

porkline

The official publication of the South Dakota Pork Producers Council

July
August
September
2025

Executive Director, Glenn Muller 2025 Governor's Ag Ambassador



South Dakota
PORK
PRODUCERS COUNCIL

**READ HIGHLIGHTS ON THE
WORLD PORK EXPO 2025
STARTING ON PAGE 6**

FROM START TO FINISH

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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

July

- July 4 – SDPPC Office closed for Independence Day
- July 11 – Grocery Mart Sturgis Promotion 11am-1pm
- July 11 – Summer at the Stockyards Event 3pm-6pm, Stockyards Ag Experience, Sioux Falls
- July 12 – Hog Wild at Family Fare Rapid City
- July 17 – Aberdeen Big Feed at Ken’s Superfair
- July 28-30 – SDPPC Producer Educational Tour
- July 31 – Ag. PhD Day in Baltic

August

- August 6 – Ag Appreciation Day at the Sioux Empire Fair 11am-1pm
- August 7 – Pork Day at the Sioux Empire Fair
- August 7 – Pig Pals at 11am
- August 8 – Pork Chop Open
- August 13 – Pork Day at Turner County Fair
- August 14 – Pork Day at Brown County Fair
- August 16 – Hog Wild at Family Fare Rapid City
- August 27-September 1 – South Dakota State Fair

September

- September 8 – When Pigs Fly Clay Shoot Event, Humboldt
- September 20 – Hog Wild at Family Fare Rapid City

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President's Message

SDPPC President Jason Foster

Good day, fellow pork producers and friends of the industry. It's hard to believe that we are halfway through the year 2025. After a mild winter and a dry spring, the crop around here sure got planted at a record pace. We up in the northern part of the state have been catching rains, and that crop is looking like a crop, but has a long way to go yet.

South Dakota Pork Producers sure have been busy these last couple of months. Back in March, we had some delegates for NPB and NPPC make a trip down to Orlando, Florida, for Pork Forum.

We spent the day listening to different candidates who were running for spots to fill on the National Pork Board and National Pork Producers Council Executive Boards and Nominating Committees. Each candidate brought different points of view from the industry and were all very well capable of serving on their specified organization.

National Pork Board released their new slogan during forum, "Taste What Pork Can Do!" They have put a lot of time and energy into this

new slogan and they are trying to deliver the message that Pork isn't "other" of anything, and our product can stand on its own.

Next up Spring LAC: We had three SDPPC board members, alongside Tina, attend Spring LAC in Washington D.C. They met with Senators John Thune and Mike Rounds, and also with Representative Dusty Johnson. They got to advocate for the SD Pork Producers and also for pork producers across this great nation. Some topics they talked about were trade, agriculture work force, animal health, commerce and production, and a federal solution to California Prop 12. It's a great event that NPPC puts on, and it a good opportunity to get pork producers out to D.C. to advocate for the Pork Industry.

The office staff and other producers sure have been busy been busy with Swine and Dines and promotional events across the state.

We held Committee Day on July 2 in Sioux Falls. This gave several of our committees, including Producer Education, Production and Sustaina-

bility, and Demand Enhancement, an opportunity to discuss new ideas for programs to benefit our producers.

One last thing I have to say before I end this: Congratulations to our very own Executive Director, Mr. Glenn Muller for being awarded the 2025 Governor's Ag Ambassador. I can't think of anyone else more deserving of this award than Glenn.

Glenn is a passionate advocate for agriculture, particularly the pork industry. People in South Dakota and across the country highly respect him. He does a hell of a job for us in our industry, and many pork producers are proud to call him a friend.

Hope everyone enjoys their summer and don't forget to put some of that delicious pork on the grill.

Jason Foster, SDPPC President



Advertise with SDPPC

The Porkline is SDPPC's primary source for providing pork producers and allied industry members with information on current topics in the pork industry including legislative, research, promotion, education, and so much more!

Over 3,000 pork producers, allied industry, and community members throughout South Dakota and its surrounding states receive this publication.

Make sure they see your ad!



Join us July 28-30, 2025

SD Pork Producer Educational Tour

We will depart from Sioux Falls on July 28th and visit the following locations

- | | |
|------------------------|---|
| Des Moines, IA | National Pork Producers Council
National Pork Board
Iowa State Meat Lab |
| Lanesboro, MN | Amish Community |
| Minneapolis, MN | Minnesota Twins vs Boston Red Sox Baseball game |
| Marshall, MN | Tour of the Ralco Ag Facility |

For questions, details, or to sign up, contact:

Tina Erickson

605-332-1600 (c)605-759-2072

Space is limited.

\$100 down payment per person required at time of registration, to be reimbursed at departure

From the Executive Director's Desk

By: Glenn Muller

As we move into the summer season you will note that the activity level of the South Dakota Pork Producers staff and volunteers increases with grilling activities, store promotions and other events throughout the state.

The staff and I recently attended the Governors Ag Summit in Deadwood. This was an excellent event and very well attended. The lineup of speakers at this event was exceptional this year, including Dr. Brett Kaysen from the National Pork Board and Bill Even, former CEO of the National Pork Board.

I was honored to receive the 2025 Governor's Ag Ambassador Award. Thank you to Governor Rhoden and SD Agriculture Secretary Hunter Roberts for this recognition. I would not have received this award if it were not for the leadership that producers have provided during my tenure as Executive

Director. Thank you to each of you for your contributions.

The accomplishments of the SDPPC for the benefit of the pork industry have been outstanding. Examples are assisting in securing funding for constructing the SDSU Swine Education and Research Facility, assisting in renovation and expansion of the Animal Disease Research and Diagnostic Laboratory, increasing scholarship funding and including culinary students, defeating the Sioux Falls ballot initiative that would have prohibited construction of new locker plants or commercial harvesting facilities in the city, making improvements and expansion of the State Fair food booth, and expanding promotional activities. Thank you to the producer leadership and the volunteers who helped with these projects.

I also appreciate the value of collaboration with the other commodity or-

ganizations in South Dakota. The SDPPC would not have been able to accomplish several of these goals without the support of various other ag and related organizations, along with our allied industries. Thank you for the support that has been provided.

Exciting things continue to happen within our industry. Be sure to follow the new U.S. brand campaign "Taste What Pork Can Do" by researching the tastewhatporkcando.com website for new recipes and cooking techniques.

I hope that each of you has a great summer, and I look forward to seeing you at various events throughout the summer and finish out the summer at the 2025 South Dakota State Fair.



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Thank you, Glenn

Thank you, Glenn.

What more can we say? As the 2025 South Dakota Ag Ambassador, Glenn Muller exemplifies all the best in what matters for South Dakota agriculture.

His commitment to his faith, family, and industry are an inspiration. His focus on making the pork industry—and all of agriculture—better for our consumers and producers is a goal worthy of a life well lived.

In his acceptance speech, Glenn said, “I am receiving the recognition, but South Dakota’s pork producers have provided the opportunity.” He added, “The accomplishments in my career could not have been achieved on my own,” as he took time to give thanks to his wife, Joan, their children and grandchildren, the SDPPC staff, and the producer leadership of the Pork Council.

Glenn recalls his first day of Vocational Ag class at Lenno High School. The assignment was to memorize the FFA Creed. Sharing the first two paragraphs, Glenn noted that those words, written more than 85 years ago, are still .

“We’re grateful for the decades of services that you have given to South Dakota’s ag community. Congratulations. May God bless you. Thank you.”

South Dakota Governor Larry Rhoden

I believe in the future of agriculture, with a faith born not of words but of deeds – achievements won by the present and past generations of agriculturists; in the promise of better days through better ways, even as the better things we now enjoy have come to us from the struggles of former years.

I believe that to live and work on a good farm, or to be engaged in other agricultural pursuits, is pleasant as well as challenging; for I know the joys and discomforts of agricultural life and hold an inborn fondness for those associations which, even in hours of discouragement, I cannot deny.

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Interim Legislative Work

Mary Duvall

The current Legislative interim is largely focused on two topics: prisons and property taxes.

It seems that everyone agrees something needs to be done to replace the State Penitentiary in Sioux Falls – first constructed as a territorial prison in 1881. Yes, it is older than the State of South Dakota itself. It is also overcrowded.

For years, legislators have struggled with what to do about the facility. After investing in two consultants' reports and spending over \$50 million on a proposed – but subsequently rejected – site in Lincoln County, there are still no clear answers. Governor Rhoden was planning to call a special session in late July to deal specifically with the issue. He agreed to hold off on convening the session while a task force continues to look for a proposal to present to the Legislature.

Another issue that is as old as statehood itself, it seems, is unhappiness over property taxes. Based on concerns expressed by some property owners in a few areas of South Dakota, an interim legislative task force is meeting this summer to “conduct a comprehensive review of property tax policies and identify measures to provide significant and lasting tax relief, by focusing principally on state and local revenues and expenditures and

the funding of K-12 education.”

At the task force's first meeting, the committee voted to divide its attention among three focus areas: School Funding Formula, Local Government Finance, and State Government Finance. The task force will be meeting each month through October, with meetings set for Sioux Falls, Rapid City, and Aberdeen, in addition to Pierre.

During the first two meetings, the issue of sales tax exemptions was mentioned more than once. It's important to remember that sales taxes go to the State, while property taxes are spent locally. The only way sales taxes intersect with property taxes is through the State Aid to Education formula. Since over half of all property taxes go to fund local K-12 education, adding more money to the State Aid formula would be one way to reduce local property taxes.

Even though we just got through an election cycle, potential candidates and interested voters are already looking ahead to the 2026 election. Two Republicans and one Democrat candidate have announced their candidacy for Governor. There is still ample time for the field to become crowded.

As candidates start to emerge for various elected offices, it is important

for you as producers to encourage and support strong candidates. As citizens become familiar with who is running, learn their interest and goals. When the opportunity arises, share agriculture's impact and importance of pork industry in their community and the state.

Long time policy observers note that “the best legislation begins in June.” If there is a policy issue that affects pork producers in South Dakota, now is the time to bring it up, to allow time for background research and begin developing a potential solution. Please reach out to the SPPC Office if you are aware of an issue that needs to be addressed through legislation or administrative rule.

Even as we start looking ahead, sometimes it's good to look back on what we have accomplished.

Several years ago, the Legislature approved the “2 + 2” veterinary science program. Since South Dakota does not have a veterinary school, this program provides a pathway for students who wish to become veterinarians. Students take their first two years of veterinary school at SDSU and their final two years at the University of Minnesota. Congratulations to the first cohort of students who graduated this spring from the program.

Where your property tax dollars go in South Dakota

The State of South Dakota does not collect property taxes; rather, they are locally levied, locally collected, and locally spent. Over half your property tax bill is based on the public school education levy set by the Legislature. The rest of your property tax bill is determined by local governments. Here's how the system works:

1. Local governments (counties, cities, townships) determine their annual funding needs. State law limits annual budget increases.
2. County assessors determine the value of real property, based on market value. State law establishes rules for assessors to follow, to ensure fairness for all taxpayers. Valuations can be appealed to the county.
3. The county auditor calculates the levy (tax rate) by dividing the total local need for cities, counties, townships, by the taxable value of property in the jurisdiction. This levy is applied equally among all classes of property.
4. The local government levy and the school levies are applied to the taxable valuation of your property. The school general education levy varies among agricultural land, owner-occupied homes, and commercial property.
5. The county treasurer collects property taxes and distributes them to fund local schools, cities, counties, and townships, based on the initial budget decisions.



World Pork Expo: Increased Attendance, Looking to the Future

More than 10,000 producers and industry professionals from 32 countries attended World Pork Expo 2025, held June 4-5 in Des Moines, Iowa. This marks the 37th year for the event, hosted by the National Pork Producers Council (NPPC). Featuring the world's largest pork-specific trade show, Expo also presented two days of free seminars, networking and hospitality opportunities, and plenty of tasty pork.

"World Pork Expo always showcases new ideas and innovations, but it's also a time for producers to compare notes and recharge," said Duane Stateler, NPPC president and Ohio pork producer. "Between the seminars, the conversations and interacting with industry youth, there is tremendous energy and positivity as we look to the future of pork production."

"Among the many interactive sessions and informative seminars, one that stood out was the *Pork Industry Economic Update*. This session was brimming with insightful data on the key economic drivers affecting the pork industry—including demand trends, input prices, policy regulations, and tariffs.

"Dr. Lee Schulz, Chief Economist at Ever.Ag, delivered a compelling overview. He stated from the USDA that 2023 marked the lowest profitability year for hog farmers on record, forcing producers to navigate inflation-driven input costs, heightened biosecurity concerns, and policy uncertainty. He also highlighted the base hog prices rising about \$1.40 higher than 2023, averaging \$60 per hundredweight.

"Despite these challenges, Dr. Schulz offered a hopeful outlook. He discussed both domestic and international demand for pork and emphasized that—even amid tariff uncertainty—the pork industry is likely to remain more resilient than other commodity sectors. He concluded by noting producers should feel more optimistic, as existing operations are projected to yield higher returns on hog sales moving forward. After hearing Dr. Schulz's insights, I left feeling significantly more confident about the near and long-term future of the pork industry.

"Additionally, I appreciated learning about the National Pork Board's efforts to promote pork consumption through their campaign, *"Taste What Pork Can Do."* It's a great reminder of how pork can connect our family meals and our world."

SDPPC Board Member Jeff Wolff and Tanya Torguson



From left, Ambassador Preston Mattheis, Abbey Riemenschneider, Glenn Muller, Tina Erickson, and Ambassador Laney Andrews

Pork Ambassador Laney Andrews writes: "Attending the World Pork Expo in Des Moines, Iowa, was an incredible opportunity. Every session, conversation, delicious bite, and moment on the trade show floor offered a unique and valuable perspective on the pork industry. I was truly amazed by the immense knowledge, professionalism, personal engagement, and pride demonstrated by the individuals and companies present.



World Pork Expo panelists, from left, NPPC VP of Government Affairs Maria Zieba, NPPC CEO Brian Humphreys, NPPC President Duane Stateler

Ambassador Preston Mattheis writes:

"I appreciate the opportunity to attend to the World Pork Expo. I was blown away by all companies that are a part of the commercial hog industry. All my life I have been exposed to the show industry side of swine. This was a learning experience in the commercial side of the industry. While I was there I attended several seminars. Two of them caught my attention. The first one was the Pork Economic seminar, in which I learned that hog prices are expected to see a four percent increase in the coming year.

"The second one was Targeting Viral Entry Through Feed Biosecurity. I discovered that companies are working on implementing feed mitigants to consumer's feed to kill disease in the feed to control biosecurity.

"Being able to see companies and meet with them was a great opportunity for a young person like me who is trying to find my roots in the pork industry. Another great aspect of this trip was meeting producers from not only South Dakota, but also producers from several other states and countries.

"I was very thankful to get to network and build relationships that will not only help me with my career path, but will also help me with my show pig endeavors. I am thankful for a having given this great opportunity and trip!"

World Pork Expo 2026 will take place June 3-4 in Des Moines.

Spring Legislative Action Conference



More than 120 pork producers from 21 states—including South Dakota—were in Washington, DC, in early April for the National Pork Producers Council (NPPC) spring Legislative Action Conference. This biannual event is organized by the NPPC for pork producers to carry their message to Congress on issues important to the U.S. pork industry.

South Dakota Pork Producer Council Board Members Jeff Wolff, Dan Howell, and Brent Greenway, and staff member Tina Erickson, were able to meet with all members of the South Dakota congressional delegation.

Key topics included Prop 12, the Farm Bill, foreign animal disease, trade, workforce, competition, line speeds, and Make America Healthy Again.

NPPC producer leadership also had an opportunity to participate in meetings at the White House with senior Trump administration officials, as well as with U.S. Department of Labor Secretary Lori Chavez-DeRemer and EPA Administrator Lee Zeldin.

Pork producers heard from House Agriculture Committee Chairman G.T. Thompson (R-PA) and Representative Don Davis (D-NC). Both Representatives spoke on their efforts to keep pork producers in operation, and stressed the importance of keeping trade and export in the forefront as our nation navigates through President Trump's second term.

NPPC's biannual legislative fly-in is an important opportunity for pork producer members to help advance various issues of importance to the U.S. pork industry and for policymakers to learn about the many benefits the industry provides in their districts, states, and throughout the country.



NPPC—A Singular Focus

Our sole charge is to protect the livelihood of pork producers in the U.S. We do so by regularly meeting and convening with legislators and regulators in our nation's capital and international trade organizations. To all, we stress the nutrition and hard-won safety of the pork products you provide consumers, that you raise hogs humanely, and the enormous contribution of the pork industry to the U.S. economy and local communities across America.

Our work to enact reasonable policies—and often prevent unreasonable ones—allows you to prosper as you continue in your critical role in agriculture. We accomplish all this with the smallest participant investment.

Learn more at nppc.org.

Managing Heat Stress in Swine Production

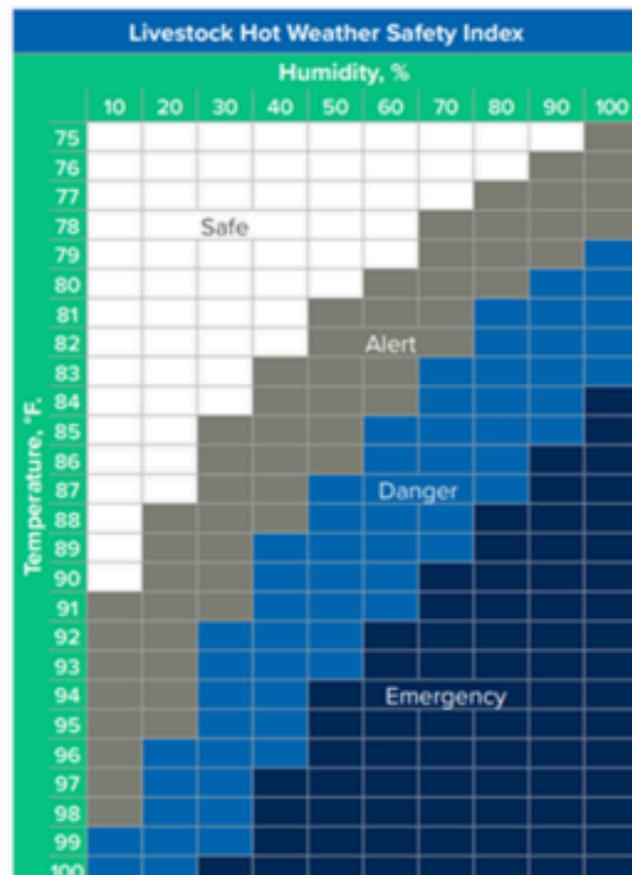
Rafe Royall, Bob Thaler, and Kaylynn Rudy; SDSU Extension

As spring turns to summer, pork producers across South Dakota and the nation are gearing up to take on a well-known enemy, heat stress. When temperature and humidity exceed the pig's thermoneutral zone, they lack the ability to maintain adequate heat dispersion, especially since pigs can't sweat (Figure 1).

In response to heat stress, pigs decrease feed intake to reduce heat production, but this can severely hamper many production measures. These negative impacts are most apparent in growing-finishing pigs; heat stress reduces intake and body weight gain, can increase carcass fat, and reduce carcass quality. The effects on breeding animals are less easily observed, but may be more costly. Heat stress can reduce farrowing rate, number of pigs born and weaned per litter, reduce sow feed intake and milk production, and these issues are just the tip of the iceberg (Boelke, 2024 Minnesota Extension). However, there are several methods to combat the heat stress in production.

When thinking about barn management, first and foremost we must ensure that ventilation and cooling equipment are in a good state of repair as these are critical to allow pigs to regulate their body temperature. It is vital you ensure appropriate ventilation for the pigs based on their life stage and size and have cooling systems to help lower their core body temperature (Table 1). Dr. Brett Ramirez with Iowa State University Extension developed a checklist (<https://store.extension.iastate.edu/Product/16839>) to help ensure that ventilation and cooling systems are functioning properly *before* a heat stress event. While checklists like this are a good starting point, it is important to take time to develop a checklist specific to your barn. Most importantly, you want to ensure appropriate ventilation (Table 1) and a cooling system to help pigs lower their core temperature.

Dietary changes can also help minimize the impact of heat stress. Increasing energy, via fat addition or removal of high fiber ingredients, can offset the daily gain reduction caused by decreased feed intake. For example, reducing the quantity of corn DDGS in the diet while increasing soy-



bean meal has been shown to improve growth performance during heat stress (Boyd and Rosero 2022). Additionally, it can be prudent to increase the concentration of ingredients with antioxidant properties (i.e. vitamin E and betaine) to combat oxidative stress caused by heat stress. Lastly, heat stress can lead to increased water consumption, which in turn can offset the pig's electrolyte balance. Therefore, supplementing additional sodium and potassium can negate this.

Table 1. Rules of thumb for swine ventilation (adapted from Midwest Plan Service)

Production Phase	Weight (lb)	Hot Weather Ventilation Rate (cfm/head)
Sow & Litter	450	500
Nursery	12-30	25
Nursery	30-75	35
Finishing	75-150	75
Finishing	150-250	120
Gestating Sows	400	250

Heat stress can severely hamper swine production during all phases. Dr. Steve Pollmann estimated that it costs the U.S. swine industry approximately \$900 million per year.

However, proper barn maintenance and management, coupled with changes in dietary strategy, can help offset these economic losses.

2025 Swine Summit

Ten participants, ranging in age from 12 to 18, took part in the 2025 Swine Summit held June 13 at SDSU's Swine Education and Research Facility. Topics included swine anatomy and physiology, brat making and cooking, showmanship and daily care, and swine nutrition.

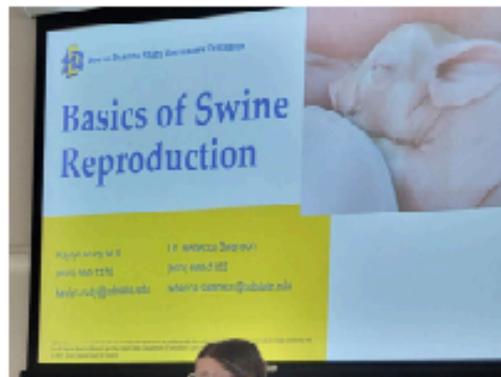
Presenters and organizers of the all-day summit included Dr. Bob Thaler, Dr. Rafe Royall, Dr. Chris Bakker, Dr.

Crystal Leveque, Kaylann Rudy, Dr. Eric Weaver, Dr. Rebecca Swanson, Tommy Norman and Jessica Lira da Silva. Dr. Evan Koep from Pipestone Veterinary Services presented on swine health and biosecurity which was followed by a tour of the Grow-Finish Barn.

During the lunch and learn session, SD Pork Producers discussed their production and other responsibilities to the

pork industry. Luncheon speakers included Dan Howell, Nathan Duerre, Trent Thompson, Shane Odegaard, Tina Erickson, and SDPPC Pork Ambassador Preston Mattheis.

Thanks to Midwest Drycast for sponsoring lunch and snacks, as well as Rick and Suzanne Moe and family for providing the pigs for the showmanship demonstration.



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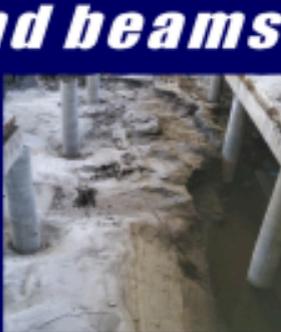
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Friday, August 8th, 2025

18 Hole – 4 Person Scramble

9:00 AM Shot Gun Start

Registration 7:30 AM to 8:30 AM

Central Valley Golf Club in Hartford, SD

Entry Fee (West on I-90 to Harford Exit 390, 3 miles north)



Due to the recent growth of the Pork Chop Open, we are limiting the golf teams to our Platinum or Gold Sponsors ONLY. Supper & Award Banquet following golf

- Your team **MUST** be signed up by July 28, 2025
- Five day cancellation policy (last day to cancel – 08/3/2024)
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Send payment and Registration to:

Pork Chop Open
Ashley Gelderman
2220 E. 54th Street N
Sioux Falls, SD 57104
(605) 335-9693 Ext. 3
AGelderman@standardnutrition.com

OR

Questions:

Pork Chop Open
Keith Matthiesen
(605) 310-5084
keithmatthiesen511@gmail.com

Money generated from this event goes to scholarships at SDSU for students interested in the swine industry, Sioux Falls Banquet, and National Guard Gift Certificates.

This event is sponsored by:

South Dakota Master Pork Producers Association



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5th Annual When Pigs Fly Event

Sponsorship Opportunities

We have sponsorship opportunities for the 5th Annual When Pigs Fly Clay Shooting event
Monday September 8th 12:30pm at Hunter's Pointe in Humboldt, SD.

If you are looking for ways to support SDPPC, please consider a sponsorship.
THANK YOU FOR YOUR SUPPORT!

Sponsorship Levels

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- Shell sponsorship
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Contact Tina Erickson at 605-332-1600 or terickson@sdppc.org with any questions.



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LIVABILITY

No difference in livability between vaccinates and control pigs.

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6 WEEKS

At 41 days post-vaccination, 80% of the control pigs (50/71) tested negative for PRRSgard RT-PCR compared to 20% (14/71) of the control pigs that tested positive.**

LOW SPREAD



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**VIRUS DETECTION
IN AIR FOR 35 DAYS**

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82%

less time viremic

1.0 weeks in vaccinates and 2.0 weeks in control group.†



75%

fewer viremic pigs

Mean TCID₅₀ of 3.0 for placebo pigs compared to mean TCID₅₀ of 0.75 for vaccinates at 14 days post-vaccination.††



See for yourself at pharmgate.com/usa/prrsgard-vaccine



- * Pharmgate Animal Health, Smithfield Hog Production-North Region, Iowa State University; Smith, C.; Chamba, F.; Pittman, J.; Rawal, G.; Zhang, J.; Francisco, C.; Evaluation of the response to PRRSgard[®] administration in weaned pigs, March 2020.
- ** Pharmgate Animal Health, Veterinary Resources Inc.; Chamba, F.; Sui, J.; Conarchy, B.; Zhang, X.; Ward, L.; Ma, S.; Ruth, D.; Venegoni, A.; Experimental safety and efficacy of a unique H5V PRRSV vaccine: PRRSgard[®], July 2019.
- *** Swine Vet Center, Pharmgate Animal Health; Kattakams, E.; Bellach, A.; Yaska, P.; McCuiston, L.; Okones, J.; Evaluation of airborne shedding and production setback post-weaning from Pharmgate PRRSgard[®] vaccine in commercial conditions, March 2021.

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Grocery Store Promotions

The weather has been warm, and SDPPC has been grilling at grocery stores around the state!



Lynn's Dakotamart in Ft. Pierre on June 12 with Abbey Riemenschneider, Mary Duvall, Brenda Forman, and Jeff Wolff



Watertown County Fair on May 16 with Adam Krause, Rod Foster, Abbey Riemenschneider, and Jason Foster



Lynn's Dakotamart in Pierre with Mary Duvall, Abbey Riemenschneider, and Mark Fuoss

Check out the Calendar of Events for where are going this summer, and be sure to come out and see us when we are in your area!

NPB Invites Gen Z and Millennials to *Taste What Pork Can Do*[™]

In early May, National Pork Board officially launched its new consumer campaign, *Taste What Pork Can Do*[™]!

Built on months of audience research and advertising development, the new campaign is designed to reach consumers with digital content across social media, streaming services, online ads and more. The message is simple but powerful: pork delivers taste, flavor, balanced nutrition and versatility.

Timed perfectly for grilling season, the campaign will use pork to sell more pork. Focusing on flavorful, familiar cuts, such as bacon, sausage and ham, and ultimately encourages consumers to expand their pork experience with fresh products.

Activations include influencer engagement, a culinary-focused NYC

media event and resources for retailers and state pork associations.

"This is a transformational time for the pork industry," said senior vice president of market growth at NPB David Newman. "We have a significant opportunity to build passion for pork with younger consumer generations, and we're going to do that by being unapologetic about our product, working as a partner with the supply chain and focusing on adding value to the whole hog."

This once-in-a-generation opportunity also stems from a forward-thinking investment in consumer insights and business intelligence by the NPB Board of Directors.

"We know more about our consumer than we ever have before," said NPB's vice president for business intelligence

Kiersten Hafer. "Our intentional commitment to developing deep insights specific to the category positions us to make the most of this pivotal time in the industry."

NPB's in-depth, proprietary consumer insights and typing tool, *Consumer Connect*, delivers pork-specific information about audience behaviors, motivations and preferences. This allows the campaign to be highly focused and meet consumers where they are and where they already get their information, with messages they want to receive. The campaign is specifically designed to reach three of the seven identified consumer segments: *Confident Meat Eaters*, *Mindful Choicemakers*, and *Culinary Adventurers*.

Learn more at porkcheckoff.org.



Brad Hohn & MDS 2025 Friend of the Department

SDSU Animal Science

SDPPC Board Member Brad Hohn has been a strong supporter of swine production faculty, staff, and students at South Dakota State University. He was recently recognized as 2025 Friend of the Animal Science Department.

Brad grew up in the Dimock and Parkston area. He attended SDSU from 1986-1988 before transferring to Northern State University where he earned degrees in business management and marketing in 1990. Brad then joined the family business, MDS Manufacturing.

Brad has always graciously offered his time and energy to educate the next generation of swine production students. He is a regular guest lecturer for Swine Production classes at SDSU. He allows classes to tour MDS manufacturing facilities in Parkston, and is a leader in the SD Master Pork Producers organization, which provides at least \$4,000 in scholarships annually to Animal Science students.

Brad's commitment to connecting SDSU faculty with U.S. swine producers has helped grow the research and Extension programs. He frequently invites SDSU Extension



faculty on farm visits to troubleshoot problems. Brad and MDS donated all the farrowing and gestation stalls and penning for the SDSU Swine Unit and personally helped remodel several of the rooms in the old swine barn. He actively encouraged other allied industry partners to invest in the On-Site Swine Unit. Also, Brad has been instrumental in helping grow the Poultry research program at SDSU.

"Friends" are people that you can call on to lend a hand without expectation of gain or obligation. This description fits Brad Hohn perfectly.



Stay up to date with SDPPC on Facebook!

PIG PALS

Thursday, August 7, 2025
@ 11am

Sioux Empire Fair Livestock Show Arena

An opportunity for individuals with disabilities to show a pig at the Sioux Empire Fair!

FOR SPONSORSHIP, VOLUNTEER, OR PARTICIPATION OPPORTUNITIES CONTACT ABBEY RIEMENSCHNEIDER AT 605-332-1600 OR abbeyr@sdppc.org

DOWN TOWN PORK SHOW DOWN

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Official Pork of the Show

Powering Pork's Future: New Three-Year Strategic Plan Charts the Path Forward

National Pork Board's Board of Directors has approved a new three-year strategic plan—part of a broader roadmap to guide their efforts through 2028.

The strategic planning process in August 2024, building on insights from a wide range of producers and industry stakeholders.

The result? A strategy that keeps producers' priorities front and center—ensuring every hard-earned dollar is put to good use. Input came directly from producers through a wide-reaching survey, as well as interviews with board members, industry leaders and staff experts.

Goal 1: Drive and increase the long-term value of pork.

Not surprisingly, the first goal focuses on driving demand and increasing the value of pork. We're making progress but want to keep our foot on the pedal and get more people to choose pork more often.

Goal 2: State pork associations and their producers are better able to anticipate and adapt to continuous change.

Another key focus is strengthening and elevating collaboration with state pork associations. State associations are the

U.S. pork industry's boots-on-the-ground, holding close relationships with producers and employees putting in the on-farm work every day. State pork associations serve as a direct link to the next generation of leaders and talent—essential components to the future of our industry.

Goal 3: Improve the lives of our pigs and our people.

The plan also focuses on NPB's role in contributing to a healthier herd and a healthier industry. Addressing endemic disease challenges and continuing work on foreign animal disease is key to the overall health of the herd. Healthier pigs mean increased employee morale, improved animal welfare, lower replacement rates and higher profits.

U.S. pork producers continue to lead with resilience, passion and purpose, pushing the industry forward. NPB's strategic plan provides a framework for our team to come alongside and support the efforts of pork producers with programs, projects and expertise specific to the industry's needs and opportunities.

More information is available at porkcheckoff.org.

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Passport to Pork

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The South Dakota Pork Producers Council believes that by educating our culinary students about pork production practices, proper handling, and preparation of pork products, we are setting them up to be well rounded and knowledgeable chefs that can go into the industry and create innovative and unique dishes that utilize the products our producers are so proud of.

Passport to Pork is a program that allows high school culinary students to learn about pork production practices and create a pork dish using ingredients from a randomly-selected country from around the globe. This encourages our future chefs to think outside of the box and look to other countries for inspiration to see how they utilize our pork products or adapt recipes to use pork in some way.

We are thankful to T.F. Riggs High School in Pierre, Madison Central, and Freeman High School, for allowing us to come into your classrooms to teach your students!

Applications are open on our sdpork.org website for the Fall semester. We are excited to teach pork in your classroom soon!



Our Mission

The mission of the Women's Ag Network is to connect, engage, and educate South Dakota women in agriculture, conservation, and related fields, empowering them to grow their networks, expand their opportunities, and build collaboration. We believe that women play a vital role in shaping the future of agriculture. This program seeks to support them in their leadership journey.

For More Information: Rebecca Blue | 605-354-9468 | Rebecca.Blue@blueagconsult.com
Website: www.WomensAgNetwork.org



WHEN PIGS FLY

SDPPC invites you to join us for our 5th annual clay shooting tournament!

Monday September 8, 2025 ~ 12:30pm

Hunter's Pointe Shooting Complex near Humboldt, SD

Individual shooters: Will be assigned to a team, shoot 14 stations in a 2-hour timeframe and enjoy a delicious pork meal for **\$150**

Team shooters: Team (4 individuals), shoot 14 stations in a 2-hour timeframe and enjoy a delicious pork meal for **\$500**

TOP TEAM AND SHOOTERS AWARDED PRIZES!

There will be a drawing for prizes following the pork meal!

Participants check in at 12:30pm for instructions and safety review

A WILD Team Flurry will follow the main shoot and feature 50 targets in the air within a 2-minute timeframe.

Cost of the WILD Team Flurry will be covered by sponsorship!

No ammo can be brought into Hunter's Pointe; the only ammo permitted is provided by Hunters Pointe.

Shotguns are available to rent if needed.

Contact SDPPC at 605-332-1600 or email Tina Erickson at terickson@sdppc.org with any questions.



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2025 State Fair Meal TICKET ORDER FORM

**SDPPC 2025 SD State Fair Meal tickets are valid from
Wednesday, August 27th, 2025, through Monday, September 1st, 2025.**

Business: _____

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email Address: _____

Deadline to order tickets is Friday, August 15, 2025.

Ticket Options: Minimum of 10 tickets must be purchased. Tickets are NOT refundable for cash.

- | |
|---|
| <p align="center"><u>Pork Proteins Available</u></p> <ul style="list-style-type: none"> • Pork Loin Sandwich • Pork On-A-Fork • Pulled Pork Sandwich • Pork Bacon Tender Stick (2) |
|---|

Meal Coupons include pork protein, chips, and drink

Pork Protein Only Coupons

Total Tickets _____ Pre-Pay \$12.00

Total Tickets _____ Pre-Pay \$8.00

Post-Pay \$15.00

Post-Pay \$10.00

Payment: SDPPC will send you the tickets before the SD State Fair. Post-pay tickets will be invoiced after the fair for the meal tickets that are turned in for your company. Pre-pay tickets will be invoiced when tickets are issued.

Signature _____ Title _____

Please return this form to: SD Pork Producers Council | 4615 West Homefield Drive | Sioux Falls, SD 57106

If you have any questions, please contact office at 605.332.1600 (office) or email sfox@sdppc.org

A United Front: Building a National Swine Health Strategy for U.S. Pork Producers

The health of the U.S. swine herd is critical to every pork producer's livelihood and the industry's future. Pork producers battle both everyday endemic diseases and the looming threat of foreign animal diseases (FADs) that could devastate their livelihoods. That's why the National Pork Board (NPB), working together with key industry partners such as the National Pork Producers Council (NPPC), is actively developing a comprehensive National Swine Health Strategy.

This isn't just another initiative; it's a producer-driven effort designed to protect and improve the health of the U.S. swine herd. Producers' responses are critical! You can participate in this collaborative industry effort to shape the future of swine health by completing a short online survey before September 1, 2025.

Current efforts to improve swine health can feel scattered. Initiatives in many areas, from barn innovation and

diagnostics to nutrition, biosecurity, and FAD preparedness, are all in place. The National Swine Health Strategy aims to pull these diverse efforts together, creating a more aligned and cohesive framework that directly tackles the industry's most pressing health challenges.

What truly sets this strategy apart is its producer-driven approach. By gathering extensive input from producers across all types of operations – independent producers, integrated producer-packers, show pig producers, niche and specialty producers, and contract growers, grassroots voices are heard. This isn't just a survey; it's a commitment to ensuring every producer is given a voice.

This vital data collection phase is open until September 1. It includes online and phone surveys, one-on-one conversations, and listening sessions at industry events and open forums.

Following input gathering, a diverse advisory group will guide the strategy's direction. This group includes producer leaders representing various segments of the industry, state pork association executives, the CEOs of NPPC and NPB, and their lead swine veterinarians. Their crucial role is to review the aggregated survey results and insights, then use this industry input to prioritize the most critical swine health challenges. Development of this strategy is on a fast track, with an update on progress scheduled for delegates at the 2026 Pork Forum.

You can go online to complete the survey by scanning the QR code on the next page, or by going online to pork.org.

If you have questions regarding the National Swine Health Strategy or would like to take the survey over the phone, please contact the NPB service center at 800-456-7675.

The Road to a Healthier Herd.

Your input is critical to developing a National Swine Health Strategy!

We are seeking input from producers and other swine industry stakeholders. Participate in a collaborative industry effort to shape the future of swine health.

A producer-led U.S. swine health strategy is an essential part of a larger goal to improve the lives of pigs and people.

For questions regarding the National Swine Health Strategy or to take the survey over the phone, contact the NPB Service Center at 1-800-456-7675.



Scan to take the survey before September 1.



U.S. Ag Secretary Questioned on Prop. 12, MAHA, Animal Disease Research

In an appearance before the House Agriculture Committee, Ag Secretary Brooke Rollins testified on a variety of pork industry priorities.

In the first question of the hearing from Chairman G.T. Thompson (R-PA), Rollins reupped her support for fixing the problems posed by Prop. 12: “When those ideas, and those rules, and those laws begin to impact other states in such a negative way, that is not what our founders intended. That is not constitutional, and it is not OK...I stand in full support of your effort. We’re also looking at things we can potentially do at the Department to mitigate for some of the consequences of this rule that, again, California has the right to do what California wants to do. But the minute that crosses the border and begins to compromise, in such a significant way, our pork producers, we need to act.”

Rollins also touched on the recently released “Make America Healthy Again” (MAHA) Commission report, which has drawn sharp criticism across agriculture, especially NPPC, for its step away from risk-based research, excluding farmers from discussions, and demonizing certain pork products. “There’s no doubt that we could do better on the next report,” Rollins said. “And my commitment is to do everything I can to ensure that our ag community is better represented.”

Committee member Rep. Brad Finstad (R-MN) raised concerns about closing the 68-year-old Plum Island Animal Disease Center Foreign Animal Disease Diagnostic Laboratory because the National Bio and Agro-Defense Facility (NBAF) is not yet ready to assume the lab’s work. He asked about vacancies at NBAF and whether personnel cuts and a hiring freeze recommended by the Department of Government Efficiency will affect the facility’s ability to become fully operational.

Rollins assured lawmakers that important research on and critical operations related to diseases affecting livestock will continue as those functions are transferred from the USDA-staffed Plum Island facility off the coast of Long Island, NY, to NBAF in Manhattan, KS.

NPPC supported the construction of NBAF as a critical resource for protecting the U.S. livestock industry and the national food supply. The facility’s diagnostic and research capabilities are critical for combatting foreign animal diseases, but those jobs can be performed only by adequate and trained employees. An early closure of Plum Island would have left animal agriculture vulnerable and without diagnostic capability against foreign animal diseases.



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SDPPC Board Spotlight: Jason Foster, SDPPC Board President

The strength of SDPPC is found in our volunteer leaders who give of their time and talents to serve on our board and as committee members. The Board Spotlight this quarter is President of SDPPC, Jason Foster. His perspective as a producer, Dad, and community leader, are invaluable. Thank you, Jason!

Tell us about your farming operation. I am a fifth generation farmer from Garden City SD. We have a diverse farming operation which includes raising corn and soybeans on 1500 acres, a 200-head sow farrow-to-finish operation, and 120 cow/calf pairs.

How long have you been with SDPPC, and how did you get started with the organization?

I have been involved since 2006 with SDPPC starting with Annual Meeting and Trade Show Committee. We attended our first SDPPC trade show in 2002 and from there on my dad got involved with SDPPC and I decided I also should get involved with the organization. I got elected to the SDPPC Executive Board in 2019 and in 2023 got elected as First Vice President and then President in 2025.

What is your favorite part of being involved with SDPPC? My favorite part of being involved is the people. I have met a lot of great people from this state and also from all over the United States. It is also an honor that I can be a voice for South Dakota Pork Producers and go to work for them on certain issues.

Tell us about your family: My family consists of my wife Ashley, our two-year-old son Renner, and my Mom and Dad, Sheri and Rodney.

What are your hobbies: I like dirt track racing, rodeo, traveling, snowmobiling, going to hog shows, and just spending time with my family.

Fun facts about me: I am a Certified Fireman and Fire Chief for our local fire department.



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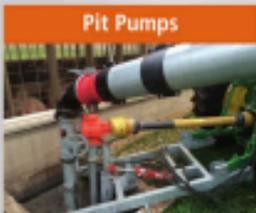
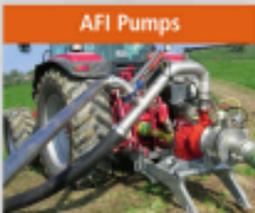
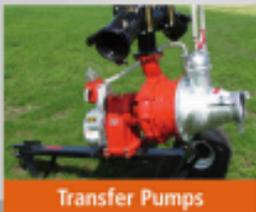
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SDPPC's 57th Annual Pork Congress

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Contact Tina Erickson at 605-332-1600 or terickson@sdppc.org for any questions.

Thanks to our SDPPC Alliance Members!





Grilled Dijon Pork Tenderloin & Asparagus

Ingredients

2 (1-lb) pork tenderloins	½ tsp salt
½ cup Dijon mustard	½ tsp black pepper
2 tbsp honey	1 navel orange, zest (or grate) the peel
2 tsp chopped fresh rosemary	2 lbs asparagus, trimmed
2 tbsp whole grain mustard	2-3 tbsp olive oil
2 tsp minced garlic	Salt and pepper, to taste

Directions:

Prepare the pork tenderloins

Trim the pork tenderloins by removing the silverskin with a sharp knife.

In a medium bowl, whisk both mustards, honey, rosemary, garlic, orange zest, salt, and pepper.

Place the pork tenderloins in a 1-gallon resealable bag and pour in half of the marinade.

Marinate pork in the refrigerator for at least 1 hour and up to 8 hours. Store the remaining marinade in the refrigerator.

Grill the pork tenderloins

Preheat the grill to 450°F or high heat. Clean and oil the cooking grate, then close the lid.

Remove pork from the marinade. Discard the used marinade.

Grill the tenderloins for 15–20 minutes, turning and rotating every 5 minutes to allow each side to brown. Pork tenderloins are cooked when golden and crispy on the outside and the internal temperature reaches 145°F.

Remove the tenderloins from the grill and place on a carving board. Brush the reserved (unused!) marinade on the pork, then allow it to rest for 10 minutes before slicing.

Grill the vegetables

In a large bowl, toss the trimmed asparagus in olive oil and season with salt and pepper.

While the pork is resting, grill the asparagus for 3–5 minutes, turning often.

Put it all together

Slice the pork tenderloins into strips, then serve with grilled asparagus. Enjoy!

**Whole muscle pork cuts are safe to eat when cooked to 145°F and allowed to rest for 3 minutes.*

Bacon Wrapped Figs

Ingredients

6 slices bacon, halved lengthwise
12 figs, de-stemmed
12 pecan pieces, toasted
3 tbsp maple syrup
¼ – ¼ tsp ground cayenne

For the dip

¼ cup (2 oz) soft goat cheese
¼ cup (2 oz) cream cheese
3 tbsp milk
2 tsp finely chopped fresh thyme leaves OR ¾ tsp dried thyme leaves

Directions:

Prepare the dip: In a small bowl, combine the goat cheese, cream cheese, milk, and thyme. Mix well, then cover and chill until serving time.

Make the bacon-wrapped figs:

Preheat the oven to 425°F. Place 4 layers of paper towels on a microwave-safe plate. Top with bacon slices, then cover with 2 more layers of paper towels. Microwave the bacon on high for 1–2 minutes to render the fat. Allow to cool.

Slice each fig twice, starting at the stem end and cutting three-quarters of the way to the bottom.

Stuff each fig with a pecan piece. Wrap a half strip of bacon around each fig and secure with a toothpick.

Place wrapped figs on a foil-lined baking sheet and bake for 10 minutes.

Turn the figs over and bake for another 5 minutes or until bacon is sizzling and begins to crisp. Remove from the oven.

In a small bowl, combine syrup and cayenne pepper. Brush the mixture over each appetizer.

Serve with the chilled dip and enjoy.

**Cook bacon to an internal temperature of 145°F (63°C) with a 3-minute rest.*



"Taste What Pork Can Do" is brought to you by the National Pork Board.

You can find more recipes and inspiration at www.tastewhatporkcando.com

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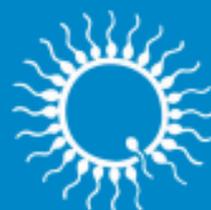
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