

*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.*

## Number of Pigs Produced Continues Increasing

As of September 1, the number of animals in the Quarterly Hogs and Pigs report (released by USDA-NASS on September 27<sup>th</sup>) continued to march higher. At 75.5 million animals, the total U.S. herd was 3.0% above a year ago. More sows farrowed in the latest quarter (June-August) and pigs weaned per litter sustained its long-term uptrend (rising 0.7% or by 0.7 animals compared to a year earlier).

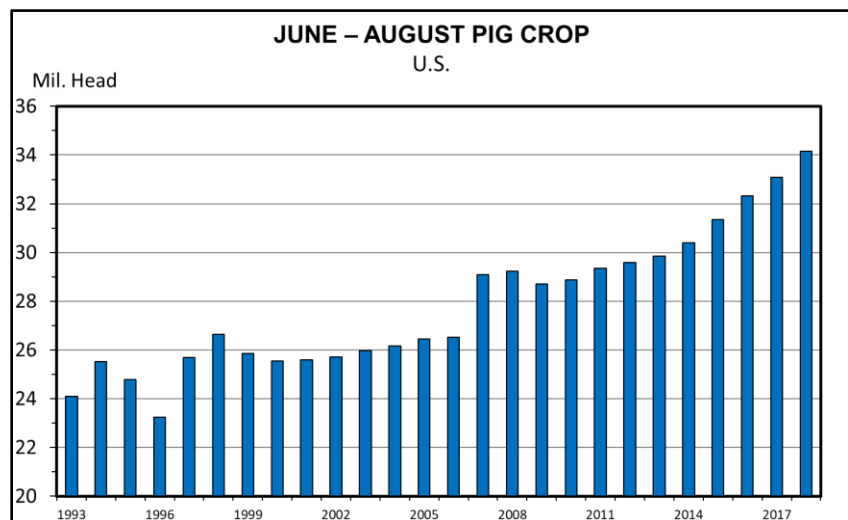
Producers reported that they intend to keep farrowing more sows than a year earlier. Year-over-year, sows farrowed are expected to be up 1.5% during the September-November timeframe, while the first estimate for December-February is 2.0% larger. Look for pigs per litter to continue to trend higher. If farrowing intentions are realized, that will put pig crops produced from now through February 2019 at 2% to 3% above year-earlier levels.

Of course, producers could trim those reported farrowing intentions. According to the Iowa State University calculations, farrow-to-finish profitability for August was deep in the red at -\$40.71 per head sold. Unless demand for U.S. pork by foreign buyers' surges, red ink for U.S. hog producers will persist into 2019.

There is hope on that front, but also significant uncertainty. Updated trade agreements and improved relationships could improve the outlook for U.S. sales. Also, the discovery and spread of African Swine Fever in China, and more recently Belgium, could dramatically change the potential for exporting pork and other animal proteins. The operative word at this time is "could."

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Source: Livestock Marketing Information Center, [www.lmic.org](http://www.lmic.org)

## Presidents Message – D.M. Lopes

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### **CPPA Board Elections**

It is almost time to elect new members to the CPPA board. If you have an interest in serving the pork industry and our state's membership, I highly encourage you to run. To apply, simply contact Erica at the CPPA Office so that your name is forwarded for consideration. You will be asked to submit a brief biography for the membership to read prior to voting. Whether or not you decide to run, make sure to cast your ballot in January and be part of the process.

On a personal note, I have decided not to run for re-election to the CPPA Board of Directors. My current term expires at the end of this calendar year. I have enjoyed being a board member for the past 9 years, getting to know my fellow board members, keeping abreast of current pork industry issues, and making friends across the country. I have also enjoyed seeing the junior events grow and flourish. I will always cherish my years of service to the organization, but feel that the time has come for me to step down and make room for some new blood on the board.

The main reason that I initially joined the board was to get more involved in conducting the adult (aka "open division") events that our organization once conducted (e.g. Western All-Breeds Show & Sale, Pork Spectacular Show & Sale, State Fair Sale, etc.). Now that those events have all died off, I feel it would be wise to allow others to conduct the events that our organization now hosts. It is not that I don't have an interest in those events (and I do support them), it's just that there are many other CPPA members more qualified to make decisions about those events than am I.

While it does sadden me to have witnessed the decline of our open division show & sale events, I do understand why the decline has occurred. There are many reasons for it, some of which I have written about in previous articles. The decline seems to be mirrored at national level show and sale events as well. I believe that the factors are of a nature that are beyond our control and that the decline in participation has been, unfortunately, inevitable.

On a positive note, the current board consists of a highly dedicated group of pork industry professionals that serve our organization well. We have a unique blend of commercial pork producers, show pig producers, meat packers, allied industry folks, and educators as our representatives. This makes our board very diverse in terms of pork industry representation. This is something of which we can be proud. I bid farewell to the board and thank my fellow board members and our executive director for their support and their dedicated service to our organization.

Sincerely,

D.M. Lopes

# CPPA Member News & Information

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## Board Votes to Discontinue the Open State Fair Breeding Swine Sale

### CPPA Golden Opportunity Sale Unchanged

After much discussion at its August meeting, the California Pork Producers Association (CPPA) Board of Directors voted to discontinue the Breeding Swine Sale held during the open swine show at the California State Fair.

Buyers and consignors were surveyed at this year's sale for input regarding the sale. Due to ongoing challenges in promoting the sale, declining buyer interest, diminishing profitability, and survey responses, the Board decided the time has come to end the sale.

The Golden Opportunity (Gilt) Sale held during the junior swine show at the California State Fair is unchanged and will continue in 2019.

For questions, please contact the CPPA office at (916) 447-8950 or [info@calpork.com](mailto:info@calpork.com).

## It's Election Time – Let Your Voice Be Heard

CPPA Board of Directors elections are right around the corner and we have many qualified members across the state (including the ones currently serving) who would be excellent candidates.

Directors are elected for a four-year term with no limitation on the number of terms. All members of the Board shall be at least eighteen (18) years old at the time of election and PQA Plus Certified.

If you have an interest in serving the pork industry and our state's membership, please contact the CPPA office for further details.

Candidates will be required to submit a brief biography for the November/December *Pork Report*. Ballots will be sent in December.

CPPA is a membership led and driven organization. Let your voice be heard!

## SAVE THE DATE: 2019 Pork Spectacular is June 21 – 23<sup>rd</sup>

The 2019 Pork Spectacular will be held on June 21 – 23<sup>rd</sup> at the Merced County Fairgrounds.

Show information and entry forms will be posted at [www.calpork.com](http://www.calpork.com) in March 2019.

## Illinois Farmer Named America's Pig Farmer of the Year

Patrick Bane, a pig farmer from Arrowsmith, Illinois, has been named the 2018 America's Pig Farmer of the Year<sup>SM</sup> by achieving the highest combined score from a third-party judging panel and online voting. The award recognizes a pig farmer who excels at raising pigs using the We Care<sup>SM</sup> ethical principles and who connects with today's consumers about how pork is produced.

Raising pigs has been a life-long passion for Bane, whose family has been raising pigs for three generations. Bane raises 74,000 pigs on his farm in central Illinois, where he focuses on protecting public health, hiring the best people and maintaining herd health.

"It's our responsibility to show the public that we are doing the right things to care for our animals and keep them healthy," Bane said. "We need to foster an increased understanding about how food is raised using today's modern technology. It's not only good for us as farmers, but it's good for consumers. You can't drive that point home enough. We have a lot of good, positive stories to share."

To learn more about Bane and the America's Pig Farmer of the Year Award, visit [americaspigfarmer.com](http://americaspigfarmer.com).

[WWW.CALPORK.COM](http://WWW.CALPORK.COM) • September/October 2018



# October is National Pork Month – Great Promotional Ideas!



October Pork Month is a great time to highlight the many successes of the pork industry and to promote pork to consumers. There's no better time for California pork producers to showcase the work being done to ethically raise quality, wholesome pork than October and National Pork Month. Consumers are interested in learning how pork is raised today by responsible farm families and this celebration offers an opportunity to tell everyone what you do and how you do it!

**Host a farm tour** – Get the word out about the positive aspects of pork production. Invite a local club, community group or school to tour a pork production unit.

Afterwards, delight your guests to a treat from the grill – such as pork burgers – and use the opportunity to share information on the new cuts of pork.

**Have a field day** – Partner with other local agricultural organizations and host a field day for producers and community members to learn about the many different aspects of agriculture and why it is vital to society.

**Farm Trip** – Work with your state association to offer an age-appropriate farm tour of a modern pork facility. End the tour with a pork lunch and provide information sheets for them to take home. If possible, invite local media to tour with the students and report on the event.

**Sponsor a drawing or giveaway** – Give people in your community the opportunity to celebrate October Pork Month by sponsoring a drawing or giveaway through your local newspaper or radio station. Consider prizes such as pork products, gift certificates or pork merchandise. Visit the [pork store](#) for available merchandise.

**Get involved with FFA, 4-H or college students** – Consider partnering with a local FFA chapter, 4-H club or college group to host an appreciation barbecue in celebration of October Pork Month. Helping students understand pork production is an important part of their individual learning experience and will help them support the industry in the future.

**Conduct a presentation for elementary students** – Contact a local elementary school and give a presentation regarding modern pork production. Focus on how pork is raised and the many uses for pork products and sponsor a pizza party to highlight the toppings as just one of the delicious uses for pork.

**Give out recipes** – Inspire people to cook pork for their next meal at home by showing how versatile pork is and how easy it is to cook inspired meals. Hand out recipes during local grilling events, provide free copies to the local library, provide recipe cards to local grocery stores to make them available at the meat counter and as bag stuffers, or volunteer to demonstrate a recipe at a local high school or community college cooking classes.

**Get Social** – Share your story during October Pork Month on social media sites, such as Facebook, Twitter, Instagram and YouTube. Use quick facts for fun posts and tweets. Retweet and share posts from state and national Pork Checkoff pages. If you're up for a challenge, try posting one fun fact a day with a picture from your operation. Pictures tend to grab the most attention.

Make the most of October Pork Month this year!

For recipe ideas visit - <https://www.pork.org/cooking/>

For youth ideas visit - <https://lms.pork.org/Tools/View/youth-production-resources>

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*Did You Know... 2017 U.S. pork exports reached a record 5.4 billion pounds & \$6.5 billion.*

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# **Prop 12 Prevention of Cruelty to Farm Animals Act**

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Prop 12, the Prevention of Cruelty to Farm Animals Act if passed, would require specific food products sold in the State to be produced without the use of gestation stalls for sows (pork) as well as mandating a considerable increase in the space allotted for laying hens (eggs). This proposal, led by out-of-state activist groups, will have unintended and negative consequences for the people of California.

California Pork Producers Association and the National Pork Producers Council OPPOSE Prop 12.

## **Learnings from Similar Measures Illustrate the Negative Effect on Egg Prices**

If implemented, this ballot initiative will significantly raise retail prices for eggs sold to California consumers, due in large part to the increased costs of production in cage-free housing environments.

In California, a law became effective on January 1, 2015, that mandated additional space for laying hens. Independent analysis (Kaiser, 2016, Cornell) found that retail prices in California increased by \$0.49 per dozen, or almost 18 percent, as a result of this new law.

The average family of five in California is spending almost \$70 more per family, per year, on eggs.

This increase in egg prices was 13.5 times higher than the inflation rate for all food and 35 times higher than the overall inflation rate.

## **Vulnerable Families will be Adversely Affected**

Passage of this ballot initiative and the related increase in the cost of eggs and pork will most significantly impact the households in California who rely on assistance from the WIC and/or SNAP programs to feed their families nutritious, high-quality protein each day.

The measure, if passed, will adversely affect lower-income earners in a disproportionate manner, as these families are more likely to reside in urban areas where food prices would be higher than the state average.

Data gathered by CNN (2015) from the federal Bureau of Labor Statistics reports poor families spend a disproportionately high percentage of incomes on food – 28 percent – with nutritious, high-protein foods like meat, eggs, fresh fruits and vegetables the most costly.

## **There will be a Parallel Increase in Pork Prices**

California consumers will likely experience an increase in pork prices should the ballot initiative pass. This is likely to occur because California imports much of its pork products (such as bacon, sausage and ham) from across the United States, where a significant majority of pork is produced using conventional production methods that are not required to comply with such regulations as proposed in this ballot initiative.

The analysis, (Kaiser, 2016, Cornell) pointed to Lusk's (2014) estimates that per capita pork expenditures are about 2.2 times higher than egg expenditures.

## **Uniform Solutions are Appropriate and Necessary**

Egg producers nationwide are facing a patchwork of varying state laws related to hen housing, and many are already transitioning to cage-free housing alternatives.

A number of states (California, Washington, Oregon, Michigan, as well as repeated attempts in Connecticut) have similar laws, but with different implementation timelines and space requirements, as they relate to egg production and egg sales in those states.

Further, this ballot initiative is unnecessary, and it will only serve to complicate the current environment, where the market already is determining the path forward.





## Legislative Update

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### NPPC Hails U.S.-Mexico-Canada Trade Agreement; Designates Congressional Ratification As 'Key Vote'

#### Recent Deals Preserve Zero-Tariff Access to Three of Top Five Markets

October 1, 2018 – The National Pork Producers Council praised the Trump administration for establishing a free trade agreement that preserves zero-tariff access for U.S. pork to Mexico and Canada. The agreement, which was sent by the administration to Capitol Hill for ratification today, will be designated by NPPC as a “key vote” to ensure that its members are informed about “yes” and “no” votes on the pact.

“We thank the administration for its diligent work to complete recent agreements that maintain zero-tariff access to three of U.S. pork’s top five markets,” said Jim Heimerl, NPPC president and a pork producer for Johnstown, Ohio. “The three-way pact with Mexico and Canada, our largest and fourth largest export markets, respectively, and the recently signed agreement with Korea represent welcome momentum during what has been a challenging year.”

Last week, the administration formally signed a modernized free trade agreement with South Korea that retained the zero-tariff access to U.S. pork’s fifth largest export market.

Heimerl added, “We urge Congress to quickly ratify the U.S.-Mexico-Canada trade agreement, and we’ll closely monitor this as a key vote for our members, who have demonstrated incredible perseverance as the administration realigns U.S. global trade policy.”

U.S. pork is currently on three trade retaliation lists that have placed 40 percent of total exports under punitive tariffs. NPPC continues to urge the administration to remove tariffs on Mexican steel and aluminum imports so that country will lift its 20 percent retaliatory tariff on U.S. pork.

#### NPPC Lauds Administration on Bolstering Ties with Japan

September 26, 2018 – The National Pork Producers Council strongly praised the Trump administration, following today’s announcement by the White House that the United States and Japan soon will begin trade talks. The Asian nation is the U.S. pork industry’s No. 1 value market, importing in 2017 more than \$1.6 billion of U.S. pork.

“This is fantastic news for America’s pork producers,” said NPPC President Jim Heimerl, a pork producer from Johnstown, Ohio. “Japan has been our top export market for years, so it’s good that the administration wants to solidify the relationship with that important economic and geopolitical ally.

“This is very positive for the U.S. pork industry, and it comes at a time when pork producers were having concerns about losing market share in Japan.”

That’s because the U.S. pork industry’s biggest competitor, the European Union, recently concluded negotiations on a free trade agreement with Japan. That deal is set to become effective early next year. Additionally, the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (TPP minus the United States) is expected to be finalized in early 2019.

#### U.S., Korea Sign Revised Trade Deal

The United States and South Korea have signed a revised free trade agreement between the countries. Since the Trump administration initiated a renegotiation of the agreement last year, NPPC strongly advocated for maintaining the favorable terms enjoyed by U.S. agriculture, including zero-tariff access for pork. These terms are maintained in the new agreement. Last year, the United States shipped \$475 million of pork to South Korea – a 30 percent increase over 2016 – making it the No. 5 U.S. pork export market.



## Legislative Update

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### Pork Industry Commits to Fighting Antibiotic Resistance

The National Pork Producers Council is joining with more than 100 public- and private-sector U.S. organizations in a global initiative to create international standards and codes of practices to prevent unsafe residues of veterinary drugs in food, to develop integrated surveillance that can help mitigate risks associated with antibiotic use and to minimize the development and spread of antimicrobial resistance in humans and animals.

Known as the “AMR Challenge” and being led by the U.S. Department of Health and Human Services and the Centers for Disease Control and Prevention, the initiative is bringing together pharmaceutical and health insurance companies, food animal producers and purchasers, medical professionals, government health officials and leaders from around the world to collaborate on efforts to address antibiotic resistance, which in the United States annually affects about 2 million people, with 23,000 of them dying.

“Antibiotic resistance is a very serious issue, and the U.S. pork industry is committed to doing its part to address it,” said Dr. Gordon Spronk, a swine veterinarian from Minnesota and an NPPC board member. “Pork producers have practiced responsible use of antibiotics for as long as they’ve been employing them as a way to keep their animals healthy and produce safe pork.”

The international effort will focus on improving antibiotic uses, including ensuring people have access to them when needed; developing new vaccines, drugs and diagnostic tests; improving infection prevention and control; and enhancing antibiotic use data sharing and data collection.

NPPC will provide pork industry knowledge and scientific evidence to inform the development of the standards on antibiotic residues and utilize communications channels to increase industry knowledge and adoption of standards that ultimately are accepted by the World Organization for Animal Health and the U.N.’s Codex Alimentarius Commission, the international food-safety standards-setting organization.

### USDA Broadens Trade Mitigation Assistance for Hog Producers

USDA has extended the timeline for hog producers to file trade mitigation assistance claims from Aug. 1 to any date between July 15 to Aug. 15.

USDA has extended the timeline for hog producers to file trade mitigation assistance claims through the Market Facilitation Program (MFP).

Originally, hog producers could apply for a \$8 per head aid based on their production as of Aug. 1, 2018. USDA extended the deadline for producers whom the date of Aug. 1, 2018, does not accurately represent the number of head of live hogs they own. Producers may now choose any date between July 15 to Aug. 15, 2018, that correctly reflects their actual operation.

To show eligibility, producers will have to show they have ownership interest in hog production and they had an adjusted gross income average over the past three years of less than \$900,000. This means large contract pig owners (Smithfield, Tyson, etc) would likely not be eligible for the program. There is a payment cap of \$125,000 per person or entity.

Secretary of Agriculture Sonny Perdue announced in July that USDA would act to help farmers in response to trade damage from unjustified retaliation. President Donald Trump directed Perdue to craft a short-term relief strategy to protect agricultural producers while the Administration works on free, fair and reciprocal trade deals to open more markets in the long run to help American farmers compete globally. These programs will assist agricultural producers to meet some of the costs of disrupted markets.

The signup period for MFP for other eligible commodities is now open and runs through Jan. 15, 2019, with information and instructions provided at <https://www.farmers.gov/manage/mfp>.

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

**Scholarships** – The NPPC offers a number of scholarships for students intending to pursue a career in the pork industry.

**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.



# Playing the Long Game in International Marketing

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Headlines about trade policy have been, admittedly, anything but comforting this summer, with the United States' relationships with Mexico and China front-page news. Agriculture, and pork specifically, has often taken top billing.

The National Pork Board can do little with Checkoff dollars to directly control the outcome of the incredibly complex trade policy discussions. But the, the National Pork Producers Council, works to ensure that the interests of the U.S. pork industry remain top-of-mind for the powers that be in Washington, D.C.

“What the Pork Board can control, however, is the Pork Checkoff investment in foreign markets and the long-term strategy around international marketing.” - Craig Morris, vice president of international marketing for the pork checkoff.

Exports are critical to the continued success of the U.S. pork industry, which exported 26.6 percent of production in 2017. Before trade issues arose this year, the United States was poised to pass the European Union to become the world's No. 1 exporter of pork and pork products.

## Weathering the Storm

Those principles – the bedrock of the board's long-term international marketing strategy – remain steadfast regardless of trade policy challenges. Sticking to the principles, U.S. pork producers can batten down the hatches and weather just about any trade-war storm.

Pork Board leadership, with the guidance of the Pork Checkoff's producer-led International Marketing Committee, sets international marketing strategy and decides how to invest Checkoff resources. With its strategic partner, the U.S. Meat Export Federation (USMEF), the board identifies populations interested in pork and then positions U.S. pork as the supplier of choice.

While focusing on emerging markets, it also is important to maintain existing relationships with the largest and strongest U.S. export market partners. Not putting all of the bacon in one basket is critical, especially in these politically charged times.

Specifically, the International Marketing Committee proposed increasing the investment in the burgeoning South American, Central American and Caribbean markets. The Pork Checkoff has been working with USMEF to identify new opportunities in those markets.

The Pork Board also has devoted resources to rapidly growing markets in Asia, such as South Korea, the Philippines, Singapore and Vietnam. The International Marketing Committee will meet with key government officials, traders and retail partners in Singapore and Vietnam this fall to forge meaningful relationships and gather market insights.

## Rapidly Growing Pie

Emerging markets do not yet equal the trading partner powerhouses of Mexico and China, but together they present a tremendous opportunity for growth. As consumption patterns evolve in these countries, consumers are demanding more pork, which offers a great opportunity for U.S. pork producers to grab a larger share of a rapidly growing pie.

Learning about the new consumers is critical to the Pork Board's long-term strategy, just as consumer insights are core to domestic marketing efforts. Pork 2040, a joint Pork Board, USMEF and USDA project, will look at markets of the future, such as India and Nigeria.

Working with its partners and leveraging Checkoff resources strategically, the board can swiftly act to capitalize on markets where U.S. pork can reign supreme, markets far outside the gamesmanship of current trade negotiations. Sticking to this strategy will help U.S. pork succeed.

# African Swine Fever on the Move

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Despite its geographical name, African swine fever (ASF), like all pig diseases, doesn't respect boundaries. This was apparent Aug. 3 when Chinese government officials announced the nation's first case of ASF in a northeastern province, creating a global sensation in the pig world that could have far-reaching implications. Not the least of these is an increased risk of a foreign animal disease (FAD) reaching American shores.

ASF is one of the three big FADs, a list that includes foot-and-mouth disease and classical swine fever. If ASF reaches the United States, Iowa State University economist Dermot Hayes, estimates losses of \$8 billion for the pork industry in year one alone. That doesn't include related losses of \$4 billion and \$1.5 billion for the affected input commodities of corn and soybeans, respectively.

Keeping trade-limiting foreign animal diseases, such as ASF, out of the United States is critical to pork producers," said Steve Rommereim, National Pork Board president and a producer from Alcester, South Dakota. "We all need to improve the overall level of FAD preparedness. We hope for the best, but we must prepare for the worst."

## Crossing Borders

As ASF has continued to creep across Europe from the Caucasus and Russian plains in the east to pig-dense Poland in the continent's heartland, its progress has been of marginal interest to many on this side of the Atlantic.

"Whether from a false sense of security because of ocean barriers or simply due to other pressing concerns, confirmation of ASF in China has jolted the U.S. pork industry back to attention on FADs and their negative implications," said Patrick Webb, DVM, director of swine health programs for the Pork Checkoff.

"Over the past few years, ASF has gradually moved west in Europe and is getting close to the German border," Webb said. "If it reaches Germany, the EU's largest pork producer, the implications would be dire for the country's ability to move pigs and pork products."

As for the current situation in China, Webb says that the U.S. pork industry is much savvier than it was prior to the domestic outbreak of porcine epidemic diarrhea virus (PEDV) in 2013.

"Research shows that PEDV could be transmitted through feedstuffs, which certainly elevates our risk," Webb said. "Since we get feed ingredients from China, we can't simply rely on restricting animal and people movement. We need to look at all of the ways that a disease such as ASF could be spread, including across an ocean."

## Checkoff Collaborates

The Pork Board works closely with the National Pork Producers Council, the American Association of Swine Veterinarians and the Swine Health Information Center to address ASF and other FAD threats. The focus has centered on gathering intelligence, sharing existing FAD resources with producers and industry and staying in close touch with USDA's Veterinary Services, including its chief veterinary officer, Jack Shere.

Checkoff resources include disease fact sheets, biosecurity checklists to prepare for foreign visitors to the farm and more.

## Secure Pork Plan's Role

Producers also can visit [securepork.org](https://securepork.org) for a comprehensive overview of the Secure Pork Supply plan, which will launch in 2019.

"The plan provides voluntary actionable items that producers can implement to position themselves well if a regulatory disease, such as ASF, reaches America," Webb said. "Producers will want to be prepared to enroll in the plan when it is fully operational next year."

He added, “The plan will help producers maintain business continuity when a FAD strikes. Participants will get preferred status that could be very helpful during such a stressful time, but the time to act is now.”

For more information on African swine fever and the Secure Pork Supply plan, go to [pork.org/FAD](http://pork.org/FAD) and [securepork.org](http://securepork.org).

## Key Facts about African Swine Fever

### **U.S. pork is not affected by African swine fever (ASF) outbreaks in other countries and is safe to eat.**

- ASF does not affect humans; therefore, is not a public health threat.
- Pork products from animals with ASF are safe to consume.
- USDA has measures in place to prevent sick animals from entering the food supply.
- As always, you should follow safe handling and cooking instructions to protect your family’s health.

### **ASF is a highly contagious viral disease impacting only pigs, not people, so it is not a public-health threat or food-safety concern.**

- ASF cannot be transmitted to people through contact with pigs or pork.
- Members of the pig family, including domestic wild pigs, are the only animals susceptible to ASF.
- ASF can be transmitted to pigs through feeding of uncooked garbage containing contaminated pork products. The Swine Health Protection Act regulates the feeding of food waste containing any meat products to swine, ensuring that all food waste fed to swine is properly treated to kill disease organisms.
- ASF is easily transmitted to other pigs through direct contact with infected pigs or their waste, contaminated clothing, feed, equipment and vehicles, and in some cases, by blood-sucking insects, including some tick species.
- There is no vaccine that protects against ASF.

## Seven Key Questions to Ask Your Feed Supplier

As published scientific research has shown, viruses do have the potential to travel long distances via feed ingredients, which proves the theoretical ability of a foreign animal disease pathogen to reach U.S. shores. To help prevent this potential risk from becoming a reality, swine industry experts have compiled these seven critical questions for pig farmers to ask of their feed and feed ingredient suppliers with the objective of starting a dialog about feed ingredient safety.

Note that some of these points will apply to producers' immediate feed suppliers and some will apply to feed ingredient suppliers.

- Describe the facility's biosecurity program to minimize the spread of pathogens from people, vehicles and ingredients.
- Describe the facility's employee training on feed safety.
- Describe the facility's pest control program.
- Describe the facility's traceability program.
- Describe the facility's supplier approval program.
- Is the facility certified by a third-party certification body for food safety? Third-party certification programs may include the Feed Additives Manufacturers (FAMI-QS), the International Standards Organization (ISO), the Safe Quality Food (SQF), Safe Feed/Safe Food, etc.

Does the facility utilize ingredients that were manufactured or packaged outside of the United States?

# Jr. Director's Represent CPPA at Sacramento Farm-to-Fork Festival

By Justin Zack

The Sacramento Farm-to-Fork Festival was held on Saturday, September 29<sup>th</sup> on Capitol Mall. Designed to showcase and celebrate where our food and drinks come from, the Farm-to-Fork Festival brings us face-to-face with the people who are feeding our region and the world.

The free festival hosted on the city's iconic Capitol Mall boasts a selection of Farm-to-Fork offerings that are produced and available in the Sacramento region. Attendees find booths from many organizations such as CPPA, food, wine and beer from eateries and purveyors, live cooking demonstrations, a kids' stage, and live entertainment.



This is the fifth year CPPA has participated in the event. Five Jr. Directors represented CPPA at this year's festival. They were Katelyn Brooks, Megan Garren, Maddie Nissen, Alia Rogers and myself, Justin Zack as well as our advisor Heather Thomas.

It was a successful event as we informed the public on how today's pigs and pork is produced. Many asked about how to cook pork properly and were excited to gather a variety of pork recipes. Throughout the day, we provided visitors with various recipes and tips for cooking pork safely. CPPA had several recipe booklets available including recipes for grilling pork, healthy cooking with pork, and swag items promoting pork. The blue 'pork logo' cloth bags were a very popular item.

Many people were interested in hearing about our organization, which is working with stakeholders to build a socially responsible, sustainable, and economically viable pork industry through information, promotion, and education. CPPA also helps cultivate future pork producers, industry leaders, and provides a voice for today's California pork producers.

## National Pork Board Shakes Up Lunchtime with New Deli Ham Sandwich Recipes

To help combat the lunch box and hot meal monotony that comes this time each year, the National Pork Board developed easy, nutritious and creative ham sandwich ideas that bring exciting new flavors and variety to the lunch hour. The National Pork Board developed six unique sandwich recipes using deli ham, all of which were tested and approved by a select panel of grade-school children:

- The Luau Ham Sandwich – Pairs the smoky flavors of barbecue sauce and deli ham with the sweetness of pineapple and Hawaiian bread.
- The Fiesta Ham Roll-Up – Combines zesty guacamole, deli ham and your choice of string cheese, all rolled up in a tortilla.
- The Ham Jam Sandwich – The perfect salty and sweet combo, this kicks up the traditional ham and cheese sandwich with the addition of regular or sugar-free raspberry jam.
- Ham Pinwheels – Bite-size and pop-able, these pinwheels bring the unexpected element of cream cheese to the table.
- The Harvest Ham Sandwich – Apple slices and apple butter make this a festive fall lunch option.
- The Ham Pocket Sandwich – This features hummus, veggies and a pita pocket.

For complete recipes and more information on the benefits of ham, please visit [Pork.to/deli-ham](https://pork.to/deli-ham).

DID YOU  
KNOW?

## Careers in Pig Farming

VETERINARIAN

**SWINE TRANSPORTER** *Accounting*

*Barn Manager* **SAFETY COORDINATOR**

HUMAN RESOURCES ENVIRONMENTAL

*Application Technician* **MANAGER**

*Truck Driver* **SOW FARM MANAGER** NUTRITION

**LOGISTICS COORDINATOR**

TRUCK WASH

TECHNICIAN

**COMMUNICATIONS MANAGER**

*Marketing  
Manager*

SPECIALIST

**#REALPIGFARMING**  
Real Farms. Real Stories.

**#REALPIGFARMING**  
Real Farms. Real Stories.

[#RealPigFarming](#) unites pig farmers, academics, youth, veterinarians and allied industry members to discuss how modern pork production really works.



# National Swine Registry Updates Policy on Over-Aging Purebred Pigs

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In a letter addressed to all members and stakeholders, the new policy was announced that all breeding animals being exhibited at National Swine Registry (NSR) events will be exhibited by age and weight. This letter is published below.

September 7, 2018

Dear National Swine Registry Membership and Stakeholders:

As many of you are aware, the National Swine Registry Executive Committee voted in August to adopt a new policy regarding how animals are exhibited at NSR events. The policy stated “Effective January 1, 2019, all breeding animals exhibited at NSR and NJSA events will be exhibited by weight. This includes all junior and open gilts, as well as boars.” The policy’s development was a direct result of the Executive Committee taking action on what was identified by numerous breeders and stakeholders, to be a serious issue. The topic of over-aging purebred animals has been discussed at length in the past few weeks and much of the dialogue was generated from this policy change.

Nevertheless, the National Swine Registry is a member-based organization. Executive Committee members, breed board members, and staff have received tremendous feedback regarding the policy change. With any major change, much of the feedback was both positive and negative. As a result, the Executive Committee believed it was in the best interest of the NSR membership to revisit the issue. After much discussion, the executive committee has taken another action.

**Effective January 1, 2019, all breeding animals will be shown by age, but will be required to either declare a weight or be officially weighed. This policy includes all NJSA and NSR events. Junior gilts will be weighed back, with specific details to be determined at a later time.** This compromise was developed to continue to address the issue of over-aging without creating unintended consequences for breeders and exhibitors alike. As a result, Weight per Day of Age (WPD) figures will be utilized and published at NSR events. While logistical details will be released at a different time, the intent of this action is to continue to address what is considered to be a long-term threat to the sustainability of NSR and the purebred swine industry.

The Executive Committee appreciates the memberships’ feedback and hopes that breeder integrity and the purebred swine industry will benefit from this decision. If members feel inclined to discuss this policy change or need clarification, we encourage them to visit with their respective Executive Committee members and periodically check NSR information platforms for updates.

Regards,

National Swine Registry Executive Committee  
Dusty Cain, Chairman  
Brett Beyers, Vice Chairman  
Mike Paul, CEO

For more information on the policy change, visit the NSR website at <https://nationalswine.com>.



## Subway®, Retail Promotions Help Move Pork

A lot of behind-the-scenes work goes into pork promotion. In many cases, the Pork Checkoff's channel marketing team spends months working with restaurants and grocery chains before diners and shoppers see a new menu item or offering at the meat counter.

Recently, the Checkoff helped develop two promotions now in full swing. While work began last spring, the timing couldn't be better given the market conditions pork producers are facing.

### Subway® Features Pork

With its ability to maximize profits and provide a versatile flavor profile, pork was a natural choice for Subway® franchise owners to develop a limited-time offer (LTO) that started Aug. 1. For the last few months, the domestic marketing team worked closely with Subway to showcase pork in three different sandwiches during an eight-week campaign.

Nearly 5,000 locations, or about 20 percent of U.S. Subway restaurants, are featuring one or two of three sandwiches – the BBQ Rib, the Pulled Pork Crunch and a Cubano. Running through the end of September, the LTO will be featured in high-population markets in the East and South, including nearly 800 stores in Florida, more than 500 stores in New York state and about 400 stores in Massachusetts and Pennsylvania, respectively.

### Grill it Like a Steak<sup>SM</sup> at Ahold Delhaize Stores

*If you give someone a pork chop, they'll eat for a day. If you teach someone how to cook a pork chop properly, you create repeat business at the meat counter.*

The Pork Checkoff used that proverb as its framework when working with Ahold Delhaize to create a series of promotions that focus on the proper end-point cooking temperature. The promotions began Aug. 1 in more than 1,950 company stores, including Giant, Giant Martin, Stop & Shop, Hannaford and Food Lion.

### Summit Showcases Pork Menuing

In July, the Pork Checkoff took several innovative approaches to turn great chefs into pork advocates at its eighth annual Pork Summit. With the summit's move to Iowa, several state pork associations assisted, simultaneously conducting a Midwest Pork Summit.

The three-day Pork Summit featured winners of Taste of Elegance competitions hosted by state pork associations, while Iowa's event included select Midwestern chefs.

The 28 chefs gained an in-depth understanding of pork as a preferred and profitable protein. The event featured food science, butchering and preparation presentations, an introduction of America's Pig Farmer of the Year® Leon Sheets, Ionia, Iowa; a barn tour and a barbecue clinic.

The chefs put their culinary skills and newfound understanding of pork to work in a market basket challenge. Teams created 40 pork dishes and recipes, which will be featured in restaurant publications and online via

[Yummly.com](http://Yummly.com).

### More to Come...

“These Checkoff-funded promotions are representative of numerous programs in play with key national customers, all designed to move large pork supplies,” said Jarrod Sutton, vice president of domestic marketing for the Checkoff.

“We continue to work hard to help our foodservice and retail accounts understand how pork can meet their customers' flavor and taste demands,” Sutton said. “We also share how pork can help grow their business.”



## 6 Ways to Speak Consumers' Language

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Successful marketing is challenging. Consider a recent Harvard Business Review study that showed that people's trust has declined in business, government, media and non-governmental agencies. Consumers also don't trust traditional brands as much as in the past, according to Steve Lerch, account executive with Google.

"That's why it's important to find the influencers your audience trusts," Lerch said.

The message is as important as the messenger, added Lerch, who encourages food marketers to focus on these points:

### 1. Strong is the new skinny.

From 2011 to 2015, people searching for "get fit" rose 29 percent, while searches for "get skinny" dropped 6 percent.

"This is a huge change in American values," Lerch said. "It changes the way we talk to consumers and the way we help them achieve their goals of getting fit and strong."

Also, one in three people say physical activity is important to their identity.

"It's who they are," Lerch said. "Being fit isn't a hobby; it's their purpose. These people pay attention to how much protein they eat. The problem is that people don't understand protein."

For example, he noted that 42 percent of people erroneously think there's more protein in soy milk than dairy milk.

"Consumers need to be educated a way that aligns with higher-level goals for their lives," Lerch said.

### 2. Semi-homemade for my family.

"While the majority of American families report eating a meal together fewer than five days a week, the American family hasn't given up on the idea of eating together," Lerch said. "Data show that 38 percent of parents are aspiring chefs who value spending time with their family."

Thus the soaring popularity of meal-kit services such as Blue Apron that allow people to make a family dinner in a fraction of the time. What does this mean for pork?

"We have to give consumers shortcuts that make it easy to enjoy family mealtime," Lerch said.

### 3. Moments of truth in the buyer's journey.

Customers used to take about seven seconds to choose which brand to buy as they looked at items on a grocery shelf.

"Google calls this the zero moment of truth," Lerch said. "Consumers no longer engage with brands and products for the first time when they visit a grocery store. They've engaged with your product online long before they walk into the store."

With the explosion of digital and mobile communication, consumers conduct tenfold the amount of research on a product than they used to, Lerch noted.

"If people used to have questions about cuts of meat or pork recipes, they talked with their butcher," he said. "Now, they ask their phone or computer. That's why the pork industry needs to be available through digital communication to be part of this online research process."

The vast majority (90 percent) of foodies turn to websites and social media for food information. Online sites are their No. 1 source, followed by the media and friends/family/colleagues, Lerch said.

"Because of all this readily available information, consumers' expectations are extremely high," Lerch said.

#### 4. Functional foods.

Consumers have a growing interest in functional foods, or super foods, which go beyond basic nutrition to help promote optimal health and potentially disease risks.

“It’s not enough that pork is high in protein,” Lerch said. “The National Pork Board must connect the product to the benefits. What does that protein do? It gives you energy and helps you get through your day.”

#### 5. Smartphone as sous chef.

It’s important to provide answers online about practical things people need to know to succeed with pork, from selecting the right cut for a specific dish to following the correct cooking temperature, said Lerch, who noted that six in 10 millennials turn to their smartphones or tablets for information when in the kitchen.



#### 6. Recipe remix.

Consumers like to add their own touches to recipes and share the results online, which dovetails with the tremendous demand for online videos that show how to prepare food.

“If you look at the comment sections on food-related YouTube videos, people often post their own version of the recipe,” Lerch said. “You want people to talk about your product, so give them the opportunity to share and be an advocate for pork.”

### Leading Through Communication

In this mobile, digital world, phones connect us all. In response, the Pork Checkoff spent the past year thoughtfully reviewing how it shares information. Yes, how it communicates.

Work began with a thorough review of the Pork Checkoff’s websites, beginning with a look at how people look for information online. Consumers have moved away from relying on a single “destination” when searching online to routinely scanning multiple sources to find what they seek. Think about it this way: Google.

#### Less Equals More

The upshot was moving from 20-plus sites to the single [pork.org](http://pork.org) with tabs for each key audience. The streamlining has helped the Pork Checkoff connect more often with producers, consumers and others online, sharing key messages about pork. Moving forward, the Pork Checkoff will keep improving its communication efforts to be more effective and efficient. In the year ahead expect:

- Continuing to fine-tune [pork.org](http://pork.org) and enhance digital outreach, including the Pork Checkoff social media.
- Putting a face on farming through farm tours, the America’s Pig Farmer of the Year® program and other efforts. Producers are an integral part of the equation in connecting with consumers. You can host farm tours or share daily life on your farm by posting online using the Checkoff’s hashtag, #RealPigFarming.
- Strengthening relationships with allied industry to gain insights on how to better communicate and connect with influencers and the Pork Checkoff’s supply chain partners on key issues. The goal is to build a new road map to follow and share messages in real time.
- Implementing a re-designed communications mission, with more strategic sharing of information among all of the Checkoff’s key audiences.
- The Pork Checkoff will continue to reach out to media, pork-chain partners and other key audiences to reiterate that producers are committed to doing what’s right for people, pigs and the planet.



# Advancing Sow Lifetime Productivity Starts with Why Sows Leave the Herd

Sows leave the breeding herd because they die or are culled, but to advance productivity, animal well-being and financial returns, producers need to better understand why.

Improving sow productivity is the focus of ongoing Pork Checkoff research.



“With about 40 percent of female pigs selected for breeding having nine or fewer pigs in their lifetime, there’s substantial opportunity to improve production efficiency,” said Chris Hostetler, animal science director for the Pork Checkoff.

The Checkoff’s Sow Lifetime Productivity (SLP) Task Force and the Pig Survivability Working Group pursue research to learn more about sow productivity, culling and mortality. With much research complete, the SLP Task Force set an industry-wide target of 45 quality pigs per a sow’s lifetime. But to reach that bar, a sow has to remain in the herd, Hostetler said.

majority of sow mortality occurs in the farrowing room, even with pelvic organ prolapses removed from the equation, he noted.

“One in 40 sows doesn’t make it past the farrowing stall,” said Deen, a long-time sow researcher.

There’s also a bump in sow mortality about 130 days post-farrowing, nearing a sow’s next farrowing event. Bottom line, as for all species, giving birth and lactation place significant stress on the female.

“However, few species put as much body mass and food intake into its progeny as do sows,” Deen said.

“For example, a litter born weighing 35 lbs. could reach 200 lbs. in 23 days, with the gain coming from the sow,” Deen said. “That demands that the sow gets up, eats, drinks, lays down and lactates repeatedly. Anything that inhibits that will challenge the sow.”

## Lameness Is No. 1 Risk

Lameness inhibits the sow’s actions, but so do high environmental temperatures, fevers, infection and disease. These factors can cause a sow to go off feed, lose body condition and become infertile, leading to culling or death.

Lameness remains the No. 1 reason why sows leave the herd, accounting for more than 30 percent of culls and the same for mortality.

“The impact is likely under reported since lameness is embedded in so many factors in a sow’s life,” he said.

Even with today’s ventilation and cooling systems, extended summer heat and humidity can challenge sows, particularly when night-time temperatures don’t drop below 70°F for weeks. But lame sows are dealing with two factors that prevent them from getting up and eating.

“Of course, a sow that doesn’t eat has an increased risk of dying or being culled, but the take-home point is that the time off feed doesn’t have to be very long,” Deen said. “Even one day off feed signals a sow’s in trouble.”

## Better Culling Decisions

Making better culling decisions can improve sow mortality rates. But culling rates don’t tell you much unless they’re designated by successful and unsuccessful culls, contends Deen.



- A successful cull occurs after a sow has farrowed the targeted number of litters and receives a good cull-sow price at market. Deen estimates that 10 percent of culls are successful culls.
- An unsuccessful cull occurs at an early age or parity or when the sow is sold at a discounted price.

“We don’t put enough weight on when culling occurs,” he said. “Culling after one litter is a lot different than after six. Our aim is to improve the quality of culls by prioritizing pathology throughout a sow’s life.”

**Pay Attention to Details**

Monitor and record risk factors, such as treatments, disease, off-feed events and lameness, to get a more complete picture of what has brought the sow to the point of culling, he advised.

“Reproductive failure doesn’t occur on its own,” Deen said. “We’re better off culling sows for known pathologies and visible issues versus historical records and also by not making the three-strikes rule firm.”

For example, when lameness is recorded as the sow enters the farrowing barn, Deen has found a greater impact on productivity and mortality than if it was recorded after the sow dies.

“Don’t get too picky about defining lameness,” Deen said. “I ask the person moving the sow into the pen to note anything they detect as being lame.”

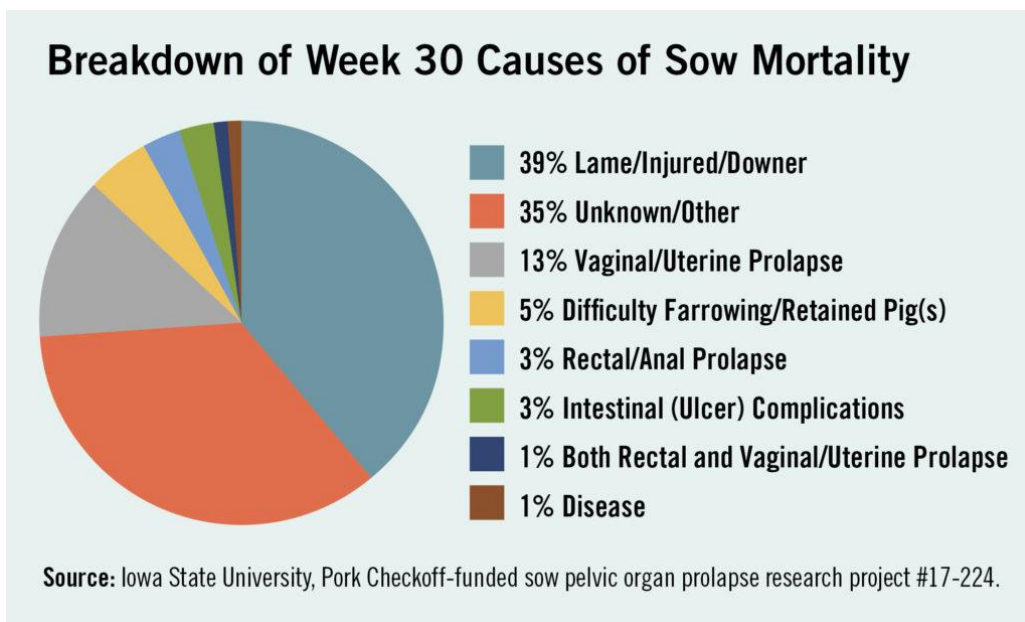
**Be Specific and Timely**

Valarie Duttlinger, a Gentryville, Indiana, producer who serves on Pork Checkoff’s Animal Science Committee, agrees that timeliness and simplicity matter. She cited a farm with 128 reasons for sow removals.

“It was too complicated to assign the loss to the right reason, so workers just picked any reason,” she said. “It’s also important to designate and record the reason when you cull an animal or it dies. It’s too easy to forget later and end up with overly general reasons.”

Finally, sow retention rates to meet breeding and farrowing targets can contribute to sow mortality. While summer mortality rates trend high, it’s not solely due to the heat. It’s also because questionable sows are kept in the herd.

“No question, there is less margin of error with today’s highly productive sows,” Deen said. “We’ve created opportunities for increased reproductive capabilities, but we have to be extra vigilant with management.”



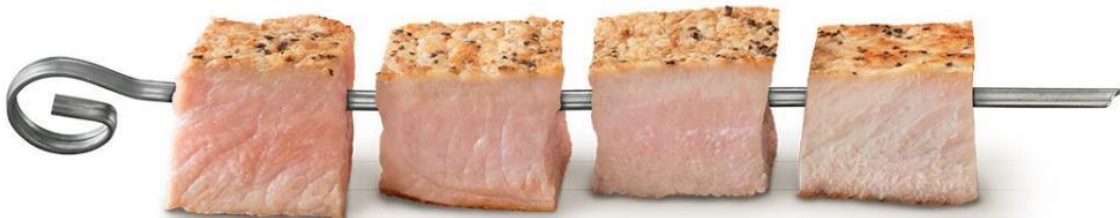
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