

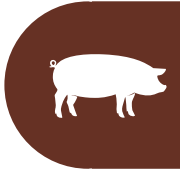


PORK CHECKOFF REPORT

MAR APR 2019



Minnesota Pork Board *CONNECTS WITH CHEFS*



On Tuesday, January 22, twenty-three foodservice professionals from Hormel, Sodexo, Grand Casinos, Intercontinental Hotels Group, and area colleges attended a foodservice industry workshop hosted by the Minnesota Pork Board and the University of Minnesota.

The workshop began with Minnesota pig farmer, and Minnesota Pork Board executive board member, Wanda Patsche, discussing her family's commitment to sustainable pig farming. Patsche touched on hot industry topics including antibiotic usage, hormones, and housing, explaining the importance of proper animal care and understanding food labels in the grocery store.

"The chefs expressed to me how appreciative they were to learn how pigs are raised at the farm," Patsche explained. "I feel by providing knowledge about how pigs are raised, and knowing what farmers do to provide a safe and nutritious cut of meat, it increases their confidence in using pork in their dishes."

National Pork Board channel marketing and innovation manager, Jim Murray, followed Patsche outlining data concerning the Food Trend Menu Adoption Process and opportunities for chefs and attendees to adopt more pork



The Chefs took a whole cut of pork loin and created house-cured pork pastrami.

continued on page 2

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PQA Plus: 9:00 a.m. – 12:00 p.m.
TQA: 1:00 – 4:00 p.m.

Pine Country Bank
750 County Rd. 21
Rice, MN

*Pre-register: colleen@minnpork.com
or 1-800-537-7675*

APR 17

PQA Plus & TQA Training
– Worthington

PQA Plus: 9:00 a.m. – 12:00 p.m.
TQA: 1:00 – 4:00 p.m.

WREDC-Biotech
Advancement Center
1527 Prairie Drive
Worthington, MN

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MAY 15

PQA Plus & TQA Training
– Hutchinson

PQA Plus: 9:00 a.m. – 12:00 p.m.
TQA: 1:00 – 4:00 p.m.

McLeod County Fairgrounds
– Country Diner
840 Century Ave.
Hutchinson, MN

*Pre-register: colleen@minnpork.com
or 1-800-537-7675*

JUN 5-7

World Pork Expo

Iowa State Fairgrounds
3000 E Grand Ave.
Des Moines, IA

JUN 12

PQA Plus & TQA Training
– Mankato

PQA Plus: 9:00 a.m. – 12:00 p.m.
TQA: 1:00 – 4:00 p.m.

Minnesota Pork Board Office
151 Saint Andrews Ct. Suite 810
Mankato, MN

*Pre-register: colleen@minnpork.com
or 1-800-537-7675*

JUN 17 – 19

Young Leaders in
Agriculture Conference

Location: Sioux Falls, SD
Registration opens May 15

Minnesota Pork Board CONNECTS WITH CHEFS

continued from page 1

menu items. Murray also presented information explaining the importance of variety meats to the export market.

Along with Dr. Ryan Cox, a University of Minnesota meat science professor, the group traveled the halls to the Andrew Boss Meat Lab where Murray fabricated a carcass for the class to understand where each pork cut originates on the pig.

Charlie Torgerson of Charlie T's, and Tim McCarty of the Mayo Foundation House, discussed different pork cuts and the best way to prepare them. Attendees willingly sampled unique dishes created for the event and following the presentation delighted in a variety of sandwiches for the group's lunch, which highlighted the versatility and flavor of pork loin.

"The pork processing event at the U of M was a great experience for me and my staff," shares Chef John VanHouse of Grand Casinos who attended the workshop. VanHouse mentions how insightful the carcass breakdown was along with being able to hear from a pork producer about the challenges and entire life cycle of a pig, noting this information is not commonly known by the general public.

"It was a real treat for us culinarians to help understand our products and where they come from. On top of all that, we experienced pork in the hands of other professional chefs and saw what flavors they were able to create using the same product," VanHouse states.



Chef Jim Murray, national channel marketing and innovation manager (right) and Dr. Ryan Cox, professor of meat science at the University of Minnesota (center), lead a carcass fabrication demo for foodservice professionals on Jan. 22.

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Meet the 2019 Minnesota Pork Board EXECUTIVE BOARD



Four individuals were elected to serve on the Minnesota Pork Board Executive Board at the Minnesota Pork Board's annual meeting at the Hilton Minneapolis on Monday, February 4, prior to Pork Congress. These farmers will serve on the executive board for a three-year term providing guidance for the three areas of checkoff work including education, promotion, and research. The four newly-elected members will officially join the eight executive board members still finishing their terms following the 2019 Pork Industry Forum.

<i>TERM ENDING 2021</i>	<i>TERM ENDING 2020</i>	<i>TERM ENDING 2019</i>
Meg Freking <i>Jackson</i>	Chris Compart <i>Nicollet</i>	Reuben Bode <i>Courtland</i>
Brian Johnson <i>Walnut Grove</i>	JoDee Haala <i>Sleepy Eye</i>	Brad Hennen <i>Ghent</i>
Galen Johnson <i>Dodge Center</i>	Dan Helvig <i>Truman</i>	Wanda Patsche <i>Welcome</i>
Angie Toothaker <i>Granada</i>	Brian Schwartz <i>Sleepy Eye</i>	Myrna Welter <i>Stewartville</i>

Front Row L to R: Meg Freking, JoDee Haala, Myrna Welter, Reuben Bode, Angie Toothaker, Wanda Patsche.

Back Row L to R: Brian Johnson, Galen Johnson, Dan Helvig, Brad Hennen, Brian Schwartz, Chris Compart.





Learn More About Minnesota Pork Board President *JoDee Haala*

In the coming issues of the Pork Checkoff Report, the chairs and newly-elected Minnesota Pork Board executive directors will share a little about themselves and their involvement in the pork community.



TELL US ABOUT YOURSELF AND HOW YOU BECAME INVOLVED IN THE FARM.

I work for Christensen Farms, and got my start with the family just out of high school. I grew up showing horses, and to pay for my own hobby, my sisters and I boarded other people's horses. Mary Ann Christensen had just moved to MN from the east coast after she and Bob married. She bought a horse and needed a place to board it, which is how we met. She offered me a job to do some painting and other projects in the office. When those were finished, my sister and I did the cleaning at the CF office for the rest of the summer. Throughout college, I worked during summer and holiday breaks doing odd jobs—entering production data, working reception, helping grout slats with construction. After I graduated from the U of M, I moved to Ohio and worked for Akey, Inc., which was a livestock nutrition company, focused on swine formulation.

WHY DID YOU CHOOSE TO COME BACK TO THE FARM?

After a short 2 years in Ohio, I moved back to Sleepy Eye to help Mary Ann (in her business, CompuPIG) launch some feed management software. I had a one year contract, as I was not ready to be "home" yet. During that year, I met my husband and decided I wanted to stay in the area. Christensen Farms offered me a job in their feed division, and I've been with the company in a variety of roles ever since. Some of those roles include work in livehaul transportation, director of Animal Welfare, and currently as director of Public Affairs. It's been an incredibly rewarding journey where I've been able to grow my career and enjoy a rural way of life, with the support of family around us.

WHY DID YOU DECIDE TO RUN FOR A POSITION ON THE MINNESOTA PORK BOARD?

I believe in the work of the MN Pork Board, in the staff and in the incredible group of entrepreneurial producers that call MN home. The pork industry, and subsequently our businesses become increasingly complex and demanding. I view serving on the MN Pork Board as an incredible opportunity to learn from others, and to challenge ourselves and others to adapt, work differently and continue to drive our great industry forward.

WHAT ARE YOU MOST LOOKING FORWARD TO AS THE MINNESOTA PORK BOARD PRESIDENT?

Honestly, I look forward to the same things I have as a Board Member; connecting with producers, hearing ideas, and engaging in the work to protect and advance our industry. There is great talent and diversity on our MN Board, and we all have the same responsibility to our fellow producers.

WHAT OTHER PORK-RELATED ACTIVITIES ARE YOU INVOLVED IN?

Until January of this year, I served as chair of the NPB Animal Welfare Committee. With the responsibilities within MN Pork as well as my role at Christensen Farms, I have elected to reduce my involvement elsewhere to allow me to prioritize and focus on the work of these two great organizations.

IN YOUR OPINION, WHAT IS THE BIGGEST CHALLENGE FACING TODAY'S PIG FARMERS IN MINNESOTA?

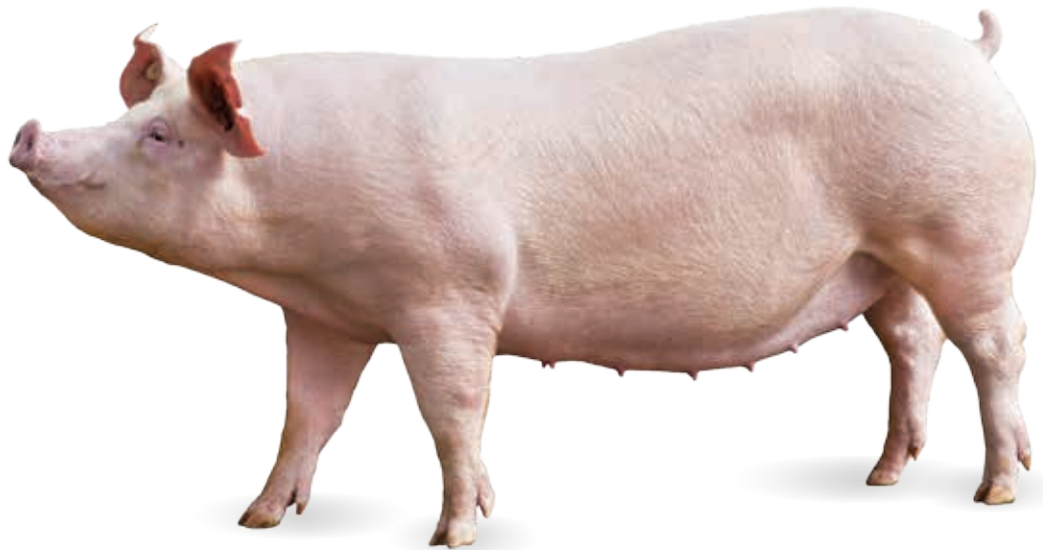
In my opinion, there are a few challenges that rise to the top facing today's pig farmers.

- 1. Labor:** There simply are not enough workers in rural areas to do the work that needs to get done. This includes livestock and crop farmers, as well as those in the packing/processing sector, and all the touch points to bring our product to our consumers.
- 2. Trade:** Tariffs continue to put our industry at a disadvantage, depressing prices and hurting farm families. As the world demands more of our great pork product, we have been and continue to be well positioned to provide. Unfortunately, the opportunity also comes with exposure to threats outside our industry.
- 3. Image:** Consumers have more choice in the grocery case and many have wealth to afford different options. Keeping the food we produce affordable, staying profitable so we can continue to produce safe, nutritious protein while meeting the ever-increasing social demands is a difficult tightrope to walk.



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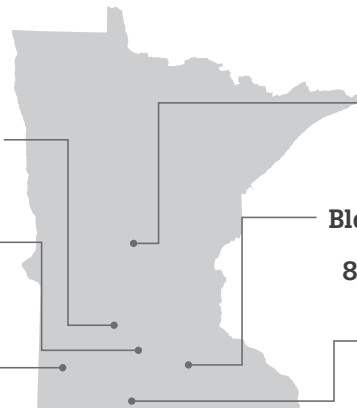
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2019 Pork Congress Overview

The Minnesota Pork Board (MPB) and Minnesota Pork Producers Association (MPPA) annual meetings were held one day prior to the Minnesota Pork Congress on February 4. Attendees reviewed financial reports, resolutions, and 2019 goals, among other things. Those eligible also voted for and welcomed new executive board members.

Each year, MPB recognizes individuals and families who have made significant contributions through pork promotion, consumer and producer education, youth mentoring and service to the pork industry and presents them with an award at the Awards Reception, this year held on February 4 in Minneapolis. We commend each award recipient for their dedication to the industry and their efforts to improve it.

The 2019 award recipients are:

- **Distinguished Service:** Bill Crawford, Fairmont
- **Environmental Steward:** Patrick Krzmarzick, Sleepy Eye
- **Family of the Year:** Boerboom Family, Marshall
- **Pork Promoters of the Year:** Clair and Joanne Schmidt, Ceylon
- **Swine Manager of the Year:** Fran Breiter, Osakis

TASTE OF ELEGANCE

The Minnesota Taste of Elegance is an event hosted by the Minnesota Pork Board which takes place every year at the Minnesota Pork Congress. Recognized as a highly-appraised event, accredited chefs from all across the state are invited to compete for the Chef Par Excellence award, among a handful of other awards.



APPLY TO BE A Minnesota Pork Ambassador!

The Minnesota Pork Board's Ambassador Program promotes leadership, communication skills development, and helps further an individual's agricultural knowledge through hands-on activities and social experiences.

State ambassadors will have the opportunity to attend the Young Leaders in Agriculture Conference and the Legislative Action Conference in Washington, D.C., along with other outreach events such as Oink Outings and engaging with consumers at the Minnesota State Fair.

Individuals selected as state ambassadors will receive the following scholarships: Minnesota Pork Ambassador, \$1,500; First Runner-up, \$750; and Second Runner-up, \$500. Cash awards are also presented for best essay and congeniality.

For more information on the program, contact Minnesota Pork Board COO, Jill Resler. Applications for the 2019 Minnesota Pork Ambassador contest are due on **May 1, 2019**. Please visit <https://www.mnpork.com/ambassadors/> to apply.

More than 800 guests entered the ballroom in anticipation for the delicious dishes they were about to try. Fourteen chefs lined the room in decorated booths preparing sample dishes as the attendees made their way through the line to try each one.

Taking home the Chef Par Excellence award was Chef Charles Plaetz of Fielder's Choice Tap and Table in Northfield, Minnesota, with the dish, "Ham" Loaf. Awarded second place was Chef Daniel Cleary with Luzette Catering. Chef Benjamin McCallum, executive chef at St. Thomas University, received third place. Taste of Elegance attendees had the opportunity to vote on their favorite dish, named the People's Choice award, which Chef Shawn Lowman happily accepted. Finally, the best Evening Table Display was awarded to Chef David Johnivin of Dellwood Country Club.

The Pork Congress Trade Show kicked off early Tuesday morning and extended through the early afternoon on Wednesday, welcoming more than 160 exhibiting companies. Attendees spent the days spotting new innovations in the industry and making new contacts at Minnesota's best swine-specific trade show.

Toward closing hours of the show Tuesday night, the Minnesota Pork Board hosted a happy hour on the trade show floor for all attendees and exhibitors to attend. Drinks and delicious pork appetizers presented great opportunities for exhibitors to reconnect with attendees they met with earlier in the day.

Another focal point of the event revolved around the multiple seminars highlighting front-of-mind topics such as Foreign Animal Disease (FAD) preparedness and mitigation efforts, trade, Minnesota's permitting process, and bridging the gap with younger generations, along with an insightful look into consumer's buying habits. If you were unable to attend a seminar, recordings of the public 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 2020 Minnesota Pork Congress on January 28-29!



L to R 2018-2019 Minnesota Pork Ambassadors Madeline Patterson, Leyton Becker, and Emelia Melson.





Pig Farmer's CHECKOFF DOLL

The food industry is entering into a period of change unlike anything it has experienced previously. A recent article by Wall Street investment analysts regarding uncertainty in food companies in 2019, put it like this:

"Food companies are like big glaciers that are subject to global warming trends; every year they seem to get a little smaller. You can't see it in a short time frame, but over the long-term you see them wearing down and becoming less relevant."

Unfortunately, it is not just one thing shrinking the glacier. Consumers are moving away from big-name labels and companies, and are increasingly comfortable with smaller, locally produced or private labels. They want to eat healthier, so they have an ongoing need to know what is in their food and how it was produced.

In short, the consumer is changing, and our industry needs to be positioned to adapt and respond to those changes.

The National Pork Board (NPB) Domestic Marketing team has been on a journey since 2016 to explore and define a new way forward for pork as a food, and to position ourselves as strategic, data-driven consultants to our channel stakeholders, with the goal of turning

insights into action that allows the industry to innovate to meet consumer needs more effectively.

Understanding people and their needs begins with listening to them and observing their behaviors. NPB listened to consumers talk about pork and other foods in focus groups, read what they posted on their social media, analyzed Google searches, and reviewed their receipts to see what and how often they purchased. Finally, NPB surveyed 10,000 of them to gain a better understanding of why they make the meal choices they do.

Never before has a commodity group generated this level of data on consumer needs, behaviors and preferences. With the release of NPB's *Dinner at Home in America* report, we've turned that data into actionable insights around nine different meal occasions our research identified. One of these nine occasions is happening in every home across the country on any given night, and the meal choices are driven by the needs of the household at that moment. *How many people am I feeding? How much time do I have? Is tonight's dinner going to be healthy, or satisfy a craving?* The next night, the questions will be the same, but the answers may be entirely different.



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LARS AT WORK



At the Minnesota Pork Board, we will continually analyze these results and the nine dinner occasions to drive our efforts going forward. Connecting with consumers, retailers, and packers to provide the appropriate products and materials to meet their needs will secure the best Checkoff investment. These insights will help to position pork as the protein of choice not only for today's consumers, but for tomorrow's as well.

During the next several months, NPB will be working with packer/processors and retail partners to help them better understand these occasions, the need states they meet, and how the pork industry can better meet the needs of consumers as they eat at home. NPB will challenge them to think differently, to test and learn through pilot programs, and determine successful paths forward. During this journey, NPB will share their successes and "fast fails," so that the entire industry can take these learnings and make informed decisions.

The full report is available at www.pork.org/marketing. During the next two and a half months, the National Pork Board's *Insight to Action* will provide a weekly deeper dive on each of these occasions.

THE 9 DINNER OCCASIONS

	DINERS	% OF DINNERS ¹	KEY NEEDS
Familiar Family Dinners	3+	10.7%	Quick prep On-hand ingredients Family-friendly flavors
Quick, Healthy Adult Meals	1-3	12.4%	Fast, but healthy Little prep or planning
Family, Flavor, Fun	4+	8.7%	Large group dining Flavorful, indulgent and fun
Elevated Fridge Surfing	2-3	11.2%	Tasty, go-to weeknight meal Non-rushed
Healthy Family Favorite	3+	10.6%	Healthy Special occasion, but not fancy Family requested dish
Feeding Families in a Hurry	4+	12.6%	Convenience Satisfy cravings
Convenient Eating for One	1	8.4%	Easy On-hand Quick prep and clean up
Solo Cravings	1	9.5%	Speed Minimal effort Satisfies a craving
Exploring New Flavors	4+	5.6%	New recipe or flavor Skews healthier

¹ These nine occasions account for 89.7% of all dinner occasions. The remaining responses did not result in statistically significant segments.



PASSPORT TOUR

During the 2018 National Pork Month, the Minnesota Pork Board officially launched the *Meat of the North* passport. This program partnered with Minnesota restaurants across the state that regularly feature delicious pork dishes on their menu. A total of eleven restaurants spanning Minnesota line the passport, taking eaters on a pork journey. Each restaurant in the brochure demonstrated proper pork cooking knowledge and a variety of dishes showcasing pork's versatility.

With the use of the *Meat of the North* map, diners can find a restaurant close to them or on their driving route, purchase a pork entrée, and receive a stamp with the goal of visiting seven of the participating restaurants in a 24-month period. Diners who send in their valid passport will receive the ultimate prize of a Meat of the North t-shirt.

The *Meat of the North* passport is part of the Minnesota Pork Board's greater initiative to promote pork and drive pork consumption. Help us dub pork as the Meat of the North and hop on the tour to discover your new favorite dish!

Stop by one of the restaurants or a Minnesota rest area to pick up a brochure, or download the passport online here: <https://www.mnpork.com/pork-passport/>

If you have questions about the Meat of the North promotion, contact Pam Voelkel at pam@mnpork.com or (507) 345-8814.



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Minnesota Pork Board Scholarship Applications Now Open

APPLICATIONS DUE MAY 15, 2019

Scholarship applications are now being accepted for the 2019 Minnesota Pork Board Scholarship.

Each year, the Minnesota Pork Board awards up to five \$1,000 scholarships to young leaders pursuing careers in agricultural business, agricultural education, agricultural engineering, agronomy, animal science, animal physiology, environmental sciences, nutrition, livestock reproduction, large animal veterinary medicine, and other related fields.

Applicants must submit:

- Completed scholarship application form
- Letter indicating their intentions for future involvement in the pork industry
- 750-word or fewer essay on a current or future pork or pig farming challenge and proposed solutions for the issue
- Two letters of recommendation
- Professional resume

Qualified applicants must have an emphasis in the pork industry.

Applicant Qualifications:

- Minnesota resident
- Pursuing an undergraduate degree at a two or four year institution with an emphasis in swine production or related field
- Applicant must be entering either his/her freshman, sophomore, junior, or senior year of college
- Individuals can only receive one Minnesota Pork Board Scholarship during his/her post-secondary tenure

For more information or questions, contact Jill Resler, chief operating officer at the Minnesota Pork Board at (507) 345-8814 or jill@minnpork.com.

To apply, visit <https://www.minnpork.com/minnesota-pork/scholarships/>.

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Join Us at the Young Leaders in Agriculture Conference



The fifth annual Young Leaders in Agriculture Conference (YLAC) will be held June 17-19, 2019 in Sioux Falls, South Dakota

Young leaders between the ages of 18-22 who are interested in any area of agriculture are encouraged to attend the Young Leaders in Agriculture Conference. YLAC focuses on the development of young leaders by exposing them to the diversity of today's challenges and ideas surrounding food production and farming while building strong industry advocates and expanding professional networks.

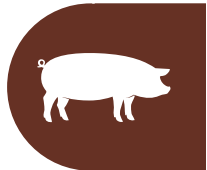
For more information on the YLAC agenda, please visit <https://www.mnpork.com/pork-youth/youngleadersconference/>.

FREE registration opens on May 15, 2019.



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Canadian Bacon Egg Cups



INGREDIENTS

- | | |
|---|-------------------------|
| 18 slices of Canadian bacon | ½ cup cooked bacon bits |
| 6 large eggs | 1 cup mayo |
| Salt and pepper | ½ cup Sriracha sauce |
| ½ cup finely shredded Colby jack cheese | 2 Tbsp. honey |
| | Cooking spray |

STEPS

1. Preheat oven to 350°, and spray 6 muffin cups with cooking spray
2. Overlap 3 pieces of Canadian bacon into each muffin cup, and sprinkle a large pinch of cheese into each cup
3. Carefully crack one egg into each cup. Add salt and black pepper to taste
4. Top with bacon bits and bake for 15-20 minutes
5. While the eggs are baking, mix mayo, Sriracha sauce, and honey together in a bowl.
6. Once eggs are baked, serve your breakfast creations with a tasty dollop of sauce.



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