honor is extremely well deserved. Best wishes,

Kevin Peterson

Congratulations, Terry! It is great to have your leadership working for our pork industry.

John Csukker

Terry has been my mentor, ever since the first phone call asking me to volunteer with NPPA many years ago. If it weren’t for Terry, I don’t know if I would have ever volunteered and accomplished so much in the swine industry, met so many great people and learned so much about supporting the industry that has supported me my whole life. I’m sure I’m not the only one asked by Terry to be a part of something bigger and that’s why he has gone as far as he has. I hope that through his help I can continue to follow in his footsteps, but he has created some big steps to follow. Congratulations, Terry, it is well deserved and I am very proud to call you my friend!

Shane C Meyer

Terry- We are so proud to call you a fellow Nebraskan, a fellow pork producer, and now we call you our leader, our president.

Thank you for your service to our great industry.

Karen Grant

Terry – Congratulations on your recent election as President of the National Pork Board. The knowledge and commitment that I have observed from your early years as a member of the Saline County Pork Producers,

Continued on page 4

Terry and Diane O’Neel are always the first to volunteer to host tours of their farm.
Friday, June 2 was a fun day spent with The Career Academy/ Southeast Community College with 11 Pro-Start educators, plus Dr. Fayrene Hamouz and Chef Brandon Harpster from The Single Barrel in Lincoln.

Chef Brandon spent the morning session demonstrating how to fabricate a carcass while simultaneously discussing his favorite cuts of pork, how he utilizes pork in his restaurant and just generally passing along his wealth of pork knowledge.

Pro-Start instructors then went hands-on in the kitchen by preparing a variety of the cuts for lunch. While enjoying their meal, there was further discussion among those attending. Participants also left with pork recipes, cooler bags and silicone oven mitts. NPPA staff members Al Juhnke and Jane Stone were also on hand to visit with the instructors.

A second Pro-Start Teacher Forum will be held on Monday, July 24 in Omaha at Metropolitan Community College’s Institute of Culinary Arts.

Congratulations to Nebraska’s Own Terry O’Neel, the New President of the NPB! (continued)

We have been lucky enough to have a leader such as Terry involved in our organization. I know that in his business, community and his national involvement he is someone we all work to become. If you asked me, I would say he is a model pork producer and lives the life he portrays. In wrestling terms he is definitely an NCAA champion of pork production. Or as some fans would say, a real beast. Congratulations Terry, we certainly love you and wish you and your family many blessings.

Russ Vering

Terry has always been a fantastic spokesperson for the Nebraska pork industry. Now, we get to share him with the entire country. Congratulations to Terry and his wife Diane on this high honor. Your efforts are noticed and appreciated by all.

Al Juhnke

We have been lucky enough to have a leader such as Terry involved in our organization. I know that in his business, community and his national involvement he is someone we all work to become. If you asked me, I would say he is a model pork producer and lives the life he portrays. In wrestling terms he is definitely an NCAA champion of pork production. Or as some fans would say, a real beast. Congratulations Terry, we certainly love you and wish you and your family many blessings.

Russ Vering

The O’Neel farm functions as a classroom for the next generation.

Troy McCain

Congratulations, Terry! So great to see someone so passionate and committed to the industry become our National Pork Board President. The Pork Board is blessed to have a leader like you. If it wasn’t for Pork Producers organization, I wouldn’t have gained such a great friend!

Todd Stuthman

through your continued leadership at the state level and countless hours serving at various positions at the national level have you prepared to lead this organization. I am proud to consider you a friend and confident that you will guide us in the right direction.

Troy McCain
Nebraska’s pork producers will now be able to vote online for the state’s delegates to the 2018 National Pork Producers Delegate Body.

Nebraska Pork Producers Association voted May 17 to use online voting for the 2018 National Pork Board Forum Delegate elections. This change makes voting easier and more convenient for the state’s pork producers. The NPPA encourages all producers to engage in this important process by casting their votes.

Producers eligible to vote must meet the following criteria:

★ The producer must be a person who produces porcine animals in the U.S. for sale in commerce—or an authorized representative of a corporate producer.

★ The producer has sold swine and paid check-off in the time period since the last delegate election process in the state.

★ The producer must be a resident of the state in which he or she votes.

★ The producer must have paid all assessments due.

★ The producer must be 18 years of age or older.

★ No proxy voting is allowed.

Online voting can be done anytime beginning July 10, 2017 at 8:00 a.m. and ending on July 21, 2017 at 4:30 p.m. Each producer will be voting for five candidates. To vote, simply go to http://www.nepork.org/nebraska-forum-election/.

Producers can still vote in person if they prefer. Voting runs from July 10 to July 21. Hours are from 8:30 a.m. to 4:00 p.m. (weekdays only) at the Nebraska Pork Producers Association’s business office at 7441 “O” Street, Suite 104, Lincoln, Nebraska. For additional information, contact the Association Office at 888-627-7675.
By Connor Sharp

The Nebraska Pork Producers Association’s Pork Leadership Program convened its second seminar in a six-part program that will span all of 2017. The Pork Leadership Program focuses on building the leadership capacity of individuals who are committed to contributing positively to the future of Nebraska’s pork industry. Through this program, participants are exposed to a broad spectrum of issues that impact pork production at the local, state, national and international levels. The program also holds dialog routinely with industry leaders in an effort to develop skills as leaders who will continue to evolve the pork industry positively.

Farm Credit Services of America (FCSA) hosted the first day of our three-day session. Based in Omaha, Nebraska, the FCSA is dedicated to serving the agricultural credit, risk management and financial needs of farmers and ranchers in Iowa, Nebraska, South Dakota and Wyoming.

Justin Hankins, a Pork Leadership Program participant and Credit Analyst at the FCSA, led our group through several impactful presentations from many key employees at the organization. Tim Koch, the FCSA’s Chief Credit Officer, said that “We will finance operations with established integrity, long-term profitability, and the ability and willingness to make adjustments needed to withstand industry risks.” He went on to provide our group with an overview of the agriculture economy. Currently, he said, the supply side of the balance is winning, which is throwing prices down. The reality we face is that the revenue side of grain and livestock production adjusts in real-time with markets and bushels, while the cost side adjusts in a lagging manner. The challenge becomes the time frame of the lag and the magnitude of the lag. In equilibrium, the top end of the industry is profitable and growing, the middle-market is hanging in there, and the low-end is losing money and exiting the industry. In terms of looking ahead, clients are starting to acclimate to the current environment—where reality is replacing denial. Clients are now increasingly willing to make adjustments to their operations to ensure business succession to future generations, he said.

“Certified Beef from Nebraska”

Mat Habrock, Assistant Director with the Nebraska Department of Agriculture, and Cobus Block, International Business Consultant from the Nebraska Department of Economic Development, spent quality time with our group discussing Nebraska’s current export economy and some unique programs that are starting, such as Certified Beef from Nebraska. Habrock said that “18.2% of worldwide U.S. beef export is from Nebraska. Huge dollars and efforts are going into pushing Nebraska products into world markets, then supporting those markets to ensure they are aware of how to properly prepare and cook our meats.” Interestingly, Nebraska’s largest agriculture export market is Japan at $190.8m in annual exports.

The Nebraska Department of Economic Development focuses on helping specific companies gain international exposure for new projects or joint ventures. In this role, Block explained, the Department of Economic Development will assist companies experiencing disruption with export training (red tape, resources, embassy networks), distribution, and business attraction, such as promoting Nebraska as a location to do business with, and
arranging meetings with overseas companies to help them understand why Nebraska may be a good place to do business.”

The talent and dedication of individuals like Mat Habrock and Cobus Block provide comfort for livestock producers and ease their concerns about the long-term viability and sustainability of locally-grown livestock in the global economy.

“From Rural Landscapes to Urban Hardscapes”

Agriculture, at its root, is driven by a group of hardworking, caring, and motivated people whose focus is raising crops and livestock to feed themselves, their families, their communities, and the world. We oftentimes fail to recognize that even in our own communities we have children who frequently go without food. These same children, who may not be as old as 10, are wise beyond their years as they are forced to focus less about where they will get their next meal but whether their parents will be able to make rent, if the family car will work, or whether they will have warm clothes for their walks to school.

Nebraska Pork Leadership Program shifted our focus from rural landscapes to urban hardscapes when we visited Completely KIDS in downtown Omaha. Completely KIDS is a program which ensures families have access to the knowledge and skills necessary to break the cycle of poverty. Completely KIDS’ Weekend Food Program began in 2004 as a way to ensure the weekend gap in state-funded school lunches did not cause children to go without necessary nutrients and meals over the weekends. Today, the Weekend Food Program is providing more than 450 children per week with a bag of two dozen items to ensure they will not have to worry about their next meals until Monday morning when school resumes. This program concentrates great effort to allow children to just be children. One of the many Omaha events supporting the Completely KIDS organization’s efforts is “Pinot, Pigs & Poets,” which is often attended by many associated with pork production, including the Nebraska Pork Leadership Program participants and alumni.

“From Rural Landscapes to Urban Hardscapes”

Penny Parker, Executive Director of Completely KIDS explains the technology in each classroom that their children can utilize for projects.

“The Professional Advantage in Livestock Nutrition since 1886”

Bill Dyer, President of Standard Nutrition, began the second day of our seminar with an engaging presentation on the rich history of Standard Nutrition, which has been in business since 1886. Standard Nutrition Company is a nutrition and management consulting company built on values and a proven philosophy: help producers prosper, and we will, too. Dyer shared that with integration increasing, independent producers can be at a disadvantage compared to larger operations. Standard Nutrition keeps clients in charge of farm decisions, while providing the full resources of integrated operations. Each producer Standard Nutrition serves benefits from a wide range of customized consulting services designed to support business success and maximize herd health and productivity, he said.

Given Standard Nutrition’s broad exposure to multiple livestock and agricultural markets, Dyer shared his knowledge, experience, and vision for the future of our industry. We had fantastic dialog on topics such as how packers will come together with producers over the next few years, the importance of investing in new technologies to stay ahead of industry and consumer trends, and the economic value of focusing on pounds of pork out the door at sow farms versus pigs per sow per year.

Truly living the motto of “Best People. Best Results,” Dyer’s leadership and vision drives a culture that is focused on congruence and core values, which has proven to be the foundation of his company and the basis of Standard Nutrition’s success.

“From Rural Landscapes to Urban Hardscapes”

May 25, 1966 at a Holiday Inn near the airport in Moline, Illinois, a group of 90 progressive-thinking pork producers gathered to discuss the current state of affairs in the pork industry. During the mid-1960s, the pork industry was flat and the outlook was bleak. Sales were idle, there was no real face to the industry, nor a platform or support network to lobby on their behalf. In an iconic and historic stance of leadership, Roy Keppy, an Iowa pork producer, stood in front of the group and exclaimed, “We’ve been going to meetings for years, talking about problems and what to do. Let’s make this meeting count. If we do the same thing, go home and hope someone else will do the work and this will just have been another meeting.” In an effort to seal his sincerity to the group, Keppy took a $100 check out of his wallet, placed it on the table, and started what would become a pledge of thousands of dollars that day from the attendees. What Keppy didn’t realize at the time was that his foresight and leadership would forever change and reshape the pork industry.

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www.NEpork.org
Three years ago, 21-year-old Zach Oquist was back on the family farm near Stromsburg, raising crops after spending two years at Chadron State College playing football and studying physical therapy. He knew at the time that he wanted to continue to farm and be his own boss. So, he started to look for additional avenues to diversify and grow his income.

“I didn’t want to work for anybody, and I told my Dad I wanted to do it on my own,” Zach said.

Zach’s father, who has always raised hogs, had just signed a contract with an integrator to custom-feed pigs to market weight. Zach said he started to do some research into contract hog production and decided it was the right move for him as well. He proceeded to find a piece of ground for his barn.

For financing, he stopped in at a local bank. While they were extremely helpful and encouraging, Zach said, they also said they couldn’t finance a loan of the size he needed on their own.

That is where the USDA Nebraska Farm Service Agency (FSA) entered the picture. As a federal government agency, the Nebraska FSA has a role in helping farmers and ranchers grow and thrive in the state, working hand-in-hand with the local lending community along the way. Zach said he was able to secure a Direct Farm Ownership loan with the Nebraska FSA and an FSA Guaranteed Farm Ownership loan with his local bank.

The FSA offers a host of valuable farm loan programs. But as Nebraska FSA Farm Loan Chief Mark Wilke describes them, the Direct and Guaranteed Farm Ownership Loan programs often are the best tools for producers who are looking to finance facilities associated with contract livestock production.

“We consider ourselves as partners, both for the producers and the local lenders,” Wilke said. “We can help producers gain the capital they need to build through the direct and

There is tremendous pride from the agricultural community as Zach begins raising and caring for pigs.
guaranteed loan programs, while providing local lenders assurance on the loans they are making to producers through the guaranteed program. It’s a win-win.”

Todd Johnson, the assistant vice president of Citizens State Bank in Friend, said over the past couple of years he has seen more producers looking at contract livestock production as a way to diversify their income. Some of those folks, he said, are new to livestock production, so there is some uncertainty for the bank.

“Even though they have been in and around farming all their lives, this would be new to them, so there is a certain amount of risk,” Johnson said. “It depends on the situation, but most of the time we see prospective borrowers without enough equity to make a down payment. The guaranteed loan program is crucial to us to help with collateral.”

Now 24 years old, Zach said he doesn’t know whether he’d have been able to put up the hog barn three years ago without the FSA’s direct and guaranteed loans he received.

“They (FSA) sure made it a lot easier. I’d have had to jump through additional hoops to get funding from another source,” he said.

The FSA loan application process itself was easy as well, Zach said. “Of course there is paperwork. It wasn’t too hard, though. I was 21 when I did it, fresh out of college.”

Wilke said FSA farm loan staff generally will start a conversation with potential customers by asking them whether they already have a lender and have already talked to a livestock integrator. Neither is a requirement to have ahead of time, but it provides a good launching point for the conversation, he said. FSA staff also will cover basic eligibility, such as whether the customer has an acceptable credit history and has participated in the business of operating a farm. Other items to talk about include whether a site has been identified, what the livestock integrator’s contract terms look like and how those terms might affect cash flow/feasibility.

Bankers, too, are willing to help customers think through all their options. Johnson, with Citizens State Bank, said they want their borrowers to have a solid plan. “My advice would be that first and foremost, you should have a business plan and have it be as detailed as you can get it,” he said.

Johnson said there will always be wrinkles and unplanned expenses that pop up, but a good business plan acknowledges that potential and will help the producer meet those challenges and adapt through the tough times.

Wilke notes that those interested in contract livestock production shouldn’t be intimidated by the questions loan staff may ask.

“The first step is really just to have a conversation,” he said. “The overall goal is to help the producer be successful and grow Nebraska agriculture.”

Nebraska FSA Farm Loan Facts at a Glance for Livestock Production Opportunities

**Direct Farm Ownership:** $300,000 max; rate based on agency borrowing cost; term up to 40 years; used to purchase a farm, construct buildings or other capital improvements, pay closing costs

**Guaranteed Farm Ownership:** $1,399,000 max; rate determined by lender; term up to 40 years; used for same purposes as Direct Farm Ownership, except also may be used to refinance debt

**Direct Operating:** $300,000 max; rate based on agency borrowing cost; term from one to seven years; used to purchase livestock, poultry, equipment, feed, seed, farm chemicals and supplies

**Guaranteed Operating:** $1,399,000 max; rate determined by lender; term from one to seven years; used for same purposes as Direct Operating

(For a summary listing of all FSA farm loan programming, visit: https://www.fsa.usda.gov/news-room/fact-sheets/ and look for Farm Loan Information Chart under the Loans section.)

Nebraska FSA has 71 office locations across the state, 23 of which are farm loan centers. Interested producers should contact the farm loan staff at any of these 23 locations to discuss their financing needs and obtain additional information about FSA loan programs. To find a location near you, go to: https://offices.usda.gov/.
How Can You Not Be Inspired?

By Catherine Jones

I am a participant in the 2017 Pork Mentorship Program. My background is not filled with all things pigs and pork, but rather all things 4-H. I am from Bellevue, Nebraska and was familiar with the swine industry on a very basic level. I applied to participate in the Pork Mentorship Program to learn more—and boy, have I. The best part about everything I learned is that it did not all come from industry professionals, but from my peers participating in the Pork Mentorship Program. I have been able to make connections with folks that I would have never had the opportunity to before, I am learning from them, and growing my network, all at the same time.

Cheyenne Gerlach, Fina Choat, Vanessa Knutson, Marissa Kegley, Thomas Waldo and I went on a short but sweet road trip where we were all inspired. Each of us had different experiences, opportunities and epiphanies. These are just mine.

I was nothing but inspired as I walked down the many aisles of booths, shops and people at the 2017 World Pork Expo in Des Moines, Iowa. This experience has made it even more clear to me how outstanding the people and opportunities are in this industry.

Be Inspired: Part One

The fun and excitement started with the ride out. I have always been a fan of road trips and this great group of people made it clear why. The drive to Des Moines was filled with great conversation, laughter and a few yawns.

The real inspiration and life-altering events, however, occurred when we arrived. We, as program participants in the Pork Mentorship Program, sat in on the second day of training for the other interns representing pork associations from across the nation.

We all listened and learned about digital strategies, social media campaigns, career advice and finally wrapped up with the best BBQ Boot Camp I have ever been to! I have been to my fair share of conferences and this training experience was truly one of the best. I learned about new social media scheduling application, how to handle disagreements on social media and how to best design a website. We had great discussions and all of our presenters are now people I can add to my professional network. I have the ability to reach out to them for advice and resources.

Our afternoon was well spent learning about how to judge the quality of a pork chop and, more importantly, taste testing. We discussed how color, pH, marbling, water-holding capacity and more all affect the quality of the pork chops we are purchasing. We learned that the safe internal temperature to cook a pork chop is 145 degrees. However, different degrees of doneness give different people different eating experiences. My biggest takeaway from this was that the pork industry was not trying to push pork upon people to increase its numbers. The message was about creating the best eating experience for those who choose to consume pork and how each individual may have different preferences.

After a day full of talking about pork, we headed back to the hotel to continue with some more pork talk. Next on the agenda was discussing what further opportunities we wanted to experience. We planned an agricultural tour for September, plus everyone reflected on our day and shared something that had inspired...
different things that I realized I need to look at all my future career options. There could even be a position out there that I have not even heard of yet!

Whether or not I end up working for any of these companies, I know that I have built a network with these outstanding people. Not only did my World Pork Expo experience increase my understanding of career opportunities, but I learned a lot about pork!

I ate the craziest thing while we were there. For the first time, I tried variety meats including pig heart, diaphragm, skirt steak, tongue and jowl. This was a great way to push me outside my comfort-zone because I tried some things I probably wouldn’t have anywhere else. More commonly, we also tasted s’mores with bacon, pork nachos, chops, brats, and pork mac ‘n’ cheese. Needless to say, I ate a lot of pork in two days.

On top of taste-testing, there were other great activities offered to those attending and wanting to get involved. There were countless educational seminar options and at the National Pork Board tent I pledged to eat more pork and encouraged others to do the same. That is a task I can handle.

I knew World Pork Expo would have a ton of pigs in attendance. A record breaking 6,000-plus pigs were registered for the hog show. Talk about pigs galore! I showed pigs in 4-H once and my brother loves to work with pigs, so I have seen my fair share of pig shows. However, this is one for the books. Not only was the quality of the pigs outstanding, but so were the competitors. Everyone of them did a fantastic job in the ring and from what I saw all did a great job outside of the ring. The participants I saw as I walked around all cared for their hogs to the best of their ability and treated fellow pork producers with great respect.

I was inspired by my two days emerged in the pork industry. Community and opportunity are the two words I can best use to summarize what I learned, experienced and felt while I was surrounded by pigs and pork. This trip showed me how distinguished the pork industry and its people are. The smiles I saw, the encouragement I received and the knowledge I gained—it was all so inspirational.
Hello there! My name is Katherine Mundorf and I am an intern for the Nebraska Pork Producers Association (NPPA) this summer. I am currently a senior at the University of Nebraska – Lincoln studying Agricultural and Environmental Sciences Communication and one day hope to be a public relations specialist and event coordinator for an agricultural company.

“Taste of Elegance–Pinot, Pigs & Poets” on June 1 at Omaha’s Happy Hollow Country Club was my first event after starting my internship with NPPA. I was told that it was the “event of the summer.” I definitely have to agree with what my coworkers told me. “Taste of Elegance” was more than what I ever could have expected. The competition between top area chefs and the creativity of their dishes blew me away. And getting to talk with friends, old and new, at the reception afterward made the event incredibly memorable. I highly recommend going, if you have never attended.

“Taste of Elegance–Pinot, Pigs & Poets” was a night to remember. As we walked in, the scents of the different pork dishes and the pink pig cookies pulled us deeper into the event. The “Taste of Elegance” chefs competed in the kitchen to provide the judges with creative dishes that pushed the boundaries of cooking with pork. The judges included: Dr. Fayrene Hamouz, Professor of Hospitality, Restaurant &
Tourism Management, Emeriti/Pro-Start Coordinator, Nebraska Restaurant Association; Chef Grant Hon of Omaha Steaks International; Brian O’Malley, Executive Director of the Institute for the Culinary Arts; and Chef Glenn Wheeler of Spencer’s for Steaks and Chops. As each dish was discussed by the judges, no detail was left unnoticed and each was taken into consideration. When discussing which dish was the winner, the judges covered how some of the dishes included summery flowers to brighten up the plates. They also explained that sometimes extravagant and exotic dishes do not always make the top three but simpler takes on classic recipes catch their eye. For us watching, all of the dishes seemed extravagant, but the chefs took time to answer our questions about what each dish entailed. All of the dishes impressed the judges, even if they admitted that they would have prepared the dishes just a little bit differently themselves. The winner of this competition was Chef Tim Nicholson of The Boiler Room. Chef Nicholson’s dish consisted of pork tongue pastrami caraway polenta, mustard greens, pickled shallots, and sourdough bread. Believe me, it was delicious!

The “Pinot, Pigs & Poets” reception was when everyone came out and enjoyed the company of hundreds of other people and sampled wines from over 50 wineries. The wine competition’s winner was Bien Nacido 2012, after which we were finally able to taste the chefs’ tempting creations. While poets shared their work with the audience, the night went on full of laughter and good conversation, making it truly a night to remember!

“Taste of Elegance – Pinot, Pigs & Poets” is an annual event sponsored by the Nebraska Pork Producers Association. The evening combines competition between top area chefs, promotes the use of pork in restaurants, and wraps up with wine-tasting accompanied by area poets reading their works. Proceeds from the event benefit the non-profit Completely KIDS program in Omaha, which offers after-school programs, provides meals and sends food home for the area’s underprivileged children. This year’s event raised over $315,000 for Completely KIDS.
The Nebraska Pork Producers Association invites you to the Capital City Ribfest VIP Event and Live Auction

WHEN:  
Saturday, August 19, 2017

WHERE:  
Festival Space
Parking Lot on North Side of Pinnacle Bank Arena

Parking Information:  
There is $5 event parking at the garages by Pinnacle Bank Arena in the Haymarket, or parking in Haymarket Park parking lot

Social Hour:  
4:00 p.m.

Dinner:  
5:00 p.m.

Live Auction:  
5:30 p.m.

Live Music:  
7:00 p.m.— Levi William Band
9:00 p.m.— Josh Hoyer & Soul Colossal

Service is in our genes.

“We would never have achieved this much success and productivity without Sandy Pine’s exceptional service.”

- Tim Friedel (Thomas Livestock)

Sandy Pine Gene Center
Commitment to Excellence
402-897-4016
402-276-6468
Thank you to all our hole sponsors and teams for your participation at the 16th Annual Pork Chop Scramble! The morning started out chilly and windy but turned into a beautiful day at Awarii Dunes near Axtell, Nebraska. This beautiful, natural and challenging course gave the golfers an opportunity to experience a new course many had never played. Thank you again to all those who participated and hope to see you out on the links next year.
Directly stemming from the Moline 90 Meeting, today the Pork Checkoff—launched in November 1986—collects at a rate of $0.40 per $100 value, both when pigs are sold and when pigs or pork products are imported into the United States. Working for pork producers, the money raised supports the National Pork Board, whose mission is to be the catalyst that unites pork producers with key stakeholders focused on building a bright future for the pork industry through research, promotion, and education.

“#RealPigFarming”

Making up only 2 percent of the U.S. population, the average U.S. farmer today feeds 150 people, versus feeding just 26 people in the 1950s. Due largely in part to the expansive capacity and reach of the internet, the world has become drastically flatter and more closely connected, which has improved domestic markets, as well as our imports and exports. According to Dave Pyburn, Vice President of Science and Technology with the National Pork Board, “$52.42/head in 2016 was the value received for pigs due to international trade.” This is simply an astounding figure, particularly as you compare that as a percentage of the total revenue producers receive when marketing their pigs.

Today, consumers are much more educated and have broader access to information than in the decades past. As such, managing our industry’s message has never been more important, particularly as more and more people look to social media platforms for their news. As a result of this, the #RealPigFarming campaign was created as one of the many ways for producers to interact on social media with the world to promote the positive steps our industry is taking to ensure our livestock is reared in a manner that is safe, healthy, and profitable for both livestock and consumers alike.

As an industry, we need to be constantly thinking about where the consumers’ minds will be over the next ten years so we can push production into both existing and new markets that will fill the consumer needs. Social media alone is effecting industry change at a faster rate than other market influences we have seen for the last several decades.

This brief snapshot is simply a highlight of the dozens of presentations and opportunities the Nebraska Pork Leadership Program participants had during our second of six 2017 seminars. I have been so thoroughly impressed with this program, the friendships we have made, and the intellect of the future leaders of the pork industry. Fast-forwarding 49 years to the centennial review of the Moline 90 meeting, my hope is that all of us involved in pork production take personal responsibility to maintain the drive, vision, and sense of community set forth by Roy Keppy and the other original attendees of the Moline 90 Meeting on May 25, 1966.
Mission Statement:
DNA Genetics’ mission is to provide superior value to our customers through high-quality and low-cost genetics designed to meet customers’ needs better than all alternatives.

What is unique about your company:
• We are a pork producer-owned genetic company, which provides us with a working, real-world knowledge of commercial pork production.
• DNA Genetics has the largest purebred Duroc nucleus herd in the world, resulting in more than 15,000 Duroc boars being individually performance-tested every year.
• We make decisions using three simple principles, known as the Principles of Our Business:
  – Do what is right
  – Do the best you can
  – Treat others the way you want to be treated

Most notable accomplishment for your company:
• Customer results prove DNA Genetics Maternal Line 241 F1 is at least two pigs per sow per year better than the closest competitor.
• DNA Genetics has increased the number of sows in multiplication significantly in the past two years. This has allowed DNA Genetics to provide producers with more females with the proven ability to wean 32-plus uniform, high-quality pigs per sow per year.
• DNA Genetics proudly offers the most widely used terminal boar line in North America—the Line 600 Duroc boar.

Products/Services Offered:
• Superior maternal and terminal lines that thrive in North America’s commercial production setting and marketplace.

Territory Covered/Area Served: North America

Key Contacts/Staff: Brett Bonwell, CEO


Anything else you’d like Nebraska Pork Producers to know about your company:
• DNA Genetics proudly offers the most widely used terminal boar line in North America—the Line 600 Duroc boar. DNA Genetics also has North America’s fastest-growing maternal line - the Line 241. This combination produces a market pig designed to excel in North America’s commercial production setting and marketplace.
• Our focus is on individually performance-testing three lines: Duroc, Landrace and Yorkshire. At the $4 million state-of-the-art InSight Performance Center, real-world information is gathered on more than 7,500 boars per year. Traits are selected that improve a pig’s growth rate throughout its life.
Training Tomorrow’s Pork Industry Leaders Today

BACKGROUND

The Pork Leadership Institute (PLI) is a joint program between National Pork Board and National Pork Producers Council. PLI provides a comprehensive training curriculum designed to develop future leaders for the pork industry. Upon completion of the PLI program, participants will understand the roles of the two organizations and will have developed the skills necessary to help lead an ever-changing pork industry. They also will be able to tell the pork industry’s story from main street to the nation’s capitol.

GOALS

The Pork Leadership Institute will:
- Train spokespeople for the industry
- Develop grassroots advocates
- Allow producers to spread a proactive targeted message about the pork industry
- Cost effectively train tomorrow’s leaders

GROUP MAKEUP

The diverse group is made up of individuals from across the country. Several types of producers and production styles are represented. One of the exciting parts of this program is the interaction and knowledge transfer that takes place within the group.

MEETING SCHEDULE

- July 11, 2017:
  - Due date for submissions/nominations from states
- Fall PLI/LAC:
  - September 11 - 14, 2017
  - (The Liaison Hotel, Washington, D.C.)
- Spring PLI/LAC:
  - April 9 - 12, 2018
  - (Holiday Inn Capital, Washington, D.C.)
- World Pork Expo:
  - June 6 - 8, 2018
  - (Des Moines, Iowa)
- International trip:
  - October or November – Dates to be determined

Here’s what past Pork Leadership Institute attendees have to say about their experience:

“The institute has given me the confidence and knowledge to speak about the Pork Checkoff and our industry to diverse audiences.”

“By participating in the Pork Leadership Institute, I was able to grow as a person and as a leader. I gained knowledge and skills through the program to take back and further educate consumers and my local state association.”

“PLI gave me the confidence and more knowledge to stand up and talk about pork production and how I feel about the industry.”

For more information, contact your state pork association or the Pork Checkoff Service Center at 800.456.7675

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What is unique about your company:
Heartland Builders is a full service general contractor founded in Columbus, Nebraska in 1988. We have earned the recognition as a high quality, customer-driven contractor in the construction of livestock facilities. Our expertise, unequaled customer commitment, and pride in our workmanship give our customers peace-of-mind and long-term value in their facilities. The motto of “Building on Trust” has reinforced that what matters most to us are the relationships we build with our customers. We have Midwestern farming values, while at the same time providing our customers with professional, leading edge construction services and innovations for their projects.

Most notable accomplishment for your company:
The opportunity to be a part of the growth and success of our customers. We take great pride in long-term relationships where we are viewed as a strategic partner, and work diligently to maintain this reputation.

Products/Services Offered:
Complete design, engineering, and construction of swine and dairy facilities as well as remodeling, equipment installation and service.

Territory Covered/Area Served: Midwest

Key Contacts/Staff: Miles Ridgway, President
Matt Williams, Sales

Company Contact Information:
www.HeartlandBuilders.net
info@summitlivestock.com
(800) 213-0567

Heartland Builders HQ:
1698 S 34th Ave.
Columbus, NE 68601
(402) 564-3582

Summit Livestock Facilities HQ
3823 W 1800 S
Remington, IN 47977
(800) 213-0567

Anything else you’d like Nebraska Pork Producers to know about your company:
While our history is foundational to everything we are and do, our vision is focused on the future. In order to continue this success and add additional value for the next three decades and beyond, we are excited to announce that we have aligned with Summit Livestock Facilities based in Remington, IN. This partnership merges two diverse teams into a single company that now brings powerful engineering, innovation and construction competence to address the most challenging environmental, sustainability, and profitability challenges for all protein producers. We are excited about the value these synergies bring to both our employees and our customers.
Maintaining stability before and after farrowing can be a challenge for your sows. Feeding Levucell® SB helps support a balanced digestive system naturally, especially during times of stress. Levucell SB is a unique, naturally occurring active dry yeast that has shown to help support the natural microflora in the large and small intestine. This helps maintain optimal nutritional status, which can positively impact microbial balance in the gut.

Contact your Lallemand Animal Nutrition representative and help your sows keep a balanced digestive system with Levucell SB.
Thank you Allied Members for all of your support through the years and welcome to our new Allied Members. We are greatly appreciative of our new members continuing to renew your membership and support of the Nebraska Pork Producers Association. We look forward to a successful 2017 with our three tiers of membership.

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

Gold Level ($2,000)

- **Central Plains Milling**
  - Russ Vering
  - russv@cpmfeed.com

- **Farm Credit Services of America**
  - Kelley Johansen
  - kelley.johansen@fcsamerica.com

- **Lynch Livestock, Inc.**
  - Gary Lynch
  - gary.lynch@lynchlivestock.com

- **Parks of Nebraska**
  - Kevin Nolan
  - kevin.nolan@parkslivestock.com

- **Import Supply**
  - Jeb Gent
  - jeb@importsupply.com

- **Wiechman Pig Company**
  - Leo Hanson
  - lhanson@wiechmanpig.com

Silver Level ($850)

- **Allflex**
  - Tod Adams
  - tadams@allflexusa.com

- **Boehringer Ingelheim**
  - Hillary Snyder
  - hillary.snyder@boehringer-ingelheim.com

- **Central Valley Ag**
  - Ted Beckner
  - ted.beckner@cvacoop.com

- **DNA Genetics**
  - Rachelle Kuhl
  - rkuhl@dnaswinegenetics.com

- **Gro Master**
  - Todd Heisterkamp
  - theisterkamp@gromaster.com

- **Heartland Builders Co.**
  - Matt Williams
  - mattw@heartlandbuilders.net

- **Green Gable Contracting**
  - Kelly Cobb
  - kelly@greengablecontracting.com

- **Hog Slat**
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  - gmcduffee@hogslat.com

  - Carly Kindschuh
  - ckindschuh@hogslat.com
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