

The California Pork Producers Association is the catalyst for California pork industry stakeholders to collectively and collaboratively build a socially responsible, sustainable, and economically viable pork industry through information, promotion, and education.

What You Need to Know – FDA’s New Antibiotic Use Rules for Pigs Began Jan. 1

As 2017 begins, the U.S. Food and Drug Administration’s (FDA) new rules regarding on-farm use of medically important (to human health) antibiotics are now fully in effect. Even though you likely know many of the basics of the new regulations by now, it’s certainly understandable to have some remaining questions about what the FDA changes all mean and how they may affect your farm.

First, the new FDA rule ends the use of any antibiotics used for growth-promotion purposes associated with all food-animal species, including swine. This is known as Guidance 209. It also increases veterinary oversight of all remaining antibiotic uses on the farm.

“Antibiotics that are now prohibited as growth promoters are still available to treat specific health challenges,” said Lisa Becton, DVM, swine health information and research director for the Pork Checkoff. “But access now will require a licensed veterinarian, who’s familiar with the animals, to authorize a veterinary feed directive (VFD) for feed-based antibiotics or a prescription for products applied through the water.”

While certain aspects of the new regulations may affect larger farms more, the rules apply whether you have one pig for the county fair or raise many thousands each year, Becton said. The bottom line goal of FDA’s new rules is to ensure that antibiotics remain effective for people and animals alike.

“The U.S. pork industry’s support of FDA’s antibiotic strategy and oversight aligns with our goal to ensure safe food, healthy people and healthy pigs,” said National Pork Board President Jan Archer, a pork producer from Goldsboro, North Carolina.

“We have a proud history of raising pigs in ways that go beyond animal health and that are mutually beneficial to human and environmental health,” Archer said. “Day in and day out, pork producers are committed to identifying ways to ensure responsible use of antibiotics, such as embracing the updated Pork Quality Assurance® Plus certification program.”

At the same time, antibiotics remain essential tools for veterinarians and farmers to raise healthy livestock and produce safe food. Responsible use and following FDA’s new rules are steps toward retaining those tools.

For more information, visit the Pork Checkoff’s Antibiotics Resource Center online at pork.org/antibiotics.



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A Tribute to A Legend – *D.M Lopes*

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As many of you will already know by the time you read this publication, we recently lost a legend in the livestock industry and agriculture education. Mr. Ralph Loya of Hanford, CA passed away on Wednesday, February 1st at the age of 73. He was not only a legendary teacher, livestock judge, and stockman, but a dear friend and mentor to so many.

My first encounter with Ralph had to do with pig. He came out to our ranch in Riverdale, CA while my brother Vince was a student at Reedley College. My brother had told him about this pig we had that we thought would make a great show pig prospect for the college show team. I don't remember as much about the pig as I do about the impression Mr. Loya made on me. Little did I know at the time what an influence this man would eventually come to have on my life.

I remember Ralph and his students being involved in California Pork Producers Association events. For many years, he took his students to the annual CPPA Pork Spectacular where they participated in a quality industry event as well as judged in the annual swine judging contest. This is just one of countless examples where Mr. Loya involved his students in livestock industry events. He always placed students first and went above and beyond to make sure they became connected to industry.

Ralph was a distinguished livestock judge, judging team coach, and show team coach. He judged numerous county fairs and shows throughout the states of California, Oregon, and Hawaii. Numerous winning livestock judging teams were coached by him at both the high school and collegiate levels. Not only did he judge shows, but he created shows. He was the driving force behind two annual statewide collegiate livestock shows that continue annually, one in conjunction with the Big Fresno Fair in October and the other at the Porterville Fairgrounds in March. Over the years, he coached countless students into the final drive. His ability to utilize judging teams and livestock show teams as mechanisms to develop young people and teach them life-long lessons was beyond compare.

In all, Ralph's teaching career spanned 39 years (1 at North Salinas High School, 9 at Hanford High School, and 29 at Reedley College). His achievements, and those of his students, were numerous. He was nominated as the 2003 and 2004 CATA Regional Agriculture Teacher of the Year. In 2005, he was named CATA State Agriculture Teacher of the year. He was inducted into the CATA Agriculture Hall of Fame in 2009. Perhaps just as importantly, he inspired countless students to become agriculture teachers themselves.

Since retiring from Reedley College in 2005, Ralph and his son Rick formed Loya Livestock, a firm dedicated to placing top quality livestock show projects (especially pigs) into the hands of youth exhibitors throughout the western U.S. To date, they have placed many champions and high-placing animals at numerous shows.

My last encounter with Ralph also involved pigs. He and his son Rick came out to the Reedley College Farm a month ago to check out some show prospects. He never lost his enthusiasm for evaluating livestock. More importantly, he never lost his ability to positively influence others. Without question, he was my number 1 mentor in the agriculture teaching profession.

Ralph is survived by Mary Jane, his wife of 52 years, daughter Kathleen and her husband Richard, son Rick and his wife Nicole, granddaughter Tiana, grandson Austin, and brother Jesse.

I know that this article does not even begin to do justice to someone who was such a critical part of so many of our lives. Ralph Loya's positive contributions to the livestock industry and to the field of agricultural education will be felt for many years to come.

His full obituary can be found at <http://hanfordsentinel.com/obituaries/ralph-loya>.

CPPA Member News & Information

CPPA Board of Director Election Results

Congratulations to the following CPPA members who have been elected to serve a four year term on the CPPA Board of Directors: *Jim Brem, Strathmore - Ken Dyer, Corcoran - Randy Long, Manteca - Russell Pedrett, Colusa - Chance Reeder, Modesto*

Mark Your Calendar – 2017 Pork Spectacular Dates Announced

Date: June 17 – 18, 2017

Location: Stanislaus County Fairgrounds

Schedule and Entry Forms are available on the CPPA website at the following link – <http://calpork.com/shows-and-sales/pork-spectacular/>

Entries close June 1st!

CPPA Announces Annual Meeting at Pork Spectacular

The California Pork Producers Association's Annual Meeting will be held on June 17, 2017 at the Stanislaus County Fairgrounds.

The evening will feature a pork BBQ dinner, speakers from the National Pork Board, National Pork Producers Association, and CPPA Board of Directors.

Registration will begin at 6:00 pm, with the meeting at 6:30 pm. Details will be sent in the coming months.

This meeting is sponsored in part by your Checkoff dollars.

CPPA Jr. Director and Bill Silveira Applications due June 1st

Deadline to apply is June 1st. Applications available on the CPPA website <http://calpork.com/producer-resources/youth-programs/>. For questions, contact the CPPA office.

PQA Update – Online Certifications Allowed for All Individuals

A new feature has been added to the PQA Plus program. Last March at the annual Pork Industry Forum in Indianapolis, an Advisement presented by the Indiana Pork Association delegates, requested that first time PQA Plus certifications be allowed to certify online instead of attending the face-to-face training as the PQA Plus program currently requires.

PQA Plus training plays an important role in educating those who work in the pork industry. As the role of technology becomes more prevalent on farms, a natural extension of that technology development should include additional options for educating employees. High turnover, multiple sites and time constraints can make in-person trainings difficult where online trainings could be readily available. In an online course, the material and presentation would be consistent—eliminating variances between individual trainers.

The advisement was passed by the delegate body. This request was sent to the PQA Plus Task Force, as well as the National Pork Board of Directors for consideration. Both approved the request and advised NPB staff to finalize this request within the certification program.

To deliver on this Advisement, the National Pork Board has programmed the Learning Management System (LMS) to allow PQA Plus Trainers and Advisors to grant access to individuals who are:

- First time participants in the PQA Plus program
- Participants who have an expired PQA Plus certificate.

As of December 5th, all individuals are eligible to certify online (first time certifiers, expired certifiers or renewal certifiers) through a PQA Plus Advisors.

This new feature does away with the program requirement of 1st time individuals and those individuals whom have let their certification expire, be required to attend the face to face training. Individuals who wish to utilize this new feature, must contact a PQA Plus Advisor to get set up for an online PQA Plus certification. The Advisor will then grant the individuals access to an online course and an email will be automatically sent to the individual with training instructions for their online PQA Plus certification.

Pork Checkoff Offers Webinar on New FDA Antibiotic Rules

Registration Now Open for Feb. 21 Event

The Pork Checkoff will present “How to Succeed with the New Antibiotic Regulations,” a free online webinar on Feb. 21 at 1 p.m. CST for producers and allied-industry participants.

The 60-minute presentation will feature three veterinarians and will offer the opportunity for both live and pre-event questions. Speakers include Dave Pyburn, vice president of science and technology at the National Pork Board; Liz Wagstrom, chief veterinarian at the National Pork Producers Council; and Harry Snelson, communications director at the American Association of Swine Veterinarians.

The veterinarians will focus primarily on the major keys to successfully navigating and complying with the new antibiotic rules. They will give special attention to record-keeping protocols, how to maintain a valid veterinary-client-patient relationship and what to expect if you have an on-farm inspection.

“With the new FDA antibiotic regulations in effect for over a month, we felt it was a good time to get additional insights into what producers and veterinarians are experiencing at the farm level,” said Jan Archer, a North Carolina pork producer and president of the National Pork Board. “The webinar also offers producers a convenient way to ask the experts what they should do to fine-tune their antibiotic compliance as part of their overall stewardship efforts.”

Registration for the free webinar is now open at www.pork.org/antibiotics and clicking the webinar link.

NPB Introducing: Youth for the Quality Care of Animals

The National Pork Board is excited to announce the transition of the Youth Pork Quality Assurance Plus (YPQA) to the new Youth for the Quality Care of Animals (YQCA).

Within the past few years, educators and livestock industry professionals have noticed NPB's success with the YPQA program and determined the need for a multi-specie (beef, dairy, goat, poultry, rabbit, sheep and swine), science-based educational program, offering access to every youth exhibitor ages 8 to 21, nationally. Annually, youth food animal producers raise thousands of food animals that contribute to the U.S. food supply. This contribution measures in the millions of pounds of consumable food animal products. Understanding how to produce a safe wholesome food animal product can only come from a comprehensive educational program focused on proper care and welfare of food animals. So a group of educators and livestock industry professionals have been working on developing this program to meet the needs for a multi-species program.

YQCA will provide a common framework for youth food animal quality assurance programs that will enhance the educational experience of youth, improve the care of food animals and provide a higher level of food safety to consumers. This program will embrace the founding principles of food safety that all quality assurance programs cover, with added information address–ing animal welfare, such as daily health observations, proper use of medications, and establishing a valid Veterinary Client Patient Relationship (VCPR), to mention a few. Those principal topic areas are similar across the species covered in the YQCA curriculum.

The YQCA program is set up for any youth in the U.S. to have access to the online program and gain their certification. States can choose to implement YQCA on a statewide basis where additional requirements can be added and where an in-person training option can be offered. The national YQCA program will launch March 2017. Statewide implementations may also launch in March or at the time of the state's choosing. The first show to require YQCA certification will be World Pork Expo this coming June 2017. Livestock shows held on or after June 2017 can make completion of the YQCA program mandatory for their exhibitors.

The Goals of YQCA:

1. Ensure safety and well-being of animals produced by youth for showing and for 4-H and FFA projects.
2. Ensure safe food supply to consumers.
3. Enhance the future of livestock industry by educating youth on these very important issues so they can become more informed producers, consumers and/or employees in the agriculture and food industry.
4. Maximize the limited development time and budgets of state and national youth program leaders to provide an effective quality assurance program.
5. Offer livestock shows a valid, national quality assurance certification for youth livestock exhibitors.

YPQA will no longer be administering by the end of 2017. The National Pork Board will fully be utilizing the YQCA program as the youth quality assurance program. Those who are not expired are still certified and will not need to earn YQCA certification until their expiration.

For those interested in becoming certified to train youth in face to face certifications for YQCA, there will be an online Advisor certification similar to how the Youth PQA Plus Advisor certification program runs. To becoming a YQCA Advisors, individuals will have to meet the following requirements, which are the current Youth PQA Plus Advisor requirements: must be a veterinarian, extension personnel, or a secondary/post-secondary agriculture instructor.

All of the Youth PQA good production practices are within the YQCA content, just identified in a different way.

If you have more questions, you can visit the YQCA website at <http://yqca.org> or email sales@yqca.org.



Your 2016 California Pork Checkoff Dollars at Work

Today's Pork Checkoff is at work for California pork producers. These funds support efforts in advertising, consumer information, retail and foodservice marketing, export market promotion, production improvement, science and technology, swine health, pork safety and sustainability/environmental management. Below is a list of this past year's efforts.

- Baconfest; Bacon, Beer & Bands Industry Educational Sponsor (with Iowa Pork Producers Assn.)
- Big Fresno Fair 4-H & FFA Pork Breakfast Pork Product Sponsor
- California Foundation for Agriculture in the Classroom Sponsor
- California Agriculture Day at the Capitol Participant (pork product sampling)
- California Ag Teachers Association Conference Participant
- California FFA Foundation Proficiency Award – Swine Production Entrepreneurship Award Sponsor
- California State FFA Leadership Conference Participant
- California State Fair Junior Swine Supreme Champion Award Sponsor
- Costco Pork Tenderloin Sampling – 20 stores (joint effort with Cargill and National Pork Board)
- Cotton Festival Rib Cook-Off Pork Product Sponsor
- CPPA Pork Spectacular Youth Skillathon and Quiz Bowl
- *Cuisine of San Francisco* Magazine – BeInspired Advertisements (with Arizona Pork Producers Assn.)
- John Deere Pork Day Collaborator (with Iowa Pork Producers Assn. & National Pork Board)
- Marin County Fair Pork Cook-Off Primary Sponsor
- MNI Print Grouping: *HGTV, More, Real Simple* – BeInspired Advertisements (five market areas)
- Sacramento Baconfest Primary Sponsor
- Sacramento Capitol Farm-to-Fork Festival Participant
- U.S. Farmers and Ranchers Alliance Consumer Educational Efforts Sponsor
- CPPA provides educational materials for 4-H clubs, FFA chapters, agricultural field days, teaching resources, and other educational activities and efforts that education and promote your industry.

Are You Paying Your Pork Checkoff Share?



Today's pork checkoff is at work for pork producers.

Per the Pork Promotion, Research and Consumer Information Act of 1985 (Act), all pig (including seedstock) and market hog auctions and sales are required by law to have checkoff deducted from the sale based on the gross market value.

Checkoff remittance is \$0.40 for each \$100 value of hogs sold or \$.0040 per the gross market value. Checkoff is paid by U.S. pork producers and importers when pigs are sold and when pigs or pork products are brought into the United States.

Of this money, 20% is shared with CPPA and the other 80% goes to the National Pork Board for national promotion, education, and research activities.

To learn more about how to submit your Checkoff fees go to - <http://www.pork.org/about-us/>.

Thank you for your continued support for CPPA and your California Hog & Pork Industry!

Pork Sirloin Makes the Cut as a Heart – Healthy Roast

American Heart Association Adds Pork Sirloin to Its Heart-Check Certified Shopping List

Eating healthier just got easier with the addition of one more pork cut to the list of Heart-Check Certified products by the American Heart Association. The Pork Checkoff is working with the American Heart Association to highlight the heart-healthy benefits of the pork sirloin roast.

As a Heart-Check Certified cut of meat, pork sirloin adheres to the American Heart Association's requirements allowing its label as a "heart-healthy food." The pork sirloin roast joins the pork tenderloin with this designation as an extra lean cut of meat certified by the Heart-Check Food Certification Program.

"The prominent Heart-Check mark on packages of meat offers consumers an easy way to cut through the clutter of often conflicting nutrition information," said Adria Huseeth, RDN, LD, CPT, and manager of nutrition communications and research for the Pork Checkoff. "The Heart-Check mark is valuable and serves as a trusted resource for consumers. By cutting through the noise at the meat counter, shoppers can quickly identify heart-healthy foods."

Sound science and proven research serves as the basis for the Heart-Check Food Certification Program nutrition requirements. Introduced in 1995, the Heart-Check Food Certification Program helps consumers identify foods that can be building blocks of a heart-healthy diet. To become certified, a product must meet specific nutrition requirements. For more information, visit heartcheck.org.

"Today's consumers are busy and they seek both convenience and real-time information before purchasing foods in their local grocery store," said Huseeth. "Having the Heart-Check mark on pork sirloin roast and tenderloin products helps consumers make wise choices. This prominent, recognizable mark allows the shopper to buy with confidence."

In 2013, the U.S. Department of Agriculture approved a pork cooking temperature of 145 degrees Fahrenheit, followed by a three-minute rest. By following this cooking guidance on pork products like the sirloin roast or tenderloin, consumers can enjoy a healthy, tasty and tender product.

About the American Heart Association and American Stroke Association

The American Heart Association and the American Stroke Association are devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based American Heart Association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. The American Stroke Association is a division of the American Heart Association. To learn more or to get involved, call 1-800-AHA-USA1, visit www.heart.org or call any of our offices around the country

National Pork Board Launches the Taste of Now Campaign

The National Pork Board has launched its Taste of Now marketing campaign. The integrated marketing campaign, which also includes significant Spanish-language outreach (El Sabor de Hoy), creates consumer awareness of pork's unmatched flavor and value making it the ideal protein on any occasion.

"Pork is trending and there has never been a better time to enjoy pork and make delicious dishes for family and friends," said Jan Archer, National Pork Board president and a pig farmer from North Carolina. "That is the focus of this first national campaign of 2017. And we are teaming up with celebrity chefs and pork advocates with a simple message – When it comes to pork, there has never been a better time than now to make something delicious."

To read more about the new campaign go to - <http://www.pork.org/national-pork-board-launches-taste-now-campaign/>.



Legislative Update

Organic Livestock and Poultry Practices Rule Put on Hold

President Trump this week delayed implementation of the Organic Livestock and Poultry Practices rule to May 19. The regulation, which NPPC opposes, was set to go into effect March 21. In comments sent in July to the U.S. Department of Agriculture, NPPC said the new animal welfare standards for the National Organic Program will present serious challenges to livestock producers. It cited a number of problems with the welfare rules, including:

- Animal handling practices are not a defining characteristic of organic agriculture and are not germane to the National Organic Program as authorized by Congress.
- The livestock practices mandated by the rule will be costly – if even practicable – to implement for current organic producers and be a barrier to new producers entering organic production, without making the resulting products more organic.
- Consumer misconception about the intent of the National Organic Program and the meaning of its label is not a valid rationale for expanding the program to encompass animal welfare.
- Animal welfare is complex and dynamic; decisions about animal care need to be science based and carefully considered by each producer.
- The livestock and poultry practices present significant challenges to the maintenance and promotion of public and animal health.

During the delay in implementation of the rule, NPPC will urge USDA to withdraw the regulation.

NPPC Will Work with Trump Administration to Improve Trade with Canada, Mexico

NPPC is committed to work with the Trump administration to preserve tariff-free market access for U.S. pork exports to Canada and Mexico. The administration is planning to pursue trade discussions with the two countries.

NPPC pointed out that the existing free trade agreement among the United States, Canada and Mexico has been tremendous for U.S. pork producers. It did recognize that other sectors have some concerns with the trade deal and said it would work with the Trump trade team to improve U.S. trade relationships with Canada and Mexico.

Through November, U.S. pork exports to Mexico in 2016 were nearly \$1.2 billion, up 21 percent from the same time last year, and to Canada they totaled \$731 million, making those countries the No. 2 and No. 4 export markets, respectively, for U.S. pork. Since the U.S.-Canada-Mexico trade agreement went into effect Jan. 1, 1994, U.S. trade north and south of the borders has more than tripled, growing more rapidly than U.S. trade with the rest of the world.

Canada and Mexico are the two largest destinations for U.S. goods and services, accounting for more than one-third of total U.S. exports, adding \$80 billion to the U.S. economy and supporting more than 3 million American jobs, according to data from the Office of the U.S. Trade Representative. In fact, U.S. manufacturing exports to Canada and Mexico have increased nearly 260 percent over the past 23 years, and U.S. farm exports to the countries have grown by more than 150 percent.

NPPC said it needs to ensure that access for U.S. pork to the Canadian and Mexican markets is maintained or even improved; disruptions in exports to either market could hurt U.S. producers' ability to compete.



Legislative Update

GIPSA Rule Comment Period Extended; NPPC Asks Producers to Urge Lawmakers to Rescind GIPSA Rule

The Trump administration has extended the deadline for submitting comments on a regulation related to the buying and selling of livestock, a move hailed by the National Pork Producers Council, which opposes the Obama-era rule.

The so-called Farmer Fair Practices Rules, written by the U.S. Department of Agriculture's Grain Inspection, Packers and Stockyards Administration (GIPSA), include two proposed regulations and an interim final rule, comments on which now are due by March 24.

NPPC is most concerned with the latter, which would broaden the scope of the Packers and Stockyards Act (PSA) of 1921 on the use of "unfair, unjustly discriminatory or deceptive practices" and "undue or unreasonable preferences or advantages." Specifically, the regulation would deem such actions per se violations of federal law even if they didn't harm competition or cause competitive injury, prerequisites for winning PSA cases.

"We're very pleased that the Trump administration has extended the time we have to educate regulators about the devastating effects this rule would have on America's pork producers," said NPPC President John Weber, a pork producer from Dysart, Iowa. "The regulation likely would restrict the buying and selling of livestock, lead to consolidation of the livestock industry – putting farmers out of business – and increase consumer prices for meat."

USDA in 2010 proposed a number of PSA provisions – collectively known as the GIPSA Rule – that Congress mandated in the 2008 Farm Bill; eliminating the need to prove a competitive injury to win a PSA lawsuit was not one of them. In fact, Congress rejected such a "no competitive injury" provision during debate on the Farm Bill. Additionally, eight federal appeals courts have held that harm to competition must be an element of a PSA case.

"Eliminating the need to prove injury to competition would prompt an explosion in PSA lawsuits by turning every contract dispute into a federal case subject to triple damages," Weber said. "The inevitable costs associated with that and the legal uncertainty it would create could lead to further vertical integration of our industry and drive packers to own more of their own hogs."

"That would reduce competition, stifle innovation and provide no benefits to anyone other than trial lawyers and activist groups that will use the rule to attack the livestock industry. And for those reasons, we'll be asking the administration to withdraw the rule."

An Informa Economics study found that the GIPSA Rule, including the interim final rule, would cost the U.S. pork industry more than \$420 million annually, with most of the costs related to PSA lawsuits brought under the "no competitive injury" provision.

The deadline for submitting public comments on the Farmer Fair Practices Rules was pushed back to April 22 from Feb. 21. Go to https://www.regulations.gov/document?D=GIPSA_FRDOC_0001-0315 to comment on the interim final rule by April 22.

Trump Picks Perdue for Agriculture Secretary, Ending Historically Long Search

After the longest search for a USDA chief in modern history, President-elect Donald Trump nominated for agriculture secretary former Georgia Gov. Sonny Perdue, a longtime rural agribusinessman who originally trained as a veterinarian.

Perdue, 70, served two terms as governor, from 2003 to 2011, and was an original member of Trump's agricultural advisory team, announced in August. Although he has a doctorate in veterinary medicine, he spent much of his career in the grain and fertilizer business in rural Georgia after leaving the Air Force in 1974.

Your participation in the Strategic Investment Program allows the National Pork Producers Council and state organizations to enhance and defend your opportunities to compete at home and abroad.



	<i>Strategic Investment Program</i>	<i>Mandatory Pork Checkoff</i>
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Negotiate for fair trade (import/export)		
Fight for reasonable legislation		
Fight for reasonable regulation		
Inform and educate legislators		
Provide producers direct access to lawmakers		
Proactive issues management with media		
Secure and guide industry research funding		
Enhance domestic and global demand		
Provide producer information and education		
Funding	\$0.10/\$100	\$0.40/\$100

YOUR VOLUNTARY INVESTMENT IS NPPC'S PRIMARY SOURCE OF FUNDING;
CHECKOFF DOLLARS CANNOT BE USED FOR PUBLIC POLICY FUNDING.

National Pork Producers Council

The National Pork Producers Council (NPPC) conducts public policy outreach on behalf of its 44 affiliated state association members enhancing opportunities for the success of U.S. pork producers and other industry stakeholders by establishing the U.S. pork industry as a consistent and responsible supplier of high quality pork to the domestic and world market.

NPPC is primarily funded through the Strategic Investment Program (SIP), a voluntary producer investment of \$.10 per \$100 of value that funds state and national public policy and regulatory programs on behalf of U.S. pork producers.

For more information on NPPC, visit www.nppc.org

NPPC Programs

- PorkPAC** – The political action committee of NPPC. The mission is to educate and support candidates at the state and federal levels.
- Legislative Education Action Development Resource (LEADR)** – If you're not telling your story, someone else will! Your voice is needed in the halls of your state capital and in Washington, D.C.
- Pork Leadership Institute** – The Pork Leadership Institute combines the National Pork Board's leadership program (Pork Leadership Academy) with the NPPC's PLI.
- Swine Veterinarians** – The U.S. pork industry is under mounting criticism from opponents of modern farm animal production methods.
- Internships** – The NPPC Washington Internship Program is designed to give young leaders experience in U.S. agricultural policy – legislative, political and regulatory – at the federal level.
- U.S. Farmers & Ranchers Alliance** – The National Pork Producers Council is proud to serve as a board participant on the U.S. Farmers & Ranchers Alliance (USFRA).
- We Care** – As a united group, pork producers adopted a formal set of ethical principles that outline the industry's values and define how producers represent the industry every day on farms across America.

Strong Finish for 2016 Red Meat Exports; New Volume Record for Pork

U.S. pork and beef exports wrapped up an excellent 2016 performance with very strong December results, according to statistics released by USDA and compiled by the U.S. Meat Export Federation (USMEF).

Pork export volume reached a record 2.31 million metric tons (mt) in 2016, up 8 percent year-over-year and 2 percent above the previous high in 2012. Export value increased 7 percent from a year ago to \$5.94 billion. December pork exports totaled 222,635 mt, up 18 percent year-over-year, valued at \$564.2 million, up 20 percent.

Exports accounted for 25.8 percent of total 2016 pork production and 21.5 percent for muscle cuts – up from 24.2 percent and 20.8 percent, respectively, in 2015. December ratios were 28 percent for total production and 23 percent for muscle cuts only – up significantly from December 2015. Export value per head slaughtered averaged \$50.20 in 2016, up 4 percent from the previous year. The December average was \$56.06, up 24 percent.

A remarkable second half pushed 2016 pork export volume to Mexico to its fifth consecutive record at 730,316 mt – breaking the previous record by 2 percent. Export value to Mexico totaled \$1.36 billion, up 7 percent year-over-year and the second-highest on record, trailing only the \$1.56 billion mark reached in 2014.

Though down from the high levels seen earlier in the year, December pork exports to China/Hong Kong were still up 40 percent year-over-year in volume (47,242 mt) and 42 percent higher in value (\$96 million). For the full year, exports to China/Hong set a new volume record of 544,943 mt (up 61 percent) and broke the \$1 billion mark for the first time (\$1.07 billion, up 53 percent). *Source: US Meat Export Federation*

www.usmef.org

Hog/Pork Markets: Important Developments during Late 2016

In the hog/pork markets, three key items during the fourth quarter of 2016 are well worth reviewing. First, the Quarterly Hogs and Pigs report from USDA's National Agricultural Statistics Service (NASS) showed 2% more market hogs than anticipated. That will translate into larger hog slaughter than earlier forecast well into 2017. Further, the overall breeding herd as of December 1, 2016 was a bit larger than anticipated. Regarding prices, on the positive side were recent trends in both frozen pork stocks and export trends.

As of December 1st (NASS report released December 23, 2016), the total number of hogs in the U.S. was estimated based on surveys at 71.5 million head, an increase of 3.7% year-over-year and the largest ever. The number of market hogs was 4.0% (about 2.5 million head) above one year earlier, while the breeding herd grew by 1.0%. The larger than anticipated number of market hogs was caused by a jump, compared to expectations, in the number of sows farrowed from September-November. Also, the number of pigs born per litter continued to increase on-trend.

The monthly NASS Cold Storage report (released December 23, 2016) showed that at the end of November frozen pork stocks were down month-over-month (falling 13%) and year-over-year (dropping 7%). Very large hog slaughter occurred in both October and November and the concern was that frozen tonnage was where product was going. But that was clearly not the situation. In fact, declining stocks given record large production in several weeks last fall was a positive surprise. Overall, frozen pork stocks are not burdensome.

The Livestock Marketing Information Center (LMIC) currently forecasts U.S. commercial pork production in 2017 will be just over 25.6 billion pounds, up in the range of 2% to 4% year-over-year and record large. Even with a rather good export demand profile hog prices are forecast to be a bit below 2016's throughout the first three quarters of 2017. New hog packing plants opening in the fourth quarter should provide increased competition for animals to harvest and process, which could pull hog prices above 2016's late in the calendar year. *Source: Livestock Marketing Information Center www.lmic.info*

Q & A Expanding the Herd-Health Partnership with Your Vet

Q: What are the U.S. Food and Drug Administration's (FDA) new antibiotic rules that began Jan. 1, 2017?

A: FDA's Guidance 209 changed the rules for antibiotic use in all animals raised for food. Specifically, medically important (to human health) antimicrobials can only be used for therapeutic use – to treat, control or prevent specific disease under veterinary guidance. Access to feed-grade antibiotics now requires a veterinary feed directive (VFD) and a prescription for water-based treatments. All over-the-counter sales of antibiotics have voluntarily ended.

Q: Does this rule apply to everyone?

A: FDA's new antibiotic rules apply to anyone and everyone who raise animals for food regardless of the type, size or location of the production site. Even if you only have one food animal, it applies to you.

Q: What is a Veterinary Feed Directive?

A: A VFD is a written statement issued by a licensed veterinarian to allow the use of a VFD drug alone or in combination through animal feed. It authorizes the client (the owner or animal caretaker), as well as the feed distributor, to prepare and use feed with the specified drug to treat the client's animals for a specified time.

Q: What is a VFD drug?

A: A VFD drug is a medically important (to human health) antimicrobial that is administered to animals through feed. VFD drugs can only be used under the professional supervision of a licensed veterinarian. A list of VFD drugs for swine can be found at pork.org/antibiotics.

Q: What about regulations on water-based medications?

A: It's important to note that all medically important antimicrobials that are administered through water now require a veterinary diagnosis and prescription to gain access for treatment. Overall, everything that applies to a VFD also applies to a prescription.

Q: How do producers get access to a VFD or a prescription?

A: A VFD or prescription must be issued by a veterinarian licensed to practice veterinary medicine and comply with the veterinarian-client-patient relationship (VCPR) requirements as defined by state or federal guidelines. The FDA will verify whether a state has valid VCPR requirements; if not, the federal rules apply. You can find a VCPR status list at pork.org/antibiotics. The list may change over time as states update their veterinary practice requirements.

Q: How is a VCPR defined?

A: Having a VCPR means that a producer must have an interactive relationship with a licensed veterinarian. For a valid VCPR, the veterinarian must understand the production practices and health profile of a herd or group of pigs to make clinical judgements about treatment. This will include on-site visits and animal (i.e. pig) examinations. The veterinarian also should provide follow-up evaluation or care as necessary. It's worth noting that a valid VCPR requires a veterinarian to visit the animals in person. Photos or videos of the animals alone will not suffice to obtain a valid diagnosis.

Q: What is the scope of a VFD?

A: A VFD will involve only one veterinarian, not an entire clinic. The client is the person responsible for the care and feeding of the animals, which may or may not be the actual producer/owner. It will involve one feed manufacturer/distributor. It will designate one medication or combination medication. It can involve one or more animal production sites. (See below.)

Q: Will the VFD specify the exact drug to be used?

A: The veterinarian is required to write the name of the drug on the VFD, but may choose to write in a trade name/pioneer drug or allow a generic drug to be used. The feed manufacturer may not substitute a pioneer drug with a generic drug unless the veterinarian allows it and designates it as such on the written VFD.

Q: What other information will the VFD include?

A: Each VFD will outline the following: the animals or group; the health issue requiring treatment (in detail); the drug, dosage and duration of use. It also will include an expiration date, which specifies the last day the VFD feed can be fed. The authorizing veterinarian's signature in written or electronic form is required.

Q: How is the VFD expiration date determined?

A: The expiration date for the VFD must not exceed the expiration date specified in the drug's approval, conditional approval or index listing. The veterinarian will use his or her medical judgment to determine what expiration date is appropriate for the VFD based on factors including, but not limited to, the type of animal production facility and operation, the VFD drug or combination drug at issue, the intended use of the VFD drug, and the animals' health status, treatment history and life cycle.

A veterinarian can write a VFD for a maximum of six months. If there is a need to extend the treatment beyond that time limit, a new VFD will be required.

Q: Are there provisions to designate and treat groups of animals with antibiotics?

A: FDA recognizes there are groups of animals, similar in age, weight, etc., that are managed in a similar manner, with a common health status, but may be housed in different physical locations. For example, a group of weaned pigs may be moved to multiple finishing sites. The veterinarian may write a single VFD to treat the weaned pigs as a group (approximate number) at multiple physical locations provided there is a valid VCPR and a single feed manufacturer/distributor involved. If multiple feed suppliers are involved, it will require multiple VFDs.

Q: What information is required to identify and locate an animal site?

A: A VFD will need to include information about the physical location of the animals that would allow someone to locate them. A street address for the facility would suffice. If not available, the premises identification number or global positioning system (GPS) coordinate may be used. From there, the veterinarian can decide whether to add more detail, such as the barn, pen, etc., provided the animals will remain in place until the VFD expiration date.

Q: How can a VFD be transmitted to the feed distributor?

A: A veterinarian must send the VFD to the feed distributor as a hardcopy by fax or electronically (i.e. via the Internet.) If the veterinarian sends a hardcopy, he or she must send the VFD directly to the distributor or through the client. A VFD order must be written and may not be issued verbally, including via a telephone call.

Q: What are the record-keeping requirements for a VFD?

A: The issuing veterinarian is required to keep the original VFD, and the client and the feed manufacturer/distributor must keep a copy of the VFD for two years. Prescriptions (i.e. for water medications) must be held for one year. Hardcopy or electronic versions of the VFD or prescription are allowed. Electronic records must meet FDA's specified requirements (see Guidance for Industry #233, VFD Common Format Questions and Answers at pork.org/antibiotics on the FDA-info tab.)

Electronic services provided by vendors such as GlobalVetLINK provide compliant, easy-to-manage options. If you're considering using a service, just be sure to check that it is FDA-compliant. Any of the parties must be able to provide the records to FDA upon request. For example, in the case of contract growers, they do not have to have a copy of the VFD onsite but must be able to retrieve it within 24 hours.

Q & A Cont'd...

Q: Is extralabel use of a VFD drug allowed?

A: Extralabel use (ELDU) of medicated feed containing a VFD drug or a combination VFD drug is not allowed. For example, feeding animals VFD feed for a duration that varies from the period specified on the label, feeding VFD feed formulated at a different drug level or feeding VFD feed to a species not designated on the label would all be considered ELDU. (See page 7 for more information.)

Q: If a VFD drug is approved for use at multiple levels or within a range, will one or more VFD orders be issued?

A: In cases where a VFD drug is approved for use at multiple drug levels, the veterinarian may issue a single VFD order covering all approved concentrations intended to be used, as well as the approved feeding duration(s). If a VFD drug is approved for use within a range of concentrations, the veterinarian may specify a level within the range or authorize any use within the range by including the entire authorized range on the VFD.

Q: If a single group of pigs in a nursery needs two pulses of chlortetracycline (CTC) for two weeks each separated by several weeks, will one VFD suffice?

A: A veterinarian cannot issue a VFD that authorizes a duration of use that is inconsistent with the directions for use described on the product labeling. In this example, the drug approval limits the treatment to 14 days, so the VFD can only authorize that approved duration. Issuing a VFD that authorizes a 14-day course to be repeated for the same animals would be considered an illegal, extralabel use. However, if the herd veterinarian reassesses the animals involved after a single course of therapy (i.e., drug administered according to the labeled dose and duration), he/she may decide that additional therapy is warranted and could issue a new VFD.

Q: How do the new antibiotic rules affect pork producers who make their own feed?

A: If the producer is not a feed distributor, he/she must have a VFD to receive Type B or C VFD medicated feed from a distributor. If the producer is obtaining a Type A medicated article that is not a VFD feed, the producer does not need to provide a VFD. However, the producer will need a VFD prior to feeding any Type B or C medicated feed that they mix from the Type A medicated article.

FDA recognizes that producers who manufacture their own medicated feed may need to hold some Type A medicated articles or feed in inventory to allow them to quickly manufacture medicated feed for treatment after receiving the veterinarian's VFD authorization. However, the inventory should align with the expected amount of VFD feed needed to treat the designated animals.

Q: How are feed-delivery records tied to a VFD? Since feed mills generally have these records, do producers and veterinarians need to have them as well?

A: During an FDA inspection, the agency will review VFD orders and compare them to the feed manufacturing records. FDA would expect that the amount of medicated feed produced to fill a VFD, whether in one or several batches, would be commensurate with the amount of feed necessary for the approximate number of animals that the VFD authorizes to be fed. The producer and veterinarian are required to maintain the main VFD record, but they are not required to maintain feed-delivery records under the final VFD rule.

Q: What if a mill breaks down or runs out of a VFD drug?

A: The feed distributor that receives the VFD from the veterinarian or client should be the only one filling the entire order. In special circumstances, two mills may be required to fill the order. In such cases, the client and distributors should keep records documenting the situation to clarify that the animals received only VFD-authorized treatment.

Q: How should leftover VFD feed be handled?

A: Any VFD feed remaining after its related VFD has expired may not be fed to animals without obtaining a new VFD. Feed will need to be disposed of according to the state or local requirements for medicated feed.

Q: What happens if a treated group of pigs rebreaks with a disease or requires another treatment?

A: In such a case, the veterinarian will need to authorize another VFD or a water-medication prescription as appropriate.

Q: How do FDA's new rules impact show pig exhibitors?

A: Everyone who owns or raises pigs is affected by FDA's new antibiotic rules regardless of the number of animals. The exhibitor will need to establish a VCPR with a veterinarian who will need to visit each set of pigs to check on their health, housing and care.

For example: If you're feeding pigs for a series of summer shows, that's one set of pigs requiring a veterinary visit. Pigs that are being prepared for a fall show is a separate set, and so on. This is true even if they're on the same site or in the same barn. The veterinarian will need to see each set of pigs in order to write a VFD or a prescription for water medication if needed.

Q: Can an FFA advisor/4-H leader serve as the caretaker of all the club's animals?

A: Yes, provided the animals are housed within a common location where the FFA advisor or 4-H leader is responsible for the care and feeding of the animals. This would allow the advisor/leader to establish the VCPR and manage any VFDs or prescriptions. Otherwise, each individual exhibitor or site needs to establish its own VCPR.

Q: If a youth exhibitor shows a pig at a jackpot show (a one- or two-day show where pigs will return home), does he/she need a copy of a VFD or a prescription at the show? Or, can an exhibitor produce it at a later date if asked by the FDA?

A: The VFD final rule requires that "all involved parties must make the VFD and any other records specified in this section available for inspection and copying by FDA upon request." {21 CFR 558.6(a)(5)}. Therefore, an exhibitor's copy of a VFD or prescription should be readily available.

Q: How will the new antibiotic rules be enforced?

A: FDA has initiated a pilot project to inspect the VFD process. This involves going to a feed distributor and reviewing three randomly selected VFD forms. Officials will select one to trace back to the veterinarian, investigating the VCPR and ensuring the producer/client applied the VFD feed correctly. The process also will check that all records are complete, accurate and stored properly.

Long term, FDA will engage in risk-based general surveillance, as well as for-cause inspection assignments. The agency will work closely with state regulatory partners and state boards of veterinary medicine.

Q: What are the penalties for non-compliance of the new antibiotic rules?

A: There are several actions FDA can pursue to address a violation, including injunction, seizure, monetary penalties and criminal charges under Section 303(a) of the Food, Drug and Cosmetic Act.

Q: Where can producers find more answers about the new antibiotic rules?

A: Numerous resources are available at the Pork Checkoff's Antibiotics Resource Center found at pork.org/antibiotics. Bookmark the website on your computer or smartphone. You also can email questions to FDA's Center for Veterinary Medicine at askCVM@fda.gov.



"As pork producers, we are always seeking new ways to do what's right for our animals, consumers and the environment."

Jan Archer, North Carolina

A Pig Farmers Very Aware of and Complying with New Antibiotic Rules

U.S. pig farmers are not only well aware of new federal rules for on-farm antibiotic use, but already are complying. In a survey conducted by the National Pork Board in November, 95 percent of pig farmers surveyed said that they were ready to be fully compliant by the time the rules took effect on Jan. 1, 2017.

"The pork industry worked toward the Jan. 1 implementation date for nearly two years. There was a concern that some producers would not make changes until after the date of implementation, but that does not seem to be the case," said Jan Archer, National Pork Board president and a pig farmer from Goldsboro, North Carolina. "Pig farmers are committed to the substantive changes regarding antibiotic use, and many discontinued using antibiotics for growth promotion years ago, while also reviewing swine medical treatment uses of antibiotics as well."

One of the key changes to the new Food and Drug Administration (FDA) rules is that medically important antibiotics could no longer be used for growth promotion. Today, human medically important antibiotics can only be used to treat sick animals or to prevent disease and/or control it.

"Complying with the new rules is critical to maintaining consumer trust in the high quality and safety of pork produced in the U.S.," Archer said. "The two key elements are having an established veterinarian-client-patient relationship and ensuring that antibiotics are administered under the guidance of a veterinarian. To do so without veterinarian oversight is now illegal."

In addition to information about antibiotic use changes, the National Pork Board's annual November survey was designed to take the pulse of U.S. pork production. The survey showed that for the seventh consecutive year, pork producer support for the Pork Checkoff increased and is now at a record 91 percent – up 1 percent from the 2015 survey. Meanwhile, opposition to the Checkoff remains at a record low 4 percent. These results are the most positive in the history of the survey. Other highlights included:

- Right direction/wrong track: 76 percent of producers – a full three out of four – said that the industry is heading "in the right direction," improving from the previous year's score of 70 percent. Of those surveyed, 19 percent feel the industry is "on the wrong track." This improvement in optimism is encouraging despite the market supply pressure many are feeling with lower prices for pigs.
- The biggest challenge facing producers is "too many rules/regulations." In previous years, the main challenge was viewed as "managing hog health and disease." That previously No. 1 concern fell to No. 4 this year, a significant drop.
- Single most important request: Producers' No. 1 request of the Checkoff is to educate consumers on pork production and the industry. This was followed closely by advertising and promoting pork and opening new markets.

"America's pig farmers understand that growing domestic and export demand for pork is critical, but it all starts with building trust," Archer said. "This survey bears out that it begins with educating consumers about how pigs are raised, pork's safety and its nutritional value."

In response to specific questions about the National Pork Board's strategic plan implemented early in 2015, the awareness and importance of each goal remains strong. On a 10-point scale:

- Build Consumer Trust rated a mean score of 8.91 (a decrease from 9.04 in 2015).
- Grow Consumer Demand rated a mean score of 8.70 (an increase from 8.63 in 2015).
- Drive Sustainable Production rated a mean score of 8.18 (an increase from 7.96 in 2015).

This most recent national survey is based on phone interviews with 550 producers across the country.

Know Your Role in Extralabel Drug Use

You may have heard about extralabel drug use (ELDU) of certain drugs over the years, but it's never been more important to be knowledgeable about the critical role both veterinarians and producers play in keeping people and pigs healthy as it relates to proper and legal antibiotic use. Of course, only a licensed veterinarian can authorize the use of a drug in an ELDU manner and only if it is allowed by law.

Under the Animal Medicinal Drug Use Clarification Act of 1994, an ELDU is an FDA-regulated veterinary medical activity that allows veterinarians to prescribe extralabel uses of approved animal and human drugs when the health of an animal is threatened, or when suffering or death may result from failure to treat animals. In short, producers and veterinarians can use these drugs for conditions not listed on the label, but they are only available through a prescription from a veterinarian.

As before FDA's new antibiotic rules went into effect on Jan. 1, extralabel use of medicated feeds, including medicated feed containing a veterinary feed directive (VFD) drug or a combination VFD drug, remains illegal. Examples considered extralabel uses and therefore not permitted include:

- Feeding pigs a VFD feed for a duration of time different from what is specified on the label.
- Feeding VFD feed formulated with a drug level different from what is specified on the label.
- Feeding VFD feed to an animal species different than what is specified on the label.

Unlike medicated feeds, the use of injectable drugs in an ELDU manner remains allowable under a valid Veterinary Client Patient Relationship (VCPR), but with certain limits. For example, under a VCPR, a producer with veterinary oversight or a veterinarian could use injectable drugs to treat a joint infection in a sow, despite it not being a listed use on the label.

Specific Criteria Must Be Followed for ELDU, Including:

- A valid VCPR is a prerequisite for all ELDU.
- Only a veterinarian can determine that ELDU is needed and can administer, prescribe or dispense a medication in an extralabel way.
- A veterinarian must direct or supervise ELDU in an animal.
- ELDU rules only apply to FDA-approved animal and human drugs.
- ELDU is intended for prevention, treatment and control purposes only when an animal's health is threatened. ELDU of drugs for production use and/or in feed is not approved.
- ELDU is not permitted if it results in an illegal food residue or any residue that may present a risk to public health.
- A veterinarian must not pursue use of certain FDA-prohibited drugs in food-producing animals.

Extralabel Drug Use of an FDA – Approved Drug May Be Allowed If:

- There is no approved animal drug that is labeled for such use (a specified diagnosis) or that contains the same active ingredient in the required dosage form and concentration.
- Alternatively, an approved animal drug for that species and condition exists, but a veterinarian finds, within the context of a VCPR, that the approved drug is clinically ineffective for its labeled use.

Per federal regulations, ELDU of the following drugs is prohibited in food-producing animals, regardless of whether or not the criteria for ELDU are met:

1. Chloramphenicol
2. Clenbuterol
3. Diethylstilbestrol (DES)
4. Dimetridazole
5. Iprnidazole
6. Other nitroimidazoles
7. Furazolidone
8. Nitrofurazone
9. Sulfonamide drugs
10. Fluoroquinolones
11. Glycopeptides
12. Phenylbutazone
13. Cephalosporin (excluding cephalixin)

Pseudorabies in California Feral Swine

Jennifer McDougle, DVM & Hector Webster, DVM – California Department of Food & Agriculture

Pseudorabies, an extremely contagious herpesvirus in swine, has been eradicated from commercial swine herds in the U.S. However, the virus remains in carrier feral swine; wild pigs are known to exist in at least forty-five (45) states, including California. Feral swine sampling in California has revealed pseudorabies positive feral swine in at least thirteen (13) counties. In October 2016, feral swine in Santa Barbara County were found to be positive for pseudorabies.

Pseudorabies does not affect people, but may affect cattle, cats and dogs. Unexposed commercial swine herds that are exposed to pseudorabies will experience extremely high mortality rates, and the presence of the disease in California's commercial herds could seriously affect the export market.

Preventing infection includes ensuring commercial swine producers are aware of the risks associated with wild or feral pigs. In areas where commercial swine may be exposed to feral pigs, enhanced biosecurity is recommended, including double fencing, changing clothes and shoes, after hunting, and not feeding offal or pig meat to dogs or pigs.

Pseudorabies is a reportable disease under the California "List of Reportable Conditions for Animals and Animal Products." Veterinarians should call their local CDFA office if they notice pigs with clinical signs of severe upper respiratory disease, abortions, or high piglet and juvenile mortality.

The National Pork Board offers information that helps producers formulate a plan to protect their swine herds. Information regarding biosecurity and control is also available on line from the American Association of Swine Veterinarians by accessing their publications link or from the Center for Food Security or Public Health (CFSPH– Swine Pseudorabies). Further information on swine diseases and biosecurity can be found at:

https://www.cdfa.ca.gov/ahfss/animal_health/Swine_Health.html or
<http://www.securepork.org/>

New Guides Available on Managing Sows from NPB

The National Pork Board has added 6 new books on managing sows for producers. All guides available at no costs to producers. Guides can either be downloaded (pdf version) or ordered from the Pork Store or CPPA.

- Electronic Sow Feeding A Guide for Managing Sows
- Free Access Stalls A Guide for Managing Sows
- Feeding Stalls A Guide for Managing Sows
- Floor Feeding A Guide for Managing Sows
- Trickle Feeding A Guide for Managing Sows
- Gestation Stalls A Guide for Managing Sows

The guides are available at the following link - <http://egashops.directedje.com/PorkStoreProducer/product-listing.asp?CID=32>

The Pork Checkoff's Swine Health Committee directs the organization's efforts to fund research and develop information and tools that producers can use for continual improvement in the area of swine health.

Click on links below to learn what Checkoff dollars are providing to pork producers to help them protect and improve the health of their pigs.

<http://www.pork.org/production-topics/swine-health/>

[PEDV](#)

[PRRS](#)

[Domestic Diseases](#)

[Biosecurity/Security on the Farm](#)

[Foreign Animal Disease](#)

[Awareness and](#)

[Preparedness](#)

[Disease Surveillance](#)

[Swine Health Links](#)



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