

PORK CHECKOFF REPORT

JUNE JULY 2020



CHARLE STREET, S. S. S. S. S.







Meat Me at the Table

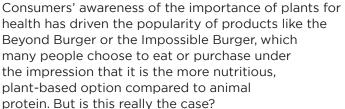
Sustainability, Ethics, and Nutrition Facts About Pork

Author: Riley Larson, MS, RDN, LD



Plant-based diets are increasingly visible in the public eye, especially in more developed countries like the USA where the choice of protein per meal is a luxury we can afford. Recently, choosing a protein has become a challenging task for those who are concerned not only for taste and good nutrition, but also for our planet-essentially, it has become a battle between meat and vegetable proteins, with the idea that there can only be one winner.

provide fact-based, thorough, and inclusive interpretations of available research on the subject to address these very concerns! Ultimately, this article can help those who care about the health of themselves as well as the planet to make healthy, sustainable protein choices based on both individual needs and global impact.



Overall, people are suffering from a lack of trustworthy information about the proteins they consume, be they animal or plant in origin. As a fellow consumer, I say the concerns for health and sustainability in the protein industry are legitimate. As a dietitian, I am well positioned to



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Minnesota Pork Board

MN PORK CALENDAR

JUNE 10

Young Leaders in Agriculture Conference Virtual Event

Register online: www.mnpork.com

JUNE 24

Young Leaders in Agriculture Conference Virtual Event

Register online: www.mnpork.com

JULY 8

Young Leaders in Agriculture Conference Virtual Event

Register online: www.mnpork.com

JULY 22

Young Leaders in Agriculture Conference Virtual Event

Register online: www.mnpork.com

AUGUST 12

Young Leaders in Agriculture Conference Virtual Event

Register online: www.mnpork.com



Stronger Together

Written by Ted Matthews, Rural Mental Health Specialist



In this time of fear, uncertainty, and loss, we all react.
The problem lies in how we react. We are all different; we all have a breaking point. So, what is our breaking point? How do I know mine? The truth is, you don't, until you reach it.

There are a hundred thousand books written on stress, anxiety, and depression. So simply defining them is not enough. Human emotion, in my opinion, is more complex than anything in the universe. The higher our stress level, the more difficult it is for us to think clearly. We react with anger, paranoia, self-pity, and a myriad of other negative thoughts which clouds our abilities. We think and rethink our situation and feel helpless. When in that thought pattern, we do nothing, thinking, "What can I do?".

What can I do?

I have yet to meet a farmer that did not say family is the most important thing. When in times like these we forget that, only focusing on the negative. Look at your spouse, children, parents, and remember that they are your support staff, but only if you let them be. Don't assume they know what you are going through. By sharing your thoughts and feelings you will feel better and your family members will feel more connected. Remember that bonds in family become stronger through tough times, not easy times. Share the burden and the family will help you through this as they are helped by you.

Farmer and Rural Mental Health Resources

• Ted Matthews: 320-266-2390

Monica McConkey: 218-280-7785

• Rich Tunell 218-730-6833

Ted, Monica, and Rich work with farmers throughout Minnesota. No cost; no paperwork. Confidential. If you or someone you know needs additional support please call Ted, Monica,

or Rich, or visit their website: Farmcounseling.org.

The Minnesota Department of Agriculture has other resources and information available at https://www.mda.state.mn.us/about/mnfarmerstress.





Take a Listen!

Minnesota voices speak on the state of the industry and what's happening on pig farms in regards to the COVID-19 Pandemic.

The Minnesota Pork Board (MPB) encourages each of you to listen to the following podcasts featuring Minnesota pig farmers telling their stories and outlining their perspectives on the difficult decisions farmers are facing.

SwineCast 1100

At The Meeting — COVID-19: A Leader Leading, from At The Meeting... Honoring Dr. Bob Morrison:

https://podcasts.apple.com/us/podcast/at-the-meeting-honoring-dr-bob-morrison/id1152512573#episodeGuid=3824%20at%20http%3A%2F%2Fwww.swinecast.com

Red River Farm Network

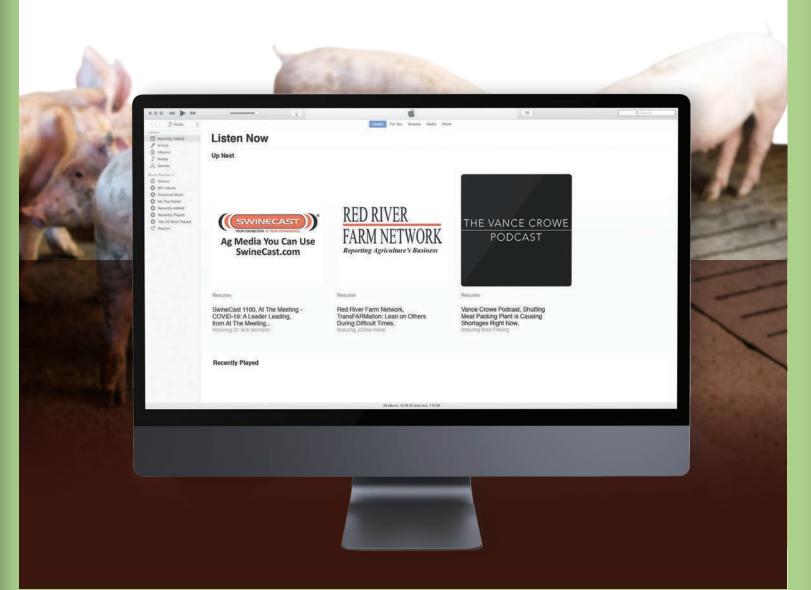
TransFARMation: Lean on Others During Difficult Times, featuring JoDee Haala:

https://www.rrfn.com/podcast/2020/05/04/transfarmation-lean-on-your-network-of-people-in-difficult-times/

Vance Crowe Podcast

Shutting Meat Packing Plant is Causing Shortages Right Now, featuring Brad Freking:

https://www.youtube.com/watch?v=CAgo5cQFk0U



2020 Summer Interns



Alison Eibs

WHAT YEAR IN SCHOOL WILL YOU BE THIS FALL:

Senior

MAJOR AND SCHOOL:

Majoring in agriculture communications with minors in animal science and agriculture marketing at South Dakota State University

TELL US ABOUT YOUR FARMING/ AGRICULTURAL BACKGROUND:

I grew up on my fifth-generation family farm outside of Henderson, Minnesota. On our farm we grow corn and soybeans and raise beef cattle. I was active in 4-H and FFA in high school while showing pigs and beef cattle.

WHAT ARE YOUR FUTURE CAREER GOALS?

After graduation I want to work

for a livestock company with their communications department.

WHAT SPARKED YOUR INTEREST IN AGRICULTURE AND MINNESOTA PORK?

The Minnesota Pork internship caught my attention from seeing the MPB team's passion for agriculture while attending the Young Leaders in Agriculture conference last year.

WHAT ARE YOU MOST LOOKING FORWARD TO AS AN INTERN AT MINNESOTA PORK?

I am most excited to learn more about the pork industry and different ways to communicate with the public. I am excited to talk to consumers about the pork industry and share my passion for the agriculture industry with others.







WHAT YEAR IS SCHOOL WILL YOU BE THIS FALL:

Senior

MAJOR AND SCHOOL:

Majoring in agricultural education with minors in agricultural business and agricultural marketing at South Dakota State University

TELL US ABOUT YOUR FARMING/ AGRICULTURAL BACKGROUND:

Unlike many others, I grew up across the country living in Maryland, Nebraska, and South Dakota developing a unique perspective of agriculture. I worked on a cow-calf beef ranch throughout high school. I have also been involved with FFA at the local, state, and national levels.

WHAT ARE YOUR FUTURE CAREER GOALS?

After graduation, I hope to work in a high school agriculture classroom. I hope to educate students regardless of agriculture background while developing students' leadership skills.

WHAT SPARKED YOUR INTEREST IN AGRICULTURE AND MINNESOTA PORK?

I developed my passion for agriculture through family and FFA. My interest was sparked through my FFA advisors who pushed me outside of my comfort zone. I am excited about the opportunity to be able to advocate with consumers and producers to promote pork and the industry as a whole.

WHAT ARE YOU MOST LOOKING FORWARD TO AS AN INTERN AT MINNESOTA PORK?

I am looking forward to communicating with others who have a passion for the agriculture industry. Additionally, I look forward to consumer outreach and sharing my passion for agriculture.

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Tips for Sharing Your Farm Story on Social Media During a Crisis

It's safe to say, right now is a stressful time for pig farmers. You want to share the things you are doing to maintain animal and public health in the face of these unprecedented circumstances. You also want to be responsive to questions your friends and followers might have about how COVID-19 is impacting the pork industry.

While sharing your stories and answering questions is a powerful way to connect us to others, it is also crucial to be very intentional about what you share online. What gets posted today could lead to the spread of misinformation tomorrow.

The decisions farmers are making are extremely difficult and emotional. Please remember that the farms are making these decisions based on what's right for animal welfare, and sharing photos and videos will only make a difficult situation worse.

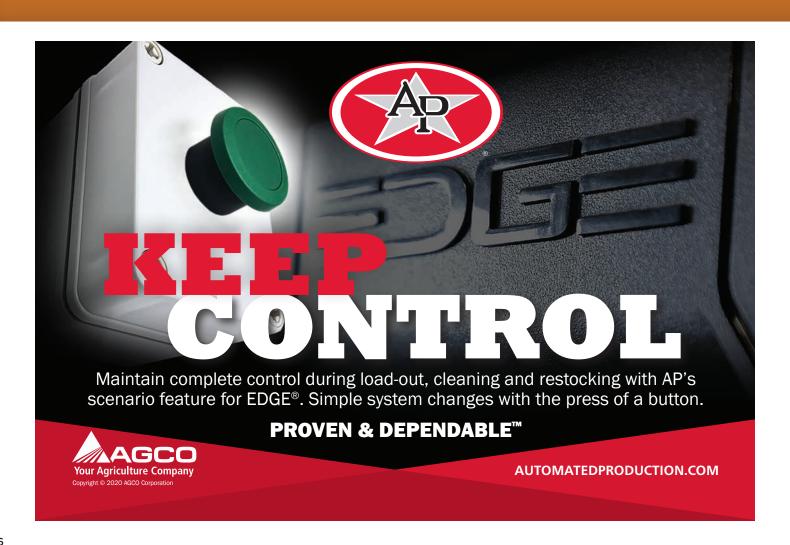
Overall, it's important to be transparent, authentic and compassionate in your posts and when responding to questions. Everyone is hurting and stressed right now, so a little bit of empathy goes a long way.

The following additional tips might help you best share your story online during COVID-19:

- 1. DON'T RESHARE POSTS THAT DEPICT WHAT MAY BE HAPPENING ON FARMS RIGHT NOW LIKE EMERGENCY DEPOPULATION AND DISPOSAL.
 - a. The decisions farmers are making are extremely difficult and emotional. Sharing and engaging with these images can cause more harm than good. If you see an image or post from a farmer, message them directly and ask them to take it down, and instead encourage them to share examples of our community's We Care principles in action.

2. SHOW HOW MUCH YOU CARE.

 The current situation doesn't change how much you and other farmers care for your pigs. Focus on sharing your dedication to caring for animals.



3. KEEP IN MIND THE GENERAL PUBLIC DOES NOT HAVE THE SAME UNDERSTANDING OF FARM LIFE AND THE PORK SUPPLY CHAIN AS YOU DO.

a. Most people don't understand the complexity of raising pigs and getting pork from the farm to their table. This makes it especially hard for them to understand why you must make the decisions you are making on your farm and why we can't send pigs to local meat lockers instead of the shutdown plants. A good rule of thumb is to speak at a third grade level to ensure your message is not taken out of context. Be clear and concise.

4. BE MINDFUL OF THE PHOTOS AND VIDEOS YOU SHARE.

a. Images and videos are powerful in the digital space. While sharing your story, make sure your photos and videos capture your audience's attention without a negative consequence. You want to represent the very best of your farm and industry, so make sure the photos and videos you share tell the best story of pig farming.

5. AN IDEA: BE HUMBLE AND SHOW APPRECIATION FOR OTHERS.

a. Your employees, packing plant employees, and grocery workers, all help keep farms running. Just like you, they are on the frontlines. Show appreciation and thank them for their efforts and dedication to keeping our supply chain moving and together meeting consumer demand for pork.

AN IDEA: SHARE HOW YOU ARE GIVING BACK TO YOUR COMMUNITY.

a. Amidst all the negative information being shared right now, people are looking for good news. Producers all over the nation are giving back in a variety of ways - like, re-share, or post these stories to remind your followers about how pig farmers care for their communities by giving back.



BIOSAFETY OF PLASMA PROTEINS

The biosafety of plasma products is extremely important to APC and to the swine industry. As a company, we make continuous investments in the latest technologies – sometimes they are even exclusive to us – to ensure we are providing the swine industry with a safe product 100% of the time. In fact, we closely follow and mirror the same standards put forth by the World Health Organization for the safety of human blood plasma products.

APC meets or exceeds the WHO standards for each critical step. Specifically, APC:

- Collects only from healthy animals at federally inspected abattoirs, including the step of pooling plasma for the effect of neutralizing antibodies
- 2. Conducts testing on every lot of plasma with PCR analysis with an accompanying Certificate of Analysis

- 3. Ensures product is free of viruses, bacteria and protozoa by processing plasma through:
 - a. UVc light / photopurification treatment* (the same as used for juices, etc.)
 - b. Spray-drying to 80°C throughout the product
 - c. Holding product in post-drying heat treatment at 20°C for at least 14 days

Each individual step (pooling, photopurification, spray-drying, temperature-controlled storage) reduces any pathogens that may be present by 99.99%. When these four processes are performed one after the other as we do, they virtually eliminate all potentially harmful microorganisms, ensuring the safety and efficacy of APC's spray-dried products.

For more information about our biosafety process, visit **APC proteins.com**.

*Denison, IA Porcine and Sublette, KS Bovine facilities

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Meat Me at the Table

Sustainability

One of my core nutrition philosophies is that there is no such thing as "good" or "bad" foods. Take one of my favorite foods as an example: the humble brownie. While the high sugar and fat content makes some people gasp, they cannot deny that our bodies need a certain amount of carbohydrates and fats to function well, and brownies contain some of these types of macronutrients. Now, brownies can also contain a high quantity of sugar and some of the "bad" saturated fat. Does that totally negate the vitamins they contain? Not at all! It does mean, however, that in order to achieve nutritional balance, we can't eat brownies at every meal (one of the saddest lessons I learned as a young nutrition student).

Interestingly, this concept of "no good or bad foods" also applies to the sustainability of foods and the concept of a carbon footprint. The products each country produces are not inherently "good" or "bad"- rather, the LOCATION of production in one country or the other gives their individual products drastically different sustainability footprints. It follows that knowing where your food comes from plays a role in supporting sustainable practices. No food is inherently sustainable or unsustainable—in most cases, location of both production and consumption plays a huge role in a food product's environmental footprint.

The point is this: every food requires resources to grow, so no food has a net zero or net negative impact on sustainability. While it is important to be conscious of not choosing all the highest impact foods to consume on a daily basis, it also isn't practical to play the "which

foods are the lowest impact and I'll only eat those forever" game. Your grandma isn't going to exclusively consume soy (the lowest impact food by most measures) overnight, neither is your husband, nor are your kids, nor, probably, are you. While sustainability is important to consider when making food choices, it does not exist in a vacuum. There are cultural and nutritional considerations that must be made when developing sustainability recommendations.

THE POINT IS
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Nutrition Considerations of Meat and Plant Proteins

We've all heard about America's obesity problem, and we've all heard that one of the big contributors to this is the so-called "Western-style diet," an eating pattern characterized by high protein, low produce, and high processed food intake. We can all agree that Western-style diets are not a viable solution to health or sustainability challenges facing today's populations. We need Americans to eat LESS processed food, MORE whole foods, and MORE plants.

In fact, shifts toward greater consumption of plants is essential both for remaining within planetary boundaries, and also to ensure adequate consumption of nutrients overall. However, just because we want to increase American consumption of plants does not mean there is no place for animals in agriculture or on our plates — we just need more BALANCE.

Facilitating access to nutritional adequacy combined with a plant-forward mindset towards nutrition are likely to result in reduced environmental impact, even when people are still consuming meat! Increasing consumption of plants, decreasing processed food consumption, adjusting portion sizes for nutrient adequacy, and reducing high impact animal product consumption and instead choosing low-impact alternatives such as pork products are ways that Americans can begin to make a measurable impact on the health of our planet and the health of themselves as individuals.

Nutrition Comparison of Meat and Popular Plant-Based Protein Alternatives

The rising popularity of plant-based replacement protein products like the Beyond Burger (BB) and the Impossible Burger (IB) raises a valuable question for

health professionals: does "plant-based" always mean "healthier"? And how do they compare nutritionally to low-impact pork?

Efforts to decrease sodium and increase potassium are critical for prevention and management of cardiovascular and kidney diseases as well as osteoporosis and cancer. Pork contains only 75mg of sodium and a whopping 6 times more potassium, while the reverse is true for its processed counterparts. Pork also contains many beneficial nutrients that

aren't always on the label: 3oz of cooked pork contains more than a third of the daily requirement for thiamin, niacin, selenium and vitamin B6, and is a good source of vitamin B12, potassium, iron, magnesium and zinc. IB is the only PBP created from a nutritional standpoint that has a comparable nutrient profile due to additions to the ingredients list—let's take a look at that!

*Ground Pork Ingredients

Ground pork, natural flavors.

*Beyond Meat Ingredients

Water, Pea Protein Isolate*, Expeller-Pressed Canola Oil, Refined Coconut Oil, Rice Protein, Natural Flavors, Cocoa Butter, Mung Bean Protein, Methylcellulose, Potato Starch, Apple Extract, Pomegranate Extract, Salt, Potassium Chloride, Vinegar, Lemon Juice Concentrate, Sunflower Lecithin, Beet Juice Extract (for color), Carrot.

*Impossible Burger Ingredients

Water, Soy Protein Concentrate, Coconut Oil, Sunflower Oil. Natural Flavors. 2% or less of: Potato Protein, Methylcellulose, Yeast Extract, Cultured Dextrose, Food Starch Modified, Soy Leghemoglobin, Salt, Soy Protein Isolate, Mixed Tocopherols (Vitamin E), Zinc Gluconate, Thiamine Hydrochloride (Vitamin B1), Sodium Ascorbate (Vitamin C), Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12.

We can see immediately the ingredients for your basic ground pork are simple. It's a good reminder that ground pork is considered an unprocessed food, per the FAO's NOVA Food Classification System, while the other products score as "Ultra-processed products- 4". This is a good point to bring up to folks who state in the same breath they want to avoid processed foods and then say they want to eat more of these types of products. Considering the previous discussion of nutrient profiles, it is worthwhile to consider if there are other, less processed sources of those nutrients that may provide additional nutritional benefits over these processed foods.

Additionally, it is interesting to note that for a supposed vegetable protein product, neither of these analog burgers actually contain appreciable amounts of vegetables. This means that in no way does eating a plant-based burger actually increase your consumption of servings of vegetables; rather, you are eating select nutrients processed out of vegetables and legumes (the literal definition of a processed food). Finally, when comparing all these qualities and then looking at cost per pound of pork (\$3/lb) vs the alternatives (both are \$12/lb), it's apparent that pork offers greater opportunity for flavor customization, less processing, and a more varied and appropriate nutrient profile at a much more affordable price.

Conclusion

Overall, it is clear the supposed health and nutrition superiority of these analog products to whole pork does not hold up based on a nutritional analysis. In fact, these products have some distinct disadvantages in terms of increased processing, lower potassium to sodium ratio, and cost.

Remember, this assessment was made comparing these products to 80/20 ground pork- by choosing a leaner pork, which dietitians like myself would recommend doing anyway, it is actually possible to get more protein, less fat, less sodium, fewer calories, more potassium, and greater micronutrient density than the processed burger counterparts by comparison. Choosing a leaner ground pork, or perhaps making whole cut burgers using various chop or roast cuts gives you all the nutritional benefits at a heart- and wallet-friendly price. I'd venture to say it's unlikely that we'll see an American Heart Association seal of approval on these plant-based burgers, whereas pork tenderloin and sirloin roast are already admitted to the exclusive heart-healthy, AHA-approved food club.

In summary, sustainability and nutrition can work together to allow individuals to choose diets that are best for them AND the planet. "Plant-based" doesn't always mean "healthy" if the product is more processed, so opt for more non-processed plants along with adequate portions of low-impact animal and plant protein to keep you going through the days ahead. Ultimately, don't forget meat has a valuable seat at the table when discussing ecological and nutritional consequences of our daily food choices.

Sources:

www.pork.org www.beyondmeat.com www.impossiblefoods.com

Board Member Todd Selvik

Tell us about yourself and your farm and why did you choose to come back to the farm?

I grew up on a farm in Waseca, Minnesota. My dad and uncle worked together as they continued the family farm. Our whole operation consisted of 2,500 acres of crops and about 25,000 finish pigs a year. I was involved with the pigs and the crops from a young age and I knew I wanted to be a farmer right away. I always loved working with my dad and being on the farm. When I was deciding what I was going to do in life I couldn't really see myself doing anything else. I went to the University of Minnesota – St. Paul to expand my knowledge and bring something back to the farm. I knew that times change and I couldn't just do it like Dad did. To be successful I would have to learn new aspects to farming, so I got a job as a commodity trader at CHS after college.

After few years of working at CHS and the farm on the weekends, I decided it was time to come home for good. Now my cousin Clint and I manage the crop and pig operation. My wife, Meghan, and I moved into my parent's house at the home farm in the spring of 2019. My children are Sydney 5, Ethan 2, and our baby Olivia is 15 months old. I use my experience from CHS to market the crops and it also has helped with the hog markets. I handle the risk management for our pig farm and our joint ventures. We own our pigs and are a part of the Pipestone System.

Why did you decide to run for a position on the Minnesota Pork Board?

supervisor on my local township board. When I was approached about being on the board last year, I was excited for the opportunity. I thought it would be a great way to get involved in the industry that I am tied into. It really gets me involved in the issues and helps me solve some of the problems that plague our industry. I thought it would be a great opportunity for me to be the voice for other producers like me.

What are you most looking forward to as a Minnesota Pork Board member?

After being on the board for a few months now, I have seen the value that it brings to Minnesota pork farmers. We are fighting and working to give our farmers every opportunity to succeed. I really enjoy sharing the new techniques and helpful programs with my friends and people I work with. The networking has also been very helpful. I believe that there will be more opportunities to help farmers going forward. I look forward to the chance to lend my voice during those discussions.

What is your favorite farm memory?

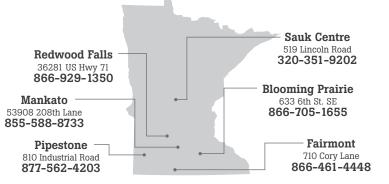
I wouldn't say I have one favorite farm memory. I've enjoyed many throughout my years. They mostly revolve around family. One of the things I enjoy the most is my children riding with me in the truck or tractor. They have so much fun bouncing around with me. I have many fond memories of growing up on the farm being with my cousins and my siblings. We all managed to have lots of fun picking rocks, riding four-wheelers, and even getting into trouble. I have really enjoyed working and learning from my Dad and Uncle these past few years; they have a lot of useful knowledge. It's fun to work alongside them and work through problems with them.











2020 Young Leaders in Agriculture Conference -

Virtual Edition!

The Young Leaders in Agriculture Conference (YLAC), formerly a 3-day conference held in-person, will be carried out virtually over the course of 3 months. This online experience serves as an opportunity for young leaders to hear from professionals spanning across many industries speaking on a variety of topics. Please review the following list for an outline of speakers and their topic of discussion, along with scheduled dates.

- Nathan Jamail

Resiliency: How to Leverage the COVID-19 Pandemic to Develop Your Leadership Capacity

Kylee Deniz

Advocacy: How to Harness the Power of Social Media to Build Your Personal and Professional Brand

- Tim Hammerich

Cultivating Your Competitive Advantage

John Rodriguez

The Ideal Team Player

SCHEDULED SPEAKER DATES TO MARK ON YOUR CALENDAR:

- June 10
- June 24
- July 8
- July 22
- August 12

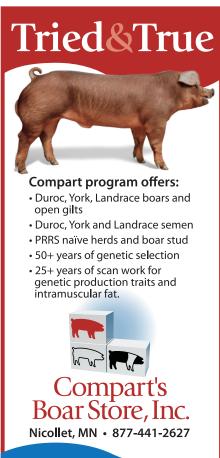
Each speaker session will begin at 2:00 p.m. on the Zoom video conference platform. All sessions are free for registrants. Registration information can be found at www.mnpork.com.

For additional questions and information, please contact MPB COO, Jill Resler, at jill@mnpork.com.











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Fire up the grill because things are about to get real flavorful! This juicy Grilled Pork Tenderloin will have you and everyone around the table mmm'ing at every bite! It's made flavorful thanks to the Ultimate BBQ Rub, as well as a garlicky Avocado Green Sauce for topping the pork with.

This Grilled Pork Tenderloin recipe is a great way to kick-off summer grilling! It's easy to make, incredibly flavorful and juicier than ever. While it's totally optional, if you want to take the flavor to the next level, you can apply a wet rub 30 minutes to 8 hours before grilling.



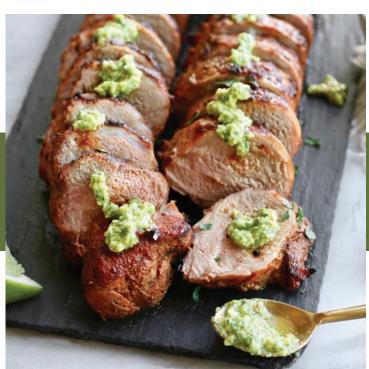
GRILLED PORK TENDERLOIN INGREDIENTS:

- Pork tenderloins
- BBQ Spice mix paprika, garlic powder, onion powder, chili powder, cumin, chipotle powder (use smoked paprika or omit for less heat), sea salt and pepper
- Coconut sugar omit for Whole30
- Lime juice lime juice add so much flavor to both the BBQ Rub and Avocado Green Sauce
- Avocado oil or olive oil recommend avocado oil for grill as it has a much higher smoke point than olive oil.
- Fresh herbs recommend a mix of cilantro and parsley.
- Garlic 1 2 cloves depending on how garlicky you want the sauce.
- Avocado avocado should be slightly soft to touch - similar to a feeling of a juicy peach that's ready to eat.
- Crushed red pepper flakes feel free to add more if you want a little extra kick.



INSTRUCTIONS

- 1. With paper towels, pat the pork tenderloins to absorb as much moisture as possible.
- 2. In a small bowl combine all of the BBQ rub ingredients and stir to combine.
- 3. Smear the pork tenderloins with the BBQ rub and spread out until evenly and fully covered a nice thick layer.
- 4. Optional step let the pork tenderloins marinate for 30 minutes to 8 hours.
- 5. Preheat grill to high heat, 450°F. Once preheated, place the pork tenderloins on the grill and cook for 2 minutes on each side. Then cook until internal temp reaches 145°F, flipping half way through (around the 10 minute mark). Grill time will depend on grill used and thickness of pork tenderloins. Most important part is that the internal temp reaches 145°F.
- 6. Optional step while the pork is on the grill, prepare the Avocado Green Sauce by adding all of the sauce ingredients to a small food processor or blender, and blending until desired consistency is achieved, as chunky or as smooth as you'd like.
- 7. Once internal temp reaches 145°F remove from the grill. Place the pork tenderloin on a clean plate and cover with a foil tent for 5-10 minutes. After the time is up, slice into 3/4-1 inch pieces.
- 8. Serve topped with Avocado Green Sauce and your favorite sides.





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