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Greetings!

This is an exciting time of year for those involved in Ohio’s pork industry, a time to reflect on our industry’s past accomplishments, ponder the many blessings we have received and affirm our commitment to doing the best we can for future success.

To begin this exciting new year, and in effort to learn about current happenings in the pork industry, I hope you will join me at the 2014 Ohio Pork Congress. Congress will be held February 11-12, 2014, once again at the Crowne Plaza North, located off I-71 in Columbus. The event features a wide variety of valuable information and resources for all of Ohio’s pork industry affiliates.

We have several tremendous events planned, beginning with the Taste of Elegance to be held on Tuesday evening at the Capital Club in downtown Columbus at 5:30 p.m.

I hope you will take the time to visit the Trade Show at this year’s Congress. Visit among friends and allied industry representatives on February 12, from 7:30 a.m. to 4:00 p.m. I look forward to browsing these exhibits and catching up with many of you throughout the day.

I also encourage participants to attend the 2014 Professional Pork Producers Symposium, which begins at 9:00 a.m. on Wednesday morning. Several outstanding speakers will be featured during this symposium. On page 8, you will find details and a complete agenda for the symposium.

Finally, following the symposium, at 4:00 p.m., will be the Friends of Pork Live Auction and Reception. Be sure to browse through the outstanding sale offering and purchase at your will to support a good cause.

Again, I hope you will take this opportunity to learn more about the latest trends in our industry at the 2014 Ohio Pork Congress. See you in Columbus February 11-12!
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The **OHIO PORKLINE** is the official publication of the Ohio Pork Council. Comments or interest in advertising should be directed to 614-882-5887.

Ad deadline: 15th of the month, of the first publication date. For example, ads for the March / April Porkline are due by March 15th.

The **OHIO PORKLINE** is published bimonthly, to enhance and promote the pork industry.
Tuesday  
February 11

12:30 p.m.  LEADR Training.................................................................Buckeye Room
5:30 p.m.  Taste of Elegance..............................................................Capital Club - Downtown Columbus

Wednesday  
February 12

7:30 a.m.  Registration / Breakfast Sandwiches..............................................Foyer 2
7:30 a.m.  Trade Show Open.................................................................Grand Ballroom
9:00 a.m.  Professional Pork Producers Symposium Group..........................Pavilion
12:00 p.m. OPPC Awards Luncheon.......................................................Pavilion
2:30 p.m.  Professional Pork Producers Symposium......Salons B/C, E/F & Cardinal Room
4:00 p.m.  Trade Show Closes.................................................................Grand Ballroom
4:00 p.m.  Reception / Friends of Pork Live Auction.................................Pavilion

Please complete and return the pre-registration form, found on page 3, by January 27.

Annual awards to be presented at Wednesday’s Luncheon

The annual awards presentations will be made at the OPC Awards Luncheon on Wednesday, February 12 at 12 p.m. The Luncheon will recognize and honor outstanding Ohio pork leaders.

The luncheon will be buffet style, followed by the award presentations.

Hotel Information

For those interested in spending Tuesday or Wednesday evening in Columbus, please see page 25 for hotel information and directions to the Crowne Plaza North.
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A Part of the Choice Genetics Affiliate System
Adam Hocker is a graduate of Coe College in Cedar Rapids, Iowa. There he earned his bachelor’s degree in Business and Economics. Adam started with Brenneman Pork, Inc. in 2008 as the controller. For six years, Adam worked for Farm Financial Strategies doing estate and investment planning with farmers throughout Eastern Iowa.

In 2006, Adam built a 2,400 head finisher to custom feed for Brenneman Pork. Today he and his father have five buildings with Brenneman Pork and row crop 750 acres. Adam is responsible for the financial reporting, production performance analysis, risk management, cash flow projections and pig flow needs analysis.

Adam and his wife, Olivia, a 3rd grade teacher in the Iowa City School District, have three children, Grant (6), Ava (4) and Ian (4 mo.), and reside in Williamsburg, Iowa.
Chris Novak is the Chief Executive Officer of the National Pork Board—the pork industry’s Checkoff Program. Chris joined the Pork Board in October of 2008 after nearly twenty years of service within the agricultural industry. Chris has held positions in government, agribusiness, and state and national agricultural trade organizations. As CEO for the Pork Checkoff, Chris is overseeing programs that strengthen consumer demand, increase production efficiencies within the pork industry, expand international trade, and enhance the pork industry’s relationship with today’s consumers.

Chris grew up on a crop and livestock farm in eastern Iowa. He received his Bachelor of Science degree from Iowa State University, a Juris Doctorate from the University of Iowa, and a Masters in Business Administration from Purdue University. Chris and his wife, Julie, live in Clive, Iowa with two daughters, Victoria & Katherine, and a son, Jackson.

Dr. Steve Meyer founded Paragon Economics in 2002 to provide expert economic analysis of agricultural markets and business decisions. He brings a wealth of experience in the livestock industry. His breadth of work in the pork industry is unique and his skills in cattle, beef and poultry markets have expanded to meet the needs of his clients. He is an author of the CME Group’s Daily Livestock Report, an e-newsletter whose circulation has grown steadily since its introduction in 2003. In addition, he writes a feature article for National Hog Farmer’s Weekly Preview e-letter that focuses on economic issues in North America’s swine/pork sector.

Prior to founding Paragon Economics, Dr. Meyer served as Director of Economics for the National Pork Producers Council and National Pork Board from 1993 to 2002. In that capacity, he provided economic counsel to producers and NPPC/NPB staff and coordinated staff and consultants’ activities regarding meat industry production and price forecasts and the economic impact of pork production and processing. He also administered NPPC/NPB programs dealing with marketing and pricing systems, industry structure, coordination and competitiveness.

Steve and his wife, Carolyn, have three children and live in Adel, IA.
Grady Bishop was raised on a row-crop farm in the southwest Kansas town of Sublette. He attended West Texas A&M University (WTAMU) in Canyon, TX where he developed interest and experience in feedlot beef production. After receiving a B.S. in Animal Science from WTAMU, Grady worked for ContiBeef (now part of JBS Five Rivers) for two years in various roles within one of their large commercial cattle feeding operations in Oklahoma. Following his time at ContiBeef, Grady worked with Certified Angus Beef (CAB) while pursuing a M.S. in Ruminant Nutrition from Kansas State University.

Grady has worked for Elanco Animal Health since 2002 in various roles in US and Global sales & marketing. From 2009-2011, Grady was Director of Elanco’s affiliate in Argentina and Chile, living and working in Buenos Aires. Since January 2011, Grady has been the Director of US Swine Operations for Elanco and is based in the global headquarters in Greenfield, IN.

Grady currently resides in Greenfield, IN with his wife, Jenae and their two children.
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Bell Farms Ag LLC
Continuing to grow to the next generation with the help of United Producers’ Advanced Hog Marketing.

Through PGI, a hog marketing organization, Bell Farms Ag LLC has utilized United Producers Inc.’s (UPI) Advanced Hog Marketing and risk management services to market their hogs.

“Being able to market our hogs the way we have, has been a good thing for us,” said Matt Bell. UPI has a team of people negotiating contracts with packers and monitoring the livestock and grain markets for the Bells.

“It’s helpful to have someone who calls and tells you what you should do,” said Matt. “The markets can change so quickly, so the stakes are so great,” said Irv Bell.

“When we have United Producers watching out for us, it allows us to concentrate on production,” said Matt.

With the help of UPI and PGI, Bell Farms Ag LLC has grown and expanded to a sixth-generation farm. “Without PGI and UPI, we would not have the numbers or leverage to negotiate with packers by ourselves,” said Matt.

“Other members of PGI are similar in size, so you don’t feel so alone,” Irv said. “People can do more together than you can by yourself.”
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In early 2013, the Ohio Pork Council hosted their “For the Love of Bacon” Facebook contest. Fans were encouraged to “like” the Ohio Hog Farmers Facebook page and enter an original photo demonstrating their love of bacon. One year’s worth of premium, sliced and packaged, bacon was up for grabs as the grand prize, courtesy of Sugar Creek Packing Co. The grand prize winner was chosen randomly. Five secondary prizes, one month’s supplies of bacon, were given based on a popularity vote taking place throughout the contest. The contest had a total of 289 entries and generated 36,988,994 total impressions.

The Ohio Hog Farmers page had just over 11,500 fans at the beginning of the contest, in mid-January, and ended in mid-February with over 41,000.

The contest was developed to build trust in farmers and generate a larger audience for OPC’s social media efforts, by creating a fun, interactive way for fans to engage on the Facebook page.

Promotion for the “For the Love of Bacon” contest included increased Facebook advertising efforts and the strategic use of TV commercials OPC ran in Ohio during first quarter 2013. The three TV spots featured bacon photography, real “Ohio Bacon Farmers” and a link to ForTheLoveOfBacon.org. Unique to this TV buy was the opportunity to run ads during the Super Bowl, in the Cleveland area. The commercials aired four times over the course of the day, with one spot playing during the big game. These efforts drastically increased the contest’s visibility and overall success.
Ohio Pork Farmers Provide Nearly One Million Meals of Pork to Those in Need

Ohio pork farmers have been actively involved in the fight against hunger for years, donating just over 1,000,000 meals of nutritious pork to Ohio foodbanks since 2009. This Easter, the Ohio Pork Council, Ohio farmers and other industry partners, rose to the occasion, donating 37,554 pounds (187,770 meals) of protein-rich ground pork to several Ohio foodbanks in an effort to make sure that no Ohio family went without a nutritious, hearty meal this holiday season.

“This timely and generous donation means so much to the hungry people our foodbanks serve,” said Lisa Hamler-Fugitt, executive director of the Ohio Association of Foodbanks. “Providing Ohio-raised, Ohio-produced pork to people in need is a true testament to the generosity of our state’s agriculture industry. Our emergency food assistance network is thrilled to be able to provide this pork to the people it serves to make their Easter holiday a bountiful one.”

The Ohio Pork Council is proud to continue their commitment to fighting hunger in Ohio and encourages other agricultural leaders and everyday Ohioans to join them.

To draw attention to the donation, OPC worked with five prominent Ohio bloggers to spread the word.
- ShugarySweets.com
- CookingWithCaitlin.com
- UnSophistiCook.com
- Wenderly.com
- Lucrecer.com

The participating bloggers each prepared a ground pork recipe, to relate to the ground pork that was being donated to the foodbanks, and encouraged their readers to view OPC’s latest animated video, “Pork - From Fork to Farm”. For each view the video received, OPC would add one pound of ground pork to the foodbank donation.

Over the course of one week, the bloggers were able to generate well over 24,000 views. Additionally, the original recipes and photos, developed by the individual bloggers, were utilized on the Ohio Hog Farmers Facebook page. The blog posts and photos were also pinned to Pinterest over 15,000 times.

Each blogger’s recipe and photo was posted on the Ohio Hog Farmers Facebook page, with links to both the blog post and OPC’s animated “Pork - From Fork to Farm” video. In total, the posts and photos were seen over 29,400 times on the Facebook page alone.

(Right) ShugarySweets.com’s Lasagna Soup recipe was the most popular post when featured on the Ohio Hog Farmers page.

E-News

- The Ohio Pork Council Member Update E-news is sent to all OPC members and subscribers, providing current news and regular member updates.

The consumer E-news list is comprised of subscribers collected at various events throughout the year. Subscribers receive monthly e-mails containing recipes, tips on cooking with pork, periodic printable coupons (sponsored in part by the Ohio Soybean Council) and information on Ohio’s pork farmers.

Currently, over 13,750 subscribers receive the monthly OPC E-news.

Youth Education

Second Grade Teacher Kits

The Ohio Pork Council shipped educational classroom kits to over 430 second grade teachers, right here in Ohio. These kits included pig ear headbands, youth recipes and an activity book for each of the students, as well as a classroom DVD with videos about the pork industry, including lesson plan ideas and subject matter. Each piece included in the kit encouraged users to visit the OPC website and learn how pigs are raised on today’s farms.

FCS Presentations

Each year, OPC sends presenters into Family and Consumer Science classes across the state to present a pork cooking demonstration and share information on Ohio’s pork industry and modern farming. During the 2012-13 school year, OPC’s presenters spoke to over 492 classes, reaching over 9,600 students.

Thank you very much to our dedicated presenters: Peggy Flax, South Charleston; Diane Shoup, Apple Creek; Stacie Seger, Minster; Lauren Schwab, Sommerville; Suzie McMullen, Columbus.
Welcome to the New OhioPork.org!

After comprehensive research of traffic to OhioPork.org, OPC opted to recreate the site based on consumer desire. The site is now set up to serve as a resource for information regarding all facets of the pork industry; pigs, pork and farming.

OhioPork.org is now heavily image-based. Virtually all content on the site will have an associated “pinnable” image, taking advantage of the third largest social media network in the world, Pinterest. Linking this content to Pinterest will dramatically increase search engine optimization and overall reach.

OhioPork.org now features an extensive recipe gallery, drawing from National Pork Board’s Pork Be Inspired database through technology shared with the Kansas Pork Association.

Additionally, the site features an interactive “Frequently Asked Questions” page. Through the FAQ page, users are encouraged to submit questions they have regarding pigs, pork and farming. These questions will be answered, by pork council staff, using text, images and video.

To support increased efforts to encourage transparency in agriculture, OhioPork.org will now feature a blog, focused on putting a personality behind the website. The blog will be written by Ohio Pork Council staff, along with features written by OPC’s farmer members and industry experts. Content for the blog will vary by author, while remaining centered around agricultural topics and promoting pork.

While the new focus of OhioPork.org is primarily consumer based, Ohio Pork Council members will still be able to access pertinent information about the organization and upcoming events via the “About Us” and “Pork Council Information” tabs located on the navigation bar at the bottom of the site.

Using Video to Tell the Pork Story

Pork - From Fork to Farm

The Ohio Pork Council’s latest animated video was created to draw a line between the pork products people enjoy and the animals from which they are derived, in a fun, kid-friendly, manner. New to this video is an original song, developed exclusively for the animated feature.

The video is currently housed on YouTube, alongside over 40 other videos developed by OPC, and is also available on OhioPork.org. The video is being utilized in OPC’s social media efforts, as well as in second grade teacher kits.

Ohio Pork Farmer YouTube Training

YouTube is the second largest search engine on the internet and is sorely lacking positive videos depicting modern agriculture. With the overabundance of negative information available to our non-farming neighbors, it’s no wonder there are great misconceptions about agriculture today.

On October 30, OPC hosted a group of interested pork farmers for a workshop to help them become more comfortable taking videos with a mobile device and posting them to YouTube. The training was led by Carrie Mess (Dairy Carrie), a Wisconsin dairy farmer and blogger who excels at communicating with the non-farm public.

Statistics show that people are active on the internet and hungry for information about their food. Quick and easy videos on farms are a tool that will allow farmers the opportunity to tell their stories in a way that is widely accessible.

Please, contact Jennifer Keller, by calling 614-882-5887, if you are interested in participating in a future workshop.
**PQA Plus**

The OPC Board of Directors encourages all Ohio pork farmers to participate in the PQA Plus program and have a site assessment.

PQA Plus is a voluntary program developed to maintain the mainstream consumers’ confidence in the safety of pork and the industry’s livestock care practices. The program is a continuous improvement system, based on farmer education and on-farm assessment.

If you would like more information in regard to having your site assessed, please contact Jennifer Keller at jkeller@ohiopork.org or call 614-882-5887.

**Transport Quality Assurance (TQA)**

TQA is a quality assurance program designed specifically for transporters of pigs. It teaches transporters how to reduce stress on pigs, how to load in extreme weather conditions, proper cleaning methods and more. Not only will drivers have a better understanding of transporting pigs, but they can also proudly display the “Certified Quality Transporter” sticker, as a symbol of their additional training.

To take part in TQA, please contact Dale Ricker, Swine Extension Specialist, at ricker37@osu.edu or call 419-523-6294.

**Ohio Hog Farmers on Facebook**

The Ohio Pork Council’s online presence continues to grow, through the popularity of the Ohio Hog Farmers Facebook page.

The Ohio Hog Farmers Facebook page is used by the Ohio Pork Council to interact with consumers, encourage conversations and share information on pork and modern agriculture.

With a current fan-base of over 81,600, the page has seen an increase of nearly 20,000 fans, or “likes”, since mid-August. Hosting a larger audience is an excellent opportunity to extend the reach of content created and shared by Ohio Hog Farmers.

In order to serve consumers and promote farmers, OPC utilizes an interesting tactic on Facebook; Be useful.

Extreme attention to detail is what makes the Ohio Hog Farmers page thrive. Engagement and responsiveness are vital to the success of the page. Witty posts and pictures give the page a certain inviting personality, but the questions asked and conversations had on the page are the focus of OPC’s efforts.

**Mobile Ventilation Laboratory**

The Ohio State University’s Food, Agricultural and Biological Engineering Departments, with support of OPPC, have a state-of-the-art ventilation laboratory to train pork producers on setting and adjusting hog barn ventilation. To set up a training session, or learn more about the mobile ventilation lab, please contact Dale Ricker, Swine Extension Specialist, at ricker37@osu.edu or call 419-523-6294.

**Research**

Each year, Pork Checkoff identifies priorities and funds various research products that focus on a range of issues including the environment, swine health, animal welfare, public health, worker safety and pre/post harvest pork safety. To learn more about research being done, visit www.Pork.org.
Wayne County Farm Concentrates on Environmental Stewardship to Remain Productive

The Shoup family, of Wayne County, is working to find the ideal balance between productivity and environmental care on the crop and farrow-to-finish hog farm that is this year’s Ohio Pork Industry Environmental Steward Award winner.

The farm has been in operation for over 100 years with pigs being the primary focus for the past 50 years. The 3,000 acres of corn, soybean and wheat crop ground on the Shoups’ farm produces roughly half of the feed needs for the 3,200 sows and 70,000 hogs sold annually.

The Shoups have taken a number of actions to make their operation more environmentally friendly. Some of these projects include: developing a comprehensive nutrient management plan, properly managing and applying manure to the land, using reduced and strip tillage practices for crop production to protect soil, and installing grass waterways and buffer strips to reduce erosion and further protect the environment. In addition, the farm works with local farmers and organizations, including the Sugarcreek Watershed Partner to regularly test and monitor streams for nutrient runoff.

“Proper environmental stewardship needs to balance people’s basic needs and environment effects,” said Dave Shoup, with Shoup Brothers Farm Ltd. “People have been injected into the environment and, while they must have their physical and social needs met, are responsible for interacting with the environment in a sustainable fashion. A good steward realizes they do not own the environment but must manage it in an efficient manner for the greatest possible outcome.”

Krikke Pork Receives National Environmental Stewardship Award

The Ohio Pork Council is proud to recognize Krikke Pork, the Howard and Jane Krikke family, for being named 2013 Pork Industry Environmental Stewards, by Pork Checkoff and National Hog Farmer magazine. The award, now in its 19th year, recognizes farmers who demonstrate a firm commitment to safeguarding the environment and their local communities.

The Krikkes, along with three other farms from across the nation, were chosen earlier this year based on their manure management systems, water and soil conservation practices, odor-control strategies, farm aesthetics, neighbor relations, wildlife habitat promotion and innovative ideas used to protect the environment.

When Howard and Jane Krikke decided to build a finishing site, back in 2005, they wanted to include state-of-the-art technology to maximize pig performance. They also wanted to utilize fertilizer value from the manure nutrients, and they wanted the barn location to fit naturally with their crop enterprise and have the least impact on neighbors.

The Krikkes’ commitment to caring for the environment and maintaining good neighbor relations makes their farm a natural fit for the environmental stewards award.
An overwhelming number of fairgoers flocked to the O’Neil Swine Barn at this year’s Ohio State Fair for the chance to catch a glimpse of one of two sows scheduled to farrow, live at the fair.

“The majority of people that came to see the display had no idea what was going to happen and had no experience with pigs or farms” said Quinton Keeran, Director of Communications, Ohio Pork Council. “People want to see what happens on farms and this was a way to show them. This was an effort to start playing offense and be proactive about telling our story. Transparency is key.”

Hord Livestock developed the display, constructed of the same materials that would be found inside the majority of today’s sow farms. Hord utilizes the display at the Crawford County Fair, in addition to loaning it to other groups, including OPC, for use at other fairs and events. The goal of the display is to highlight the things farmers do, daily, to take care of their animals, including the use of farrowing stalls.

The display was staffed, during normal fair hours, by OPC staff and a full-time volunteer.

Having someone available to answer questions at the display was crucial and was noted as “one of the most important parts of the exhibit.”

“We created special signage to post around the fairgrounds and near the display, explaining when the piglets were due to arrive. People would read the signs and then ask where the sows were going to farrow. They were very excited when we would tell them the sows would stay right there in the stalls when they gave birth,” Keeran said.

It is estimated that there was an audience of more than 200 at any given time while the sow was in the process of farrowing. At times, the crowds made it difficult to get near the display, but the audience was still able to observe, via large television monitors mounted to either side of the display and connected to video cameras capturing all activity taking place in the farrowing stalls.

The farrowing display was made possible with support from the Ohio Pork Council, Hord Livestock, United Producers, Inc., Bell Farms Ag, and the National Pork Board’s “We Care” program.

To be prepared for questions from the crowd, OPC developed a new handout answering questions frequently asked at events and online. The brochure addresses a broad range of topics, from farrowing stalls to the use of hormones in pork. This piece was very helpful while engaging in conversations about the pork industry.
Preble County Pork Festival

Each year, tens of thousands of people flock to the Preble County Fairgrounds, in Eaton, for the Preble County Pork Festival, one of Ohio’s largest craft shows. Aside from hundreds of crafters’ booths, the main draw to the festival is always the food. Thousands of pounds of pork are served in this two-day event, having meals available for breakfast, lunch and dinner.

Once again, OPC organized volunteers and headed to Eaton to increase awareness about pork and pig farming, utilizing pork samples and the interactive finishing barn.

Over the weekend event, OPC staff and volunteers passed out over 11,250 samples of more than 625 pounds of boneless pork loin. While passing out samples, those working at the trailer would explain the important role proper cooking, to 145 degrees, plays in preparing tender, juicy, flavorful pork.

Specific questions that came up at the pork festival were; “What do pigs eat?”, “Is pork really safe to eat when it’s pink?, and “What percentage of farms feed their pigs with genetically engineered grain?”

Volunteers did their best to answer any and all questions asked, either inside the education building or outside where the pork sampling took place. Special literature and handouts have been developed, and utilized at events, by OPC to help answer questions about modern agriculture.

Taste of Elegance Connects Farmers, Legislators & Chefs

OPC members were given the opportunity to meet with legislators and discuss important issues at this year’s Taste of Elegance competition.

The evening provides a unique opportunity for farmers and legislators to mingle with chefs who have prepared the fruit of their efforts - pork - in unique and exciting ways. Although many farmers have spent their lives raising pigs, few have had the opportunity to dine on what may be considered culinary delicacies, like tail or cheek.

The chefs featured in the 2013 Taste of Elegance were Chef Jonathan Olson, Columbus’ Sheraton on Capital Square; Chef Ryan Summers, Worthington Hills Country Club; and Michael Delligatta, Michael Anthony’s at the Inn / The Inn at Versailles.

In keeping with the tradition, A Taste of Elegance’s evening began with guests receiving white gloves and a pork chop. After sampling assorted cheeses and appetizers, they were invited to taste samples from each of the chef’s three-course menus. Soy desserts were supplied by the Ohio Soybean Council.

A selection of Ohio wines were offered by Ohio Grape Industries.

Pork for the event was donated by the J.H. Routh Packing Company in Sandusky.

Event sponsors included Ohio Pork Council, Ohio Soybean Council, The J. H. Routh Packing Company, Farm Credit Mid-America, Ohio Farm Bureau Federation, Ohio Restaurant Association, and United Producers.
Taste of Home Cooking Schools

Each year, the Ohio Pork Council attends multiple Taste of Home cooking schools across the state. An average of 600-1,200 people typically attend the events, most of whom are interested in cooking and information about their food. OPC attends different locations’ cooking schools each year, in order to reach a wider audience.

The Taste of Home cooking schools provide a perfect opportunity to connect directly with the person likely making the food purchasing decisions in their household.

At each event, OPC has a booth in the trade show to hand out samples of pork, encouraging proper cooking temperature.

“They (at the Taste of Home shows) always ask if pork is safe to eat when it is pink, or why their pork chops are dry,” said Jennifer Keller, Director of Marketing and Education, Ohio Pork Council. “We want people to be comfortable cooking and eating pork, so we use pork samples and literature to assure them that pork cooked properly to 145°F will be tender, juicy, flavorful and safe to eat.”

In addition to sampling pork, visitors have the chance to win a crock pot offered by the Ohio Pork Council. Entering a name and e-mail address into the drawing qualifies participants for the contest. The e-mail addresses collected are added to OPC’S ever-growing consumer e-news database.

OPC Promotes Pork with State Fair Food Stands

With great weather and near record attendance, the Ohio State Fair was an excellent opportunity to promote pork through the Taste of Ohio Café and the pork trailer.

The stands are a great place to showcase the versatility of pork and encourage consumers to continue to enjoy some of their favorite fair foods, like the famous pork loin sandwich, at home.

In total, OPC sold over 4,500 loin sandwiches, nearly 4,800 BBQ sandwiches, over 1,000 pork wraps and approximately 1,650 servings of pig wings at the fair.

Ohio State Fair Pork Rib-Off

Each year, barbecue teams from across the state flock to the Ohio State Fair for the Ohio Pork Rib-Off, sponsored by OPC and the Ohio Soybean Council. This event receives excellent media coverage, promoting pork in newspapers, online, on the radio and on television.

Hundreds of fair visitors stop to sample ribs and pulled pork, for the chance to vote for their favorite.
Ohio Pork Council Establishes Updated Mission, Vision & Priorities

In order to better serve the pork industry, the Ohio Pork Council held a strategic planning session, led by specialist, Jon Iveson, to determine key areas the organization should focus resources on moving into the future.

The meeting began with an overview of current projects, programs and focuses of the Ohio Pork Council. Members were then asked to alter, if needed, the OPC mission statement.

Newly amended OPC mission statement:

- “To serve and benefit all Ohio pork producers.”

Those in attendance were also asked to develop a vision OPC can work toward achieving for the industry.

OPC vision:

- “Ohio will have PRRS controlled hog farms, and have access to increased packer capacity, human and financial capital and other resources to support sustainable profits while operating in a more consumer accepting environment for pork and pork production.”

“The goal of the strategic planning session was to look at what we could do now to make the Ohio pork industry better in 2018” said Dick Isler, Executive Vice President, Ohio Pork Council.

In addition to the newly adjusted vision and mission statement, the group compiled ideas to create a list of key priorities to focus on over the next five years.

5 Year Priorities
- Consumer Education
- Communications
- Disease / PRRS Control
- Business and Secession Planning
- Additional Packer Capacity

As a result of the strategic planning session, OPC has established a “packing plant task force” and teamed up with the Ohio Soybean Council to conduct a “packing plant feasibility study” to address the need for increased packer capacity in Ohio.

A new “PRRS task force” has also been established as a result of the strategic planning session. The task force’s goal will be to improve control of the PRRS virus for Ohio farmers.

“Consideration was given to what would improve our members’ opportunity for profit,” Isler said. “OPC’s board approved the vision, mission statement and priorities and have begun to implement a plan, on behalf of all Ohio pork farmers.”

Public Policy

The Ohio Pork Council works on behalf of the pork industry to ensure the best interest of Ohio pork farmers are considered when dealing with issues of public policy.

Farm Bill

- OPC supports a 2013 Farm Bill that maintains the U.S. pork industry’s competitive advantage globally and strengthens the industry’s competitiveness.

King Amendment

- This amendment prohibits states from requiring agricultural products, produced in other states but sold within their borders, to meet their standards on animal production. OPC supports maintaining the amendment in the final Farm Bill because it is critical to all pork farmers.

The Ohio Pork Council worked closely with the National Pork Producers Council to assist an Ohio pork farmer in submitting an opinion editorial, regarding the King Amendment, to The Cleveland Plain Dealer.

Federal Renewable Fuels Standard

- OPC supports reform of the RFS to ensure market stability, feed availability and the long-term sustainability of rural American economies.

MCOOL Rule

- WTO ruled the U.S. Mandatory Country-of-Origin Labeling law did not comply with international trade obligations. OPC supports a legislative solution to change the MCOOL rule so that it satisfies WTO trade obligations.

Ohio Senate Bill 150

- The bill require any person applying commercial fertilizer to 50 or more acres to become certified by the Ohio Department of Agriculture.

OPC, along with Ohio farm and commodity organizations, worked with bill sponsors, Senators Hite and Peterson, to go over the bill and assure that no unnecessary regulations are incurred.
Ohio Establishes PRRS Task Force

As a result of OPC’s strategic planning session, the PRRS Task Force has been established to provide guidance to Ohio’s pork industry on issues relating to PRRS and other serious health risks in swine. The group consists of veterinarians, farmers, allied industry and other pork industry stakeholders.

“To our knowledge, this is the first group of its kind,” said Dick Isler, Executive Vice President, Ohio Pork Council. “This group is a tremendous step in the direction toward control and eventual eradication of not only PRRS, but other infectious diseases or health concerns that plague the pork industry.

The task force has had regular meeting since its establishment, touching on several topics including a “Basecamp” website for veterinarians to report locations of farms affected by PRRS, an update on PRRS policies by state veterinarian Tony Forshey, potential for PRRS vaccines in the future and biosecurity protocols for cold weather.

Ohio Pork Council Establishes PRRS Task Force

A new “PRRS task force” has also been established as a result of the strategic planning session, OPC has established a “packing plant task force” and OPC has established a “Disease / PRRS Control” task force.

The task force has had regular meetings since its establishment, touching on several topics including: PRRS, but other infectious diseases or health concerns that plague the pork industry.

The task force has had regular meetings since its establishment, touching on several topics including a “Basecamp” website for veterinarians to report locations of farms affected by PRRS, an update on PRRS policies by state veterinarian Tony Forshey, potential for PRRS vaccines in the future and biosecurity protocols for cold weather.

Statement of Activities and Changes in Net Assets

Ohio Pork Council
Year Ending April 30, 2013

<table>
<thead>
<tr>
<th>Revenue</th>
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<tbody>
<tr>
<td>Checkoff</td>
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<tr>
<td>Strategic Investment Program</td>
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<tr>
<td>Contributions</td>
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<tr>
<td>State Fair Stands</td>
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<tr>
<td>Other</td>
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<td>Total Revenue</td>
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<table>
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<tr>
<th>Expenses</th>
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<td>Demand Enhancement / Industry Image</td>
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<td>Program Support</td>
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<td>Non-Checkoff</td>
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<tr>
<td>Other</td>
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<tr>
<td>Total Expenses</td>
<td>$1,268,000</td>
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<table>
<thead>
<tr>
<th>INCREASE IN NET ASSETS</th>
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<tbody>
<tr>
<td>NET ASSETS (beginning of year)</td>
<td>$793,000</td>
</tr>
<tr>
<td>NET ASSETS (end of year)</td>
<td>$637,000</td>
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</tbody>
</table>

Strategic Investment Program

What is the Strategic Investment Program?

The Strategic Investment Program (SIP) is the primary source of funds for the National Pork Producers Council (NPPC). These funds are used to strengthen NPPC’s mission to enhance and defend the opportunities for U.S. pork farmers at home and abroad.

Participants voluntarily invest a percentage of the sales of each market hog sold. A portion of this investment is distributed as unrestricted funds to the state organizations, allowing them to respond to threats on a local basis. Voted into action in 2002 by farmer delegates, the program was originally called the Producer Consent Program.

To date, 136 Ohio pork farmers who have signed up for the Strategic Investment Program. These operations represent approximately 70 percent of the hogs in Ohio.

To sign up, please contact the OPPC office at 614-882-5887 to obtain a form.
This year’s Pork Industry Excellence award winner has been an active member of Ohio’s pork industry since 1960. Jim Albaugh has been a long-time supporter and leader of the Ohio Pork Council and contributes greatly to efforts promoting pork, making him an ideal recipient of the 2014 Pork Industry Excellence Award.

“The Ohio Pork Council is fortunate to have the opportunity to work with individuals who are passionate about the pork industry,” said Dick Isler, Ohio Pork Council (OPC) executive vice president. “Jim has worked on behalf of pork at a local, state and national level, by serving on numerous committees and boards. We are pleased to recognize Jim Albaugh as this year’s Pork Industry Excellence award winner, for his willingness to help promote and grow the pork industry.”

Those familiar with Ohio Pork Council activities have certainly had the opportunity to meet Jim, as he served on the OPC board for 12 years, holding many officer positions. He has been involved in many committees including the executive committee, budget committee, scholarship committee, demand enhancement committee and the by-law review committee.

Jim has also been a Pork Act Delegate and served on committees for the National Pork Board and National Pork Producers Council. He served on the Chester White Swine Record National Board of Directors.

The Ohio Pork Council is proud to have had the opportunity to work with Jim and wishes to congratulate him on receiving the 2014 Pork Industry Excellence Award.

Jim began raising pigs over 50 years ago and continues to farrow 20-25 litters per year. In addition to raising pigs, he has participated in numerous activities and promotions through his involvement with the Ohio Pork Council and other groups. A motivated leader, Jim served as state president of the Ohio Chester White Breeders Association for several years.

Jim prides himself in being able to contribute to his local community, working closely with the Miami County Pork Producers. He has held several offices with the county group and continues to be involved in promotions and projects such as the scholarship committee, the local “farmer-share breakfast,” and educational displays at the Miami County Fair.
The Ohio Pork Council is excited to present the Ohio Pork Industry Service Award to an individual who exemplifies outstanding contribution to the swine industry. This individual is consistently willing to support the pork industry in numerous ways.

OPC would like to congratulate and thank this year’s Ohio Pork Industry Service Award winner, Bill Funderburg, for his support and continued efforts to promote and enhance Ohio’s pork industry.

Bill has devoted countless amounts of time and effort into swine programs in his local area, Darke County. He helped start the first swine sale and judging contest at the Darke County Fair, assisted in establishing the Darke County Pork Producers, and organizes swine selection, showmanship and feeding clinics for 4-H clubs.

Bill serves on Ohio’s PRRS Task Force and the Ohio Swine Health Advisory Committee. Additionally, he was very involved in pseudorabies eradication and attended many meetings in Ohio and across the U.S. He is also involved in the Ohio Swine Health Symposium. Bill has been inducted into the Ohio Agriculture Hall of Fame, served as a board member, officer and president of the Ohio Yorkshire Board for numerous years, and is a long-time judge of county fairs.

Bill’s service to the pork industry extends far beyond his involvement in Ohio activities. He has served on the National Swine Export Board, been president of the National American Yorkshire Board, judged over 50 national swine shows, and served as president of the National Swine Improvement Federation.

In addition to his work in the pork industry, Bill has been an active member of his community. He was a high school teacher, a school board member, a 4-H leader, a member of the local zoning board, and a basketball coach at Wittenberg University.

Bill resides in Greenville, with his wife, Carol, and remains active in agriculture, coaching youth sports, and church activities.
Kevin Stuckey
HICKSVILLE, OHIO

The OPC Swine Manager of the Year Award recognizes an individual who excels in the management of a swine operation. This person is expected to be extremely knowledgeable of the pork industry and have demonstrated the ability to make key decisions for their operation. The Ohio Pork Council is proud to recognize this year’s Swine Manager of the Year Award recipient, Kevin Stuckey.

Kevin grew up on a small farm outside of Hicksville, Ohio, and raised his first litter of pigs at the age of nine, as the result of a 4-H project. Kevin and his brother, Matt, maintained a small sow herd throughout high school and college, with help from their parents, Dennis and Ella Jane. Kevin graduated from The Ohio State University in 1996 with a degree in Ag Business and a minor in Animal Science. Kevin studied abroad at the Prague Agricultural University, where he met his wife, Beth, a student from the University of Missouri. During his college years, Kevin interned with Laub Farms, in Indiana, and took a full-time position on their sow unit until after graduating.

Kevin began his career at Cooper Farms in 1998 as the assistant manager of the company’s first sow unit. Over the years, Kevin has become a sow unit manager, a multi-sow unit manager, sow production manager, and has been the sow division manager for the last year and a half.

Cooper Farms is a leader in the production of hogs, turkeys, eggs, feed and retail turkey products. The company has six 2,500-sow units, producing over 390,000 pigs per year. Each farm has a corresponding gilt acclimation barn and the entire system is supported by three gilt development units and a company-owned boar stud.

Kevin is involved in the daily supervision of approximately 10 people and indirectly oversees approximately 70 people. He is a charismatic leader and his people are naturally drawn to his leadership style and ability to make crucial decisions.

Kevin has had tremendous results with his sow division team, leading to some spectacular heights for Cooper Farms.

Kevin and his wife, Beth, reside in Hicksville, with their two children, Alaina (9) and Owen (6).
The Ohio Pork Schop

The Pork Promoter of the Year Award is given annually to an individual, family, organization or company who excels in promoting pork and the pork industry. The Ohio Pork Schop fully meets the standards set for the award, therefore the Ohio Pork Council would like to congratulate the Ohio Pork Schop on being named the 2013 Ohio Pork Promoter of the Year.

The Ohio Porkettes, later known as the Ohio Pork Council Women, established the Ohio Pork Schop in the 1960’s.

The Ohio Pork Schop has become a landmark in the O’Neil Swine Barn at the Ohio State Fair. The shop has been described as “a gift shop where you can buy anything and everything pig related.”

Barb Stuckey, of Bucyrus, serves as chairperson and has been involved with the Pork Schop for over 30 years.

The physical location of the shop at the Ohio State Fair serves as a hub for activity during the fair. A major draw are the live baby pigs on display in the shop. The Pork Schop also established a play area to be utilized by young children of families who may be exhibiting pigs at the fair.

Many of the women involved in the organization were involved in the Pork Spokesman program, a precursor to the current Operation Mainstreet. This training assisted many volunteers in carrying out conversations and delivering presentations to local organizations.

The Ohio Pork Schop has travelled to many venues, including Ohio Pork Congress, the Ohio State Fair, the National Junior Swine Show in Louisville, KY, and World Pork Expo.

Over the years, Ohio Pork Schop funds have been made available to educate teachers and students about the pork industry. Also, while out purchasing product for the year, Pork Schop volunteers have called on legislators and visited the Board of Trade and the National Livestock Board.

While the shop was originally created to help finance the Ohio Pork Queen program, the Ohio Pork Schop now generates funds for a long list of programs and promotions, including state fair awards, Buckeye Barrow Boosters, American Cancer Society and Ohio Pork Council youth education programs.

OPC would like to congratulate the Ohio Pork Schop on a job well done!
Platinum Sponsors
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- National Pork Producers Council
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614-376-5744

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Dublin, OH 43016
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Portage, MI 49024
289-217-9275

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3699 Kinsman Blvd.
Madison, WI 53074
608-244-2904

National Pork Board
1776 NW 114th St.
Clive, IA 50325
515-223-3535

National Pork Producers Council
10664 Justin Dr.
Urbandale, IA 50322
515-278-0112

Nedap Agri North America
16425 Knoxville Rd.
Orion, IL 61273
515-681-6111

Norvsin USA
12750 Nicollet Ave. S. Ste. 300
Burnsville, MN 55337
574-220-1969

Novartis Animal Health
12828 Buff Stone Ct.
Fishers, IN 46037
317-318-3022

Ohio Ag Net / Ohio’s Country Journal
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Columbus, OH 43220
614-273-0465

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330-287-1380

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Osborne, KS 67413
785-346-2192

PBS Animal Health
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Massillon, OH 44646
330-834-3000

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curtis.boos@choice-genetics.com

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Mac Magee
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717.377.1469
Ohio Swine Health Symposium

Wednesday, March 19, 2014
Der Dutchman Restaurant, Plain City, Ohio

9:00 - 9:30 Registration and Sponsor Exhibits Open

9:30 Update from State Veterinarian: Dr. Tony Forshey, State Veterinarian, Ohio Department of Agriculture, Division of Animal Industry


9:55 Navigating Antibiotic Management and Withdrawals Speaker: Bill Minton, DVM, Four Star Veterinary Services

10:15 Biosecurity: Survey Says... Speaker: Bob Thompson, DVM, PIC, Hendersonville, TN

10:40 Porcine Epidemic Diarrhea Virus Update Speaker: Terri Specht, DVM, Four Star Veterinary Services

11:00 Upcoming Changes in Antibiotic Regulations: What can we expect for animal and human health? Speaker: Liz Wagstrom, DVM, Chief Veterinarian, National Pork Producers Council

11:40 Question and Answer Session

12:00 - 1:00 Buffett Luncheon, Sponsor Introductions and Exhibits Open

1:00 Ohio Pork Council Update: Dick Isler, Executive Vice President, OPC

1:15 Our Goal: Producing 30+ Pigs / Sow / Year Feeding the Sow - Brad James Ph.D., Kalmbach Feeds Managing the Weaned Sow - Rich Deaton, Birchwood Genetics Day One Pig Care - Sandy Baldwin, Heimerl Farms Sanitation - Choosing the right disinfectant - Mike Mull, DVM Feedback Protocols - Todd Price, DVM

3:00 Open Forum / Speaker Panel Question and Answer Session

THE Ohio STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES
**New Documentary Positively Highlights American Farmers and Ranchers**

Feature length documentary, Farmland, from Oscar®-winning filmmaker, James Moll, follows the next generation of American farmers and ranchers, all in their 20s, in various regions across the US.

Moll spent five months meeting farmers and ranchers before he settled on the six who are featured in Farmland. In order to authentically tell the story through the eyes of this next generation, Moll extensively researched the subject and looked for individuals to profile, specifically choosing from different farming and ranching production methods, various types of crops and livestock and geographic diversity.

“With every new documentary, it’s always a thrill to explore topics and meet people that I might not otherwise cross paths with,” said Moll. “While making Farmland, I found myself immersed in a community of some of the most hardworking, passionate people I’ve ever met. This film isn’t just about what it’s like to be a farmer, it’s about a way of life. It’s also about a subject that affects our lives daily.”

Among the six farmers and ranchers featured in the film is Ryan Veldhuizen, a fourth generation farmer, who is taking over the operation of his family’s hog farm in Minnesota with his brother and sister. The farm also grows corn and soybeans, which they use for feed.

The film, made with generous support from the U.S. Farmers & Ranchers Alliance® (USFRA®), gives viewers a firsthand glimpse into the lives of these young farmers and ranchers, their high-risk/high-reward jobs and their passion for a way of life that, more often than not, is passed down from generation to generation.

The advance trailer and information about the film and documentary subjects is available at: www.FarmLandFilm.com. Farmland will premiere nationwide in spring 2014.
Cincinnati, Downtown Columbus and Points South:
Travel north on I-71 to State Route 161, turn left (west) off the exit and go two traffic lights to Busch Blvd. and go three traffic lights to Kingsmill Pkwy. Turn right (east) on Kingsmill Pkwy. and take it to the end. Kingsmill Pkwy. dead ends on Doubletree Ave at Crowne Plaza parking lot.

Cleveland and Points North/Northeast:
Travel south on I-71 to State Route 161. Turn right (west) off the exit and go two traffic lights to Busch Blvd. and go three traffic lights to Kingsmill Pkwy. Turn right (east) on Kingsmill Pkwy. and take it to the end. Kingsmill Pkwy. dead ends on Doubletree Ave at Crowne Plaza parking lot.

Zanesville and Points East:
Travel west on I-70 to I-270. Take I-270 north (this will eventually curve to the west) to exit #27, Cleveland Ave. Turn right (north) on Cleveland Ave. and immediately get into the left turn lane. The first stoplight is Schrock Rd. Turn left (west) on Schrock Rd. and go four traffic lights (2.5 miles) to Doubletree Ave. Turn left on Doubletree Ave. The hotel will be on your left about 1/4 mile down the rd.

Dayton and Points West:
Travel east on I-70 to I-270. Take I-270 north (this will eventually curve to the east) to I-71 south. Travel south on I-71 to State Route 161, turn right (west) off the exit and go one traffic light to Busch Blvd.. Turn right (north) on Busch Blvd.. and go three traffic lights to Kingsmill Pkwy.. Turn right (east) on Kingsmill Pkwy. and take it to the end. Kingsmill Pkwy. dead ends on Doubletree Ave at Crowne Plaza parking lot.

Toledo and Points North:
Travel south on I-75 to State Route 23. Travel south on State Route 23 to I-270. Travel east on I-270 and go approx. 1.5 miles to I-71 south. Travel south on I-71 to State Route 161. Turn right (west) off the exit and go two traffic lights to Busch Blvd. and go three traffic lights to Kingsmill Pkwy.. Turn right (east) on Kingsmill Pkwy. and take it to the end. Kingsmill Pkwy. dead ends on Doubletree Ave at Crowne Plaza parking lot.

Ohio Pork Congress Hotel Reservation Information

In an attempt to provide expedient service when making and confirming your hotel reservations, Please contact the Crowne Plaza North with the information provided below.

The hotel has a special room block and rate arranged for those attending the 2014 Ohio Pork Congress (Ask for the Ohio Pork Council group rate or code = PRK when calling).

Crowne Plaza Columbus North - Special Ohio Pork Congress Rates
Rate = $99.00 (Room block cut off 1/27/14)
Event dates: February 11-12, 2014
Please contact the hotel directly to make/confirm your reservation.

Crowne Plaza Columbus North :: 800-996-8916
6500 Doubletree Avenue, Columbus, OH 43229

To make reservations online, go to www.CrownePlaza.com. Use the PRK code for our special group rate.
You are cordially invited to the
27th Annual
Rack of Pork White Glove Reception
February 11, 2014 ~ 5:30 – 7:30 P.M.
Capital Club 41 South High Street, Columbus, Ohio 43215

A reception will be held throughout the evening featuring pork appetizers while a selection of original pork entrees will be showcased by Ohio’s finest chefs.

Please RSVP by February 4, 2014 by calling 614-882-5887 or email jkeller@ohiopork.org.

Sponsored by Ohio Pork Council, Ohio Soybean Council, Farm Credit Mid-America, Ohio Farm Bureau Federation, United Producers Inc., J.H. Routh Packing Co.

OSU Junior Swine Day

Saturday, March 22, 2014
• OSU Animal Sciences - 2029 Fyffe Court, Columbus, OH 43210 •

Topics include:
• Live Animal Evaluation  • Swine Health & Biosecurity
• Carcass Evaluation  • Show Pig Nutrition
• Youth PQA Plus  • Preparing for Show Day

For more information, please visit:
www.PorkInfo.osu.edu

Dale Ricker - ricker.37@osu.edu 419-523-6294
Steve Moeller - moeller.29@osu.edu 614-688-3686

OSU Junior Swine Day

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• Live Animal Evaluation  • Swine Health & Biosecurity
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www.PorkInfo.osu.edu

Dale Ricker - ricker.37@osu.edu 419-523-6294
Steve Moeller - moeller.29@osu.edu 614-688-3686
For too many pork producers across the United States, 2013 brought an unwelcome visitor to their farm – Porcine Epidemic Diarrhea Virus (PEDV).

Thanks to the investment producers make in their Pork Checkoff, top swine researchers were able to quickly tackle PEDV’s costly threat. In fact, they’ve already provided some practical on-farm solutions to defend against this menace.

For the latest Checkoff-funded PEDV information and resources, go to pork.org/pedv
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Our unique pen layout and optimal pig flow provides a stress free setting for your sows in large group housing. The feed station with central separation makes it easy to manage and monitor each individual sow with the latest in RFID technology. The system even detects and sprays a sow missing an ear tag.

Nedap North America
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Upper Sandusky Manufacturing Plant and Office

1963

2013
50 Years Growth!
50 Years Profitability!
50 Years No Layoffs!

2007: MPK Memorial Complex completed and in full production

2004: Textured Feed Production Facility Completed

1983: plant receives major upgrade to a modern, state-of-the-art facility

1970: First Semi purchased

1963: Milt and Ruth Kalmbach purchase the Lovell Feed Mill near Upper Sandusky, Ohio.

Get the most from your feed dollars. Kalmbach Feeds leads the industry in:
Research : Nutrition : Innovation


MPK Memorial Complex Manufacturing Facility and Warehouse