



PORK CHECKOFF REPORT

MAY JUNE 2023



VOLUNTEERS NEEDED!

The Minnesota Pork Board (MPB) seeks volunteers and supervisors for the Minnesota State Fair. Volunteers receive a t-shirt to wear while at the booth and free admission into the fair!

August 24 - September 4

Over one million people visit the Minnesota State Fair each year. As fair-goers try new foods and walk through thousands of booths, pig farmers have the unique opportunity to share their pig farming story in Minnesota as part of consumers' state fair experience. Minnesota Pork is looking for volunteers and supervisors for the Oink Booth and Promotion Booth to reach out to fair-goers and engage in conversations about animal care, sustainability, and pig farming.

We hope you will take the opportunity to share your story about agriculture with thousands of curious consumers of all ages at the 2023 Minnesota State Fair!

Volunteers at our booths make Minnesota Pork's presence at the fair possible and bring credibility to farmer's stories through increased transparency.

Farmers and industry partners can register to volunteer using the QR code below.

Or contact Colleen Carey at the Minnesota Pork Board office by calling (507) 345-8814 or emailing colleen@mnpork.com.



minnesota state fair **Volunteers and Supervisors Needed!** *august 24 - september 4*

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MN PORK CALENDAR

JUNE 14

PQA+ & TQA - Hutchinson

Mcleod County Fairgrounds
Extension Office Meeting Room
840 Century Ave.
Hutchinson, Minnesota
PQA+: 9:00 a.m. - 12:00 p.m.
TQA: 1:00 - 4:00 p.m.
Pre-register: colleen@mn pork.com
or 1-800-537-7675

JUNE 15 - 17

Grandma's Marathon Essentia Health Fitness Expo

351 Canal Park Dr.
Duluth, Minnesota

JUNE 19-21

Young Leaders In Agriculture Conference

Denny Sanford Premier
Convention Center
Sioux Falls, South Dakota
Online Registration Now Open

JUNE 25

Hy-Vee Women's Half Marathon

Normandale Lake Park
Bloomington, MN

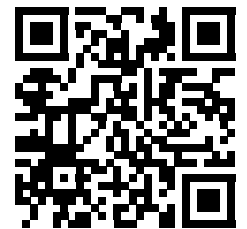
JULY 9

Anoka Riverfest

12 Bridge Square
Anoka, MN



SCAN ME



REGISTER NOW: 2023 Young Leaders in Agriculture Conference

The seventh annual Young Leaders in Agriculture Conference (YLAC) will be held June 18-21, 2023 in Sioux Falls, South Dakota.

Agricultural leaders between the ages of 18-22 who are interested in pursuing a career in agriculture are encouraged to attend the Young Leaders in Agriculture Conference. YLAC focuses on the development of young leader's leadership, communication, business, and critical thinking skills while providing opportunities for attendees to grow their professional network with both peers and industry leaders.

During the event, attendees will learn from engaging thought leaders, table breakout sessions, networking opportunities, and a case study exercise. Key themes include business acumen, team dynamics and performance, career success, and industry challenge innovation.

Presenting sponsors for the Young Leaders in Agriculture Conference are Compeer Financial and the Minnesota Pork Board. Because of generous sponsors, there is no cost for young people to attend YLAC. For more information on the YLAC agenda or to register, visit <https://www.mnpork.com/pork-youth/youngleadersconference/>.





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Minnesota Pork names Director of Communications, Director of Public Policy Strategy and Sustainability

Mankato, MN – The Minnesota Pork Producers Association (MPPA) has announced Bailey Ruen as the new director of communications and has promoted Lauren Servick as director of public policy strategy and sustainability.



As director of communications, Ruen leads image and public relations strategies to build trust in Minnesota's more than 3,000 family pig farmers. Her responsibilities include developing digital content, video, audio and print media, website management, and external media relations.

"On behalf of the Minnesota Pork Board of Directors and staff, I am excited to announce the addition of Bailey Ruen to the Minnesota Pork team," said Jill Resler, CEO of the Minnesota Pork Board and Minnesota Pork Producers Association. "Bailey's desire to serve Minnesota pig farmers, her communication background, and agrarian roots will serve our industry well as we continue to build trust in Minnesota's family pig farmers."

Ruen's passion for the industry began while growing up on her family's pig and crop farm near Lanesboro, Minnesota. She is a 2022 University of Minnesota graduate with a bachelor's degree in Agricultural



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COMMUNICATIONS

LAUREN SERVICK
DIRECTOR OF PUBLIC POLICY
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Communication and Marketing. She has most recently been employed as an Associate Account Executive at agricultural marketing agency, Curious Plot.

Servick has been promoted to director of public policy strategy and sustainability, where she'll lead the development of public policy strategy and sustainability efforts.

"Lauren's demonstrated experience in the sustainability and public policy arenas will be invaluable as we continue to defend Minnesota pig farmer's permission to operate," said Resler. "Her passion to serve Minnesota pig farmers in a dynamic and complex operating environment is unmatched - we are fortunate to have Lauren on the team as we work to ensure opportunities for future generations of pig farmers in Minnesota."

Servick joined the MPPA as director of communications and marketing in January 2017 later becoming more involved in public policy efforts. Servick most recently served as the director of marketing and public policy engagement since June 2018.

Ruen's first day on staff was April 25. She can be reached at bailey@mnpork.com.

Servick can be reached at lauren@mnpork.com.

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- Agricultural Contracts
- Cooperatives
- Agricultural Employment Law



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www.pca.state.mn.us/fish-kills



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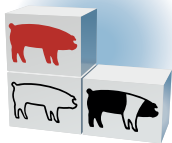
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INTERNATIONAL TRADE: Why It's Important to U.S. Pork Producers

In honor of May being World Trade Month, the National Pork Producers Council (NPPC) is highlighting the important role international trade plays for U.S. pork farmers and the U.S. economy.

“U.S. pork farmers have built a global reputation for providing domestic and foreign markets with high-quality, safe, and affordable pork products,” said Lori Stevermer, NPPC’s President-elect and pork producer from MN. “To grow exports and support high-paying jobs in rural communities, the United States must open new and expand existing markets through trade agreements, trade and investment framework agreements, and market access deals.”

Exports are vital to the U.S. pork industry. In 2022:

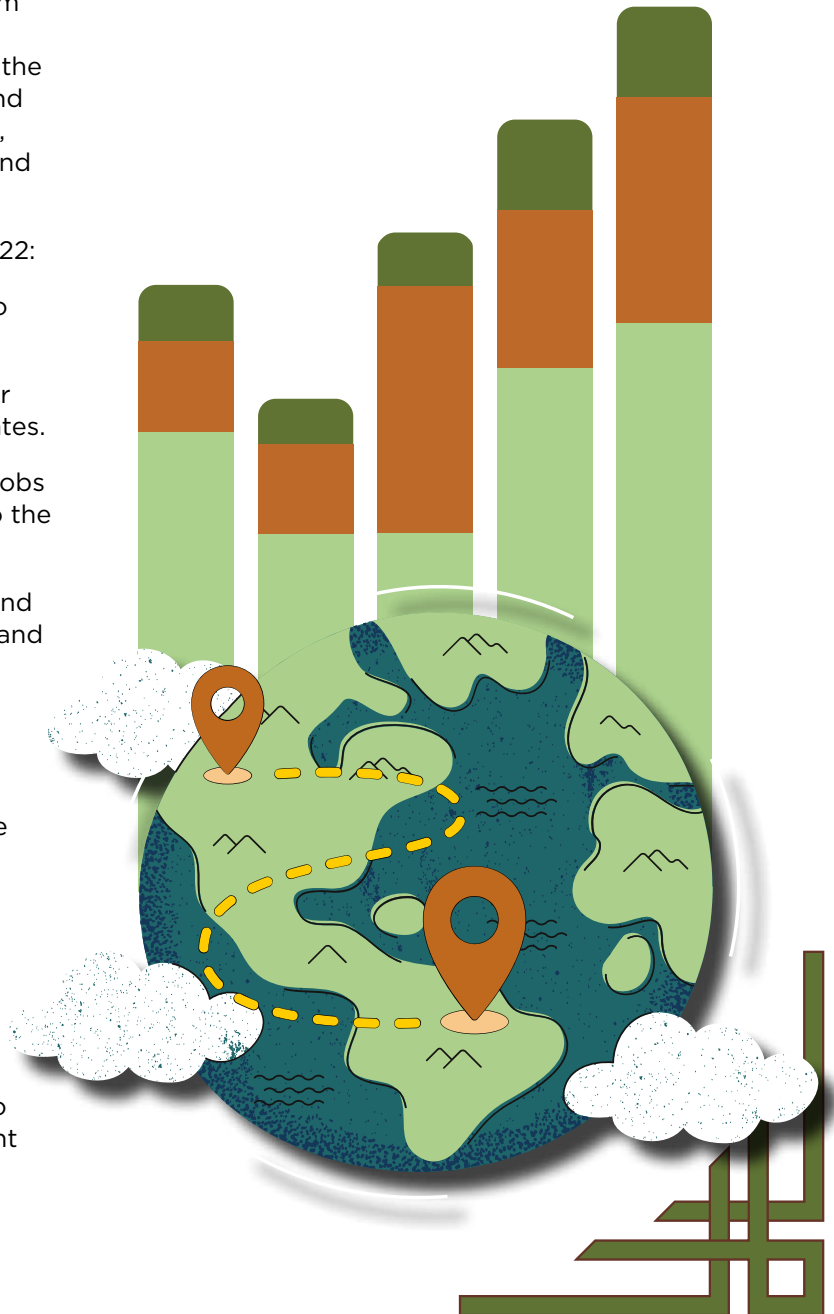
- The U.S. exported \$7.6 billion worth of pork to more than 100 foreign destinations.
- Exports account for more than \$61 in value for each hog marketed annually in the United States.
- U.S. exports support more than 155,000 U.S. jobs supported and contribute over \$14.5 billion to the U.S. economy.

NPPC advocates for the social, environmental and economic sustainability of U.S. pork producers and their partners by supporting reasonable public policies allowing them to export pork products globally. NPPC works to safeguard existing markets and for greater market access to high-quality, affordable pork products for consumers through trade agreements and trade initiatives that eliminate tariff and non-tariff barriers to U.S. pork exports.

“It is important that the United States maintain current markets but extend preferential trade agreements to smaller and lesser-developed countries,” added Stevermer. “Over the past decade we have seen how dependent we have become to foreign markets - we export more to the 20 countries we have a free trade agreement than to the rest of the world combined. Trade market access can make enormous impacts for American pork farmers making the U.S.

more globally competitive by boosting exports, supporting jobs, and offering nutritious and affordable pork products.”

To learn more about NPPC’s take on trade priorities, go to: <https://nppc.org/pork-industry-issues/international-trade/>.



A portrait of Baleigh Peterson, a young woman with long brown hair, smiling and wearing a white and brown sweater. She is standing outdoors with a blurred background.

Baleigh Peterson

Year in School: Upcoming Junior

INTERNSHIP

Major and School: I am attending the University of Minnesota and majoring in Agricultural Communication and Marketing with a minor in Animal Science.

Tell us about your farming / agricultural background.

I grew up on a small hobby farm outside of Gibbon, Minnesota where my family has a small herd of simmental beef cattle and raises show pigs and poultry every year for our local county fair. Previously, my family lived by Lafayette, but was able to move to my dad's family farm (where we are now) where they used to raise crops and milk their herd of holsteins. I have been involved in showing cattle and participating in 4-H and FFA since I was old enough. My parents got my siblings involved in the industry knowing it would help us gain an understanding of where our food comes from and it would teach us responsibility. Since starting, my love for the agriculture industry has only grown!

What are your future career goals? For as long as I can remember, I have been set on continuing my education in agriculture and one day, finding a career in the industry. Upon graduation, I plan to move back to my home area and find a career in the communication side of the agriculture industry. Ultimately, I would like to connect consumers to where their food comes from through communication and education and/or be a supporter and communicator for Minnesota's farmers.

What sparked your interest in agriculture and Minnesota Pork? As I have said, my interest in agriculture sparked from a young age and I have only grown more passionate about it since, but my desire to share my passion for the ag industry was solidified when my cousin came to stay on our farm for a week

quite a few years ago. Although he had relatives who were connected to the ag industry, I was surprised at how little he knew about agriculture and where his food actually comes from. This made me realize that as agriculturalists, it is our job to communicate with consumers and help them find gratitude for those who grow their food. Since my cousin's visit, I have taken on larger roles in 4-H and the Minnesota Simmental Association, gained a better understanding of communicating for farmers, and even served as a 2021-2022 Minnesota FFA State Officer. I am excited to work for Minnesota Pork this summer and look forward to advocating for the pork industry at many events and building on my professional and interpersonal skills.



What are you most looking forward to as an intern at Minnesota Pork? I have had some experience working with pigs through showing and helping on a couple hog farms, but I am excited to expand my knowledge on hog operations and see how practices of Minnesota hog farmers differ from what I have experienced. I am also very excited to build on my design, content creation, and writing skills and, as a people person, am excited to meet and work with members of the Minnesota Pork team. Additionally, I look forward to our Oink Outings and advocating for the pork industry across the state!

Tell us a fun fact about yourself. I have the same name and same birthday as the newly hired Director of Communications, Bailey Ruen. We also both have a younger sister named Brielle!

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Baleigh Peterson

Intern

Megan Meyer

Intern



Megan Meyer

Year in School: Upcoming Junior

INTERNSHIP

Major and School: I am majoring in Agricultural Communication and Marketing with a minor in Animal Science at the University of Minnesota - Twin Cities.

Tell us about your farming / agricultural background.

I am the fourth generation on my family's 900 cow dairy farm in Winona County. We raise most of our own crops and milk cows at two different locations. Growing up, I was involved in 4-H and showed dairy cattle and meat goats. I was also very involved on my county's dairy judging team and hope to continue to judge for the University of Minnesota. In 2021, I was a top ten finalist for Princess Kay of the Milky Way, where I gained a passion for communicating agriculture to the public. All of these experiences shaped my love for agriculture, livestock, and working with people.

What are your future career goals?

In the future, I hope to continue to work in agriculture. I want to try a few different avenues, like working in ag policy, communications, working hands-on with livestock and working in public relations. Eventually I would love to own a farm of my own and raise livestock, specifically dairy cattle! I want to keep the public informed about the

day to day on a farm by starting a blog and a social media page where people can follow along and learn all about my farming story.

What sparked your interest in agriculture and Minnesota Pork?

I have always been passionate about agriculture, because I understand the value that agriculture has in the world. I learned this by growing up on a farm. I worked very hard to promote dairy throughout the years, and after my freshman year in college, I developed an interest in the swine industry. I wanted to diversify my knowledge of the agriculture industry as a whole, and I thought that working with Minnesota Pork would be a great way to do that. I am also interested in agricultural policy work, and through this internship I can dive deeper into policy work.

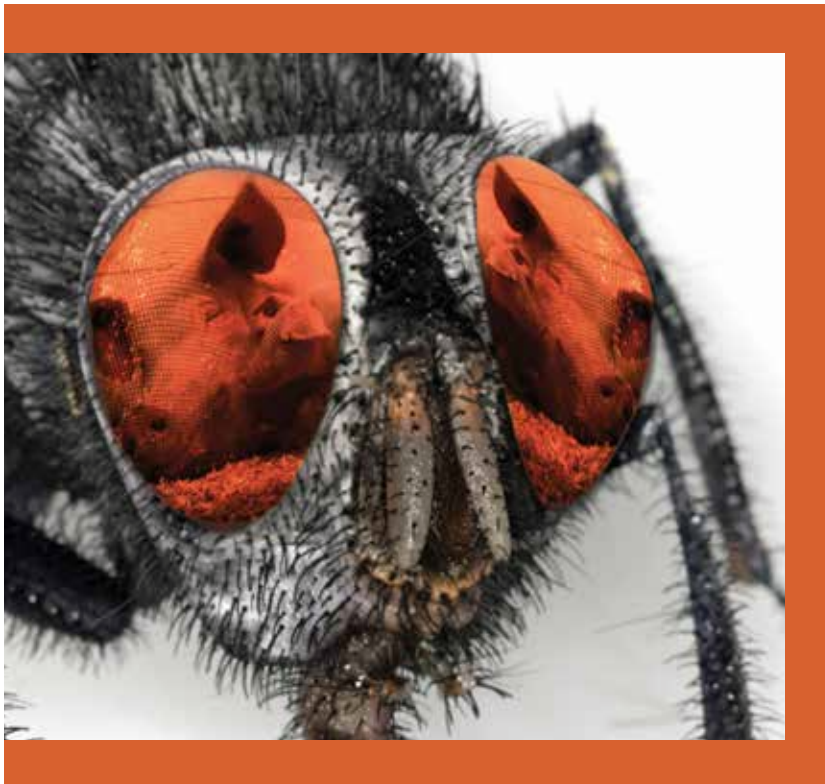
What are you most looking forward to as an intern at Minnesota Pork?

I cannot wait to attend Oink Outings this summer. I love interactions with the public, and am so excited to help bridge the gap between farmers and consumers. I am also looking forward to using my event planning skills to help put on some great agriculture related events this summer!

Tell us a fun fact about yourself.

I got my head carved out of 90 pounds of butter as a Princess Kay Finalist!





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THE CHOICE IS CLEAR





Share the story of pig farming at Oink Outings this summer!

Each summer, the Minnesota Pork Board's consumer-facing Oink Outings program connects with the public at a variety of events to share the facts of pig farming and pork.

Oink Outings provide a great opportunity for pig farmers to share their story. Volunteers, interns, and staff encourage consumers to ask tough questions

farmers to give back to their communities and neighbors.

For every question asked at the Oink Outing, MPB donates one pound of ground pork to Second Harvest Heartland. Although most people ask the first question simply to donate, the answer typically sparks more questions, creating a conversation with lasting impact.

“Not only will we be able to share the nutritional benefits of pork in a healthy diet, but also have robust conversations around how pigs are raised, farming practices, and sustainability,” stated Voelkel.

about topics such as animal care, sustainability, and the environment to breach surface-level small talk and dig into meaningful conversation.

Over the last decade, MPB donated tens of thousands of pounds of ground pork, all generated from the questions consumers asked at these events.



MPB's director of events and promotions, Pam Voelkel, strategically plans the locations at which Oink Outings will take place to help reach our target audience, Wellness Enthusiasts. Through intensive workshoping exercises and a 360-degree communications audit, MPB identified Wellness Enthusiasts as a primary stakeholder, and this year's Oink Outings schedule deliberately targets health and wellness-focused individuals.

Not only do Oink Outings generate great interactions with consumers, they also provide a platform for pig

“Second Harvest Heartland has told us numerous times how the ground pork donation fills an immediate need for those who cannot afford fresh protein,” Voelkel noted. “MPB is honored to help provide a high quality, nutritious protein for those in need.” Among other tools, resources, and games, this year's Oink Outings will feature a giant Jenga set with each board displaying a pork or pig-related question to help spark meaningful conversation with consumers.

If you are interested in volunteering or would like to know more, contact Pam Voelkel, Minnesota Pork Board, director of events and promotions at (507) 345-8814 or pam@mnpork.com.

2023 Oink Outings Schedule

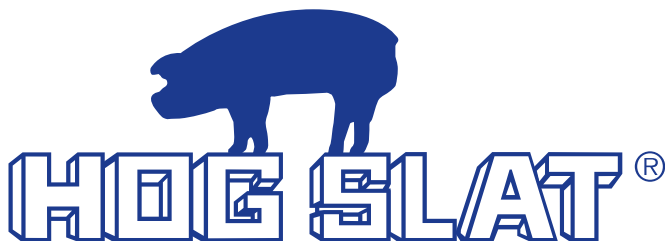
Date	Event	Location	Booth Hours
June 3	Tour de Cure - American Diabetes Association	Boom Island Park 724 Sibley St SE Minneapolis	7 a.m. - 3 p.m.
June 25	Hy-Vee Women's Half Marathon	Normandale Lake Park Bloomington, MN	7 a.m. - 12 p.m.
July 8	Anoka Riverfest	12 Bridge Square Anoka, MN	9 a.m. - 5 p.m.
July 15	St Paul Farmer's Market	290 E 5th St, St Paul	7 a.m. - 1 p.m.
July 20	MarketFest	Downtown White Bear Lake, MN	6 p.m. - 9 p.m.
July 22	Lakeview Terrace Farmers Market	Bottineau Blvd and Lakeland Ave (NE Corner) Robbinsdale, MN	9 a.m. - 1 p.m.
July 29	Run Stillwater, St. Croix Crossing Half Marathon	Lowell Park, Parking Lot 3-4 Stillwater, MN	7 a.m. - 2 p.m.
August 12	Run Stillwater, Gopher to Badger Half Marathon	Lakefront Park Hudson, WI	7 a.m. - 2 p.m.
August 16	Eagan MarketFest	Eagan Festival Grounds 1501 Central Parkway, Eagan	4 p.m. - 8 p.m.

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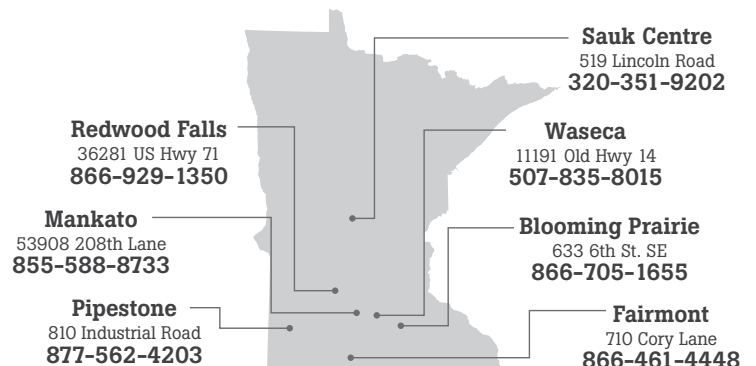


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