A PEACEFUL AND PROFITABLE NEW YEAR TO ALL!
Calendar of Events

January 2018
3 Legislative Session Begins, Lincoln, NE
9 Board of Directors Meeting, Lincoln, NE
15 Application Deadline for Pork Leadership Program

February 2018
13 NPPA Annual Meeting, The Graduate, Lincoln, NE
13 Ribs & Bibs, The Graduate, Lincoln, NE
28 Pork Board Forum, Kansas City, KS

March 2018
1-2 Pork Board Forum, Kansas City, KS

April 2018
17-18 Spring LAC in Washington DC
22 Star City BACONFEST

For more information on any of these scheduled events call 888-627-7675 or www.nepork.org
FMD Outbreak Response Studied at December Exercise

Nebraska Pork Producers Association, National Pork Board, and Nebraska Department of Agriculture hosted a Foot and Mouth Disease (FMD) Crisis Tabletop Exercise on Wednesday, December 6 at the Nielsen Community Center in West Point.

The exercise walked participants through a foot and mouth disease outbreak focusing on the effects at the local level and the communications and operations that must occur to contain, manage and eradicate the disease, while maintaining business continuity to help stabilize the agricultural economy.

Participants who attended ranged from Nebraska pig farmers, ag media, state patrol, Nebraska Emergency Management Agency, state veterinarians, Nebraska Extension, Nebraska Department of Ag, packers, and other ag businesses that would be affected by an FMD outbreak. Participants worked together to figure out what their responses would be during and after a diagnosis of a FMD outbreak.

Participants received rolls around the tabletop town of Hopeless to match their real world jobs. The exercise gives participants a better understanding of what their rolls would be during an FMD outbreak.

Farmers in the surveillance area of the FMD outbreak work to figure out if they are permitted to move their animals under the guidance of the state veterinarian, Dr. Dennis Hughes.

Cindy Cunningham, National Pork Board, hosts a mock press conference with our standin Sonny Perdue, Dr. Jack Shere, and state executives.
By Paul Segner

The 2017 NPPA Pork Leadership Program continued in October with its fifth session, with participants touring pork production operations, ag-related businesses, and educational institutions.

Our first stop on October 30 was Den’s Country Meats (above) located in Table Rock. This USDA-inspected processing plant, owned and operated by Dennis Schaardt, does harvesting and minimal processing for several clients, and for others they handle everything from harvesting and processing through packaging. Den’s has six employees, with four of them doing the animal processing and two running their on-site retail store. They also offer their own products through this store. They process 25 head of pigs on Mondays, and 10 to 15 on Wednesdays. They are set up to do their own smoking of meats and do custom orders. During deer rifle season they shut down the hog and beef side for three weeks to handle deer processing. This old convenient gas store turned into a meat processing plant is providing jobs and services to local and regional customers who sell their own meats through farmers markets or directly to restaurants. Please take a drive to visit Den’s Country Meats to see and taste for yourself what all they do at this meat store. We all left there with different jerkys we enjoyed the rest of the day!

Our next stop was up the road at TD Niche Pork in Elk Creek (below). Travis Dunekacke is the owner. This operation raises pigs in dirt lots and feeds them a milo diet. He gets his pigs at around 50 pounds and likes to sell them at 300 pounds, or whatever is consistent with his clients’ needs. Travis started his hog operation in 2008 and in 2009 he delivered his first processed pig to an Omaha restaurant. Now he has expanded his customers to 12 restaurants in Omaha and six in Lincoln, along with other private customers. He has procured these restaurants by pounding the pavement and by word of mouth. He has some of his pigs processed at Den’s Country Meats and some at other processing plants, all depending on his clients’ needs. For some customers, he provides halves and quarters, and for others just specialty cuts. He delivers all his meats personally, so he can meet with his clients face-to-face. Travis has found a specialty market and is doing very well at this, and enjoys both the raising of his pigs as well as the marketing side. He mainly raises Berkshire but has several other breeds of pigs, as his clients desire. Travis then fed us a great home-cooked meal with all ingredients raised on his farm or in the Elk Creek area.

We then we traveled to Plattsmouth to visit Midwest Hop Producers.
Bruce and Annette Wiles started raising hops in 2014 after wanting to start a side business with their farming operation. Hops are not currently a very popular crop in Nebraska, so they had to do a lot of research into the do’s and don’ts of this operation. Lots of hops are raised in the northwest parts of the United States, so they traveled a lot to learn about the process, and to feel comfortable starting this on their own in Nebraska. As of now, they have 25 acres of hops established and their goal is to be up to 150 acres by 2019. Bruce and Annette started out doing more manual labor to this crop than the bigger growers do, but now have built different machines and dryers of their own. They are on the verge of marketing some of their inventions to other hop growers. They sell their hops mainly to Nebraska craft brewers, a rapidly growing business in Nebraska and throughout the Midwest. Hops grown in Nebraska are not even close to meeting the needs of these brewers. They grow several different types of hops, each one with its own characteristic that it brings to the industries. This is quite the operation, with lots of work and research going into their efforts in growing hops. They also have a small restaurant and bar on site and provide tours in the summer. Take time and check out this diverse operation in Plattsmouth.

On Tuesday, October 31, we traveled to The University of Nebraska-Lincoln East Campus to visit the Animal Science Department (top left). There, Dr. Gary Sullivan took us into the meat lab where he described and demonstrated how different kinds of meats are cut, what is done in the process of making boneless hams, and how and what go into making bratwurst. He also talked to us about different projects he and his classes are doing to come up with new cuts of pork to meet the changing demands of consumers. It is amazing how cuts of meats can change and become “hits” among consumers. The University has great facilities and people to make a difference in the industry. This was a hands-on and eye-opening experience for all of us in our leadership group.

Our last stop of this seminar was at the Career Academy at Southeast Community College in Lincoln (below). This program is for high school seniors who have an interest in agriculture careers. They come to the campus during the school day to take this class for college credit—but more importantly to gain knowledge of different jobs and careers in the ag industry. We visited with them about pork production and each of us described what we do in our careers daily. We explained how each of us got to the point in our careers where we are now. It is always good to have face-to-face visits with potential ag industry people. We are dependent on each other, whether it is in pork production or in other areas.

I’d like to invite you to think about being involved in this pork leadership group starting in February of 2018. It is a great way to understand more about so many different pork production areas. For me, it has been enlightening to visit different areas of production that I am not directly involved in.

About NPPA’s Pork Leadership Program

The NPPA’s Pork Leadership Program, a year-long program running from February to February, focuses on building the leadership capacity of individuals who are committed to contributing positively to the future of Nebraska’s pork industry. The program incorporates a series of six meetings and activities throughout the year to provide learning experiences and background for participants about the pork and agriculture industries.

The 2017 participants included Paul Segner of Friend; Chad Moyer of Beemer; Connor Sharp of Omaha; Justin Hankins of Omaha; Matt Marquardt of Tekamah; and Brady McNeil of Columbus. The Pork Leadership Program is directed by the NPPA’s Kyla Habrock.

The Nebraska Pork Producers Association urges you to be a part of the 2018 Nebraska Pork Leadership Program. If you are connected to agriculture and believe in the future of the pork industry, you are encouraged to apply. Applications are available online at www.nepork.org, under the youth tab. Applications are due January 15, 2018.
Cherry Cola Pork Ribs

INGREDIENTS

• 2 slabs St. Louis spare ribs, 2 1/2 pounds each
• 4 teaspoons chili powder
• 2 teaspoons garlic salt
• 1 1/2 teaspoons ground chipotle chile, divided 1/4 cup plus
• 1/3 cup cherry cola, (not diet)
• 3/4 cup hickory-flavored barbecue sauce

INSTRUCTIONS

1. Prepare a grill to medium heat (350 degrees F.).
2. Starting at the bony underside of the rack, slip a small thin knife under the membrane on the bones. Loosen about 1 inch of the membrane. Grab the loosened membrane with a paper towel and pull along the length of the rack to remove the membrane. (You may have to do this a couple of times until most of the membrane is removed.) If needed for space on the grill, cut each slab in half between two ribs.
3. In a small bowl, mix chili powder, garlic salt and 1 teaspoon of chipotle. While grill is heating, rub mixture all over ribs and let stand for 15 to 30 minutes.
4. Pour 1/4 cup of cola into a bowl. Place ribs bone-side-down on grill* over indirect heat. Cover and cook for 1 1/2 to 1 3/4 hours, brushing ribs with cola on both sides about every 20 minutes, until rib bones shrink to expose bones by about a 1/2 inch at ends.
5. Meanwhile, in a small saucepan, combine barbecue sauce with remaining 1/3 cup cola. On the stove, simmer over medium- low heat, 10 to 15 minutes, stirring occasionally, until reduced to 3/4 cup. Stir in remaining 1/2 teaspoon chipotle.
6. Brush ribs with sauce and continue to cook 20 to 30 minutes, basting and turning often, until ribs are nicely glazed and tender. Let stand for 5 minutes on cutting board. Cut between bones and serve.

*If using a charcoal grill, place over drip pan with 1/2 cup water.

Notes

If you’d like, you can substitute cayenne pepper for ground chipotle. These all-American ribs could be served with other national favorites, such as creamy potato salad, buttered corn on the cob and coleslaw.

Sweet Bacon Pork Shots

adapted from a recipe at Smoking Meat Forums

• 1 pound bacon
• 2 packages of kielbasa cut into 1 inch pieces
• 2/3 cup packed brown sugar
• 2 tablespoons chili powder

1. Preheat oven to 425 degrees. Line a cookie sheet with foil and place a cooling rack on top of the pan. Spray the rack with cooking spray. This will allow the bacon to crisp on all sides and let any grease drip out onto the pan.
2. Cut the kielbasa into 1 inch pieces. Cut each slice of bacon in half. I used cutlery scissors and cut the whole package in half at once. Wrap each piece of bacon around the kielbasa, leaving a little room at the top so it can be filled. Secure with a toothpick. Place on the baking sheet.
3. Combine the brown sugar and chili powder and mix well. Place about a half a teaspoon on the top of each piece of kielbasa. The next time I make these I am going to double the brown sugar chili mixture and roll them in it and then top them with the same mixture. We love the taste of that combo.
4. Bake for 20 - 25 minutes or until the bacon is brown and crispy. Allow to cool a few minutes or you will burn your mouth. Trust us, we learned the hard way!
Sweet and Spicy Pork Mini-Kabobs

INGREDIENTS
- 3 pounds pork tenderloin (silver skin removed, cut into 48, 1-inch pieces)
- 2 tablespoons chili powder
- 2 teaspoons salt
- 1/2 pineapple (ripe, peeled, cored, and cut into 24, 1-inch pieces)
- 1 red bell pepper (large, cored and cut into 24, 1-inch pieces)
- 2/3 cup honey
- 2 tablespoons balsamic vinegar

INSTRUCTIONS
1. Preheat broiler with rack about 8 inches from heat source.
2. Toss pork with chili powder and salt. Thread 2 pieces of pork and 1 each of pineapple and red pepper pieces on each skewer. Wrap exposed end of each skewer with foil to discourage scorching. Mix honey and vinegar together for glaze. Broil, turning occasionally and brushing well with glaze during last 2 minutes, until pork is barely pink when pierced with tip of knife, about 8 minutes. Serve warm.

Game Day Pulled Pork Cracker Snacks

Prep Time: 30 mins  Cook Time: 8 hr
Servings: 40 cracker stacks  Author: Miranda

INGREDIENTS
- 1 pork shoulder 2 lb.
- 1/2 T. garlic powder
- 1/2 T. onion powder
- 1 tsp. black pepper
- 1/4 tsp. cayenne pepper
- 3 T. brown sugar
- 1/4 cup apple cider vinegar
- 2 T. olive oil
- 3/4 cup water
- 1 cup barbecue sauce
- 1, 8 oz. brick colby jack cheese sliced
- 40 Ritz crackers

INSTRUCTIONS
1. Place the pork shoulder into a crock pot.
2. In a separate bowl, add in the garlic powder, onion powder, black pepper, cayenne pepper, and vinegar. Whisk together until incorporated.
3. Pour the vinegar and spice mixture into the crock pot and over top of the pork shoulder.
4. Add in the water and oil by drizzling it along side of the pork shoulder. Pouring the water over top of the pork will wash around the seasoning you just placed on it.
5. Set the crock pot to low and let it cook for 8 - 10 hours. I prepared mine the day before and placed it in the fridge overnight.
6. Shred the pork using two forks. Mine was completely cool, so I used my hands and shredded mine.
7. Pour off all the juice except for 1/4 cup.
8. Add in 1 cup of your favorite barbecue sauce and stir until it coats all the meat. Place the slow cooker on low and heat until warm. Mine was completely cold, so I set mine on low for an hour.
9. Lay out 20 crackers and placed a slice of cheese on each. I then added a small pile of pulled pork to each cracker. Place them on a serving plate and help yourself!
K&W Farms Named 2017 Leopold Conservation Award® Winner

Winners of the 2017 Leopold Conservation Award® are Kurt and Wayne Kaup, who own and manage K&W Farms in Stuart, Nebraska, where they raise hogs and crops. With a commitment toward improving natural resources on the land, the Kaups are leaders in implementing no-till farming strategies combined with the use of cover crops to improve the soil, reduce erosion, and recycle nutrients.

The environmental gem of K&W Farms is a spring-fed cold water trout stream that originates on the property, which has produced a strong conservation partnership with Nebraska Game and Parks Commission and the Natural Resources Conservation Service.

Applications for the 2018 Leopold Conservation Award® are now being accepted. If you or someone you know is a Nebraska landowner who is committed to land management practices that increase conservation, we invite your application. March 1, 2018 is the deadline. Applications must include descriptions of the nominee’s conservation ethic, ecological community, innovation and adaptability, resilience, leadership and communication and any other relevant accomplishments or challenges. To find out more or request an application, visit www.leopoldconservationaward.org.

The Leopold Conservation Award® in Nebraska is made possible thanks to generous contributions from many organizations, including: Cargill; Farm Credit Services of America; Natural Resources Conservation Service; Nebraska Cattlemen Research & Education Foundation; Nebraska Department of Agriculture; Nebraska Environmental Trust; Nebraska Game and Parks Commission; Nebraska Land Trust; Rainwater Basin Joint Venture; Sandhills Task Force; The Lynde and Harry Bradley Foundation; The Nature Conservancy; and World Wildlife Fund.
NPPA Donations Helped Make the Holidays Happy for Persons in Need.

The holidays aren’t always a time of abundance for everyone, so Nebraska’s pork producers donated approximately 1,400 pounds of boneless hams in December to 11 organizations in Lincoln and Omaha that serve persons in need.

Nebraska Pork Producers Association President Russ Vering was excited to be part of the effort. “While Nebraska’s pork industry is about feeding Nebraskans and the world,” he said, “not everyone is able to purchase the high quality, abundant products we produce. We are thrilled to provide these hams to these fine organizations that do so much to fight hunger, especially during this time of year.”

Omaha organizations receiving the donations included: Siena Francis House, Holy Family, Mount Sinai Outreach, MCC Outreach, Freeway Ministries, Open Door Mission, Salvation Army North Kare Kitchen, Cross Roads Connection, and Salvation Army Men’s Center. Lincoln programs receiving donations included the People’s City Mission and Matt Talbot Kitchen & Outreach.

The donations were part of the National Pork Board’s annual #HamsAcrossAmerica campaign that encourages farmers and those involved in the pork industry to show appreciation for friends, family, neighbors and community through gifts of ham and other pork products. Nearly 30,000 hams and other pork products were distributed coast-to-coast by the Hams Across America campaign in 2016.

The hams were distributed at the L Street Sam’s Club in Omaha on Friday, December 15. The National Pork Board’s marketing trailer was on hand, as were members and staff of the NPPA.

**NPPA President Russ Vering presents a ham to Maxine of Omaha’s Mount Sinai Outreach, one of 11 Omaha and Lincoln organizations to receive donations from Nebraska pork producers in December.**

www.NEpork.org
A Creighton, Nebraska woman has been recognized for her contributions to agriculture.

Liz Doerr was honored in November as the AG-ceptional Woman of the Year at the 9th Annual AG-ceptional Women’s Conference at the Lifelong Learning Center at Northeast Community College in Norfolk.

“She is very influential in the G.o.L.D (Gary or Liz Doerr) Family Farm and farrow-to-finish operation. Off the farm, she has also made a substantial impact on Nebraska agriculture. This is a well-deserved recognition.”

Upon accepting her award, Doerr thanked her husband, Gary, and family.

“The challenge to this group was to review county zoning rules and recommend making zoning regulations that were more consistent across county lines,” he said. “Following months of meetings and debate, the group drafted LB 106, the Livestock Operation Siting and Expansion bill. Liz did an excellent job testifying before the Government, Military, and Veterans Affairs Committee speaking in favor of the legislation.”

Doerr has won recognition on behalf of other work she has done to advance animal agriculture in the state.

In 2015, the Nebraska Pork Producers Association (NPPA) presented her with its Industry Outreach Award for the input and work she did with the working group. Also in 2015, she was one of ten people from across the state appointed to serve on the Nebraska Department of Agriculture Livestock Development Matrix Committee by then Agriculture Director Greg Ibach. The law charges the ag department with development of an assessment matrix that can be used by county government officials for siting livestock operations.

Liz Doerr. AG-ceptional, indeed.
Nebraska Pork Industry

The Nebraska pork industry represents a significant value-added activity in the agricultural economy and a major contributor to the overall Nebraska economy. Using data from the most recent USDA Disposition, Production and Income report, hog marketings in Nebraska totaled $733.5 million for the year ending December 2016. However, this production represents only a portion of the economic activity supported by the industry. Although the hog industry in the U.S. has undergone rapid structural changes in recent years, total hog numbers in Nebraska have remained stable over the recent decade. About 14,260 Nebraska jobs are involved in various aspects of the industry, ranging from input suppliers to producers, to processors and handlers, as well as main street businesses that benefit from purchases by people in these industries. Overall, an estimated $772 million of personal income and $1.14 billion of gross state product above and beyond the farm level are supported by the hog industry based on 2016 levels of production and long run prices.1

Additional processor capacity in the region and the desire of many farmers to diversify their operations are helping to drive this growth. Couple this with plentiful feed resources, a good water supply, and central location for product distribution, and we see many benefits for current and future pig farmers.

Public Policy

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. Over the past year we have been involved with property tax relief and reform discussions which affect our bottom lines. We have actively tracked and testified on the Nebraska Department of Agriculture’s budget. Our members have been in Washington, D.C. discussing trade, FMD vaccines, transportation, regulatory, and farm bill issues with our Nebraska delegation. With the assistance of our Strategic Investment Program (SIP) investors who fund our public policy and political activities we have been able to be ‘in the room’ when it comes to pork issue advocacy. Our collective voice is being heard. We remain a non-partisan, producer-led organization that represents thousands of pork producing farms across Nebraska.

1 Authored by Daniel Otto, Professor Emeritus, Department of Economics, Iowa State University; Lee Schulz, Assistant Professor and Extension Livestock Economist, Department of Economics, Iowa State University; Mark Imerman, Senior Consultant at Regional Strategic, Ltd.
Allied Membership

The Allied Membership gold and silver levels continue to grow each year with renewals and new members. Allied Members help support various non-checkoff events and scholarship opportunities for youth in Nebraska. Throughout the year, members are invited to all NPPA events, many of which would not be possible without the members' generous sponsorships and donations. Allied Members participate and sponsor the Pork Chop Scramble and the Capital City Ribfest VIP event with live auction items.

We greatly appreciate all of their support and enjoy every minute of working with them!

Strategic Investment Program (SIP)

The National Pork Producers Council partners with NPPA on the voluntary SIP. Nebraska pig farmers who participate in SIP invest a percentage price of each market hog sold to the program. Forty percent of the investment is distributed as unrestricted funds to the NPPA to use for pork public policy activities on the federal, state, and local levels. The other 60% is used by NPPC to enhance and defend the opportunities for U.S. pig farmers at home and abroad. Benefits to the producer includes having a voice on both the state and national levels regarding legislation and regulations affecting the pork industry, developing and defending export markets, and identifying and addressing issues of importance to consumers, such as food safety, environmental protection, and animal health and welfare.

Pork Leadership

The Pork Leadership Program was created to build awareness, interest, and involvement in the pork industry. Members are encouraged to have input into customizing their year-long program. Each participant shares unique experiences that shape their perspectives based on their particular career path, as well as their personal involvements and interests. Program participants further develop their skills as leaders and will naturally emerge as the next wave of active and engaged members of committees and board members at the local, state and national levels.

Participants in the Pork Leadership Program gain a working knowledge of the Nebraska Pork Producers Association and other key organizations that agriculture groups can work with to broaden perspectives and build coalitions.

Specific to the pork industry, participants learn about current and diverse pork production methods, current research efforts to improve pork production as it relates to overall pig health and well-being, and current domestic issues and their impacts on the pork industry as they relate to economics and trade.

Another key component of the Pork Leadership Program is understanding the legislative process, and the impact of current policy and regulations on the local, state and national levels.

The 2017 Pork Leadership Program is comprised of six talented professionals:

- Brady McNeil of Columbus helps customers
maximize genetic potential and provides technical support for DNA Genetics.

- Chad Moyer of Beemer works for the Nebraska Rural Radio Association as a farm broadcaster.
- Connor Sharp of Omaha works for Standard Nutrition Company and is responsible for overall marketing efforts, as well as regional training and business development activities for consultants.
- Justin Hankins of Omaha works for Farm Credit Services of America as a swine industry credit analyst.
- Matthew Marquardt operates a small farrow-to-finish hog operation near Tekamah.
- Paul Segner operates a contract wean-to-finish operation as a production partner with the Maschhoffs near Friend.

Youth Education

Choosing a career path can be difficult. In a world full of occupational options, it is helpful to receive a little guidance along the way. That’s why the Nebraska Pork Producers Association (NPPA) has continued to extend the opportunity to college-age students through the Pork Mentorship Program.

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 program is more than just a scholarship. It’s a way for students to build their capacity as leaders and professionals in Nebraska’s swine and agriculture industries. The program provides students with an opportunity to experience the diversity of the pork industry, identify future career goals and to evolve into strong agricultural advocates.

The year-long program focuses on five key areas:

- Career development
- Industry promotion
- Civic engagement
- Extended enrichment and education activities
- Participation in group meetings

The 2017 Pork Mentorship Program was comprised of six members attending college at the University of Nebraska – Lincoln, with academic majors that represent a cross section of interests and disciplines within the College of Agricultural Sciences and Natural Resources.

Participants in the 2017 Pork Mentorship Program:

- Catherine Jones of Omaha is a junior at the University of Nebraska–Lincoln studying agricultural and environmental sciences communication.
- Cheyenne Gerlach of DeWitt is a freshman at the University of Nebraska–Lincoln studying agricultural economics.
- Fina Choat of Saint Edward is a freshman at the University of Nebraska–Lincoln studying pre-veterinary medicine.
- Marissa Kegley of Kearney is a freshman at the University of Nebraska–Lincoln studying animal science.
- Thomas Waldo of DeWitt is a junior at the University of Nebraska–Lincoln studying agricultural economics.
- Vanessa Knutson of Palmyra is a sophomore at the University of Nebraska–Lincoln studying agricultural education with an option in teaching.

High school students participated in annual “Makin’ Bacon Conference” held in May in conjunction with UNL, part of NPPA’s youth education effort to make our next generation aware of career opportunities in agriculture.
Promotion

As one of the primary purposes of the National Pork Checkoff, NPPA spends a fair portion of its budget supporting pork promotion programs in Nebraska. These programs include retail, food service, health care, media and consumer information/education. In 2017, NPPA funded many efforts: Star City BaconFest in Lincoln, the Taste of Elegance culinary competitions in Omaha and Phoenix, AZ, Capitol City Ribfest in Lincoln and pork marketing trailer appearances in locations such as Broken Bow, Stuart, Omaha and Lincoln. Diet/health projects also entered the mix with the sponsorship of the Nebraska Dietetic Conference and several diabetes events around the state. Promoting pork to tomorrow’s young chefs was the goal of the Best of Pork Awards at the High School Culinary Competition and the NE Pro-Start competition. NPPA also partnered with NPB and other states for retail promotions with corporate Hy-Vee. It was a busy year but so worth it. Looking forward to an exciting and productive 2018!

Communications

Nebraska Pork Producers Association maintains several key communications channels to inform and educate producers, consumers, teachers, students and key stakeholders at the city, county, state and federal levels.

NPPA’s Pork Talk bimonthly magazine delivers program updates, educational opportunities, supports our Allied and SIP members and provides other information for producers. The Pork Industry Report, hosted by Chad Moyer, is a weekly radio interview with industry leaders covering educational events, regulations, market trends and other state and national issues. On average, 40 printed articles per month related to pork can be found in Nebraska newspapers.

The NPPA’s online marketing allows for community-based input, interaction and content sharing. To be a part of our growing online presence, check the website (www.nepork.org), friend us on Facebook and follow us on Twitter.

Through professional training programs such as Operation Main Street, several Nebraska producers and staff regularly speak to civic organizations, health institutes and participate in classrooms in the state to tell the pork story and share positive and factual information.
Nebraska’s Pig Farmers in the National Spotlight

Nebraska pig farmers shone brightly on the national front in 2017. In October, Nebraska pig farmer Leslie McCuiston of Columbus was chosen American’s Pig Farmer of the Year℠. Earlier, Terry O’Neel, a pork producer from Friend, was elected President of the National Pork Board at the organization’s June board meeting in Des Moines, Iowa.

The goal of the America’s Pig Farmer of the Year℠ program is to honor the U.S. pig farmer who best excels at raising pigs using the We Care℠ ethical principles and is best able to share his or her farming story with the American public.

“I am proud to represent our 60,000 pig farmers and I am both honored and humbled by the confidence that the board is placing in me,” O’Neel said. “From the farm, through food chain partnerships, to the consumer’s table, people care about how their food is produced. I look forward to helping to tell the story of real pig farming in the year ahead, and also to meet firsthand with the leaders who deliver our product from farm to table.”

The National Pork Board is comprised of 15 farmer-directors representing America’s pig farmers.

Nebraska pork producers also were active on the national level by participating in the meeting of the U.S. Meat Export Federation (USMEF) in Tuscon, Arizona in November. Attending were Kent Bang, VP - Client Solutions at AgStar Financial Services; Bill Luckey of Columbus, a member of the NPPC Board of Directors; Terry O’Neel of Columbus, President of the National Pork Board; and Russ Vering of Scribner, President of the NPPA. The USMEF is a nonprofit trade association working to create new opportunities and develop existing international markets for U.S. beef, pork, lamb and veal.

Nebraska was well represented at the USMEF meeting this fall in Tucson. Attending were (from left): Kent Bang, Bill Luckey, Terry O’Neel and Russ Vering.
2017 NPPA Student Interns Worked to Gain Pork Industry Experience, Help Handle Projects

NPPA is making the commitment to invest in students who are interested in gaining work experience in the pork industry. University of Nebraska-Lincoln students Sarah Morton, Kate Likens, Katherine Mundorf, Magdalene O’Brien, and Fina Choat spent much of 2017 working on signature projects, as well as acquiring general experience in the industry.

Sarah Morton, an Ag Education major, interned with the NPPA from February to August 2017, working on a project known as School-Based Enterprise, which focuses on implementing pigs into high school agriculture programs. Sarah conducted research, surveyed students and teachers across the state of Nebraska, and worked with professionals to help understand and implement these programs. Her capstones included presenting to Nebraska agriculture educators at their Nebraska Career Education Conference in June, as well as to FFA members who attended Nebraska Agriculture Youth Institute in July. Sarah left NPPA in August to student teach in Auburn. She graduated from UNL in December.

Kate Likens, an Ag Education major, interned with NPPA from May 2016 to December 2017. During her time with NPPA, Kate put together swine-related curriculum for both elementary and high school students that was then presented at Pathways to Careers Conference (P2C), Nebraska Agriculture Youth Institute (NAYI), and AKSARBEN. In addition, Kate worked to revamped the inventory management system at the office, and created and posted meaningful content on the website relevant to youth, consumers, and producers. Kate will begin student teaching in McCool Junction in January.

Katherine Mundorf, an Ag Communications major, spent the summer creating an internal calendar for the NPPA staff that contains all events and tasks that need to be done each day, with a link to the corresponding documents. She also produced content for NPPA’s website and Facebook.

In October of this year, Fina Choat began her internship by taking on the daunting task of updating the mailing list for the industry. Completion of this long overdue project will enable better communications between the association office and producers. Fina is an Animal Science major.

Magdalene O’Brien, is a freshman studying Animal Science at UNL. Starting in October, she began researching and developing a program related to youth and consumer education, as well as looking at expanding Nebraska Pork Producers video series, or potentially working with bloggers to promote pork consumption.
Alfred Fredrick Johnson, Jr., 87, of Blair, Nebraska, passed away November 7, 2017 at Crowell Memorial Home in Blair. Johnson was born January 7, 1930 in Omaha to Alfred Fredrick Johnson, Sr. and Rachel Bartlett Johnson. He graduated from Omaha Technical High School in 1947, then attended the University of Nebraska–Lincoln where he was a three-year letterman in wrestling and a member of Delta Sigma Phi fraternity. He graduated with a Bachelor of Science in Agricultural Economics in 1951. Following graduation, he served his country as a U.S. Army officer in the Korean War from 1951 to 1953, where he attained the rank of 1st Lieutenant. He received three Bronze Service Stars with his Korean Service Medal.

Shortly after his return, he began courting the love of his life, Marjorie Jean Jacobsen. They were married July 18, 1954 and celebrated 63 years together this year. Johnson spent 15 years working for Swift & Company before leaving the white-collar world for his passion of farming and raising a family. He served as State Director of the Nebraska Pork Producers, was a member of the Washington County Livestock Feeders, and served on the Governor’s Board for Humanities. He was a member of Kiwanis Club of Blair and served as their president in 1990-1991. Johnson was member of First Lutheran Church in Blair for over 50 years, where he served on the Church Council. He also was on the Board of Directors of Good Shepherd from 1990 to 2003. In his free time, Johnson enjoyed traveling to visit their children in Montana, Kansas and Colorado. Additionally, he was an avid hunter. He hunted elk, deer, pheasants, and turkey in Nebraska, South Dakota, New Mexico, and Texas. Also an avid fisherman, he went to Alaska and Canada to fish for salmon, trout, walleye, and pike, as well as fishing numerous lakes and streams in Nebraska. Johnson is survived by wife, Marjorie; sister, Suzanne; brother, Robert (Sally); three children: Linda (Steve); Sandy, Bruce (Maura); four grandchildren: Stephen (Kim); Laura, Audrey, and Ava; and one great-grandchild, Ella.
**LEGENDS BALLROOM – LOWER LEVEL**

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<td>7:30 a.m.- 8:00 a.m.</td>
<td>Breakfast is Served – Hosted by NPPA's Allied &amp; SIP Partners</td>
</tr>
<tr>
<td>8:05 a.m.</td>
<td>Welcome – Russ Vering, NPPA President</td>
</tr>
<tr>
<td>8:15 a.m.</td>
<td>Discussing the 2018 Farm Bill, International Trade Agreements, FMD, Immigration issues</td>
</tr>
<tr>
<td></td>
<td>Neil Dierks, National Pork Producers Council</td>
</tr>
<tr>
<td>9:00 a.m.</td>
<td>Allied Member Recognitions</td>
</tr>
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</table>

**SCARLETT BALLROOM – LOWER LEVEL**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:20 a.m.</td>
<td>Board of Directors Meeting – Election of Officers &amp; Board Members</td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td>National Pork Board Update – Terry O’Neel, National Pork Board President</td>
</tr>
<tr>
<td>10:10 a.m.</td>
<td>Introduction and Remarks by 2017 America’s Pig Farmer of the Year – Leslie McCustion</td>
</tr>
<tr>
<td>10:30 a.m.</td>
<td>NPPA Executive Director, Al Juhnke</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>Looking ahead at UNL Animal Science Department</td>
</tr>
<tr>
<td></td>
<td>Clint Krehbiel, Department Head, UNL Animal Science</td>
</tr>
<tr>
<td>11:25 a.m.</td>
<td>Producing the right “pork” for the Millennial Market</td>
</tr>
<tr>
<td></td>
<td>Kylee Deniz, Director of Marketing &amp; Producer Outreach, National Pork Board</td>
</tr>
</tbody>
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**GRAND BALLROOM – MAIN LEVEL**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>12:30 p.m.</td>
<td>Awards Luncheon</td>
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<tr>
<td></td>
<td>Outstanding Pork Service Award</td>
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<td></td>
<td>Larry E. Sitzman Scholarship Award</td>
</tr>
<tr>
<td></td>
<td>Introduction of 2018 NPPA Mentor Participants</td>
</tr>
<tr>
<td></td>
<td>Recognition of 2017 NPPA Mentor Participants</td>
</tr>
<tr>
<td></td>
<td>Introduction of 2018 Pork Leadership Participants</td>
</tr>
<tr>
<td></td>
<td>Recognition of 2017 Pork Leadership Participants</td>
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**SCARLETT BALLROOM – LOWER LEVEL**

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<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>1:45 p.m.</td>
<td>Markets and Pork Production Around the World</td>
</tr>
<tr>
<td></td>
<td>Dr. Dermont Hayes, Department of Economics, Iowa State University</td>
</tr>
<tr>
<td>2:40 p.m.</td>
<td>Lending Sustainability and Market Strategy for Continued Profitability</td>
</tr>
<tr>
<td></td>
<td>Kent Bang, Vice President Swine Lending, Compeer Financial</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td>Bill Even, CEO National Pork Board</td>
</tr>
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**GRAND BALLROOM – MAIN LEVEL**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>4:30 p.m.</td>
<td>Cocktails — President’s Reception Honoring All Past NPPA Presidents &amp; Board Members</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>Ribs &amp; Bibs Dinner “Celebrating Nebraska” - Hall of Fame Inductees</td>
</tr>
</tbody>
</table>

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**THE ANNUAL MEETING IS FREE**

Registration is required for meal counts

**ACCOMMODATIONS:**

- **SPECIAL GROUP RATE:** $119 per night plus taxes
  - The Graduate
  - 141 North 9th Street, Lincoln
  - 402-475-4011

- **GROUP RATE MENTION:** Nebraska Pork Producers

- **RESERVE BY:** January 22, 2018
About Our Guest Speakers:

Kent Bang

Kent Bang grew up in eastern Nebraska and graduated from the University of Nebraska-Lincoln with a B.S. in Animal Science with a focus on ag business. He spent 17 years as a swine industry consultant with Purina Mills and Archer Daniels Midland, working across the U.S. and with several international customers.

For the past 20 years Bang has been involved in financing of commercial swine operations and pork processors. During that time, he has served as Relationship Manager, Senior Swine Credit Analyst, Regional Vice President, and currently serves as Vice President-Swine Lending for Compeer Financial, a company formed by the merger of AgStar Financial Services, Badgerland, and 1st Farm Credit.

Bang is currently serving his second term on the National Pork Producers Council’s Board of Directors. He also serves on the Board of the NPPC Political Action Committee, the Farm Bill Task Force, the New Technology Task Force, the National Pork Board’s Swine Management Planning Committee, the budget and planning committee, and the NPPC Marketing Committee. He is a regular speaker at national pork events and is published on a regular basis in National Hog Farmer and other national publications.

Bang and his wife Julie live in Omaha and have two adult sons.

Dr. Dermot Hayes

Dr. Dermot Hayes is a native of the Republic of Ireland. He obtained a Bachelor of Agriculture Science degree from University College in Dublin in 1981. He then entered the Ph.D. program in the Department of Agricultural Economics at the University of California-Berkeley in the fall of 1981, where he majored in international trade. Dr. Hayes joined the Department of Economics at Iowa State University in 1986. In addition to his analysis of U.S. farm policy and international trade, his other research interests include food safety, livestock modeling, demand analysis, commodity markets, and agricultural and trade policy. Since 1995 he has been a consulting trade economist for the National Pork Producers Association.

Dr. Hayes is currently the Pioneer Hi-Bred international chair in Agribusiness, a professor in the Department of Economics, and a professor in the Department of Finance at Iowa State University. He is also assistant director of the Meat Export Research Center at Iowa State University.

Dr. Clinton R. Krehbiel

Dr. Clinton R. Krehbiel is head of the Animal Science Department at the University of Nebraska-Lincoln. He came to UNL in January, 2017 from Oklahoma State University, where he was assistant department head of animal science.

Dr. Krehbiel grew up on a family farm near McPherson, Kansas. He holds an A.S. degree from Hutchinson (Kansas) Community College, B.S. and M.S. degrees from Kansas State University, and his Ph.D. from the University of Nebraska-Lincoln. He has published over 400 refereed journal articles, book chapters, abstracts of papers presented at scientific meetings, research reports, and papers published in conference proceedings.

Neil Dierks

Neil Dierks serves as Chief Executive Officer of National Pork Producers Council (NPPC) and has served as its Director. He is responsible for the overall implementation of all NPPC programs. Beginning in 1990, he served NPPC in a series of senior executive positions, including Executive Director of Operations, Vice President for Research and Education and Senior Vice President for Programs. Prior to his service with NPPC, he served as the Special Activities Director for the Iowa Pork Producers Association and Marketing Director for the Iowa Corn Promotion Board. Dierks grew up on a livestock farm in eastern Iowa and remains involved in a family farming operation. He is a graduate of Iowa State University.
In response to consumer demand, many sow farms are transitioning sow housing from individual stalls to group pens. However, this management change may have implications on sow productivity and welfare, particularly through increased incidence of lameness and structural problems. We assessed the effects of housing gilts in pens or stalls during gestation on incidence and severity of feet lesions, parity 1 performance, and incidence of treatment and removal from the herd through weaning of parity 1. This is an ongoing project, and we are continuing to collect data through more parities and on additional females. Between 115 and 225 days of age, gilts were assigned to development diets that differ in energy and lysine content. The three diets evaluated were: (1) standard energy (1,546 kcal/lb; metabolizable energy) and standard lysine (0.7% phase 1; 0.6% phase 2; standard ileal digestible lysine), (2) low energy (1,228 kcal/lb; metabolizable energy) and standard lysine, and (3) standard energy and high lysine (0.86% phase 1; 0.76% phase 2; standard ileal digestible lysine). After 225 days of age, all gilts were fed the same gestation and lactation diets. Gilts were filmed from the side and feet tops at the beginning, middle, and end of the development period and from the side, front, rear, and feet tops and bottoms at days 30, 60, 90, and 100 of gestation and at weaning of parity 1. In subsequent parities, sows were filmed at days 57 and 100 of gestation and at weaning through parity 4. Feet lesions were scored on the bottoms of the feet, and still images were captured from videos to quantitatively measure structure traits (e.g. knee, hock, and pastern angles, length of toes, width of spacing between toes, and the degree to which the toes point in or out).

The overall goals of this project are to determine how structure changes over time, identify the traits most associated with longevity, develop nutrition and...
We investigated if gilt development diet or gestation housing system affected lactation feed intake, lactation weight loss, total number born, number born alive, number of stillborn piglets, number of mummies, pre-weaning mortality, litter birth weight, litter weaning weight, and wean-to-estrus interval in parity 1. Gestation housing system did not have an effect on any production trait except litter weaning weight. After accounting for differences in age at weaning and number of pigs the sow was given the opportunity to nurse, gilts housed in stalls weaned litters that were 5.93 pounds heavier on average than gilts that were housed in pens. Because differences in number born alive and pre-weaning mortality were negligible, these observations suggest that gilts housed in stalls had superior milk production that allowed their litters to grow better than gilts housed in pens. Gilts fed the low energy diet had greater feed intake and less weight loss during lactation than gilts fed standard energy diets. After accounting for total number born, gilts fed the high lysine and standard energy diet had litters that were heavier at birth by 2.52 pounds on average than gilts fed the standard lysine and energy diet.

Feeding reduced energy diets during gilt development increases feed intake and reduces weight loss during lactation, and greater dietary lysine concentration may be beneficial for in utero piglet growth. Reduced energy and increased lysine intake also seem to provide foot health advantages.

At this time, we see no advantage to housing gilts in pens during gestation vs. stalls for both production traits and foot integrity. Rather, stalls appear to have a slight advantage for production traits and result in significantly improved foot health.
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Thank you Allied Members for all of your support through the years and welcome to our new Allied Members. We are greatly appreciative of our new members continuing to renew your membership and support of the Nebraska Pork Producers Association. We look forward to a successful 2017 with our three tiers of membership.

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

Gold Level ($2,000)

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Kevin Nolan
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Mike Fagen
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Hannah Zundel
Hannah.zundel@zoetis.com
## Bronze Level ($350)

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<thead>
<tr>
<th>COMPANY</th>
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<th>EMAIL</th>
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</thead>
<tbody>
<tr>
<td>A. J. O’Mara Group, LLC</td>
<td>John O’Mara</td>
<td><a href="mailto:sales@ajomara.com">sales@ajomara.com</a></td>
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<td>Emily Skillett</td>
<td><a href="mailto:emily@A-FAN.org">emily@A-FAN.org</a></td>
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<td>Northeast Community College</td>
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<td>Nutrient Advisors</td>
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<td><a href="mailto:nd04056@windstream.net">nd04056@windstream.net</a></td>
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</table>
The Nebraska Pork Producers Association greatly appreciates all our 2017 Allied Members for your support! Our membership is growing and changing with the pork industry. We continue to offer three tiers of sponsorship for Allied Members to choose from. The three tiers listed above allow for one-time payment of several event sponsorships at one time while still giving members the opportunity to customize the events they would like to sponsor/participate in. Visit www.nepork.org for more information.

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<tr>
<td>• Annual Membership</td>
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<tr>
<td>- 20% off all Pork Talk ads</td>
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<td>- Six complementary Ribfest tickets</td>
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<td>- 200-word spotlight in Pork Talk</td>
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<td>• Continuing Education Course Scholarships</td>
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<td>• Pork Chop Scramble Hole Sponsorship</td>
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<td>• Logo and company website on nepork.org</td>
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<td>• Company name and logo listed in all six issues of Pork Talk magazine</td>
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<tr>
<td>• Annual Membership</td>
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<td>- 15% off all Pork Talk ads</td>
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<td>- Four complementary Ribfest tickets</td>
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<td>• Continuing Education Course Scholarships</td>
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<tbody>
<tr>
<td>• Annual Membership</td>
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<tr>
<td>- 10% off all Pork Talk ads</td>
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<td>- Two complementary Ribfest tickets</td>
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<tr>
<td>- 200-word spotlight in Pork Talk</td>
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