

PORK CHECKOFF REPORT

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MAY JUNE 2024

Three Minnesotans Join NPB on EU Immersion Trip

Every few years, the National Pork Board's elected Board of Directors attends an immersion trip to experience U.S. Pork abroad and to view the market in real-time so they can continue making the best decisions on behalf of fellow producers. The Minnesotan participants included Board members Dale Stevermer and Gordon Spronk as well as Minnesota Pork CEO Jill Resler.

The intent of immersion trips is to experience and learn how industries in other countries operate, specifically what opportunities are available, and identify solutions to challenges. Exposure to markets benefits U.S. production and helps the board make wise decisions on how best to utilize producers' Pork Checkoff funds.

Board member Dr. Gordon Spronk said the trip provided important insight to help the Board make strategic decisions.

he said. "We compete around the world in our efforts to meet consumer protein needs/demands. The Pork Checkoff mandates that the NPB is responsible for education, research and promotion of our industry. Therefore, it is important for NPB members to educate themselves by in-person visits to our global competitors and customers to better understand how to educate, direct research and promote our industry."

Spronk concluded, "My biggest takeaway - we have the potential to be the best swine production industry in the world, we just need to educate our producers on that opportunity."

European Union Immersion

While abroad, the group understood how EU member states control and eliminate endemic swine diseases and learned about EU animal welfare practices, environmental regulations, sustainability, food safety and farm worker safety.

CONTINUED ON PAGE 2

"The U.S. swine industry participates in a constantly changing, competitive global protein production industry,"

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MN PORK

JUNE 5-6

World Pork Expo

Iowa State Fairgrounds Des Moines, IA

JUNE 12

PQA+ and TQA Certification Classes

PQA+ 9:00 a.m. - 12:00 p.m. TQA 1:00 - 4:00 p.m.

Lafayette Community Center Lafayette, MN

JUNE 16

Rumble on the River Jackpot Show

Fillmore County Fairgrounds Preston, MN

JUNE 17-19

Young Leaders In Agriculture Conference (YLAC)

Mayo Clinic Health Systems Event Center Mankato, MN

JUNE 20

Grandma's Marathon

Duluth Entertainment Convention Center Duluth, MN

JUNE 22

Murray Classic Jackpot Show

Murray County Fairgrounds Slayton, MN

JUNE 23

Sunglo Spectacular Jackpot Show

Goodhue County Fairgrounds Zumbrota, MN



CONTINUED FROM PAGE 1

They toured retail grocery and food service establishments to understand consumer food trends and sales and marketing approaches with various demographic and multicultural audiences. They also had opportunities to discuss EU pork production and economic and export market trends.

"For pork production and marketing to be successful in the future, we need to unify the promotion and demand building by adding in the nutritional aspects of the meat, our farmers' work to prevent and reduce disease levels and also the sustainability message we as producers are able to provide and control," said Dale Stevermer, board member from Minnesota.

A Snapshot of the Stops DENMARK:

The group toured a border fence between Germany and Denmark stretching approximately 62 kilometers (42 miles) and measuring 1.5 meters tall (approximately five feet) and 0.5 meters (approximately 20 inches) below the surface. The fence was constructed with 4 million Euros in government and industry funding in 2019 to keep wild boars and the risk of ASF out of the country.



Trip attendees tour the fence on the Danish-German border.

- They also visited a **truck wash facility** constructed by Danish producers as part of the preventative measures to keep the ASF virus out of their domestic herd. The truck wash was one of only three entry points for over 28,000 truckers per year that re-enter Denmark after delivering wean-age and feeder pigs to ASF-positive countries such as Poland and Germany.
- The group toured **the Danish Crown**, an internationally oriented Danish food company with butchery operations, processing and pork and beef sales. Danish Crown is a large importer of U.S. Pork and must pay the Pork Checkoff at \$0.35 per \$100 value of each pig.
- Also, **BioGas Horsens**, a bio-digestion plant in Denmark, which takes 500 million tons of material and turns it into biogas. Biogas is a mixture of carbon dioxide and methane created by the bacterial decomposition of organic waste.

NETHERLANDS:

 The group visited USDA-Foreign Agricultural Service, where they learned more about EU and German pig production from experts and met with the Pig Improvement Company based in Germany.



National Pork Board members browsing pork products in the Netherlands.

They also toured Westfort Plant, a family-owned processing plant that specializes in pork. Four locations in the Netherlands process approximately 1,200 tons of pork products daily and up to 300,000 tons annually.

Industry Practices and Learnings

The U.S. pork industry believes that pork is an essential part of a healthy, balanced, nutritious diet; pig and crop farming are sustainable; and the ethical treatment of our people and animals is key to a resilient food system. However, research shows that if the industry doesn't bring younger consumers into the category at a faster rate, annual consumption will decline by 2.2 lbs. over the next 10 years.

"As the National Pork Board, I believe we need to see the future coming and help U.S. pig farmers prepare," said Al Wulfekuhle, NPB vice president from Iowa. "A trip like this is invaluable in assisting us in making wise decisions on how to best utilize producers' Checkoff funds to best do this."

Read the full article and more Pork Checkoff news at **https://porkcheckoff.org/news.**

NBA Playoffs = Marketing Opportunity



The Minnesota Timberwolves had a historic run this NBA Playoffs. Brands and marketers have turned a post-game interview quote between former NBA star and broadcaster Charles Barkley and standout Anthony Edwards by taking Edwards' quote of "Bring ya a** to Minnesota" and forming it into a Minnesota promotional marketing piece.

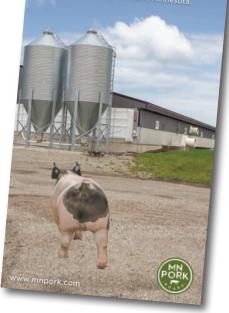
Minnesota Pork was approached with an opportunity from advertising partner, the Star Tribune, to place an advertisement in a special-issue newspaper for 15,000 print copies to be distributed to fans at area bars near the stadium as well as attendees of the block party before the Friday, May 24th game.

With our own spin of "Minnesota's over 3,000 family pig farmers want you to bring ya hams to Minnesota," the advertisement has seen record engagement on MN Pork social platforms and Star Tribune reviews. On Facebook, the post was seen over 44,300 times in just two days, with over 1,700 likes and over 90 shares.

Although the Timberwolves lost in the Western Conference Finals run, it was the best Timberwolves season since 2004 with a Minnesota marketing twist - thanks to Barkley and Edwards!

BRING YA A**









f Minnesota Pork



(In) Minnesotapork (In) Minnesota Pork

Bailey Ruen, Director of Communications at MPB, at the game on 5/28 with MN Pork's ad.

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I VISITED THE

MINNESOTA PORK WELCOMES TWO



Kate Lorang

As of May 15, 2024, Kate Lorang has been on staff at Minnesota Pork as sustainability outreach coordinator. In her role, Lorang is responsible for the recruitment and engagement of farmers

across Minnesota for sustainability grants and supply chain partnerships. She will act as a 'one stop shop' for farmers to support the utilization of sustainabilityrelated programs and initiatives relevant to Minnesota. Kate will leverage existing contacts and aid in project promotion, answer questions, provide technical assistance, and ensure effective cross-functional communication.

1. Please share a brief intro to yourself.

My name is Kate Lorang and I live in Redwood Falls, MN. I grew up on a farm north of Morton, MN where my family grows corn, soybeans, and raises chickens. I graduated from South Dakota State University in May 2024 with a degree in Agricultural Communication with minors in Agronomy and Crop Protection. I served as a Students' Association College of Agriculture, Food, and Environmental Sciences Senator and SDSU Admissions Ambassador, where I was actively engaged in the recruitment of prospective students.

One of the highlights of my college career was serving as the 2023 Agronomy and Precision Ag Club President. I served as a Prexy Council representative and secretary previously. When I was a freshman, there were around 20 members involved in the club. The recruitment efforts by the 2023 officer team were outstanding and at our first meeting of the semester last fall, there were 105 students present. To see this club grow in numbers and increase activeness on campus was amazing. In my free time, I really enjoy gardening, reading and spending time at the lake with my family.

My parents, Tom and Molly Lorang, are both teachers. My dad, Tom, is an Ag Instructor at Ridgewater College in Willmar, MN. My mom, Molly, is an Early Childhood Special Education Teacher at Cedar Mountain Elementary School in Franklin, MN. My younger brother,

Keegan, is currently attending South Dakota State University majoring in Agricultural Systems Technology. I will be getting married to my fiancé, Chad Maddock, in June 2024. Chad will be one of the high school Agriculture Education teachers at Redwood Valley High School in Redwood Falls, MN.



2. Tell us about your agriculture/career background before joining MN Pork.

My involvement in agriculture started as a child as I was raised in a small rural community in southwest Minnesota. My family instilled in me a love of the land and the importance of our farming community. As I reflect on the "how" I got involved in agriculture I believe the biggest impact on my decision to pursue a career in agriculture was based on two of my best decisions which was joining 4-H and FFA. I was an active 4-H member for twelve years and served as a Minnesota 4-H State Ambassador and Minnesota 4-H Agriculture Ambassador. In addition, I was an FFA officer, competing in many career and leadership development events and earning my Minnesota State Degree. I loved the opportunity to learn how to create an ag business and was honored to receive a national gold proficiency in poultry production. I was fortunate to have been involved in both organizations that created an amazing foundation and impact on my future career in agriculture.

I was fortunate to complete two summer internships with Centrol Crop consulting in Renville and Redwood County. I learned so much about taking stand counts, and identifying weeds, insects, and diseases. I thoroughly enjoyed engaging with farmers and discussing their crops and what we were seeing in the field that week. In addition, I was able to create content for their social media pages about various crop conditions, weeds, insects and diseases to help educate and partner with farmers about what we were seeing in fields or what to be watching for in their fields.

3. What sparked your interest in working for Minnesota's pig farmers?

After careful research and exploration about the Minnesota pork industry commitment to sustainability practices I knew that I wanted to be part of this industry. Minnesota pig farmers are committed to continuous improvement in their daily practices, and I am excited to create connections and learn more about the industry. Minnesota pig farmers are extremely dedicated, humble, and committed to delivering the safest, highest quality pork supply in the world. I will be responsible for the recruitment and engagement of farmers across Minnesota for sustainability grants. I will engage with farmers to support the utilization of sustainability-related programs and initiatives that demonstrate data-driven continuous improvement within the Minnesota pork industry. I am incredibly excited to meet many outstanding Minnesota pig farmers. My interest and passion in improving conservation and sustainability practices in agriculture immediately drew me to this position. I am so excited to join the team at MN pork as we work together with pig farmers across the state to explore options that create sustainability within their individual farming operations.

NEW FULL-TIME STAFF MEMBERS

4. What are you most looking forward to as you begin your role?

My passion for the agriculture industry came from the understanding that a career in agriculture is full of diverse career opportunities. I have always been committed to the positive promotion of the ag industry and being able to communicate and educate the public about agriculture, food production, and environmental practices within our industry. I am passionate and excited about my future in agriculture and my future career with Minnesota Pork. In my role, I can have a positive impact by educating and providing resources to farmers on conservation practices and programs that are available. I am excited to assist farmers with opportunities to improve environmental practices on their farms through increased sustainability measures.

5. What is your favorite pork product/dish?

My favorite pork product is grilled pork chops! A close second is pulled pork, I love both and I am excited to try some new pork recipes as well!

Kate can be reached at kate@mnpork.com.



Kirby Hettver

As of May 1, 2024, Kirby Hettver has been on staff at Minnesota Pork as director of producer services. In his role, Kirby is responsible for the development and execution of account

management plans for Minnesota Pork stakeholders building relationships that are rooted in integrity, trust, respect, and value. Hettver will play a key role in increasing industry awareness of the Minnesota Pork Producers Association, Minnesota Pork Board, National Pork Producers Council, and National Pork Board priorities and programs.

1. Please share a brief intro to yourself.

My wife Mandi and I live just outside of Granite Falls, MN with our three daughters: Amelia, Hazelee and Korinne. Our family had two primary seasons throughout the year, dance season and show pig season. I attended the U of MN where I was active in FarmHouse Fraternity, Block and Bridle and the General



Livestock Judging Team. It is also where I earned my bachelor of science in Animal and Plant Systems.

2. Tell us about your agriculture/career background before joining MN Pork.

My entire life has always centered around agriculture, more specifically, Minnesota agriculture. At the beginning of my career, I served as an extension educator out of the Stevens County office focusing my time on risk management education as well as 4-H youth development. While in Morris, I was fortunate to have opportunities to share my expertise with farm consultants in the Osh region of Kyrgyzstan, cattle producers and the beef value chain in Ryazan Oblast of Russia, as well as business leaders and government officials in Moscow.

I then spent 5 years as a commercial and agricluture loan officer at the Co-op Credit Union of Montevideo, serving members in West Central MN. During this time, I was asked to serve as an advocate for credit unions and began developing relationships with elected officials, both on the state and national level.

Opportunities to return to the farm full-time opened up in 2009. Having additional revenue from seed and equipment sales, along with providing custom harvesting services, allowed us also to bring in my brother. Over the past 15 years, my time doing hands-on work in the shop along with some of the key fieldwork has decreased significantly as others have stepped up. This allowed me to serve on the Minnesota Corn Growers Board for two terms. I went through leadership serving as President in 2018. The majority of my committee time was spent on sustainability issues on the production stewardship committee at both the state and national level.

3. What sparked your interest in working for Minnesota's pig farmers?

When I learned about the opportunity at Minnesota Pork, I was open to exploring and ultimately made the decision to join Team Pork pretty easy. I believe my background and life experience has prepared me well for this role.

4. What are you most looking forward to as you begin your role?

I am most looking forward to developing good relationships with the great pork producers throughout the state. The better I understand their operations and needs, the better I can advocate for them wherever their voices need to be heard.

5. What is your favorite pork product/dish?

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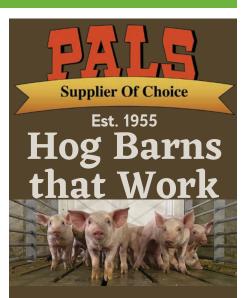
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Anika Hansen

Anika graduated from Kansas State University in May 2024 with a major in Animal Science and a minor in Agriculture Sales.



Tell us about your farming / agricultural background. I grew up on a corn and soybean farm outside of Freeborn, MN. I was heavily involved in 4-H and FFA growing up and served in various officer positions. I enjoyed showing pigs, cattle and goats in both 4-H and FFA. Through those organizations I developed a love for advocating for agriculture and mentoring youth. I have attended swine shows at county, state and national levels and have created many friendships and connections through it. Thanks to the opportunities that I was presented with I continued to have a love for agriculture and the swine industry.

What are your future career goals? I hope to work within the agriculture industry, specifically the pork industry, when I complete this internship. Working, educating, and communicating with producers and consumers is something that I enjoy doing.

What sparked your interest in agriculture and Minnesota Pork? Showing pigs has always been something that I love to do, as I am aging out of showing I have found a love for mentorship and seeing other kids succeed. The position that I am serving allows me to work with youth within the Minnesota show series and allows me to educate them about the pork industry beyond the show ring. Both sides of the industry are something I am super passionate about, and I cannot wait to advocate for the industry.

What are you most looking forward to as an intern at Minnesota Pork? There are so many opportunities that I get to be a part of throughout the summer. I am looking forward to being able to expand Minnesota Pork into the show pig sector of the industry. I am passionate about working with youth, so this is a super exciting role that I get to have. Being able to attend YLAC and the World Pork Expo is something that I am looking forward to, as I will get to meet many new people. The people at Minnesota Pork are incredible and I am super excited to get to work with them and learn from them.



Sam Moser

Sam is an upcoming junior at South Dakota State University majoring in Animal Science and Agricultural Communications.

Tell us about your farming / agricultural background. I grew up on a small

family farm in southwest Minnesota. My family has a nursery and finishing barn along with a 600 head feedlot. I spent many of my mornings and afternoons choring the barns, loading, and vaccinating pigs. Around the feedlot I assisted with working cattle. Growing up I was also an active member of 4-H and FFA where I showed pigs and cattle, participated in livestock judging, held officer positions, and attended leadership camps. My love and passion for 4-H led me to be the Rock County 4-H Intern in the summer of 2022. In the summer of 2023, I was a production intern for New Fashion Pork, learning all stages of production in an integrated swine company.

What are your future career goals? My ideal future career is one where I can work with both people and pigs. I am extremely passionate about advocating and communicating for farmers, especially pig farmers. However, I want to be able to continually gain first-hand knowledge and experience working with the animals that will allow me to best connect with both farmers and the general public.

What sparked your interest in agriculture and Minnesota Pork? My interest in agriculture was sparked from a young age growing up on my family's farm. I always loved taking care of my 4-H animals and helping where I could. My true passion developed for the pork industry when my family built our pig barns. Through 4-H and FFA, I also developed a large passion for agricultural communications. It seemed like working with the MN Pork team was a perfect fit for all of my passions and interests. I have not only seen but have been involved in the hard work that is required to raise pigs.

What are you most looking forward to as an intern at Minnesota Pork? I am most looking forward to developing my critical thinking and communications skills through the many events I will help at. There are so many diverse perspectives from farmers and consumers





Tell us a fun fact about

yourself. I own my own small business known as Midwest Livestock Therapies, where I am a certified MagnaWave practitioner, and I have the opportunity to work with youth and livestock throughout the year.





that will both challenge and benefit my current knowledge. All of the new experiences and knowledge that I gain throughout the summer will be very beneficial for my future.

Tell us a fun fact about

yourself. I have my own small business where I design and sell agricultural activity books for children. A second fun fact is I will be going to South Africa this coming spring on a study abroad trip.

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INTERNS: WHERE ARE THEY NOW?



Alison Eibs

1. Where are you from and what college did you attend?

I am from Henderson, MN. I studied at South Dakota State University for Agriculture Communication.

2. What year were you an intern for MN Pork?

I interned for Minnesota Pork during the summer of 2020.

3. Please share your background in agriculture.

I grew up on a family farm where we grow corn and soybeans and raised beef cattle. I was active in 4-H and FFA throughout high school. During those years, I showed pigs and beef cattle. From growing up on a family farm my passion for agriculture started at a young age. Whether it was helping with chores or riding along in the tractor, I did not want to miss anything. I always knew it was something that I wanted to make a career out of.

4. How did working for MN Pork contribute to your professional development?

The Minnesota Pork staff gives you endless opportunities to grow as a person throughout the summer. They focus on your interest and give you projects that match it. My interest was learning different ways to communicate with both producers and consumers. With that, I was able to interact with a variety of different people whether it be consumers, producers or professionals in the industry. I actually had the opportunity to network with some of my now coworkers during my internship.

5. Please share what other professional experiences you have had and where you are now in your career and personal life.

After graduating from South Dakota State University, I received a job offer from Wakefield Pork. I have been here for the last 2 and half years as their Human Resource and Recruitment Specialist. Along with that I help assist with Sustainability and Animal Welfare. I enjoy getting to continue to work with the staff at Minnesota Pork in my role now.

6. What is one piece of advice that you have for young professionals that want to obtain a career in agriculture?

A piece of advice I have for young professionals in the agriculture industry would be to venture outside of your comfort zone. Never put a limit on yourself of what you are capable of. Do not be afraid to ask questions, there is always something new that you can learn.

7. What is your favorite pork product/dish? Pulled Pork!



A Healthy Farm or Ranch is NOTHING Without a HEALTHY YOU

By Heather Fowler, Director of Producer and Public Health for the National Pork Board



Mental health is essential to caring for your farm and farm family. It's important to take

the time to check in with yourself, your family and your neighbors. Free mental health resources are available to support mental wellness in agricultural communities.

They say in life that it's not what happens to you, but how you respond to it. While so many variables on the farm are unpredictable – from the weather to market volatility – there are aspects within our control and resources we can turn to when times are particularly hard.

Prioritizing Wellbeing of Farmers and Ranchers

National Pork Board (NPB) is committed to U.S. pig farming families and communities. We strive to provide an environment within our organization and industry that is consistent with our We Care[®] Ethical Principles, promotes the health and safety of employees, and where people are treated fairly and with respect – this includes the **mental wellbeing of our people.**

AFBF Mental Health Resources

The American Farm Bureau Federation (AFBF) has free resources, including its Farm State of Mind program aimed at supporting pork producers and their families and reducing mental health stigma through providing access to information and resources promoting farmer and rancher mental health wellness:

- FarmStateOfMind.org: Serving as a main hub for the campaign, this website provides crisis hotlines, treatment locators, tips for helping someone in emotional pain, ways to start a conversation and resources for managing stress, anxiety or depression. The following resources are available via the campaign website.
- Farm State of Mind: Mental Health in Rural America video: Illinois Farm Bureau member Adrienne DeSutter discusses her own experiences with suicide in her community and how it affected the way she and her family approach their mental health.
- Togetherall Peer-to-Peer Support Community: An anonymous, online, clinically moderated peer-to-peer mental health support community. Togetherall members are there to listen, support and give each other's mental well-being a boost, 24-hours a day, seven days a week.

AgriSafe Tips for Mental Health

AgriSafe Network, a non-profit organization representing health professionals and educators to reduce health disparities among the agricultural community, also helps remind us about the importance of mental health and shares resources that can support agricultural communities.

- AgriSafe's Agricultural Mental Health fact sheet: A resource to be shared with everyone involved in agriculture focusing on mental health.
- **1-833-897-2474, AgriStress Helpline:** Suicide crisis/resource line answered by crisis specialists trained in agriculture that understand the values and pressures in agricultural communities. Available 24/7 by call and text. Currently in the following states: Texas, Missouri, Wyoming, Pennsylvania, Connecticut, Virginia, Washington, Montana, and Colorado.
- AgriSafe's QPR for Agricultural Communities: Suicide intervention/prevention gatekeeper. This 1.5 hour training for all communities gives you the confidence to help someone in crisis get help. AgriSafe hosts free monthly trainings.
- AgriSafe's Mental Health and the Impact on Wellness for Farm Families fact sheet: This resource can be distributed at agricultural community events and is available in a free printable download in both English and Spanish.

Additional Resources

- **988, Lifeline:** National suicide crisis line. Available 24/7 by call and text.
- NAMI (National Alliance on Mental Illness): The largest national grassroots mental health organization dedicated to education, resources, and advocacy for a wide range of mental health concerns.

Supporting You and Your Family

It's a fact of life that there will be ups and downs. Yet, it isn't easy to take the bad with the good. You are part of an industry sustainably caring for people, pigs and the planet, all while producing a nutrient-dense protein for your families.

This summer, let's do our part by supporting our people and others by working to destigmatize this topic. It's OK not to be OK, but it is not OK to go at it alone.

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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.

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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.

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.
- Smear the pork tenderloins with the BBQ rub and spread out until evenly and fully covered – a nice thick layer.
- 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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