



# PORK CHECKOFF REPORT

JAN FEB 2020



## The Buzz on Pollinators and Monarchs



Pig farmers are leaders in adopting new technologies and practices that benefit their communities, the environment, and their animals. There is a spirit of innovation that harmonizes with smart farming practices and brings these shared benefits to enhance the environment and landscape.

Dave Mensink farms with his wife Tracy, their son Alex and his wife Katie near Preston, Minnesota. Dave grew-up just down the road from his current home farm site, which is nestled right up against Forestville State Park. This area of southeast Minnesota is



*continued on page 8*

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*Minnesota pig farmer, Maddie Hokanson, donating hams with her family after being challenged to join in on the giving.*

# Minnesota Pig Farmers ‘Hamming it Up’ for the Holidays

During the 2019 holiday season, Minnesota pig farmers, packers, retailers, state associations and community members across the state encouraged each other through social media channels to donate hams or other cuts of pork to shelters and food pantries in their communities. The Hams Across America and Give A Ham campaigns, completing their fourth year in 2019, demonstrate just one of the ways individuals and companies in the pork industry give back to the communities they live and work in.

Minnesota pig farmer, Maddie Hokanson, says, “Hams Across American is an opportunity for pig farmers to get involved in their local communities while giving back to those in need. My family was excited to get involved because we realize the

## MN PORK CALENDAR

### MARCH 4

#### PQA Plus & TQA

9 a.m. – 4 p.m.  
 1406 E. Lyon St.  
 Marshall, MN  
*Preregister: colleen@mn pork.com or 1-800-537-7675*

### MARCH 7 & 8

#### Minnesota Monthly Food and Wine

Target Field  
 353 N 5th St.  
 Minneapolis, MN

### MARCH 18

#### PQA Plus & TQA

9 a.m. – 12 p.m.  
 West Central Research and Outreach Center  
 46352 State Highway 329  
 Morris, MN  
*Preregister: colleen@mn pork.com or 1-800-537-7675*

### APRIL 15

#### PQA Plus & TQA

9 a.m. – 4 p.m.  
 WRED – Biotech Advancement Center  
 1527 Prairie Drive  
 Worthington, MN  
*Preregister: colleen@mn pork.com or 1-800-537-7675*

### MAY 13

#### PQA Plus & TQA

9 a.m. – 4 p.m.  
 McLoed County Fairground – Country Diner  
 840 Century Ave  
 Hutchinson, MN  
*Preregister: colleen@mn pork.com or 1-800-537-7675*

### JUNE 10

#### PQA Plus & TQA

9 a.m. – 4 p.m.  
 Minnesota Pork Office  
 151 Saint Andrews Court, Ste. 810  
 Mankato, MN  
*Preregister: colleen@mn pork.com or 1-800-537-7675*

### JUNE 24

#### PQA Plus

6 p.m.  
 Minnesota Pork Office  
 151 Saint Andrews Court, Ste. 810  
 Mankato, MN  
*Preregister: colleen@mn pork.com or 1-800-537-7675*

### JUNE 15 – 17

#### Young Leaders in Agriculture Conference

Best Western PLUS Ramkota Hotel  
 3200 West Maple St.  
 Sioux Falls, SD 57107



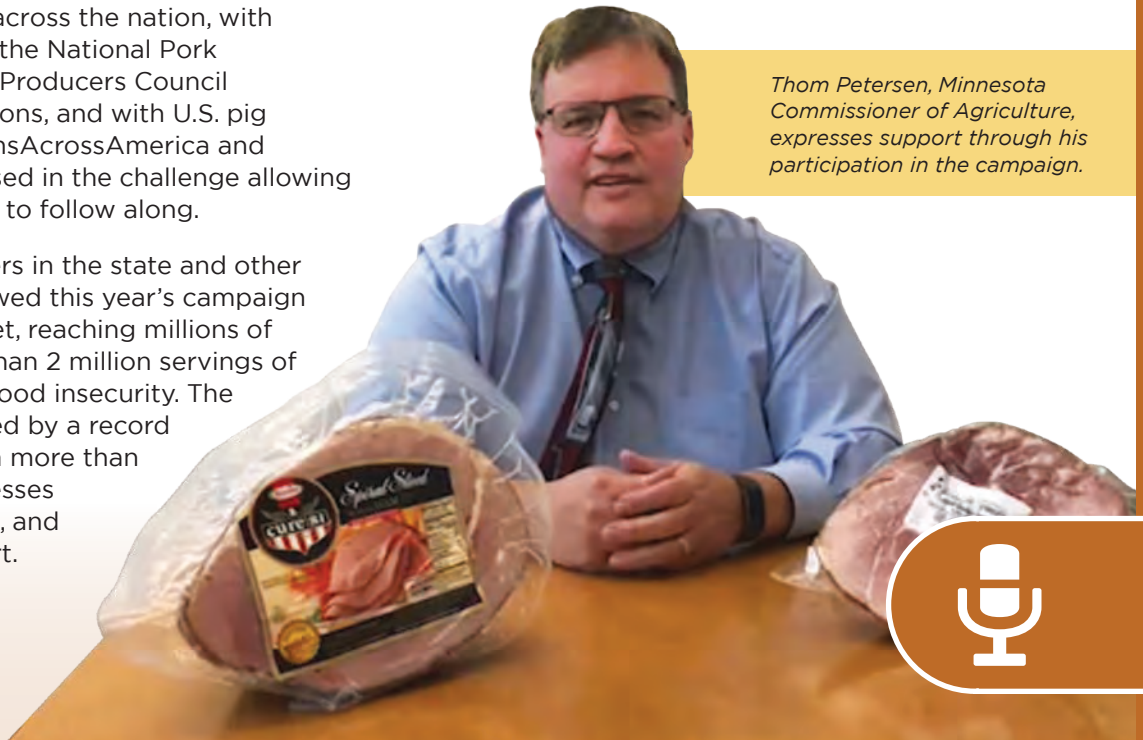
importance of giving, and this initiative allows us to showcase the pork products we work hard to raise for consumers every day.”

These campaigns not only occurred throughout the state of Minnesota, but across the nation, with collaborations beginning at the National Pork Board (NPB), National Pork Producers Council (NPPC), state pork associations, and with U.S. pig farmers. The hashtags #HamsAcrossAmerica and #WeCareGiveAHam were used in the challenge allowing participants and bystanders to follow along.

Participation from key leaders in the state and other Minnesota associations allowed this year’s campaign to be the most successful yet, reaching millions of viewers and totaling more than 2 million servings of donated pork to help fight food insecurity. The challenge was also supported by a record number of participants, with more than 1,600 individuals and businesses contributing time, resources, and pork to the nationwide effort.

Each year, the campaign kicks off on Giving Tuesday, following Thanksgiving weekend. Follow along with the challenge next year and join in the giving yourself!

*Thom Petersen, Minnesota Commissioner of Agriculture, expresses support through his participation in the campaign.*



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# U.S. Pork Exports Set Both Value and Volume Records in 2019

## Checkoff is focusing on aggressive growth strategies in 2020

U.S. pork exports finished 2019 on a high note, setting new records for both value and volume, according to statistics released by the U.S. Department of Agriculture (USDA) and compiled by the U.S. Meat Export Federation (USMEF). For the year, 5.89 billion pounds of U.S. pork and pork variety meats valued at \$6.952 billion were exported to countries around the world, up 10% and 9% respectively from 2018.

Pork exports accounted for 26.9% of total 2019 U.S. pork production. Export value per head averaged \$53.51, up 4% from 2018.

“China was the main driver for the record-breaking pace of U.S. pork exports in 2019,” said David Newman, president of the National Pork Board. “We are poised to help fill China’s protein gap caused by the country’s African swine fever (ASF) outbreak. But we’re also focused on recapturing lost market share with key customers and investing in research to develop emerging markets.”

While exports to China were higher in 2019, key U.S. pork customers, including Japan (No. 1 in value) and Mexico (No. 1 in volume), saw significant declines as the United States worked to negotiate new trade deals with each country.



Japan has historically been the leading market for U.S. pork in terms of value, as well as the leading destination for U.S. chilled (never frozen) pork loins. In 2019, the U.S. held 46% of Japan’s market for chilled pork, down from 70% in 2017, according to Norman Bessac, vice president of international marketing.

“With Japan as the most important U.S. market, the Pork Checkoff has brought key stakeholders and thought leaders together on a task force to lead marketing efforts there,” Bessac said. “The

Checkoff investment in the task force and subsequent programs, promotions and educational events will help build Japan’s confidence in U.S. pork and allow exporters to recapture lost market share.”

Mexico remains the top market for U.S. pork by volume, with over 1.56 billion pounds of pork and pork variety meat exported in 2019.

“The majority of pork and pork variety meat exported to Mexico is bone-in hams,” said Bessac. “This is a great market, but there’s an opportunity to expand the product





mix and to add value for U.S. pig farmers.”

Recently, the Pork Checkoff secured grant funds through the Foreign Ag Service Quality Samples Program and the Emerging Markets Program to help customers in Mexico develop new uses for pork loins. A new task force will provide insight to the Checkoff and USMEF as they use the grant and other programs to diversify U.S. pork exports to Mexico.

Building on the success of the Pork Checkoff report, **Pork 2040: China Market Assessment**, a new research and market study focusing on the ASEAN region, specifically Vietnam and the Philippines, will be conducted and released this year.

“The Pork Checkoff is committed to adding value for pork producers,” Newman said. “Aggressive marketing strategies in both developed and emerging markets will position U.S. pork to do just that.”

The Pork Board has developed new infographics, which can be found online, to highlight the importance of pork exports to U.S. pork producers. To learn more visit, [pork.org](http://pork.org).



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# Meet the 2020 Minnesota Pork Board Executive Board



At the Minnesota Pork Board's 2020 annual meeting held at the Hilton Minneapolis on Monday, January 27, four newly-elected Executive Board members were chosen to serve Minnesota's pig farmers. Each elected representative will serve on the Executive Board for a three-year term and provide their guidance and expertise for the three scope areas of checkoff work including education, promotion, and research. The four will officially join the other eight board members following the 2020 Pork Industry Forum.

## TERM ENDING IN 2022

Brad Hennen, *Ghent*  
Roger Punt, *Prinsburg*  
Todd Selvik, *Waseca*  
Myrna Welter, *Stewartville*

## TERM ENDING 2021

Meg Freking, *Jackson*  
Brian Johnson, *Maple Grove*  
Galen Johnson, *Dodge Center*  
Angie Toothaker, *Granada*

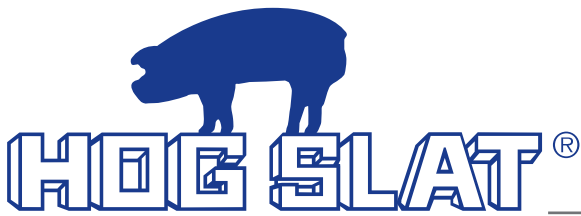
## TERM ENDING 2020

Chris Compart, *Nicollet*  
JoDee Haala, *New Ulm*  
Dan Helvig, *Truman*  
Brian Schwartz, *Sleepy Eye*

*Front Row L to R: Galen Johnson, Meg Freking, JoDee Haala, Myrna Welter, Angie Toothaker, Brian Johnson*  
*Back Row L to R: Todd Selvik, Dan Helvig, Brad Hennen, Roger Punt, Brian Schwartz, Chris Compart*





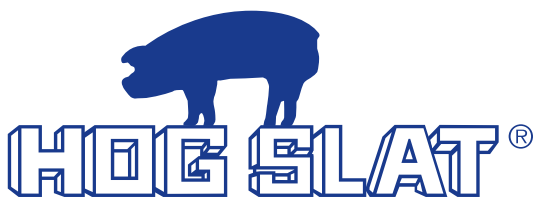


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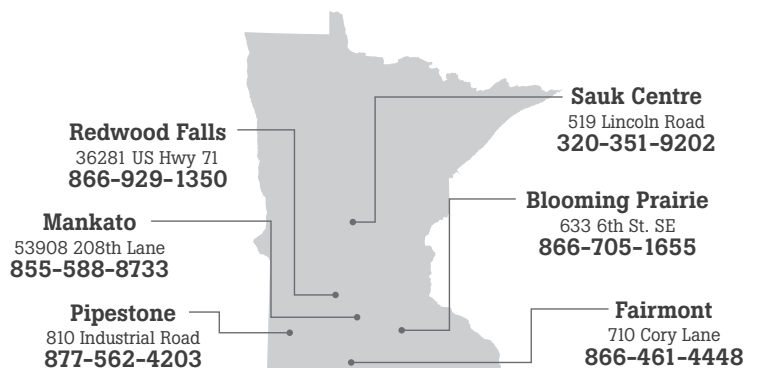


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# The Buzz on Pollinators and Monarchs

*continued from page 1*

also known for its karst features including sink holes, shallow bed rock, and disappearing springs. Dave has been farming in this area since 1981. Experience and knowledge of how water moves on and off his farm has helped Dave adopt practices that protect vulnerable landscapes on his farm while building soil health and protecting water quality.

The Mensink family has a diversified crop and livestock farm where they raise pigs, beef cattle, corn, and soybeans. They have an on-farm feed mill and buy grain from local farmers. Each part of their farm plays an important role in how they interact with the landscape. The Mensinks have planted pollinator and monarch habitats, grassed water ways where they bale grass hay for their cows, and planted buffers around sink holes.

“We think conservation projects coincide well with the culture and philosophy of our farm,” Dave says. “We’re in a karst area and we know how important it is to protect these features.”

Dave also pays special attention to their nutrient management plan

to ensure they protect sensitive features from runoff or leaching of nutrients.

“It doesn’t matter the nitrogen source on our farm, be it commercial fertilizer or nutrients from swine manure, we need to be responsible and protect these areas,” Dave says. “These inputs are valuable to our farm and it’s just good business to do it right.”

The Mensink family has found ways to use a variety of programs and partnerships to collaborate and fund various conservation practices.

One project the Mensink family recently started is being done in partnership with the Minnesota Pork Producers Association and the Environmental Defense Fund(EDF). The partnership includes planting nearly 10 acres of land to monarch habitat with three different farms.

“We like the idea of providing habitat and that we could put this habitat around some karst features,” Dave says. “We are also going to do monarch plants around a barn in an area we would typically mow. Not only

are we providing habitat, we are protecting water quality.”

The partnership worked with three farms to identify suitable acres for





monarch habitat. Kyle Kasten from the Monarch Joint Venture in St. Paul works with the farmers and EDF to build the site plans and help get the monarch plantings off to a good start. With technical guidance provided by EDF, the farms were given site plans and were provided with a seed mix tailored specifically to their farms.

“The process of working with EDF was good. We showed Kyle a couple different sites and shared maps with the acres we had in mind,” Dave says. “Once we had the plans, we started prepping the sites. We got one area planted this fall and the other will be planted in the spring.”

Dave noted the process with EDF was seamless and they have been easy and flexible to work with.



“Once we had the plans, we started prepping the sites. We got one area planted this fall and the other will be planted in the spring.”



The EDF partnership is not the first time the Mensinks have done conservation plantings. They have also done an enhancement project through the Conservation Stewardship Program (CSP). Dave says each process was easy to work through but there was some added flexibility with the EDF because it is not a government program.

Dave and his family are engaged in other conservation efforts including a field-to-stream project with the Minnesota Department of Agriculture.

“We’ve done different nitrogen plots with the Minnesota Department of Agriculture and work hand-in-hand with our local Soil and Water Conservation District to provide acres for installing water ways,” Dave says. “The water ways are in CDP so we are able to get bales for the beef cows. These are good conservation measures for our area.”

Dave works to collaborate with neighbors he farms next to and encourages partner (contract) farmers to do the same. One

example includes working with a neighbor to continue a grass waterway on “his side of the fence.” Dave recognizes that farmers can work together and these efforts will help both of their farms be more resilient and sustainable.

Going forward, the Mensinks believe there will be even more emphasis placed on best management practices for farms in their area. Knowledge and experience will help them match up the right practices to different landscape features that can actually improve and protect water quality and soil health.

Conservation is also an important topic that Dave shares with the contract growers who raise pigs with him.

“We always encourage our contract growers to keep the landscape in mind and update and strictly follow nutrient and manure management plans,” Dave says. “Contract growers are an important part of our business and they reflect on the culture and practices of our farm.”

Farming near a state park and in the heart of the karst region presents its own unique challenges and opportunities. However, a spirit of innovation and mindfulness has allowed the Mensink family to grow and sustain their farming operation.

“Practices like split applying nitrogen, nitrate testing, grassed water ways, and terraces we can farm over are going to be important for sustaining our farm in this area,” Dave says. “We enjoy farming here and it’s critical that we do it right so Alex and Katie can continue to farm and raise their family here, too.”



# 2020 Pork Congress Overview



On January 27, pig farmers from across the state gathered at the Hilton Minneapolis for the Minnesota Pork Board (MPB) and Minnesota Pork Producers Association (MPPA) annual meetings held the day prior to the Minnesota Pork Congress. With busy agendas covering financials, resolutions, 2020 goals, and executive board elections, the two meetings provided thought-provoking conversations and a forward-looking mindset for 2020.

Following the annual meetings, an awards reception took place to recognize individuals and families who have made significant contributions over the years through pork promotion, consumer and producer education, youth mentoring, and service to the pork industry. The MPB and MPPA commends each award recipient for their dedication to the industry and thanks them for their continuous efforts to improve it.

The 2020 award recipients are:

- **Distinguished Service:**  
*Gary Koch, Sleepy Eye*
- **Environmental Steward:**  
*Craig Holm, New Ulm*
- **Family of the Year:**  
*Hugoson Family, Granada*
- **Pork Promoters of the Year:**  
*Dale and Lori Stevermer, Easton*
- **Swine Manager of the Year:**  
*Tim Kerkaert, Marshall*

## TASTE OF ELEGANCE

Minnesota's annual Taste of Elegance took place the night prior to the Minnesota Pork Congress in the Hilton Minneapolis ballroom. The invite-only event hosted 7 accredited chefs from all across

the state to compete for the coveted Chef Par Excellence award, amongst other awards.

Combining culinary creativity and a palatable display, each chef lined the walls of the ballroom offering the more than 750 guests a sample of their delicious, unique dish. Throughout the night, each attendee had the opportunity to vote for their favorite dish, and after tallying the votes, Chef Shawn Lowman was named the People's Choice award winner.

Chef Chef Tim McCarty of the Mayo Foundation House in Rochester took home the Chef Par Excellence award with the dish, Cheeky Belly. Chef Shawn Lowman of Quarter Deck in Nisswa also took home the second place award. Chef Michael Beck, executive chef at the Hilton Minneapolis, received third place honors. Finally, the best Evening Table Display was awarded to Chef Francis O'Brien at Milwaukee Road - The Depot.

Hosting more than 130 exhibiting companies, the Pork Congress Trade Show began early Tuesday morning and ended mid-afternoon on Wednesday. Trade show







attendees browsed the aisles and booths throughout the two-day show noticing new cutting-edge innovations and technologies along with making impactful new contacts at Minnesota's best swine-specific trade show.

Following the Tuesday's activities, the Minnesota Pork Board hosted a happy hour on the trade show floor for all attendees and exhibitors to attend. A variety of pork appetizers and an assortment of drinks provided the opportunity for exhibitors to reconnect with attendees they met with earlier in the day.

Throughout the two-day event, attendees also had the opportunity to attend a handful of seminars focused on industry hot topics such as the new millennium of We Care, becoming an employer of choice, what will happen in the event of a foreign animal disease, the state of agriculture in Minnesota, and the accurate reflection consumer's purchasing decisions. If you are interested in one of these topics but were unable to attend the seminar, recordings of the seminars may be found on our website: <https://www.mnpork.com/farmer-resources/pork-congress-seminars-recordings/>.

Be sure to save the dates for the 2021 Minnesota Pork Congress on January 19-20!



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America's pig farmers are committed to improving the environment and our communities. We are guided by the six ethical principles of our We Care commitment and evolving and improving practices across our supply chain toward the safest, highest-quality pork supply in the world.



## Food Safety

By managing the health of our herds and employing the latest technologies, we minimize food safety threats. We achieve this through comprehensive training programs, biosecurity practices and disease prevention and mitigation plans.

*Providing safe, nutritious food is our most important responsibility.*  
- Joe Dykhuis, Michigan



**71,000**

farmers and farm personnel voluntarily participate in PQA Plus<sup>2</sup>



**85%**

of all U.S.-raised pork comes from PQA Plus certified farms<sup>3</sup>



**31,000**

industry animal handlers and transporters have TQA certification<sup>5</sup>



## Animal Well-Being

Good animal care is required to raise healthy animals that produce quality food for consumers. We provide feed, water, veterinary care and an environment that protects pigs at every stage of their lives.

### Animal diets should be:



Nutritionally balanced



Produced efficiently



Protected from biosecurity hazards



Today's barns keep animals safe from harm, keep predators out, prevent feed or water contamination, protect biosecurity and provide for the needs of animals at all stages of life.



## Environment

Our livelihoods are tied to the air, water and land and it's our responsibility to protect our resources. By using manure as a nutrient-rich fertilizer, using barns and lagoons that protect water quality, implementing renewable energy and reducing odors and emissions, we can protect the environment for our children.

In the past six decades, pig farmers have reduced our environmental footprint, using<sup>2</sup>:



**75.9%**  
less land



**25.1%**  
less water



**7.0%**  
less energy



**7.7%**  
fewer carbon emissions

Agriculture accounts for

**9.39%**

of U.S. greenhouse gas emissions but pork production accounts for just

**0.46%.<sup>3</sup>**



**262%**

more food produced with

**2%**

fewer inputs<sup>3</sup>







## Public Health

Pig farmers have contributed to the U.S. food supply's strong reputation for safety. We use antibiotics responsibly and have put biosecurity practices in place that protect the food supply. We're also focused on providing a lean source of protein for consumers.



### 43% drop in use

of medically important antimicrobials in food-producing animals between 2015-2017<sup>4</sup>



### 8

cuts of pork are leaner than they were 20 years ago<sup>1</sup>



## Our People

Farm safety is no accident and our comprehensive training programs including PQA Plus and TQA help ensure a safe workplace where employees are treated fairly and with respect.

### Pig farmers:



Comply with applicable Occupational Safety and Health Administration regulations



Leverage resources including the Employee Safety Toolkit and Barn Culture Toolkit



Participate in national, third-party benchmarking



Receiving training through PQA Plus, TQA and the Certified Swine Manager Program

### 99%

of caretakers know the training needed for their particular duties.<sup>45</sup>



## Our Community

We understand our trust is earned and we're committed to giving back to create a better quality of life in our communities.

**1,300** volunteers told the pig farm story of innovation, quality and stewardship **10,000** times to **288,000** people in **48** states and **80,000** students through Operation Main Street.<sup>6</sup>

### Pig Farmers' Charitable Giving in 2018<sup>1</sup>

**804,644** pounds of pork donated, totaling 3.2 million servings

**54,570** hours of time volunteered

**\$5.5M** donated to charitable causes



## Learn more at [PorkCares.org](http://PorkCares.org)

### SOURCES

<sup>1</sup> National Pork Board.

<sup>2</sup> Retrospective Analysis of US Pork Production from 1960 to 2015 Using LCA. <https://www.pork.org/wp-content/uploads/2016/10/16-214-THOMA-final-rpt.pdf>. July 7, 2018.

<sup>3</sup> U.S. Environmental Protection Agency (EPA), 2016.

<sup>4</sup> FDA. The 2017 Summary Report on Antimicrobials Sold or Distributed for Use in Food-Producing Animals. <https://www.fda.gov/media/119332/download>

<sup>5</sup> "Operation Main Street Shares Facts about Pig Farming with 10,000 Groups." National Pork Board. <https://www.pork.org/news/operation-main-street-shares-facts-pig-farming-10000-groups/>



## 2020 EXECUTIVE BOARD

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Sleepy Eye

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Ghent

### Secretary:

**Myrna Welter**  
Stewartville

### Chris Compart

Nicollet

### Meg Freking

Jackson

### Dan Helvig

Truman

### Brian Johnson

Walnut Grove

### Galen Johnson

Dodge Center

### Roger Punt

Prinsburg

### Brian Schwartz

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### Todd Selvik

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### Angie Toothaker

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Chief Operating Officer

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Intern

### Rachel Sonnabend

Intern

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### INGREDIENTS

- 2 pork tenderloins, about 1lb each
- 2 Tbsp. mixed peppercorns
- 1 Tbsp. butter
- 1 Tbsp. oil
- 4 minced garlic cloves
- 1 Tbsp. rosemary, chopped
- 1 Tbsp. thyme, chopped
- 1/4 cup panko breadcrumbs
- 1 tsp. coarse kosher salt
- 2 Tbsp. Dijon mustard



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## STEPS

1. Preheat oven to 425 degrees. Place peppercorn in a small resealable plastic bag. Using a rolling pin, crush peppercorns coarsely and set aside.
2. In a small skillet melt butter and oil over medium heat. Add garlic and sauté for 30 seconds until soft and fragrant. Add rosemary and thyme, continue cooking for 30 seconds. Cool slightly. Stir in panko, peppercorns, and salt.
3. Lightly brush tenderloins with Dijon and press peppercorn mixture along top and sides. Lightly coat a baking sheet with cooking spray, and carefully transfer tenderloins to the sheet. Roast in the oven for 15 minutes or until meat registers 145 degrees.
4. Melt 1 Tbsp. of butter in a shallow saucepan. Add shallots and cook on medium heat until softened (3 to 4 minutes.) Add garlic, and cook one more minute. Add cream, mustard, salt, and pepper to the shallots. Stir together and bring to a gentle boil. Reduce heat and simmer until slightly thickened (4 to 5 minutes). Set aside until ready to serve.
5. Allow tenderloin to rest 8 minutes, slice and serve with a spoonful of mustard cream sauce.

## FOR CREAM SAUCE

- 1 Tbsp. butter
- 1 small shallot, minced (about 1 to 2 Tbsp.)
- 1 small garlic clove, minced
- 1 cup cream
- 2 Tbsp. Dijon mustard
- 1/4 tsp. kosher salt
- pepper to taste



## Who is APC?

While you may have heard of APC, chances are you may not know much about who we are and what we do. We've been in the business of manufacturing spray-dried plasma proteins for more than 35 years, but typically work behind the scenes. We would like to provide you with more information about the company behind spray-dried plasma.

APC is one of seven independent companies owned by The Lauridsen Group, Inc.

- We are a third-generation, family owned company.
- Our headquarters is in Ankeny, Iowa.
- APC employs approximately 500 people.
- We operate 20 manufacturing facilities in nine countries worldwide.

APC was created in 1981 with a commitment to research and a passion for animal nutrition. The company has grown to become the largest global manufacturer and

supplier of porcine and bovine blood plasma and red blood cell products used in the swine, ruminant, poultry, aquaculture, pet food and biostimulant industries.

A few interesting facts about APC and plasma include:

- APC continuously works on research and development projects, including processing technologies in the pilot plant at our LGI Advancement Building (the LAB).
- APC offers product options, including 100% Bovine, UV Processed Porcine and Bovine, PEDv Negative Porcine Plasma, plus Appetin granular plasma.
- More than 500 peer-reviewed journal articles document the safety and efficacy of spray-dried plasma.
- Only APC uses UV-C technology to inactivate potential viruses and bacteria from liquid plasma.



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