**Calendar of Events**

**September 2018**
- 11-13 Fall NPPC Legislative Action Conference, Washington, D.C.
- 11-13 Husker Harvest Days, Grand Island
- 19 NPPA Board of Directors Meeting Lincoln

**October 2018**
- 20 Farmers & Ranchers Tailgate Party, Fallbrook Super Saver, Lincoln
- 24 Hog Slat Open House, Richland

**November 2018**
- 19 AFAN & WSA Annual Meeting Cornhusker Hotel, Lincoln

**February 2019**
- 13 NPPA Annual Meeting and Rib & Bibs, Lincoln

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

**NEBRASKA PORK PRODUCERS ASSOCIATION**

**Board of Directors**
- Ron Browning Fremont (402) 753-3255
- Shana Beattie Sumner (308) 325-1278
- Tim Chancellor Broken Bow (308) 872-2020
- John Csukker Shelby (402) 910-1892
- Jared Lieman Beemer (402) 750-1596
- Connor Livingston Fairbury (402) 300-0240
- Michael Luckey Columbus (402) 910-3121
- Duane Miller Davenport (402) 364-3619
- Kevin Peterson Osceola (402) 366-1362
- Aaron Reichmuth Humphrey (402) 920-2497
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- Stuart Spader Waco (402) 363-3172
- Darin Uhll St. Paul (308) 754-4243
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**Executive Committee**
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- Vice President, Kevin Peterson Osceola (402) 366-1362
- Vice President, John Csukker Shelby (402) 910-1892
- 2016 President, Scott Spilker Beatrice (402) 228-0552
- Past President, Russ Vering Howells (402) 719-1499
- NPB Representative, Terry O’Neel Friend (402) 416-2316
- UNL Representative, Dr. Benny Mote Lincoln (402) 472-3633

**NPBA Office**
- nppa@NEpork.org (888) 627-7675
- Executive Director Al Juhnke (531) 500-2786
- Domestic Marketing Director Jane Stone (402) 525-1525
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- Youth Education Director Kyla Habrock (531) 500-3423
- Allied Industry Services Director Sandra Kavan (531) 500-3505

**National Pork Producers Council**
- (515) 278-8012

**Pork Checkoff Service Center**
- National Pork Board (800) 456-7675

**Portions of Nebraska Pork Talk are partially funded by Nebraska pork producers and their checkoff investments.**
Livingston to Participate in Pork Leadership Institute

The National Pork Producers Council (NPPC) and National Pork Board (NPB) have announced participants for the 2018-19 Pork Leadership Institute (PLI). PLI is a comprehensive training program conducted jointly by the NPPC and the NPB and designed to develop future leaders for the U.S. pork industry. Among the 18 candidates selected is Connor Livingston, Livingston Enterprises Inc. (LEI), Fairbury, Nebraska. Connor will be traveling to Washington, D.C. in September to be a part of the NPPC's Legislative Action Conference. During his stay in Washington, Connor will be meeting with Nebraska's congressional representatives.

PLI trains spokespersons for the pork industry, develops grassroots activists, and allows producers to disseminate a pro-active, targeted message about the pork industry. On graduation, participants will understand the roles of NPPC and the NPB and will have developed the skills necessary to help lead an ever-changing pork industry and to tell the pork industry's story from Main Street to the nation's capital. Pork producers are nominated for PLI. NPPC works closely with state pork association executives and field representatives to identify key individuals. Each year about 15 to 20 producers are selected to participate in the program.

Connor also was elected in February 2018 to serve a two-year term as a director for the Nebraska Pork Producers Association.

Connor Livingston
Panel experts represented great diversity and shared meaningful, first-hand experiences with corn and soybean farmers. Panelists included:

**Alan Stephens**, Senior Business Development Manager, The Maschhoffs

**Amy Schmidt, PH.D. P.E.**, Assistant Professor, Livestock Bioenvironmental Engineer, University of Nebraska-Lincoln

**Emily Skillett**, Livestock Development Coordinator, Alliance for the Future of Agriculture in Nebraska

**John Csukker**
Environmental Senior Services/Business Development Manager, The Maschhoffs

**Kristen Hassebrook**
Executive Director, Alliance for the Future of Agriculture in Nebraska (AFAN)

**Mike Wisnieski**
Pork Producer and Business Development Manager, Standard Nutrition Company

**Paul Segner**, Pork Producer

**Tim Chancellor**
Pork Producer and Supervisor, Thomas Livestock Company

**Walt Traudt, Pork Producer**

The six Experience Exchange Panels generated considerable engagement from the corn and soybean farmer participants.
In February 2017, 298 corn and soybean farmers registered for an Experience Exchange Panel and 158 attended. This strong participation rate shows great interest in adding livestock, specifically pigs, among corn and soybean farmers.

Participants were asked if they found the educational discussion relevant and if it was worth attending, with 93% responding “yes.”

Participants were asked if, as a result of this discussion, did their understanding of the opportunities for livestock production increase, with 87% responding “yes.”

A final polling question asked if participants would like to be contacted by a livestock integrator to learn more. Thirteen corn and soybean farmers indicated they would like follow-up and are considered hot leads. An additional 425 corn and soybean farmers requested additional information about adding pork production on their farm and are considered warm leads.

In February 2018, 324 corn and soybean farmers registered for an Experience Exchange Panel and 190 attended. The goal for the series was to have 300 registrations and 150 attendees. This high participation rate, paired with great engagement during the panel, shows strong interest in adding livestock.

Participants were asked if they found the educational discussion relevant and if it was worth attending, with 91% responding “yes.”

Participants were asked if, as a result of this discussion, their understanding of the opportunities for livestock production increase, with 85% responding “yes.”

A final polling question asked if participants would like to be contacted by a livestock integrator to learn more. Twenty-two corn and soybean farmers indicated they would like follow-up and are considered hot leads. An additional 473 corn and soybean farmers requested additional information about adding pork production on their farm and are considered warm leads.

The Nebraska Pork Producers Association looks forward to building upon the success of the Experience Exchange Panels by hosting additional targeted informational meetings for corn and soybean farmers to meet in-person with various integrators and allied members.
Capital City Ribfest Wows

Lincoln is still “licking their ribs” after 22 years of Capital City Ribfest! The 2018 event, held August 16 - 18 in the Pinnacle Bank Arena festival space, did not disappoint, with amazing rib offerings from seven vendors and festive music to top it all off. Ribfest veteran Desperados won the Ground Zero Best of Show, with Columbus, Ohio’s Fine Smoke taking home Runner-Up. Nearly 400 producers, Allied Industry members and special guests attended Saturday night’s VIP party and annual NPPA auction. Many thanks to the Nebraska Soybean Board for being our partner by co-sponsoring this banner event with NPPA. Next year’s dates will be announced soon. Stay tuned!
Capital City Ribfest Wows Lincoln’s Rib Lovers

Auctioneer Lucas Luckey and John Csukker kept the auction and the fun rolling along.

Darin Uhlir and Al Juhnke introduce Bill Luckey as a final four candidate for America’s Pig Farmer of the year.

Grubs on! Guests of the NPPA VIP Party on Saturday, August 18, wait in line to grab their rib dinners. Nobody leaves this gig hungry, that’s for sure!

Many years of Ribfest = many different NPPA Presidents. These dedicated individuals have all steered the ship at one point or another. Thanks for your leadership and commitment! Past presidents, from left: Alden Zuhlke ('01); Brian Zimmerman ('02); Bill Luckey ('06); Terry O’Neel ('07); Todd Stuthman ('08); Dennis Beethe ('09); Dave Harrington ('11); Shane Meyer ('12-'13); Russ Vering ('16-'17); and current President Darin Uhlir ('18).

www.NEpork.org
Kyle Baade is a pig farmer from Plymouth, Nebraska, where he lives with his wife, Laura, and two children. The Baades have owned and operated Baade Genetics since 2013. Baade Genetics is the fifth largest national Hampshire recording farm.

As a pig farmer, Kyle works hard to raise productive, functional pigs with a great show ring presence. Kyle’s involvement in the industry doesn’t stop there. He works hard to stay involved with the youth in his surrounding communities. He has put on pig workshops for kids in Nebraska, Kansas and Oregon. He also is involved in judging pig shows at the county, state, and national levels. He stays involved in industry groups such as the National Hampshire Board and is an executive member of the National Swine Registry.

His passion for the swine industry truly shines through his involvement and advocacy for youth development. We are proud to spotlight you, Kyle. Thanks for all you do.
Strategic Investment Program – Legislative Update

By Al Juhnke – Executive Director,
Nebraska Pork Producers Association

The resources provided by our Strategic Investment Program (SIP) members allow the Nebraska Pork Producers Association (NPPA) to work on public policy issues locally, on a state level and federally. We have been busy throughout the summer with several projects.

LOCAL:

We continue to work with the Alliance for the Future of Agriculture in Nebraska (AFAN) in the recruitment of swine producers. Together, we have been involved with several informational meetings discussing the benefits of being a pork producer here in Nebraska with prospective growers. When it comes time to building a new barn, AFAN is there to help these farmers complete their permit applications and understand the local zoning laws. When needed, NPPA and AFAN are strong advocates at the county zoning permit meetings and help educate the public and local elected officials on the benefits of livestock facilities in these communities. Nebraska continues to outpace the national pork industry in growth, and these local efforts by us have been a great help.

STATE:

The Nebraska Legislature has adjourned for the year and will return in January for a new legislative session. To prepare for the 2019 session, we have been busy all summer.

Property taxes continue to be one of the top issues for our farmers. Nebraska has some of the highest rates in the nation. Several ag groups, education groups, and senators have been meeting over the past several months to discuss and put together legislation addressing this issue. NPPA has taken an active role in these discussions. Property taxes need to be lowered to keep us competitive with our neighboring states.

Besides property taxes, other issues on NPPA’s radar for the coming session include: rural broadband, net metering, lab-grown alternative proteins, and a review of Nebraska’s “nuisance” statutes.

To get an understanding of where future senators may be on these various issues, NPPA was involved with election year interviews of legislative candidates. We sat down with other ag groups and interviewed incumbent legislators and their challengers, as well as candidates for open seats. We are developing a summary report which will be made available to our SIP investors this fall prior to the November elections.

FEDERAL:

Our focus over the past several months has centered around tariffs and free trade agreements. Our pork producers raise a safe, sustainable, good tasting meat, and are very good at marketing this product internationally. The recent tariffs and trade disruptions have had a negative effect on our prices. This uncertainty puts a strain on our farmers and their rural communities. NPPA along with our Washington, D.C. team have been working every day to come to a resolve on this situation.

We also are monitoring closely the progress on the NAFTA free trade agreement modernization. We are hopeful we can come to agreement with Canada and Mexico soon. These two countries are part of our top five trading partners and important to our business. We also are advocating in Washington, D.C. for advancement of bilateral trading agreements with countries like Japan.

Local NPPA members will once again be flying into Washington, D.C. in September to sit down with our Nebraska congressional delegation to talk about these trade items as well as the farm bill. We are hoping to see the five-year farm bill completed before the end of the year. Specifically, we are asking for funding for a foot-and-mouth disease (FMD) vaccine bank. This vaccine bank will play a critical role in stopping and containing a future outbreak of this disease in our country.

So, it has been a busy summer for NPPA as we continue to advocate on behalf of our state’s pork farmers. Without our SIP members, none of this would be possible. If you are not yet an SIP investor, please consider doing so. For further information on how to sign up, contact Sandra Kavan in our Lincoln office or email Sandra@nepork.org

www.NEpork.org
WE’RE BACK!!!

NPPA was excited to return to the demo kitchen in the Raising Nebraska building at the Nebraska State Fair after a three-year hiatus. Fan favorite Chef Nader from Billy’s in Lincoln took center stage for four sessions during the bustling weekend hours on NPPA’s behalf preparing Pulled Pork Soft Tacos, Grilled Ham and Brie, Broccoli Bacon Mac & Cheese and Parmesan-Crusted Pork recipes. Fair goers were thrilled to have Chef Nader back once again working his magic and, of course, sampling his delicious pork entrees. The promotion was a joint venture between NPPA and Midwest Dairy and we thank them for including us in this effort.
**Pulled Pork Soft Tacos**

Let your slow cooker do the work and come home to assemble dinner in no time. Change up the recipe with different shredded cheeses and vegetable toppings for a one-dish meal to satisfy every taste bud in your family.

Yields: 6 servings
Prep Time: 35 minutes
Cook Time: 8 hours

**Ingredients: For Pulled Pork**
- 2 pounds boneless pork loin roast
- 2 tablespoons brown sugar
- 1 tablespoon ground ginger
- 2 cloves garlic smashed
- 1 white onion small, coarsely chopped
- 1/2 cup orange juice
- 2 limes cut in half

**Tacos**
- 12 soft corn tortillas 6-inch
- 1 1/2 cups shredded reduced-fat Colby Jack
- 1/2 cup non-fat sour cream
- 1 teaspoon cumin
- 2 scallions trimmed and chopped
- 8 ounces shredded red cabbage 1 bag
- 3/4 cup fresh salsa

**Directions:**

**PULL PORK:** Trim excess fat off roast. In a small bowl, combine brown sugar and ginger; rub generously over roast. Place in slow cooker with garlic, onion, and orange juice; cook on low heat for 8 hours (or high for 4-6 hours.) Remove pork to large bowl and shred with forks. Strain pork liquid from slow cooker and pour over pulled pork to moisten. Squeeze lime juice on top and mix well. Divide into 12 servings.

**TACOS:** In small bowl, mix together sour cream, cumin, and scallions. For each serving, cover corn tortilla with 2 tablespoons cheese; microwave for 20 seconds. Top with pulled pork, 2 teaspoons of sour cream mix, 1 1/2 tablespoons shredded cabbage and 1 tablespoon of salsa. Fold and serve immediately.

https://www.midwestdairy.com/recipe/pulled-pork-soft-tacos/

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**Parmesan-Crusted Pork Piccata Medallions**

Yields: 4 servings
Prep Time: 15 minutes
Cook Time: 20 minutes

**Ingredients:**
- 1 oz. Grated Parmesan
- 12 oz. Green Beans
- 1 Shallot
- 1 Pork Tenderloin
- 2 tsp. Chicken Demi-Glace
- 1 oz. Butter
- ½ oz. Capers

**Cheese Sauce:**
- 1/4 cup butter
- 2 1/2 cups cauliflower, diced
- 1/4 cup whole wheat flour
- 3 cups skim milk
- 1 cup shredded sharp Cheddar cheese

**Directions:**

Trim ends off green beans. Peel and mince shallot. Pat pork tenderloin dry and, on a separate cutting board, slice into medallions, ¾”-thick. Place medallions in a mixing bowl and toss with Parmesan (reserving 1 tsp. for garnish), ¼ tsp. salt, and a pinch of pepper.

Place a medium non-stick pan over medium-high heat and add 2 tsp. olive oil. Add pork medallions to hot pan and cook undisturbed until well-browned, 2-3 minutes per side. Transfer pork medallions to prepared baking sheet. Wipe pan clean and reserve. Roast in hot oven until pork reaches a minimum internal temperature of 145 degrees, 6-8 minutes. Rest cooked medallions at least 5 minutes. While pork medallions roast, cook green beans.

Place a large non-stick pan over medium-high heat and add 1 tsp. olive oil. Add remaining shallot (reserve remaining for sauce) and green beans and cook undisturbed until lightly charred, 1-2 mins. Stir in ¼ cup water, ½ tsp. salt, and a pinch of pepper. Cover and cook until tender, 4-6 minutes. If green beans need more time, add 1 Tbsp. water and cook 1-2 more minutes. Remove from burner.

Return pan used to sear pork to medium heat and add 1 tsp. olive oil. Add remaining shallot and cook until translucent, 30-60 seconds. Add demi-glace, 2 Tbsp. water, accumulated juices from resting pork, and capers. Stir to combine. Remove from burner and swirl in butter.

Plate dish as pictured on front of card, garnishing pork with sauce and green beans with reserved Parmesan. Bon appétit!

Pork Leadership Program Wraps Up Third Seminar with Stops in Nebraska, Iowa

by Chris Wellenstein

The 2018 Pork Leadership Program kicked off its third of six seminars on Sunday, July 29 with a meeting in Sioux City, Iowa, for dinner. The next morning, we toured the new Seaboard Triumph Foods, LLC (STF) processing plant. The company is an equal ownership joint venture between Seaboard Foods and Triumph Foods, LLC. Triumph Foods is owned exclusively by pork producers, and Seaboard Foods is a wholly-owned subsidiary of Seaboard Corporation. Of the pigs processed at STF, one-third comes from Seaboard, one-third from Triumph, and one-third from the open market. By aligning farm operations with pork processing, STF can ensure consistently wholesome premium pork products for its worldwide customer base. This farm-to-plate approach begins with strong genetics and continues on through superior pig nutrition, animal care, food safety protocols, advanced processing techniques, and product excellence. The care STF takes at every step is reflected in the quality of the food they deliver to their customers around the world. The facility covers 20 acres, and currently 1,100 employees work the first shift. When the second shift is added in October 2018, employees will total about 2,400.

Tori O’Connell, STF’s communications coordinator, gave an outstanding tour of the impressive facility where our group got to see all the various processes in the plant from start to finish. One of the most remarkable things about the state-of-the-art facility is the efficiency created by the advanced technology in which STF has invested. The company has invested in robotic machines that are responsible for taking care of the larger processing tasks. The robotic devices have taken over what used to be a complicated, dangerous process. These machines will help STF process 21,000 pigs per day and ship out four million pounds of pork daily at full two-shift capacity.

Another example of advanced technology at STF was in the company’s 28-loading bay area where trucks are loaded with processed pork to transport. The company uses Wi-Fi technology to help truckers know in which bay they are to dock, reducing their wait time. The stockyard, where the pigs are held before moving to processing, had been designed with help from Temple Grandin, the world-renowned professor and animal expert, which was evident in the efficient flow of pigs. Something that might go unnoticed is that STF is green-friendly. The manure from the pigs in the stockyard is collected and sent to a methane digester where it is broken down and
converted into renewable energy that helps power the facility in an environmentally friendly and cost-efficient manner. At the end of our tour, we were introduced to David (Dave) Cary, the company’s vice president of hog procurement, and Lauren Davis, animal welfare manager. Dave and Lauren talked about current events in the pork industry and how they may or may not affect them, how they are progressing towards bringing on their second shift, their team, and culture, how supportive the community has been, what has worked and what can be improved.

Our second stop that day took us to Midwest Laboratories, Inc. in Omaha, where we met with Certified Professional Agronomist John Menghini. John gave us a tour of Midwest Laboratories and showed some of the various testings that take place. Midwest Laboratories opened its doors for business on May 15, 1975, in Omaha. Since then, the company has expanded into a 10-building campus devoted to performing a wide variety of analyses in a highly regulated environment, providing the most thorough and customizable data in the industry. Midwest Laboratories excels at delivering in-depth analysis through efficient processes, resulting in expedient test results displayed in customizable reports. The constant focus on exceptional service ensures customer needs are always met. Today, the company provides analysis and recommendations to clients nationwide for irrigation and water quality, fertilizers, soil, manure, fuel, biosolids, sludge, compost, animal feed, and more. Despite having customers across the United States, the majority of Midwest Laboratories’ customers are in Nebraska and adjacent states. Our group was shocked when John said on average they perform approximately 35,000 to 36,000 soil sample tests per day and 10.5 million soil sample tests per year.

If you are a row crop farmer and have done grid sampling on your land, chances are your soil samples go to them for analysis. Another test analysis we witnessed was for an animal food manufacturer in which they tested for moisture, protein, fat, fiber, and ash.

We ended the day by meeting with Josh Erickson from Team Concepts, working on our leadership development through team building workshops, as demonstrated by Josh on how to apply them to current and past experiences. What’s neat about the simple but effective concepts Josh taught us is that it is universal, whether you want to apply it to your work environment or with your relationships with friends and family.

The last day of our third seminar was a busy but fun-filled day. We started the day off early by driving to Des Moines to visit the National Pork Board (NPB) in the morning followed by the National Pork Producers Council (NPPC) in the afternoon. After arriving at the NPB, we were welcomed and introduced to Carrie Webster, the liaison to the Pork Checkoff’s state associations. She assists the Producer Services team with development and promotion of programs and initiatives.

Our first presentation of the morning was given by Bill Winkelman, the NPB’s vice president of producer and industry relations. Bill is responsible for working with pork producers to help them obtain value from their investment which for every $100 of value U.S pork producers and importers pay $0.40 to the Pork Checkoff. Bill talked about the history and overview of the NPB, the distinction between the NPB and the NPPC, the Pork Checkoff, and their three overall goals for 2020. Those goals are:

- Build consumer trust
- Drive sustainable production
- Grow consumer demand

The NPB’s vision is to elevate U.S. pork as the global protein of choice by continuously and collaboratively working to do what’s right for people, pigs, and the planet. Today, pork is the most widely consumed meat in the world with 47 percent of global meat consumption deriving from pork. The U.S. is the third top pork producing country in the world behind the European Union and China.

Our next speaker was Bill Even, CEO of the NPB.
He gave us an update on the swine industry. To date, 2018 has been a record year for production with the following numbers:

- March-May pig crop of 33.2 million, up 4.3 percent, largest March-May pig crop ever
- Total hogs/pigs of 73.5 million, up 3.4 percent, highest June 1 inventory ever
- Market hog inventory of 67.1 million, up 3.4 percent, highest June 1 inventory ever
- A breeding herd of 6.32 million, up 3.5 percent

Bill also discussed such issues as international marketing and exports, State Pork Association engagement, foreign animal disease, changing consumers and supply chain, as well as sustainability and health. He shared that the U.S. is the lowest cost producer of pork and that we went from being a net importer in the 1990s to currently being a net exporter with 27 percent of production being shipped to other countries. He also described a return on investment study the National Pork Board did with Dr. Harry Kaiser of Cornell University, a five-year benefit cost-ratio analysis. The results from this five-year ROI study showed the overall benefit-cost ratio of 25:1. Every $1 invested provided a value of $25.

Finally, Bill talked about some of the exciting things they are doing in relation to end-point cooking temperature. The National Pork Board formed a partnership with Google, Yummly, and Weber Grills to help address the generational shift of consumers cooking pork. Currently, there is a focus for cooking pork with an internal temperature of 145 degrees Fahrenheit to make the meat more tender and less dry, compared to how most consumers grew up cooking pork at 180 degrees. Most concerns with cooking pork are undercooking for fear of getting trichinosis. However, recent studies have shown that if you cook pork at an internal temp of 145 degrees with a three-minute rest, it is safe to consume. This will take about a decade to get over the stigma, but slowly people will begin to make the shift.

Claire Masker, the NPB’s director of public relations, addressed our group. She is responsible for building the recognition of the NPB through non-ag and consumer media and other public relations activities. She leads many PR initiatives on the communications team, including development of the Checkoff social media plan, assisting with both issues management and proactive media relations outreach, and serving as the communications liaison to the domestic marketing and international marketing staff. Claire demonstrated how powerful social media can be used in a positive way, but how it also may be taken out of context even when posted with good intentions.

Our next speaker was Craig Morris, vice president of international marketing for the NPB, a Ph.D. in animal meat and science, who leads the global promotion of U.S. pork. Morris oversees the development and execution of the NPB’s international marketing strategy by placing a strong emphasis on collaboration with strategic partners, namely the National Pork Producers Council and the U.S. Meat Export Federation.

By leveraging both new and existing partnerships, NPB will continue to build on this record year, working to identify new markets and further develop relationships with the industry’s most critical customers, both here and abroad, and continuing to grow demand for U.S. pork. More than 91 percent of all pork consumed in the world is consumed outside of the U.S.

Our next presenter was Cindy Cunningham, assistant vice president of communications for the NPB. Cindy is the official contact for the news media, and she focuses much of her time on crisis preparedness and issues management. She works with crisis planning at the farm level, with the state pork associations on swine exhibitions, and at the national level. Cindy helped our group
with media training on things to expect, tips and tricks, resources and coordination, how to present ourselves, how to prepare, some of the things to avoid when being interviewed, telling your story, and the impact an interview can have on the pork industry. Cindy stated that Pork Board media interactions in 2017 were 541 with 203 different media outlets across 60 topics. Our group practiced giving interviews out loud to one another.

Our last speaker at the National Pork Board was Steve Larsen, assistant vice president of science and technology. Steve talked about human nutrition, swine health, and some of the new resources and current swine disease research.

The National Pork Board is working on a plan called the Secure Pork Supply (SPS) Plan, which is a voluntary business continuity plan designed to support pig movements from premises located in disease control areas that are affected by stop movements but not infected by the disease. The NPB is funding the development of a database and dashboard to allow producers participating in the SPS plan to share data in a rapid, efficient and secure way with animal health officials.

The last subject Steve talked about was animal welfare, the continuous improvement for on-farm euthanasia with a recently released computer-led training program and on-farm pain management options now available.

Our final stop for the seminar was at the National Pork Producers Council (NPPC) in Urbandale, Iowa. The NPPC represents 42 affiliated state associations, and works to ensure that the U.S. pork industry remains a consistent and responsible supplier of high-quality pork to domestic and international markets. Through public policy outreach, NPPC fights for reasonable legislation and regulations, develops revenue and market opportunities, and protects the livelihood of America’s 60,000 pork producers. In addition to working on legislation, regulations and trade initiatives, NPPC has its political action committee, PorkPAC, dedicated to educating and supporting federal lawmakers and candidates who support pork producers.

NPPC is governed by a 15-member Board of Directors who are elected from the ranks of producer delegates, each of whom is elected by the members of their respective states. There are four standing committees tasked with making recommendations for policies. These recommendations are then considered at the National Pork Industry Forum, the organization’s business meeting held each March. NPPC also uses ad hoc task forces to study various industry issues and maintains strong relationships with other channel partners through the Packer Processor Industry Council and the Pork Alliance Committee. Also, NPPC works closely with the National Pork Board. NPPC has offices in Des Moines, and Washington, DC.

Our first speaker was Neil Dierks, CEO of NPPC. Neil talked about current events in the pork industry. He talked about the newly proposed $12 billion farm subsidy program and what the latest was and expectations were on how funds were going (continued)
to be dispersed among the ag industries. Neil talked about trade with Mexico and how Mexico had hinted at potentially renewing a NAFTA deal with the U.S. and that Canada is a critical piece to the puzzle. He also spoke about the current labor issue and how it’s affecting the new processing plants, notably the Clemens Food Group pork processing facility near Coldwater, Michigan. Later that week he was going to travel to North Carolina to provide help and support to the pork producers for Smithfield Foods that are involved in the hog farm nuisance lawsuits.

Dallas Hockman, vice president of industry relations, shared how NPPC works with packers, processors, and producers. He discussed some of the upcoming technology in the pork industry, such as gene editing and lab-grown meat. An interesting question that was brought up about gene editing was who would control or regulate it? He also believes that it will be a while before lab-grown meat comes to market and is accepted but thinks when it happens chicken will likely be first.

Last but not least, Chloe Carson, manager of digital communications, and Janine Van Vark, manager of outreach marketing, talked to the group about NPPC’s social media and how they are expanding its social media presence, as well as the We Care initiative. The We Care initiative is a comprehensive effort to promote responsible practices in pig farming. Also, We Care is a commitment to evaluate and improve our methods continuously. Created in 2008, We Care is a joint effort of the National Pork Board, the National Pork Producers Council and state pork associations representing farmers. A simple formula that has summarized U.S. pig farmers commitment to responsibility is Principles + Practice + Proof = Public Trust.

The professionals and experts that our group was able to hear from and talk to, as well as the tours we experienced during this seminar, far exceeded our expectations. All demonstrated their commitment and devotion to the ag industry, especially the swine industry. We all enjoyed this seminar very much and are looking forward to our fourth seminar, which will take place in Washington, D.C. September 11-13.
Norbrook Laboratories today announces the FDA approval for the addition of the use of Enroflox® 100 (enrofloxacin) via intramuscular injection (IM) in swine, the addition of two pathogens – Bordetella bronchiseptica and Mycoplasma hyopneumoniae – to the Swine Respiratory Disease (SRD) treatment and control indications. The new FDA approval also includes the addition of indications for the control of colibacillosis in groups or pens of weaned pigs where colibacillosis associated with Escherichia coli has been diagnosed.

“With the addition of these new bacterial pathogens, and option for IM route of administration, Enroflox 100 now provides swine veterinarians and producers the same active ingredient, dosing regimen and covers the same swine pathogens on the current Baytril® 100 label,” says Chip Whitlow, Food Animal Marketing Manager, Norbrook, Inc.

Norbrook, a global veterinary pharmaceutical company, says Enroflox 100 is available from veterinarians and animal health suppliers in 100 mL, 250 mL and 500 mL bottles. For more information about Enroflox® 100, contact your veterinarian, local animal health products supplier or Norbrook, Inc. at www.norbrook.com.

ABOUT NORBROOK
Norbrook is a leading global provider of veterinary pharmaceuticals enhancing the health of farm and companion animals. Norbrook, headquartered in Newry, Northern Ireland has a presence in more than 100 countries, with facilities in the UK and Ireland, Europe, the US, Africa and Australia.

ENROFLOX® 100
Federal law restricts this drug to use by or on the order of a licensed veterinarian. Federal law prohibits the extra-label use of this drug in food-producing animals. Cattle intended for human consumption must not be slaughtered within 28 days from the last treatment. This product is not approved for female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or calves born to these cows. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal. To assure responsible antimicrobial drug use, enrofloxacin should only be used as a second-line drug for colibacillosis in swine following consideration of other therapeutic options. Swine intended for human consumption must not be slaughtered within 5 days of receiving a single-injection dose. Use with caution in animals with known or suspected CNS disorders. Observe label directions and withdrawal times. See product labeling for full product information.

For further information please contact:
Chip Whitlow, Food Animal Marketing Manager
Email: cwhitlow@norbrookinc.com
Office: 913-599-5777

Enroflox® is a registered trademark of Norbrook Laboratories
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Nebraska’s agriculture representatives, including Darin Uhlir, NPPA President, joined Governor Ricketts on a Trade Mission to Mexico. The 25-person delegation met with Mexican national officials, agricultural officials, and industry leaders currently using Nebraska products.

While in Mexico Darin met with Oscar Fuerrer, (at right) who heads up the Mexico City USMEF. USMEF collaborates with industry partners to secure meaningful, sustained access to new and existing export markets using all available means.

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

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

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- **Parks of Nebraska**
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