



The *Porkline* is a quarterly publication of the SDPPC. Editorial content and advertisements are screened, but publisher assumes no responsibility for accuracy or validity of claims.

#### South Dakota Pork Producers Council

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#### Mission Statement

The South Dakota Pork Producers Council is a unified and engaged advocate that promotes, with integrity, the image and growth of the South Dakota pork industry through education, research, marketing, and responsible policy.

#### Vision Statement

South Dakota Pork Producers Council is a respected leader advocating for sustainable, responsible growth of the South Dakota Pork Industry that benefits our producers, consumers, and communities.

#### *Follow us on:*



## Calendar of Events

### *April*

April 1-2 – Little “I” at SDSU  
April 2 – Paws to Celebrate  
April 10-11 – State FCCLA  
April 11 – SDSU Ag Day  
April 13 – FRSAN Focus Group  
April 18 – SDPPC Office closed for Easter  
April 24-26 – State FFA Convention

### *May*

May 30 – SDPPC Office closed

### *June*

June 8-10 – World Pork Expo  
June 20-22 – Young Leaders in Agriculture Conference  
June 22-23 – Governor’s Agricultural Summit

### *Looking Ahead:*

July 4 – SDPPC Office Closed  
July 9 – Hog Wild Remote  
August 16-18 – Dakotafest, Mitchell  
September 1-5 – South Dakota State Fair, Huron

Be sure to follow us on Facebook and check out our website at [sdpork.org](http://sdpork.org) for the latest news.

## Board of Directors

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# President's Message

SDPPC President Shane Odegaard

Hello! As I sit down and reflect on the last three months, it appears that spring is near. The geese are moving north, and it is starting to warm up. At the beginning of the year, we had a very enjoyable and successful Pork Congress. I would like to start off by thanking all of those who attended and supported SDPPC. For those who were unable to attend, you missed a full trade show and some great speakers. Please mark your calendars for January 11-12, 2023, for the 54th Annual Pork Congress.

2022 is going to be an interesting year. The hog market is good, even though we are experiencing higher feed costs. There do seem to be some health concerns looming out there both in the U.S. and abroad. Please review your biosecurity plans. If you have not prepared a "Secure Pork Supply Plan," please contact your veterinarian or the SD Pork Producers Council office for more information. By having a Secure

Pork Supply Plan for your farm, we can be better prepared for a foreign animal disease and minimize market interruptions.

We had a great National Pork Forum. We heard a powerful message from NFL Quarterback, Joe Theismann. The delegation had good discussions in their respective meetings. The result of the National Pork Board delegate meeting was to lower the mandatory Pork Checkoff from \$0.40/ hundred-dollar of value to \$0.35/ hundred-dollar value. To follow along with the change in Check Off, the National Pork Producers Council voted to raise the voluntary check off, known as Strategic Investment Program (SIP), from \$0.10/ hundred-dollar value to \$0.15/ hundred-dollar value. It was felt that NPPC needed more funding to keep fighting for our right to farm on both the national and state levels. The delegates also gave both national boards some direction for the upcoming year and asked for better communica-



tion back to the states and its members.

As I close my comments for this newsletter, I ask you to look for volunteer opportunities the rest of 2022. If you have any questions or thoughts, please do not hesitate to call myself or the SDPPC office. I hope you all have a great spring. Stay safe and grill some pork!

*Shane Odegaard*  
SDPPC President

## SDSU Swine Club Donates to Jack's Cupboard



The SDSU Swine Club recently donated \$100 worth of pork certificates to Jack's Cupboard on the SDSU campus.

Jack's Cupboard combats food insecurity by ensuring those students who struggle financially to purchase food are provided this free resource supported by students, faculty and staff. It is available to all students with a student ID and a bag to collect food items (although Jack's Cupboard can supply students with a bag, if needed).

Jack's Cupboard also has a variety of winter coats, hats, gloves and scarves for students to pick up, as well as toiletries and cleaning supplies.

The donation was presented to Jack's Cupboard manger Christina Kaberline by Swine Club President, Logan Tesch.

Tesch is a senior Animal Science and Ag Business major with a minor in Ag Marketing. The Henderson, MN, native also serves as President of FarmHouse Fraternity, Secretary of 99th Little International, National Representative for the National Agri-Marketing Association (NAMA Club), and Student Manager at the SDSU Swine Unit.



*If you can't feed a hundred people, then just feed one. ~ Mother Teresa*

# From the Executive Director's Desk

By: Glenn Muller

I would like to start this article by thanking all of the vendors and producers for supporting the 2022 Annual Meeting and Trade Show. It was a great event all the way through with full capacity of vendors and excellent seminars, and provided a great experience for producers in South Dakota and surrounding states.

We welcomed the 2022 Pork Ambassadors, Erika Schenk and Maddie Larsen, and look forward to working with them on various projects throughout the year.

The South Dakota Pork Producers Council was represented by 14 producers at AgFest on January 25 in Pierre. We were able to interact with legislators during the social and were guests of the South Dakota Soybean Board at noon to meet with DANR Secretary Roberts and legislators regarding specific bills related to agriculture in South Dakota. Thank you to our lobbyist Jeromy Pankratz for assisting in coordinating this event.

The 2022 Pork Forum was held in Louisville, Kentucky on March 10 and 11. Shane Odegaard, Doug Noem, Ferlyn Hofer and Ryan Storm represented South Dakota as National Pork Board delegates and Dan Howell, Adam Krause and Shane Odegaard were the National Pork Producers Council delegates. There was healthy debate on how to maximize the return of producer investments in the National Pork Board and the National Pork Producers Council based on the findings of the Pork Industry Task Force. You can find those resolutions in this publication.

The SDPPC will be holding a Strategic Planning Session on March 30 and 31 to develop the goals, objectives and strategies of the organization for the future. If you have any suggestions or ideas on how to maximize your return on investment feel free to contact one of the Executive Board Members listed on the inside cover of this issue.



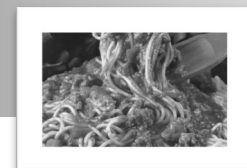
The SDPPC would like to thank Steve Dick for his years of leadership as Executive Director of Ag United and congratulate him on his new position as the State Director of the USDA Farm Service Agency. All of you who were forced to sell pigs at a reduced price or euthanize pigs need to contact your local FSA office to determine if you qualify for the Spot Market Hog Pandemic Program as some of the guidelines have changed and USDA's Farm Service Agency (FSA) will accept applications through April 29, 2022, which is an extension of the April 15, 2022, deadline previously set for the program.

As we approach planting season I hope that you have a great spring and those of you who so desperately need moisture receive timely rainfalls throughout the year.

Glenn Muller, Executive Director



## Maple-Mustard Country -Style Pork Ribs



### Ingredients

- 6 country style pork ribs (large, about 4-1/2 pounds)
- 3/4 cup maple syrup
- 3/4 cup mustard (coarse grained)
- 1/3 cup dark brown sugar (plus 1 tablespoon packed)
- 2 teaspoons Tabasco
- 2 teaspoons soy sauce
- salt
- black pepper

### Directions:

Mix maple syrup, mustard, brown sugar, hot sauce, and soy sauce. Set glaze aside. Create indirect fire with foil drip pan half-filled with water. Lay ribs on rack over drip pan and brush with glaze. Cover and cook for 1 hour 15 minutes, turning and basting every 15 minutes. Move ribs to hot side of grill. Brush with glaze, cover, and grill for 5 minutes. Repeat, turning and basting, until ribs are tender and brown (about 20 minutes). Season with salt and pepper and serve.

# NPPC Elects New Officers, Board Members

The National Pork Producers Council (NPPC) installed new officers and elected members to its board of directors at its annual business meeting — the National Pork Industry Forum — held in Louisville, Kentucky.

Terry Wolters of Pipestone, Minnesota, was elevated to president of the organization for 2022-2023. Wolters owns Stoney Creek Farms, which consists of several sow farms, and is a partner in the Pipestone System. He also is a member of Wholstone Farms and is active in the Pipestone County Pork Producers Association, Minnesota Pork Producers Association, South Dakota Pork Producers Council and the Minnesota Farm Bureau. He is chairman of NPPC's Animal Health Food Security Policy Committee.

Wolters takes over from Jen Sorenson, communications director for Iowa Select Farms in West Des Moines, Iowa, who becomes NPPC immediate past president and chairman of the council's trade and nominating committees.

Scott Hays of Monroe City, Missouri, became NPPC president-elect. He is a fifth-generation pork producer and the CEO of Two Mile Pork, LLC. He is chairman of NPPC's Competitive Markets Committee and active on the Missouri Pork Association board and committees, Missouri Corn Growers, Missouri Farm Bureau, Missouri Agricultural Leaders of Tomorrow, Monroe City FFA and Missouri Institute of Cooperatives.

The NPPC board of directors elected Lori Stevermer as vice president. Lori is co-owner of Trail's End Farm in Easton, Minnesota, where she served on the executive board of the Minnesota Pork Producers Association. Stevermer has a history of advocating for the pork industry at the local, state and national levels.

Pat Hord of Ohio and Dwight Mogler of Iowa were elected as new members of the board, and Lori Stevermer of Minnesota and Russ Vering of Nebraska were each reelected to another three-year term. Steve Malakowsky of Wells, Minnesota,

with Compeer Financial, was elected to a two-year term as the allied industry representative. They join current directors Craig Andersen of Centerville, South Dakota; Rob Brenneman of Washington, Iowa; Jason Brestler of Sioux City, Iowa; Bob Ivey of Goldsboro, North Carolina; Dr. Jeremy Pittman of Waverly, Virginia; Jeb Stevens of Osgood, Indiana; and Duane Stateler of McComb, Ohio.

For NPPC's nominating committee, Curt Zehr of Illinois was reelected, and Bill Knapke of Ohio was elected to the panel. Both will serve two-year terms.

"We have great leadership in Terry, Scott and Lori," said NPPC CEO Bryan Humphreys. "Along with the board, including our new members, they will represent the interests of pork producers and the organization very well."

Delegates at the meeting also approved resolutions affirming the recommendations of the Pork Industry Taskforce.

## Forum Delegates Adjust Pork Checkoff Rate

Delegates at Pork Forum approved a 12.5% reduction in the mandatory Pork Checkoff rate, effective Jan. 1, 2023. The current rate of \$0.40/\$100 value per live animal will change to \$0.35/\$100.

The change — offered initially by Minnesota, Indiana and Ohio, but joined in support by Iowa, Nebraska, Illinois, Montana and South Dakota — passed the delegate body with 94% of shares voting in favor.

The rate change is reflective of a recommendation of the Pork Industry Vision Task Force — a group of 19 industry leaders from the National Pork Board, the National Pork Producers Council (NPPC) and various states that had met to discuss the current structure and resource needs of the U.S. pork industry to ensure its long-term success.

The Task Force offered several recommendations to the Pork Act Delegate Body, which were approved by the delegates. These recommendations include:

1. Create a joint producer-led working group of state leaders (NPB and NPPC) that conducts annual industry planning, prioritizes issues, identifies risks and develops action plans.
2. Invest in shared resources (within the criteria of the sepa-

ration agreement) to develop and implement a more fully coordinated marketing strategy and communications plan for the industry overall.

3. Form a new joint industry task force in 2022 to ensure the industry is equipped to address issues and opportunities at the state, regional and grassroots level. The task force shall report annually to the voting delegates at Pork Forum.

4. Establish a culture and operational framework that ensures the most efficient and effective use of producer funding.

NPB will provide a report on implementation progress of these recommendations to the delegate body no less than annually. "Producers have told industry leadership they expect us to be efficient, strategic with their dollars," said Gene Noem, a producer from Iowa and president of the National Pork Board.

"These resolutions reflect a desire to be more responsive to industry needs and challenges, and to present a more unified and consistent voice across the industry. Despite the reduction in the mandatory Checkoff rate, the Pork Board will continue its critical work of research, promotion and education."



# Dierks Inducted into Pork Industry Hall of Fame

For his 40 years serving U.S. pork producers, including 20 years as CEO of the National Pork Producers Council (NPPC) and his dedication and countless contributions to the pork industry, Neil Dierks has been inducted into the National Pork Industry Hall of Fame at NPPC's annual business meeting — the National Pork Industry Forum — held in Louisville, Kentucky.

Dierks, who retired in December 2021 after 31 years with NPPC, helped develop the organization that was born after the separation agreement that created the National Pork Board. He became the first CEO of the reconstituted NPPC.

Dierks started his career in the pork industry when he joined the Iowa Pork Producers Association in 1981 to manage the Iowa Pork Congress. He went on to head legislative state outreach for the organization. After leading field services and state legislative outreach for the Iowa Corn Growers Association, Dierks joined NPPC in 1990 to manage World Pork Expo. Prior to becoming CEO, he also served as the organization's director of operations, vice

president of research and education, and senior vice president of programs.

Six months after NPPC and the industry's checkoff were split into independent organizations, Dierks was recruited from the National Pork Board in 2001 to be CEO of NPPC, which had five employees, and World Pork Expo was its single source of revenue. He guided NPPC's steady growth for the next two decades, expanding sources of revenue and establishing it as a highly effective and influential national advocacy organization critical to the profitable growth of U.S. pork producers.

“Neil is a giant in the pork industry. He was there at the beginning — after the separation agreement with the Pork Board — and he guided NPPC through good and not-so-good times over the past 20 years,” said outgoing NPPC President Jen Sorenson. “Neil has made countless lasting contributions to the U.S. pork industry and established NPPC as a top-tier advocacy organization and the global voice of the U.S. pork industry. If anyone deserves to be in the industry Hall of Fame, it’s Neil Dierks.”



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## Welcome to Maddie and Erika!

The SDPPC Ambassadors for 2022 are Maddie Larsen from Wolsey and Erika Schenk from Mission Hill. The Ambassador Program provides college-aged students an opportunity to become actively involved in the pork industry, develop strong relationships with pork producers and allied industry members, learn about pork production and the industry, and improve communication and leadership skills.



Maddie Larsen, daughter of Bill and Carol Larsen, is 17 years old and from Wolsey, SD. She is currently a senior at Wolsey-Wessington High School where she is active in cheer, 4-H, HOSA, FFA, oral interpretation, one act, band, NHS, and journalism. She plans to attend Mitchell Tech for Lab Tech. Maddie has been involved in the pork industry her entire life, seeing as her dad is a pork producer. She's already been involved with SDPPC through State Fair, Outdoor Show, and Hobo Days. Larsen has also enjoyed attending World Pork Expo with her family for the past four years. "I look forward to spending time learning more about the industry and informing others of it," she says.

Erika Schenk is the daughter of Karl and Nancy Schenk. She is currently 18 years old and from Mission Hill, SD. Erika is a freshman at South Dakota State University studying Agriculture Communications with hopes to be an advocate for the agriculture industry. Schenk's family has now been involved in the pork industry for four years. Her family has four finishing barns and one nursery barn where Erika does chores on the weekend. Schenk has aspirations to run her own barns after college. Erika says, "As a pork ambassador, I hope to educate the public on my family's experiences in the pork industry, along with learn from other producers across the state."



### Interested in advertising in the South Dakota PorkLine?

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[ceffling@sdppc.org](mailto:ceffling@sdppc.org) or 605-332-1600

## Friend of the Industry – Mike Lens

Mike Lens feels blessed to be able to work with some of the region's finest swine producers on their swine nutritional and production needs. This year he was awarded the SDPPC Friend of the Industry Award for his willing and outstanding contribution to the swine industry. The Award is given annually to a pork industry leader whose principal occupation is not pork production.

Mike has a family background in swine production, and worked for Harvest States for 17 years in swine research and feed manufacturing. He became part of Purina Animal Nutrition, the farm animal feeds unit of Land O' Lakes, in 2000. He is a past Allied Industry SDPPC board member and has been active with additional SDPPC committees since then.

Mike and his wife, Jeanne, have two adult children, with a grandchild coming in June. They live in Brandon, and enjoy travel, golf, and Minnesota sports teams. They are looking forward to more trips to see future grandchildren.



## Pork Promoter of the Year – Davison County Pork Council



Recognition for their outstanding job of promoting pork and the pork industry on a local, state, or regional level, goes to the Davison County Pork Council.

Visitors to the annual Dakotafest trade show near Mitchell have probably seen the sandwich booth operated by the Davison County group. Members, along with their spouses, kids, and community members, cook 3,000 pounds of pork loins each year for the three-day event. Funds raised through sandwich sales are used to give back to their community and to raise pork awareness.

The organization currently has about ten farmers and their families. While the organization has decreased in size over the years, it continues to have a strong impact in the communi-

ty. Every year the Davison County group gives out around \$2500 to seniors for scholarships, gives over 50 hams each year to families in need at Christmas time, and donates to Community Angel Tree, Salvation Army and various pork events. They also sponsor radio ads for October pork month and give away pork certificates as rewards to trivia questions.

The organization might be small, but it has significant impact. By supporting the community through food and generosity, they work to help their friends and neighbors know that they care about raising pork and care about their community.

## Pork All American – Rodney Foster

"It doesn't matter if you have one hog or 10,000 hogs, we all have one thing in mind and that is to produce the safest and most nutritious product for the consumer," according to Pork All American award winner Rodney Foster. The Pork All American award is given to a SD pork farmer for leadership and involvement.

Rodney and his wife, Sherry, along with their son Jason and daughter-in-law Ashley, farm near Garden City where they raise corn and soybeans, have a farrow to finish operation, and have a cow/calf herd. Rodney started the hog operation in 1986 with a few bred gilts. Today they have over 200 head of sows.

Rodney has been very involved with the SDPPC since 2002. He has served on the Executive Board for SDPPC for two terms, is active on the Trade Show Committee and Production Profitability Committee, and is a member of the SD Purebred Swine Breeders. He is also very active in his community as a volunteer fire fighter, Clark County 4-H leader, and Agriculture Advisory Board member for Lake Area Technical College. Rodney is also part of the volunteer crew making pork sandwiches at the State Fair food booth, as well as a volunteer serving pork at the Watertown Winter Farm Show and helping out in the show ring at local hog shows for the youth.





# anks Industry Leaders

## Dedicated/Distinguished Leadership – Ronda Snyder



This year's Dedicated/Distinguished Leadership Award goes to Ronda Snyder, who has been a SDPPC consultant for 32 years. The award recognizes an individual who provides outstanding and dedicated service to South Dakota's pork industry.

Ronda's consulting career with SDPPC began January, 1990, to help promote pork in the greater Rapid City area. Ronda has participated in a variety of promotional activities in her 32 years with the pork council ranging from educational booths at fairs, to a monthly cooking segment on the local noon news, to point-of-purchase in-store radio remotes.

Ronda was born and raised on a farm in Eastern South Dakota where she helped with farm chores including tending pigs. She is a graduate of SDSU. Ronda lives and works on a four-generation cattle ranch in Western South Dakota near Sturgis. She and her husband, Ken, have three sons, two of whom are partners in the family ranch. Ronda and Ken have three delightful granddaughters—the 5<sup>th</sup> generation.

Ronda says she wears a variety of "hats." She thoroughly enjoys helping with ranch activities, tends a large yard and garden, and is involved in her church as well as in several community organizations. However, she adds the hat that suits her the best is her Grandma hat.

## Family of the Year – Steve and Charlotte Rommereim

Steve and Charlotte Rommereim were honored as Family of the Year for their contributions to the long-term success of the industry through leadership and pork promotion on the local, state, and national level.

Both Steve and Charlotte have been involved in pig farming since they were raising pigs in 4-H. Today, they operate finishing barns raising 12,000 pigs annually. Their first pork promotion was when Steve was Charlotte's escort at the annual meeting banquet when she was SD Pork Queen. They have been agriculture advocates as a team and individually since their early years of marriage.

Steve has been on the SDPPC board since 2001 serving as president in 2009-2010, currently an ex-officio SDPPC board member being appointed by the governor to serve on the SD Animal Industry board. He was elected to the National Pork Board in 2014 serving six years including president of the board in 2018-2019. He continues to volunteer by serving on the United States Animal Health Association board where he is currently president elect.

Charlotte has participated in events with Steve in promotions and wrapped many pork sandwiches through the years. With her unique perspective as a registered dietitian with a lifetime on a family farm, Charlotte has been a resource for agriculture organizations including SDPPC and the National Pork Board in communicating to consumers and health professionals. She served on the Pork Safety, Pork Quality and Human Nutrition committee at the National Pork Board for nine years including two years as committee chair.

Both have spent countless hours in various pork promotions, speaking engagements, media interviews, international travel, and farm tours.

Their daughters Lara and Leah were involved in the farm and participated in many pork promotion events along with their parents. Both worked for Ag United for SD during their college years. Lara and husband Matt Fodness farm near Luverne, MN. Leah and husband Josh Gradert are the sixth generation on the family farm near Alcester. Steve and Charlotte are proud grandparents of Milo and Ellie Fodness and Jameson Gradert.



**Thank you to all the sponsors, vendors, and participants who made the 2022 South Dakota Pork Congress a success! We appreciate your support!**

## Ham Pinwheels

A fun way to do ham sandwiches or do multiple for appetizers. For color, use spinach tortillas. Serve with grapes and a yogurt cup.

### Ingredients

1 tortilla (10-inch)  
1/4 cup cream cheese (2 oz)  
1 teaspoon yellow mustard  
3 slices ham  
3 romaine lettuce leaves

### Directions:

Spread one side of tortilla with cream cheese to the edge. Add mustard to taste. Layer tortillas with ham and then lettuce leaves. Roll tortilla tightly. Set seam side down. Cut roll crosswise into six pieces.

If making the day before, wrap in plastic wrap and refrigerate. Slice the next day.

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# South Dakota's Oedekoven Steps into National Role

*Former State Veterinarian now Chief Veterinarian for the National Pork Board*

Residing in Pierre, South Dakota, Dr. Dustin “Dusty” Oedekoven joined National Pork Board (NPB) as the organization’s chief veterinarian in February. He leads a team of veterinarians and swine production experts in Pork Checkoff-funded work to deliver on a variety of issues, including the No. 1 concern for pork producers – protecting the U.S. herd from African swine fever (ASF).

Oedekoven most recently served as state veterinarian and executive secretary for the South Dakota Animal Industry Board, where he provided strategic leadership and direction for the state’s animal health agency – a governor-appointed board of livestock producers with responsibility for all animal health programs and disease control efforts in the state.

“As a state animal health official (SAHO), I worked with producer organizations, veterinarians, the veterinary diagnostic community, state and federal animal health officials and others to prepare for foreign and emerging animal health threats,” explained Oedekoven. “I led a talented team of veterinarians and inspectors to oversee livestock disease control and food safety programs. I will draw upon these experiences and focus on efforts to help the industry prepare for foreign animal diseases and improve herd health.”

## Action Plan for Producers

Oedekoven says all the planning for an FAD outbreak will be useless if protocols are not implemented on farms, regardless of location or operation type or size. He advises four actions for producers to take now:

### Create an AgView Account

AgView is an opt-in technology solution that promotes business conti-

nunity for America’s pig farmers by uniquely making disease traceback and pig movement data available to officials and uses much of the same data required by participants of Secure Pork Supply. These features could help the pork industry rapidly contain or regionalize the disease.

“We’re excited to have tools such as AgView that can help reduce the negative impact by providing critical real-time information to SAHOs when it’s most needed.”

## Enhance On-Farm Biosecurity Protocols

Everyone can help protect our national herd from FAD by enhancing their own biosecurity plan specific to each site with resources found on [secureporksupply.org](http://secureporksupply.org). It does require a time and financial investment, and should be, “understood and implemented by all caretakers, and reevaluated regularly.”

## Report Signs and Symptoms Early

“ASF can mimic other diseases, and signs may not be immediate. Do not be afraid to report signs to your veterinarian, since it needs to be investigated, and we need early recognition if we have any chance of getting ahead of a FAD outbreak.”

ASF’s signs and symptoms may include high fever; red, blotchy skin or skin lesions; coughing and difficulty breathing or diarrhea.



## Stay Tuned for More Information about U.S. SHIP (Swine Health Improvement Plan)

The newly developed U.S. SHIP certification program records and supplies all the proof of biosecurity protocols being implemented, accurate premise ID information, traceability and lab tests required for a FAD outbreak. It is a pilot program currently, so producers should be alert to Pork Checkoff or USDA channels for more insight.

Collaboration is critical to help protect the U.S. pork industry from an FAD outbreak. There is alignment with strategies and tactics thanks to the direction from producer leaders; talent of NPB staff and guidance from Oedekoven and others; on-farm implementation from producers and resources from cross-functional organizations and agencies.

Now in his role with NPB, Oedekoven is an integral part of the nation’s FAD solution by collaborating with USDA, academia and all state animal health offices. He says, “FAD prevention and preparedness is the priority; the team is already at work. I hope to contribute with my experience as a SAHO.”





# TAKE YOUR PORK BUSINESS TO THE NEXT LEVEL BY TAKING 2 STEPS ...

The threat of a foreign animal disease (FAD) such as African swine fever (ASF) has never been more real to America's pig farmers than it is today. If found here, the costs could be astronomical. In fact, according to an Iowa State University study<sup>1</sup>, they could be up to \$50 billion over 10 years!

However, today's producers also have more tools than ever to help protect the industry and their livelihoods. Thanks to lots of collaboration between the National Pork Board, USDA, Iowa State University and others, there are two things that all producers should act on today.

<sup>1</sup> Impacts of African Swine Fever in Iowa and the United States, Hayes, et al., Iowa State Univ., Ames, 2020.



## 1 SECURE PORK SUPPLY PLAN

At its core, Secure Pork Supply is about business continuity through biosecurity, movement guidance and disease monitoring. You will need to work with your herd veterinarian to create a farm-specific plan that can be followed every day but is even more critical during an FAD event such as an ASF outbreak.

**To learn more and how to get going on this critical tactic, visit [securepork.org](https://securepork.org).**



National Pork Board  
1776 N.W. 114th St.  
Cilve, IA 50325

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This message funded by America's Pork Checkoff Program.

## 2 AGVIEW, THE NEW DISEASE-TRACING PLATFORM

By now, you may have heard about AgView, the newest tool from the Pork Checkoff designed to help producers mitigate some of the risk they face if/when a foreign animal disease such as African swine fever should break in the U.S. This online tool can securely keep all premises, disease status and movement data private until the owner decides to share it with their veterinarian or animal health official upon request.

**Learn more by talking to your record-keeping provider and by visiting [porkcheckoff.org/agview](https://porkcheckoff.org/agview).**



**AgView**  
powered by **pork** checkoff



**Want to talk to a person about these tools?  
Call (800) 456-7675 during normal business hours**

# Lobbyist Report

Jeromy Pankratz

The 2022 session is now over. Good news for the pork industry is that not too much occurred that can be considered detrimental to our producers. As was discussed earlier in session, this year was unique in that the legislature had to determine how to spend a lot of new money, collected both because of COVID funds to the state from the federal government, and higher than usual revenue.

But what did occur at session that is of interest to our producers? First is the animal ID bill brought by Representative Marty Overweg. As per the board, we opposed this bill in all its forms, but it did end up passing both chambers and was delivered to the Governor on the 8<sup>th</sup> of March. As of this writing, it has not yet been signed.

The bill (HB 1096) added language to SDCL 40-3-27: "A livestock owner

may choose to identify animals using any methods set forth in 9 C.F.R. part 86, as adopted on January 9, 2013, as well as any additional methods that are later approved by the South Dakota Animal Industry Board pursuant to this section."

Proponents testimony indicated that this bill is intended to send a message to the Feds that SD does not like mandates regarding livestock. In effect, and after heavy amendment, the bill does little more than add language to our code, and may or may not send a message to the Feds regarding mandating the use of electronic ID tags. The main proponent of the bill was the Stockgrowers Association, while pork and dairy both opposed, largely because a state law cannot supersede a federal law, and the bill does not differentiate between any forms of livestock.

A bill that could have had negative repercussions for all farmers and ranchers that produce livestock was SB 128, brought by Senator Johns to address concerns about animal abuse. This bill would have added the language "If the neglect, abandonment, or mistreatment results in serious physical injury, illness, or death of the animal, the violation is a Class 6 felony." Most of agriculture, including Pork opposed this bill for reason that it was overbroad, could be used against livestock producers, and is already covered under state law. This bill died in Senate Agriculture committee.

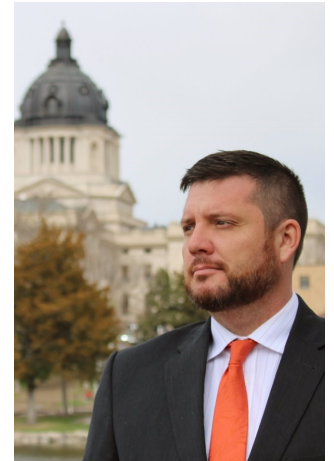
Finally, two bills regarding Cybersecurity

were brought to the legislature this year.

HB 1092, which has been signed by the Governor and will become law, appropriates \$1,250,000 to create a precision agriculture cybersecurity CyberAg partnership initiative between SDSU and Dakota State University. The partnership will develop undergraduate and graduate curricula, engage in research, and provide associated outreach programming and communication to address agricultural security threats. We were supportive of this bill, and look forward to good things coming from DSU and SDSU in regards to protecting our industries from cyber attacks.

SB 54, which passed both chambers but has not yet been signed by the Governor would appropriate \$30 million to DSU for Cyber program expansion.

The session was an interesting one, as it is an election year for the Governor's spot, and there are two individuals in the legislature running against our current Governor, Krisi Noem. Steven Haugaard (R) and Jamie Smith (D), both of Sioux Falls, led opposition to some of Gov. Noem's initiatives, so there were some power struggles between the Executive Branch and the House. This is not uncommon. Thankfully, most of the legislation passed this year is beneficial to the people of the State of South Dakota, and to agriculture in general. We look forward to seeing what, if anything, comes from veto day.





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## BLT Club Sandwiches



### Ingredients:

- 12 strips bacon (cooked)
- 12 slices whole wheat bread
- 1/2 cup mayonnaise (reduced-fat)
- 4 leaves lettuce
- 2 tomatoes (large, cored, each sliced into 6 slices)

**Directions:** Spread 1 slice bread with 1/2 tablespoon mayonnaise; top with a lettuce leaf. Spread 1/2 tablespoon mayonnaise on each side of another bread slice; place on lettuce. Top with 3 slices tomato and 3 strips bacon. Spread a third slice of bread with 1/2 tablespoon mayonnaise. Invert bread on bacon and press down gently. Cut each sandwich in half or in quarters. 4 servings.



## 2022 World Pork Expo

June 8-10 | Iowa State Fairgrounds

[www.worldpork.org](http://www.worldpork.org)

## E. COLI CHALLENGES?

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# A message from Bill Even

CEO, National Pork Board

Attending school in rural South Dakota, I could always count on a few things being consistent every day. Finishing chores before the school bus showed up. Long bus rides down gravel roads. Eating all the food on your lunch tray. Dreading math class. Showing respect (sometimes with fear!) to the principal and teachers. And starting class every day – from kindergarten through eighth grade – with the Pledge of Allegiance.

Reciting that pledge taught us as children what our country stood for and, through extension, what we as American citizens stood for as well. We are United and Indivisible. We are a Republic. Under God. We believe in Liberty and Justice for All. A simple and straightforward pledge that clearly sets our country apart from others. A statement of beliefs that withstands the test of time.

Today, the U.S. pork industry has the opportunity to adopt our own pledge: the beliefs of Real Pork. Key points that clearly set us apart from the competition. We are Real Farmers on Real Farms raising Real Pigs that produce Real Pork. Real Pork that is Real Nutritious and Real Sustainable.

Real Pork is our trust and image brand. It is who we are. It is our freedom-to-operate strategy based on three simple beliefs:

***Number One: Pork is an important part of a balanced and nutritious diet.***

The iconic 1980s Pork Checkoff advertising campaign “Pork. The Other White Meat®” helped consumers understand our products had become leaner and could be an important part of a nutritious diet. That campaign laid the groundwork for where we have evolved today—we are the one and the only “Real Pork.” Through the

Real Pork platform, we will talk with dietitians, nutritionists and the medical community about pork’s legitimate role in an active, healthy lifestyle.

***Number Two: Pig and crop farming are sustainable.***

There are probably as many definitions of sustainability as there are people. At the end of the day, pork producers believe sustainable food production is based on continuous improvement in economic viability, environmental impact and ethical behavior. The U.S. pork industry is well-positioned in this conversation. Fourteen years ago, before sustainability was in the daily headlines, pork producers established the six We Care® Ethical Principles and tasked the Pork Checkoff to bring them to life. The Checkoff funded a life-cycle analysis, and our joint work with corn and soybean farmers has positioned us to be recognized for decades of productivity improvements on the farm. Today, pork’s carbon footprint is under .05% of U.S. greenhouse gas emissions, and we are on track to achieve carbon neutrality. Regenerative agriculture might be a new concept to some, but livestock producers have been practicing it for centuries. Applying the nutrients from livestock manure to the crops that produce livestock feed is a practice that helps sustain soil health and provides a sustainable pathway to produce nutritious pork to eat. Real Pork can make a positive impact on sustainability.

***Number Three: The ethical treatment of people and animals are key to a resilient food system.***

Essential workers. That is the title America’s farmers and ranchers and the food supply-chain workers were given during the recent pandemic.



And it is true. The people that comprise our food system must go to work every day. Our fellow citizens and our livestock depend on us to do our jobs safely, efficiently and well. The pandemic illustrated to consumers how many people work behind the scenes to raise food, process it and get it to the grocery stores and restaurants every day. We have an opportunity to capture that new-found awareness by recommitting ourselves to continuous improvement in how We Care for the people and animals around us. As global society advances and global wealth grows, modern society has higher expectations of the food system. We can and need to meet those expectations as producers of Real Pork.

In closing, the U.S. pork industry came through the roughest year in a generation and survived. Trends in agriculture and food have accelerated. People are paying attention to what we do as essential workers. The Pork Checkoff has a vision and a plan for putting Real Farmers in the forefront. We are proud to be producing Real Pork to feed others. That is our pledge.

Thank you for what you do every day.

Bill Even