



# PORK CHECKOFF REPORT

JULY AUG 2019



## Join the Minnesota Pork Board at Farmfest!

JOIN THE MINNESOTA PORK BOARD IN **TENT 614** at this year's Farmfest! With activities ranging from mock media interviews with our ambassadors, ambassador presentations on a variety of pig topics, coloring and games for your kids, as well as free goodies, there's

something for everyone. You won't want to miss the delicious pork loin samples along with some of Minnesota Pork's favorite recipes!

Curious about current pig farming practices? Stop by our tent to speak with Minnesota Pork Staff, ambassador candidates, and Minnesota pig farmers on what they do on their farms to make sure pigs are healthy and comfortable. Our goal is to engage legislators and community members with pig farmers to talk about agriculture and pig farming. Stop by our tent to learn more!

### Ambassador Individual Presentation Schedule

1:00 p.m.	Kayla Vonk	Watsonwan County
1:15 p.m.	Levi Sorenson	Freeborn County
1:30 p.m.	Brittany White	Isanti County
1:45 p.m.	Johanna Welter	Olmsted County
2:00 p.m.	Faith Sayles	Mower County
2:15 p.m.	Andrew Moeller	Martin County
2:30 p.m.	William Wallace	Martin County
2:45 p.m.	Nic Miller	Martin County
3:00 p.m.	Logan Tesch	Sibley County
3:15 p.m.	Brooke White	Isanti County
3:30 p.m.	Morgan Busack	Yellow Medicine County



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# MN PORK CALENDAR

## AUGUST 4

Oink Outings – Open Streets Minneapolis Northeast

12 – 5 p.m.

Northeast Neighborhood

## AUGUST 6-8

Farmfest

28269 Highway 67

Morgan, MN 56266

## AUGUST 10

Oink Outings – Mill City Farmers Market

8 a.m. – 1 p.m.

Mill City Farmers Market

## AUGUST 14

PQA Plus & TQA – Waseca

9 a.m. – 4 p.m.

Southern Research and Outreach Center

35838 120th St.

Waseca, MN

Pre-register: [colleen@mn-pork.com](mailto:colleen@mn-pork.com)

Or 1-800-537-7675

## AUGUST 17

Oink Outings – Heritage Days

12 – 5 p.m.

Community Park – Vadinas Heights

## AUG 22-SEPT 2

Minnesota State Fair

1265 Snelling Ave.

St. Paul, MN 55108

## AUGUST 28

PQA Plus & TQA – Morris

9 a.m. – 4 p.m.

West Central Research and Outreach Center

46352 State Highway 329

Morris, MN

Pre-register: [colleen@mn-pork.com](mailto:colleen@mn-pork.com)

Or 1-800-537-7675

## SEPTEMBER 8

Oink Outings – Open Streets Minneapolis

12 – 5 p.m.

University of Minnesota and Motley

## SEPTEMBER 14

Oink Outings – Open Streets Minneapolis

12 – 5 p.m.

West Broadway

# AMBASSADOR COMPETITION SCHEDULE



## MONDAY, AUGUST 5

- 12:30 p.m. Personal Interviews
- 6:00 p.m. Supper & Orientation Meeting for Candidates

## TUESDAY, AUGUST 6

- 9:00 p.m. Mock Media Interviews
- 1:00 p.m. Presentations (Open to public)  
*Location: Farmfest, MN Pork Tent (614)  
Morgan, MN 56266*
- 6:00 p.m. Supper & Bowling

## WEDNESDAY, AUGUST 7

- 9:00 a.m. Candidates to assist in MN Pork Tent
- 11:00 a.m. Group Pictures
- 11:50 a.m. Pork Ambassador Awards Program  
*Location: Farmfest, Wick Forum Building*
- 12:00 p.m. 2019-2020 Pork Ambassadors will be announced  
*Location: Farmfest, Wick Forum Building*





# THERE'S NO SUBSTITUTE FOR BOOTS ON THE GROUND

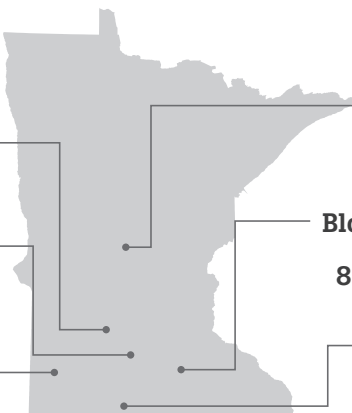


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# MEET THE 2019-2020 PORK AMBASSADOR CANDIDATES

## MORGAN BUSACK | Yellow Medicine County



**PARENTS:** Steve and Kathy Busack

Morgan Busack is from Echo, Minnesota. She found her passion for pigs while competitively showing them in 4-H. She went on to become the Swine Club president at South Dakota State University and also held the position of swine superintendent for Little International on campus. While pursuing her passion, she was able to work with Seaboard Foods as their production intern and discovered the swine industry is where she loves to be. Upon graduation, Morgan wants to work toward complete transparency between producers and consumers. If selected as a Minnesota Pork Ambassador, she wants to reach out to audiences who aren't native to agriculture and answer any questions they may have.

## NIC MILLER | Martin County



**PARENTS:** Jeremy and Sarah Glidden

Nic Miller comes from Trimont, Minnesota. He has grown up living and working on a pig farm. Nic will attend South Dakota State University in the fall and plans to pursue agronomy, precision agriculture, agriculture systems technology and aviation. When he graduates, he hopes to come back to the family farm and one day start his own business for crop dusting and private flying. Nic has been involved in his FFA chapter's soils team, sports, and student council. If chosen to be a Minnesota Pork Ambassador, he will use his positivity toward every situation.

## ANDREW MOELLER | Martin County



**PARENTS:** Chad and Rebecca Moeller

Andrew Moeller is from Fairmont, Minnesota and currently attends Fairmont High School. Throughout high school, he has been very involved in FFA, Track, Cross Country, 4-H, and Band. Andrew is the FFA Chapter President and a Team Captain in both Track and Cross Country. His family recently transitioned from raising dairy cows to swine production and Andrew hopes to continue the family tradition and become a 5th generation farmer. Before Andrew continues the family tradition of farming, he plans to attend South Dakota State University and major in agriculture science to use the tools he learns in college to help him be a successful farmer. If selected as a Minnesota Pork Ambassador, Andrew's goal is to be a positive representative and promoter of the pork industry.

## FAITH SAYLES | Mower County



**PARENTS:** Jeff and Chanda Sayles

Faith Sayles grew up in Austin, Minnesota. She comes from a wean to finish farm, and artificially inseminates her own sows to farrow for the county fair. Faith loves getting involved, and is currently active in 4-H, FFA, Sunday School teaching and is a Mower County Jr. Pork Ambassador. This fall, she will attend the University of Wisconsin River Falls and major in animal science. She is planning on digging deeper into swine breeding practices and wants to take her current knowledge to the next level. If chosen as a Minnesota Pork Ambassador, Faith will bring her knowledge and connections within the industry to the team and will dedicate her time to learning more along the way.

## LEVI SORENSEN | Freeborn County



**PARENTS:** James and Jacque Sorensen

Levi Sorensen hails from Alden, Minnesota where he grew up on his family's pig farm. Levi has been heavily involved within his community where his activities range from 4-H to FFA, National Honor Society, robotics, and trap shooting to name a few. Upon college graduation, Levi hopes to become an agricultural engineer. He has worked on his family's pig farm for many years and currently holds a job at his local golf course. If selected as one of Minnesota's Pork Ambassadors, Levi wants to talk with consumers about his personal experiences growing pigs and help them understand the respect and care farmers give their pigs every day.

## LOGAN TESCH | Sibley County



### **PARENTS: Jeremy and Lisa Tesch**

Logan Tesch comes from Henderson, Minnesota. He grew up on his family's farm raising Holstein steers, finishing hogs, and farming 1,300 acres of corn and soybeans. He currently attends South Dakota State University and is working to complete majors in animal science, agricultural business and agriculture science with minors in agriculture marketing, accounting and agronomy. On campus he works in the Swine Research and Education Facility and participates in the Swine Club, where he holds the position of Vice President, Block and Bridle, National Agri-Marketing Association, and Little International. If chosen to be a Minnesota Pork Ambassador, Logan wants to use his deep understanding of the swine industry to become an involved "advocate".

## KAYLA VONK | Watonwan County



### **PARENTS: David and Cathy Vonk**

Kayla Vonk of Mountain Lake, Minnesota has been highly involved in FFA leadership, holding office positions on both the chapter and regional levels. Her active role within agriculture inspired her to pursue an education at South Dakota State University (SDSU) in the fall with a major in agriculture education. Kayla has been involved in fine arts, softball, community service events and numerous other activities, as well as being employed with both Wakefield Pork and Schwartz Farms. After graduating from SDSU, Kayla hopes to be an agriculture teacher or work with agriculture in some way. If chosen to be a Minnesota Pork Ambassador, Kayla plans to spread the word of agriculture while nourishing the connection between producers and consumers.

## WILLIAM WALLACE | Martin County



### **PARENTS: James and Holly Wallace**

William Wallace hails from Truman, Minnesota where he just graduated from Martin Luther High School in Northrop, Minnesota. Growing up, he worked in production roles for Bentdale Farms and Triple R Pork. William was involved in 4-H, where he served as the president for a number of years and was crowned the Grand Champion in Plant and Soil Sciences and Small Engines. Currently, he is the Chief of the Fire Explorer Post #1905 and was on the Trap Shooting Team. In the fall, William plans to attend South Dakota State University. If selected as a Minnesota Pork Ambassador, his main goals are to use his skills gained during his roles with Bentdale Farms and Triple R Pork to teach others about production and be a positive influencer for the industry.

## JOHANNA WELTER | Olmsted County



### **PARENTS: Randy and Myrna Welter**

Johanna Welter of Stewartville, Minnesota is currently pursuing her bachelor's degree in agricultural business at South Dakota State University. She grew up on a pig and crop farm where she hopes to eventually move back to help on her brother's farm. On top of assisting on the farm, Johanna hopes to find a job in ag finance because she wants to help make sure farmers make the best financial decisions for their farms. At SDSU, Johanna is actively involved in the Swine Club and Dairy Club. She is also Region VIII's Assistant Officer for the National FFA Organization and the High Forest Chippewa Champion's 4-H Club President. If selected as a Minnesota Pork Ambassador, her goal would be to share her passion and story with others while learning more about the regulatory and legislative issues regarding the pork industry.

## BRITTANY WHITE | Isanti County



### **PARENTS: Denise and Edward White**

Brittany White comes from Cambridge, Minnesota where she was raised on a small hobby farm. Growing up, Brittany was involved in 4-H and is now involved in the Student Nurses Association. She is currently attending Anoka-Ramsey Community College where it is her goal to become a Registered Nurse. Brittany is very passionate about educating the public on agriculture, and if she was selected as a Minnesota Pork Ambassador, her goal would be to help integrate agricultural education into schools.

## BROOKE WHITE | Isanti County



### **PARENTS: Denise and Edward White**

Brooke White is from Cambridge, Minnesota and is currently attending Chippewa Valley Technical College in Eau Claire, Wisconsin majoring in family and consumer science education. She grew up on a small hobby farm and was actively involved in 4-H, where in 2018, she served as their summer intern. After graduation, Brooke is interested in being a 4-H coordinator. If selected as a Minnesota Pork Ambassador, Brooke believes she would bring great communication skills and a positive attitude to the industry.

Spruce up your average caramel apple and add fried bacon bits and chocolate to this delicious treat! Create these with your kids or friends for a fun weeknight activity!

## Ingredients

- 1/2 lb bacon, finely chopped
- Granny Smith apples, washed
- 14 oz. caramel candies, unwrapped
- 1 cup brown sugar
- 2 Tbsp. cream or water
- 16 oz. semi-sweet chocolate chips
- White chocolate (optional)
- Sticks
- Parchment paper



## Steps

1. Cook bacon in a sauté pan. Once bacon is cooked, remove it from pan but keep the fat. Melt brown sugar in the pan to form a caramel. Add the bacon to it and mix. Set on a parchment-lined tray to cool. Then, chop the cooled bacon into pieces.
2. Wash and dry the apples. Insert a stick into the top of each apple and set aside.
3. Place caramels and cream in a microwave safe bowl and microwave for 30 seconds on high. Stir, then microwave again for 30 seconds. Stir until caramel is smooth and drippy.
4. Dip each apple into the melted caramel, then place on parchment paper and freeze for 5-10 minutes to help the caramel set.
5. Melt semi-sweet chocolate in the top half of a double boiler. Remove from heat and stir until smooth. Dip apples into chocolate, then immediately roll in bacon bits to coat the outside of the apple. Place back on parchment and into the freezer to cool for 5 minutes.
6. Enjoy your apples as is, or try topping your bacon chocolate caramel creation off with some melted white chocolate.



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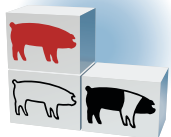
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# 2018-2019 Ambassadors

Leyton Becker (Martin), Madeline Patterson (Goodhue), and Emelia Melson (Martin) spent the past year serving as the 2018-2019 Minnesota Pork Ambassadors. At the 2019 Farmfest, these three will pass on their titles to newly selected individuals.

Over the past year, these individuals represented the Minnesota Pork Board and advocated on behalf of the pork industry at countless events. Through leadership conferences such as the

Young Leaders in Agriculture Conference and the Legislative Action Conference in Washington, D.C., and state events like Oink Outings, the ambassadors had the opportunity to both spread their knowledge of the pork industry while also gaining leadership and professional skills.

Each month, the team participated in conference calls with advisor, Jill Resler. These calls provided a chance to stay in contact and discuss upcoming events and goals throughout the year.

## AMBASSADORS REFLECT ON THEIR YEARLONG TERM



**LEYTON BECKER**

**Junior at the University of Minnesota - Twin Cities**

I have to be thankful for such an amazing program. Serving as the Minnesota Pork Ambassador, I was able to go to Washington, D.C, interact with the public at the Minnesota State Fair, talk to industry professionals at Pork Congress and many more exciting experiences. I would say my highlight through this year was the people I have met and the relationships I have built. I could not be more honored and thankful to the Minnesota Pork Board.

My favorite event would have to be our trip to Washington, D.C! We got the amazing experience to talk to Senators about current issues in the swine industry that need to be addressed as well as just informing them about what the swine industry provides to their area.

Improving my people skills was hands down the most impactful thing I learned. I feel like my ability to communicate effectively with not only industry professionals, but also people of all backgrounds, improved tremendously. I believe this skill is something you can never learn from a text book, so I am so thankful to have the Minnesota Pork Ambassador program to teach such a valuable life skill to me.

Everything I have learned through MN Pork has a direct relation to my personal life in agriculture. Being better at communication, professionalism and overall knowledge of agriculture as a whole will set me above in every step of my life. These skills will be used in school, applying for jobs and becoming a great veterinarian!



**Madeline Patterson**

**Junior at North Dakota State University**

The highlight of my year serving as a Minnesota Pork Ambassador was our trip out to Washington, D.C. We got to meet with our representatives, discuss issues relating to the industry, and spend time in the capitol. It was an eye-opening experience and an amazing chance to represent the pig farmers of Minnesota.

My favorite event I attended was the Taste of Elegance held before the Minnesota Pork Congress. This event was a great opportunity to meet farmers, industry people, and agrarians, and get the chance to talk with and learn from them.

The most impactful thing I learned in my year serving as a Minnesota Pork Ambassador was exactly how much of an impact pigs and pig farmers have on the global economy. It was extremely intriguing to see how pig prices and markets worked, and I loved being able to learn more about that.

As I look forward to a career in agricultural communications, everything I learned as an ambassador will apply. From networking to learning about international trade, my year as an ambassador was highly influential and I will take away many valuable lessons from it.





## Emelia Melson

### Sophomore at the University of Minnesota - Twin Cities

Growing up on a pig farm, I was raised with a passion for the pork industry that has helped shape my life in so many ways. Serving as a Minnesota Pork Ambassador was truly an opportunity of a lifetime.

This ambassadorship was filled with a variety of experiences that allowed me to learn and grow in ways that I could not have imagined. Working on both the state and national level, I got a candid look at how large the impact of the pork industry really is.

The highlight of my term and greatest learning experience was our trip to Washington, D.C. Before our trip, I thought about swine production as it connected to the farm much more than as it connects to politics. Speaking to legislators opened my eyes to the importance of having a relationship between farmers and policy makers. I have always been a firm believer that it is up to those in agriculture to help people understand what we do and that holds true with legislators. It was an amazing experience to see not only agriculturalists from Minnesota come to the capitol but from all over the nation to advocate for the pork industry. Many of the issues brought forth during our time in the capitol involved agencies and committees that I would not have associated with pork production. This showed me that pork production has a much bigger impact than I can even fathom.

The amount of knowledge I accumulated in just one year is one of the most valuable lessons from my term. I learned that no matter how much you know, there is always more to learn. No matter how many people you help educate, those people are also educating you. I will carry many experiences from my term with me throughout my career in agriculture. I will strive to be curious and ask questions, keep an open mind and say yes to new opportunities. I know what I learned from this term will help me in all areas of agriculture, not just the pork industry. I look forward to seeing how the Minnesota Pork industry will change and grow in the years to come. Thank you for allowing me to represent and grow with this industry for the past year.



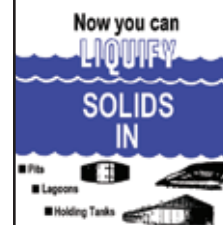
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# 2019 MINNESOTA PORK BOARD SCHOLARSHIP RECIPIENTS

The Minnesota Pork Board is pleased to award five \$1,000 scholarships to students pursuing further education related to a pork industry field of study. Applicants must currently be enrolled in college or attending college in the fall, and all of the following must be received in order to be considered: a completed scholarship application, two letters of recommendation, an essay on a current or future pork industry challenge and the applicant's proposed solution, and a professional resume.



## **JOHN ALTENDORF | Red Wing, Goodhue County**

Altendorf will be a junior at Drake University in the fall, double majoring in political science and strategic political communication. He is a past intern with the Minnesota Pork Board, and is currently interning with the National Cattlemen's Beef Association in Washington, D.C. Altendorf grew up in rural Minnesota, where the passion to give back to the pork industry was instilled in him. He has a drive to work in agriculture policy upon graduation, and will use his communication skills, leadership, and passion to assist stakeholders through government relations and effective policy making. Altendorf's interest in politics has opened his perspective on labor needs in the pork industry and current visas available to immigrants. He would love to see a new visa offered to immigrants allowing them to stay for longer periods of time while making work requirements more flexible. He also sees the need to keep agriculture labor separated from conversations regarding immigration and Trump's border wall dollars.



## **LEYTON BECKER | Fairmont, Martin County**

Becker will be entering his junior year at the University of Minnesota - Twin Cities pursuing his major of animal science- pre vet. Becker hails from a 5th generation pig farm, where he became involved at a young age. He holds many responsibilities on his family's farm, including working at a 2,400 head finishing site. Upon graduation, Becker will continue on with his education at the University of Minnesota's Veterinary Medicine program. He hopes to one day return to his home county and serve the area as a large animal vet with an emphasis in pigs and a slight interest in beef production. Becker is very aware of consumer's concerning eye when it comes to pork production. He understands that while farmers use antibiotics according to their veterinarians, some consumers don't see it that way. He believes one way we can create a trust with consumers is to make fewer antibiotics available over the counter. He states that doing so would create an extra step, and make farmers think twice about using those antibiotics, while also keeping veterinarians up to date on all medication being given.



## **CREIGHTON SAUER | Lewiston, Winona County**

In the fall, Sauer will be a freshman at the University of Minnesota - Twin Cities, taking up agricultural and food business management with a minor in animal science. Growing up, Sauer was able to have a hands-on experience raising and finishing pigs on his family's farm. He has finished over 550 of his own pigs to date, and plans on returning to the farm after graduation. His goal is to build his own finishing barn and help contribute to the farm that raised him. Sauer recognizes the growing popularity of cell-cultured "meat" as a substitute to pork. He thinks consumers need to be reminded of the economic and health benefits of real pork over certain substitutes. One way he suggests we could build consumer knowledge is by reaching out on social media and giving consumers a view into the pork industry.



## **LOGAN TESCH | Henderson, Sibley County**

While attending South Dakota State University, Tesch is pursuing majors in animal science, agriculture business and agriculture science, and minors in agriculture marketing, accounting and agronomy. He comes from a pig, cattle, and crop farm near Henderson, Minnesota. Tesch has many years of pork production experience; he started on his family farm, is employed with the SDSU Swine Education and Research Facility, and is now interning with Wakefield Pork Inc. for the summer. He recognizes African Swine Fever (ASF) as a health risk and states the best thing for producers to do is to keep being conscious of where they go and who they come in contact with. Tesch also believes American pig farmers will be ready to control ASF if it comes to the United States.



## **KAYLA VONK | Mountain Lake, Cottonwood County**

Kayla Vonk will be a freshman at South Dakota State University this fall and will major in agriculture education and minoring in animal science. From a young age, Vonk was introduced to the agricultural industry and more specifically, pigs. Growing up, she spent her time in the pig barns helping in any way she could. Vonk currently works for Schwartz Farms in their sow unit where she assists in farrowing and oversees the care of piglets. She also has experience with Wakefield Pork where she spent 3 years assisting in the farrowing and breeding departments. Vonk's main focus as she starts her college career is to continue being an agricultural advocate and sharing her passion for agriculture and pigs through personal life stories. Through her life stories and personal experiences, Vonk believes there are three steps to addressing consumers. She believes one needs to become educated, build relationships, and then take action to have their stories heard. Vonk's long term goal is to pursue a job in the swine industry and obtain her teaching license as well.



# YOUNG LEADERS IN AGRICULTURE CONFERENCE

On June 17-19, the Minnesota Pork Board sponsored and held the annual Young Leaders in Agriculture Conference (YLAC) in Sioux Falls, South Dakota. This conference consisted of attendees ages 18-22 who have a passion for agriculture and leadership. 78 agriculturalists attended and enjoyed three days filled with various speakers and events. This year's conference incorporated a diverse group of speakers from Ken Coleman to V.J. Smith. The three days were full of great advice and guidance on how to thrive in the agricultural industry as a young adult.

Ken Coleman, the host of The Ken Coleman Show on SiriusXM and top-rated Entreleadership Podcast, as well as the author of *One Question: Life Changing Answers from Today's Leading Voices* and *The Proximity Principle*, kicked off the conference. During his speech, he discussed how every person was created to fill a unique role and insisted attendees look at their strengths and passions instead of focusing on their weaknesses. Coleman mentioned talent is not enough, and you have to be purposeful in what you do.

**“KEN GAVE INTERESTING FACTS ABOUT PEOPLE AND THEIR UNIQUE PASSIONS. IT MADE ME STEP BACK AND THINK ABOUT HOW I VIEW WHAT I WANT TO DO IN LIFE.”**

Bonnie Johnson, a marketing associate for Agcareers.com, was next up on the agenda and discussed how to make employers remember you for the right reasons. During her presentation, Johnson provided helpful hints on how to take your resume from good to outstanding and how to make yourself stand out. She gave thoughtful insight to what the do's and don'ts are during an interview and how to leave a positive impression on the interviewer.



**“I WILL BE TAKING A LOT OF POINTS WITH ME TO IMPROVE MY SKILLS.”**

A networking event, followed by a networking meal, served as an opportunity for attendees to speak with a diverse group of professionals within the agriculture industry. Approximately 30 professionals attended the event with specialties ranging from animal science, agribusiness, marketing, communications, and human resources. During both the event and meal, attendees spoke to the professionals in their particular area of interest to make connections and gain perspective on “a day in the life”.

**“IT WAS VERY NICE TO CONNECT WITH THE INDUSTRY PROFESSIONALS AND UNDERSTAND THE VARIOUS OPTIONS FOR CAREERS IN THE AG INDUSTRY”**

On the second day of the conference, Matt Rush, also known as the Gooder Guy, spoke first. In his presentation, “The Connectivity Code: Creating Powerful Connections by Breaking the Communication Code,” he discussed the greatest enemy you will ever face is the one between your ears. The main purpose of his message was to make sure we, as agriculturalists, have our story heard. Rush shared one of his favorite quotes with us by Zig Ziglar, “People don't care how much you know until they know how much you care.” With that in mind, he proceeded to discuss how to spark meaningful conversations with consumers and how to have positive interactions with each other.



# YOUNG LEADERS IN AGRICULTURE CONFERENCE

**“GREAT INTERACTION, I ENJOYED LEARNING MORE ABOUT HOW TO PURSUE THE WORLD OUTSIDE OF AG IN A POSITIVE WAY.”**

Attendees had the pleasure of hearing from Joe Kerns from Kerns and Associates where the title of his presentation was, “What in the world is going on? A walk through the dynamics of animal agriculture and what it means to you.” Kerns enlightened the audience with details regarding the economics behind animal agriculture and discussed topics related to African Swine Fever, corn/soybean markets, imports/exports, and the record number of preventative plant acres.

**“SUPER KNOWLEDGEABLE SPEAKER WHO DID A GOOD JOB OF PUTTING IT ON A LEVEL WE COULD UNDERSTAND.”**

Steve Lerch, former employee of Google and now owner of Story Arc Consulting, spoke about consumer behavior and food decisions in the digital age. His main discussion points were trends in what people are searching online and fad diets people are following. One take away from this presentation was the importance of using trends and fads to the industry’s advantage. We should look into ways to incorporate agricultural products into these trends and diets to build consumer awareness.

**“LOVED HEARING THE DIFFERENT STATS ON WHAT CONSUMERS WANT AND HAVE WANTED FOR THE PAST YEARS.”**

Jake Olson gave everyone a new perspective on life when he shared his story with the crowd. Olson lost sight in his left eye before the age of one and for the next 12 years, battled cancer in his right eye

8 times, beating it 7 times. When it came back the eighth time, there was nothing the doctors could do to resolve it, so he became permanently blind. He mentioned that most would have viewed this as a setback in life, but during his speech, Olson taught attendees how to turn a setback into a setup. He did not let blindness stop him from doing the things he loved most, like playing football. Olson attended the University of Southern California and tried out for the football team. He made the team and even made appearances on the field as a long snapper. During his inspirational story, Olson left all in awe at his determination and positive outlook on life.

**“REALLY LIKED HOW HE USED HIS STORY THAT COULD DEFINE HIS HAPPINESS IN A NEGATIVE WAY AND REFUSED TO ALLOW THAT FROM STOPPING HIM FROM DOING THE THINGS HE LOVED, WHICH CAN BE USED IN OUR OWN LIFE.”**

Each year during the conference, time is taken to give back to the community. This year, attendees were divided into three groups to volunteer at Feeding South Dakota, The Banquet, and The Children’s Home Society. At Feeding South Dakota, participants filled bags with snacks and meals to go to those who need meals on the weekends and in the summer months. The group that volunteered at The Banquet served a meal and interacted with those who were at dinner. Those who helped at the Children’s Home Society went shopping for resident’s and staff’s wish list items to donate to those who live at the home.

**“IT WAS BENEFICIAL TO HELP FEEDING SOUTH DAKOTA WITH THE BACKPACK PROGRAM. IT WAS EYE OPENING TO EXPERIENCE WHAT PEOPLE DO TO HELP OTHERS.”**





J.J. Jones, the Co-Founder of Roots & Legacies Consulting, LLC, spoke with attendees about cultivating meaningful conversations and relationships. Jones spoke on how to build trust in conversations with consumers and how to nourish professional development while enjoying the harvest of being a stronger leader for the industry. During Jones' speech, he encouraged attendees to take a hard look at their values and what drives their passion for agriculture. He kept the crowd engaged with different exercises and activities to show key communication and relationship building skills to apply them to our lives at home, on the farm, and in the community.

**“AWESOME NEW PERSPECTIVE WHEN TALKING WITH CONSUMERS.”**

V.J. Smith was the last speaker of the conference and he knocked it out of the park. Smith is the author of, “The Richest Man in Town” and in his speech attendees got to hear more about the inspiration for his book. Smith’s message was so simple: gratitude goes a long way, but it was the way he told it that made everyone in the room feel engaged in the real life story he told. It truly is powerful what a simple thank you can do. He also mentioned it is not important to go the extra mile but it is incredibly important to take a few extra steps, and everyone is capable of that.

**“WOW, WHAT AN AMAZING SPEECH TO HEAR ABOUT! HIS STORY ABOUT THE POWER OF A THANK YOU AND HOW IT CAN CHANGE PEOPLE’S LIVES FOREVER.”**



*“After attending the leadership conference two years in a row, I have truly seen myself grow as a leader in this industry. Throughout this last school year, I really used what I learned at the conference last year and applied it to the different clubs and activities I am involved with at Iowa State.*

*It also encouraged me to run for different leadership positions within the organizations I am involved in. Therefore, from last year’s conference to this year’s, I had a new found appreciation for the conference because I really experienced personal and leadership growth. I am so thankful for Minnesota Pork and sponsors for taking time and money to invest in young leaders in agriculture. Conferences like this are so crucial in shaping individuals into the leaders they want to be and to help some figure out the career path they want to choose. It really makes you open your eyes and get a better understanding of yourself and who you want to become.”- Rachel Sonnabend, Minnesota Pork Intern.*

**“THIS WAS AN AMAZING SPEAKER. HIS STORY SHOWED THE POINT OF GOING A FEW STEPS FURTHER.”**

*“YLAC is an incredible opportunity for upcoming agriculture professionals. I loved getting the chance to talk with experts in my career choice as well as meet peers who will be entering the field when I do. It’s amazing to see businesses investing their time and interacting with the future generation in ag. Thank you to all the generous sponsors who make this conference free to all attendees, and to the numerous people who make this experience possible. I’m grateful for the role I got to play in this year’s conference and highly encourage all young leaders in agriculture to attend in the years to come.”- Kyra Flom, Minnesota Pork Intern.*



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# VOLUNTEER FOR THE 2019 MINNESOTA STATE FAIR

**WHEN: AUGUST 22 - SEPTEMBER 2**

The Minnesota State Fair offers a unique opportunity for the Minnesota Pork Board (MPB) to reach a wide variety of consumers in one place. From young to old and pig farmer to social media influencer, one will find all kinds of kinds wandering the people-packed fairground streets.

Whether they are looking for their favorite food-on-a-stick, the infamous pig ears, or something new to discover, each person has something in common they are all consumers with the potential to be influenced.

Each year, more than one million people visit the Minnesota State Fair. With MPB's prime booth locations in the Dairy Building, Swine Barn, and directly outside the Coliseum, there is a huge opportunity for impact. All Minnesota pig farmers are encouraged to volunteer at the fair to share the story of their pig farming journey and engage with fair-goers to start informative conversations.



## Save the Date: Minnesota Pork Congress 2020

**Date:** Tuesday and Wednesday,  
January 28-29, 2020

**Taste of Elegance:**  
Monday, January 27, 2020

**Trade Show Location:**  
Minneapolis Convention Center

Hotel reservations can be made by  
contacting one of the two hotels  
listed or visit  
[www.MNPorkCongress.com/hotels/](http://www.MNPorkCongress.com/hotels/).



**THE MINNESOTA PORK BOARD IS STATIONED AT THREE BOOTHS THROUGHOUT THE FAIRGROUNDS.**

**OINK BOOTH - AUGUST 22-SEPTEMBER 2**

- Along with handing out pig ears, playing games with children, and bringing piglets closer to onlookers for a closer view, volunteers will have meaning conversations with fairgoers about pig farming.

**PROMOTION BOOTH - AUGUST 22-SEPTEMBER 2**

- Located in the Dairy Building, volunteers will have the opportunity to speak with consumers about pork and hand out their favorite recipes and pork goodies.

**MOBILE MARKETING - AUGUST 30-SEPTEMBER 1**

- Mobile Marketing consists of assisting in the cutting and handing out of pork samples, managing the free bacon for a year photo booth and contest, as well as conversing with fairgoers about pigs, pig farming, and pork.

Volunteers will receive free admission into the State Fair, along with a t-shirt to wear while working at one of the three booths. We ask you consider taking advantage of this opportunity to share your agriculture story with thousands of curious consumers at the 2019 Minnesota State Fair. If you are available, we ask you to please consider prioritizing the weekend of **August 30, 31, and September 1** to volunteer for Mobile Marketing Weekend.

*Farmers and industry partners can register to volunteer online at <https://www.mnpork.com/farmer-resources/statefairvolunteersignup/> or contact Colleen Carey at the Minnesota Pork Board office at (507) 345-8814 or [colleen@mnpork.com](mailto:colleen@mnpork.com).*



**Hotels:**

**Downtown Minneapolis Hilton**

Room Rate: \$114  
Phone: (612) 376-1000

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