



# PORK CHECKOFF REPORT

SEPTEMBER OCTOBER 2022



## A Letter from Minnesota Pork's New CEO, *Jill Resler*



On June 6, 2022, I was humbled to be named the Chief Executive Officer of the Minnesota Pork Producers

Association (MPPA) and the Minnesota Pork Board (MPB); this appointment marked only the fourth CEO in organizational history succeeding industry leaders like Don Paulsen, Pat McGonegle, and David Preisler. After serving Minnesota pig farmers for the past 13 years, I am simultaneously holding gratitude and excitement: gratitude for the opportunity to honor the legacy of our organization's past leaders and excitement to forge a new path forward as your next CEO.

challenges facing our industry are numerous. It is critical that organizations like the MPPA and MPB efficiently and effectively invest producers' dollars to deliver the greatest return on investment as possible.

Our strategic plan outlines four foundational pillars that drive programmatic priorities for our organizations.

### THE FOUR FOUNDATIONAL PILLARS INCLUDE:

#### Build Trust

**Build Trust**  
MN Pork will build trust with customers, consumers, and decision makers. We will advocate for our industry, our people, and our product. MN Pork is a voice for pork producers, working to ensure our image accurately reflects our industry, while striving to elevate pork as a protein of choice.

CONTINUED ON PAGE 2

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# MN PORK CALENDAR

## NOVEMBER 1

### PQA+ & TQA - Mankato

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

**PQA+:** 9:00 a.m. - 12:00 p.m.

**TQA:** 1:00 - 4:00 p.m.

**Pre-register:** [colleen@mnppork.com](mailto:colleen@mnppork.com)  
or 1-800-537-7675

## DECEMBER 8

### PQA+ & TQA - Stewartville

American Legion Post 164  
1100 2nd Ave. NW  
Stewartville, Minnesota

**PQA+:** 9:00 a.m. - 12:00 p.m.

**TQA:** 1:00 - 4:00 p.m.

**Pre-register:** [colleen@mnppork.com](mailto:colleen@mnppork.com)  
or 1-800-537-7675

## FEBRUARY 20

### Annual Meetings

**MPB:** 12:30 - 2:30 p.m.

**MPPA:** 3:00 - 5:00 p.m.

Mayo Clinic Health System  
Event Center Reception Hall  
Mankato, Minnesota

## FEBRUARY 20

### Awards Reception

Mayo Clinic Health System  
Event Center Banquet Hall West  
Mankato, Minnesota

**5:30 - 8:30 p.m.**

**Invitation Only**

## FEBRUARY 21-22

### Minnesota Pork Congress

Mayo Clinic Health System  
Event Center  
1 Civic Center Plaza  
Mankato, Minnesota



CONTINUED FROM PAGE 1

## A Letter from Minnesota Pork's New CEO, Jill Resler

### Invest in People

MN Pork will build on existing efforts and create new programming that develops stakeholders of the MN pork industry. Programming will focus on the leadership life cycle of our stakeholders, prioritizing training, leadership development, and the investment in and development of rural communities. Investing in our people today ensures opportunities for future generations tomorrow.

### Impact through Influence

MN Pork will leverage our reputation and exert our influence on decision makers to impact local, state, and federal policy decisions, regulatory standards, rule-making, and national priorities on research and policy issues. We will build relationships, collaborate with partners and states, develop coalitions, and leverage our value propositions.

### Protect Our Freedom to Operate

MN Pork will proactively engage to protect our freedom to operate and enable producers to profitably and successfully produce a sustainable, safe, and healthy protein to feed others. We will focus on understanding the impact of policy and regulatory changes, prioritizing industry profitability for all operational structures, driving efforts to promote social, environmental, and economic sustainability, and ensuring opportunities for the next generation.

These pillars provide the foundation on which our action orientated strategic plan is built upon. The added clarity and accountability allow our staff and boards to identify and execute programming that addresses stakeholder's greatest needs efficiently and effectively.

### AS WE FORGE A NEW PATH FORWARD, THE FOLLOWING ARE EXAMPLES OF AREAS WE WILL PRIORITIZE:

- 1. Sustainability** - Living in the Land of 10,000 Lakes, we know Minnesotans care about the environment. As consumer preferences and regulations continue to evolve, we know sustainability is here to stay. It's critical Minnesota pig farmers engage with both consumers and policy makers to share our past,

present, and future commitment to continuous improvement. Our approach to sustainability is wholistic, encompassing people, pigs, and the planet. We will continue to move away from models and towards real, on-farm data. Our work in sustainability is two-fold, first to build trust with consumers that pork is a safe and nutritious choice for their families and second, to protect our stakeholder's freedom to operate - both now and in the future.

- 2. FAD Preparedness and Response** - The number one priority consistently identified by our stakeholders is ASF Preparedness and Response. Minnesota will continue to be an industry leader in driving forward our industry's foreign animal disease (FAD) preparedness and response efforts. We will push for a coordinated national approach to FAD preparedness and response efforts. I encourage producers to control the controllable - become engaged in the US Swine Health Improvement Plan, Secure Pork Supply Plan, and establish a platform for traceability - don't wait!
- 3. Stakeholder Relationships** - Building and strengthening relationships with stakeholders is critical to the long-term success of Minnesota Pork. Engaging with producers across the state ensures that our organizational priorities are aligned with producer needs. We will also continue to cultivate relationships with legislators and agencies to influence policy and rulemaking in St. Paul and Washington, D.C. Additionally, we will continue to strengthen our relationships with other Minnesota based commodity groups, the National Pork Board and National Pork Producers Council, reasonable NGOs, and groups like the Minnesota Chamber of Commerce and the Ronald McDonald House - Upper Midwest. Each of these groups provides a unique opportunity to build trust and grow both understanding and advocacy for Minnesota pig farmers.

I am honored to serve as the next CEO of Minnesota Pork; working on behalf of Minnesota pig farmers is a privilege. As CEO, I will work alongside a dedicated staff and tremendous producer leaders to move our industry forward.

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# Minnesota Pork Board

## ANNUAL MEETING 2023

The Minnesota Pork Board's Annual Meeting will take place on Monday, February 20, 2023, preceding the Minnesota Pork Congress trade show and seminars. The Annual Meeting will be held at the Mayo Clinic Event Center in Mankato, Minnesota, beginning at 12:30 p.m.

*More information will be available in the November/December issue of the Pork Checkoff Report. Minnesota Pork board of directors candidate profiles and proposed by-law amendments along with the agenda will be included.*



## 2023 MINNESOTA PORK CONGRESS

See you in *Mankato!*

**FEBRUARY 21-22, 2023**

**TRADE SHOW LOCATION:**  
Mayo Clinic Event Center,  
Mankato, Minnesota

**Register for Pork Congress in Advance**

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### ADVANCED REGISTRATION

\$10 in advance (\$15 at the door)  
Advance registration closes  
**January 21, 2023.**

Pork Congress admission name badge(s) will arrive by mail for those who register by January 21, 2023.

Register online and find event information, hotel reservations, seminar schedules, and the exhibitor listing by visiting [www.mnporkcongress.com](http://www.mnporkcongress.com).

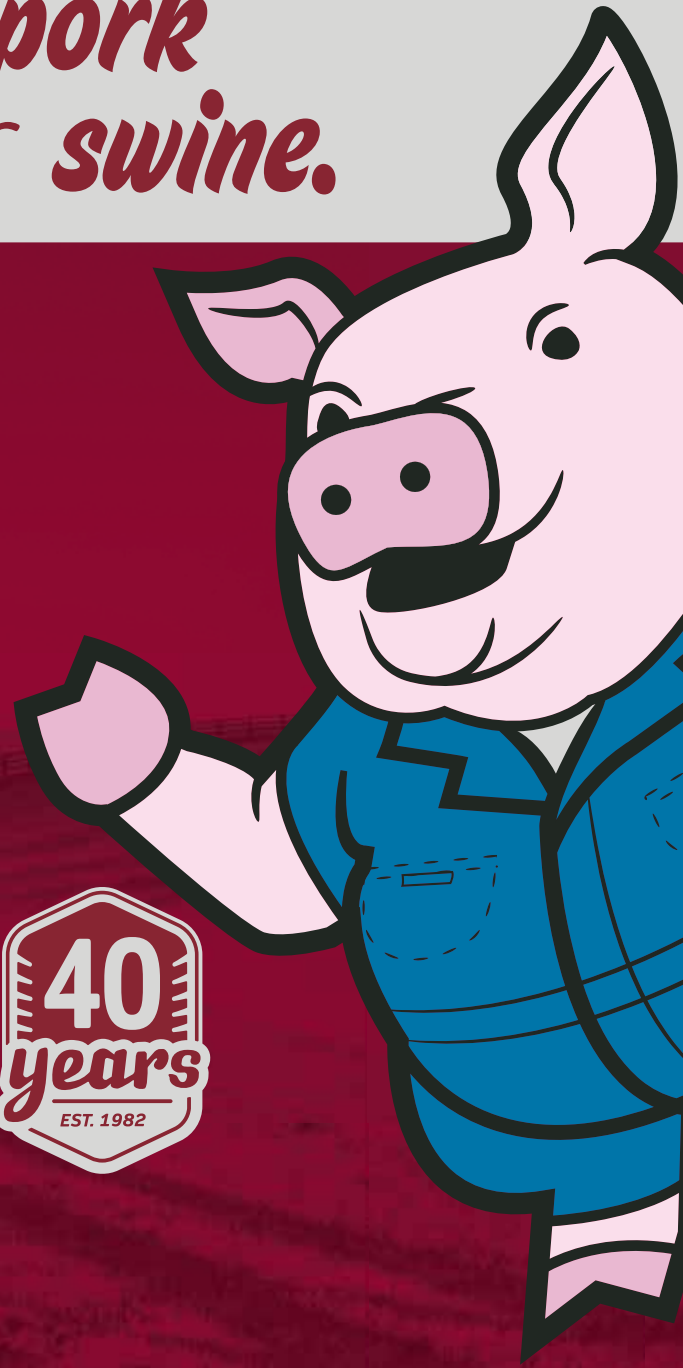
## SCHEDULE OF EVENTS

Monday <b>20</b> Feb	7:00 AM - 7:00 PM 12:30 PM - 5:00 PM 5:30 PM - 8:30 PM	Exhibitor Move-in MPB & MPPA Annual Meetings Awards Reception
Tuesday <b>21</b> Feb	9:00 AM - 5:00 PM 9:00 AM - 5:00 PM 4:30 PM - 6:30 PM	Trade Show Producer Seminars Social Hour
Wednesday <b>22</b> Feb	9:00 AM - 2:00 PM 9:00 AM - 2:00 PM	Trade Show Producer Seminars

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# An Internship that was Far from BOARING

BY: KARMEN SPERR

Wow! I cannot believe my internship with MN Pork is already over. This summer was full of experiences that taught me so much about the swine industry, pork producers, consumers, and myself. From Oink Outings and Farmfest to farm tours and meetings with producers, my time this summer was spent doing a variety of things and participating in events that taught me how to be an advocate and a positive contributor to the swine industry.



Speaking with consumers and farmers was the biggest highlight of my internship this summer. No matter their background or previous agricultural experiences, I felt like I was able to have meaningful conversations with consumers that helped them see farmers and pork production in a better light. My first big event of the summer was attending World Pork Expo where I was able to speak with, learn from, and connect with industry leaders from around the country.

In August, I toured one of Wakefield Pork, Inc.'s sow farms. The tour quickly turned into a hands-on learning experience, as me and my fellow intern Zoey, were put right to work assisting with breeding, farrowing, and piglet care. I was excited to have the experience, especially since my swine background consists mainly of working with finisher pigs. Thank you to everyone at WPI who helped make this tour happen and to everyone at Buddy Lane who taught me so much.

Early on during my internship, I knew I had a key interest in the public policy work being done at MN Pork. Thankfully, I was able to sit in on a Political Action Committee (PAC) meeting where I learned about MPPA's political efforts for upcoming elections. I learned how MN Pork works with lobbyists, agriculture advocates, and other organizations to make real impacts in political environments that help farmers and pork production.

The things I learned this summer will last a lifetime, so thank you to everyone who helped me along the way. I would like to express a huge thank you to Jill, Lauren, Pam, Katelyn, and Colleen for being some of the best mentors I've ever had and for making this summer unforgettable.





People, projects and of course, pigs; three words that describe my summer internship with Minnesota Pork. Every week's agenda was different, whether traveling the state speaking to consumers, in the office building advertisements, or helping breed sows on the farm.

A few projects I am most proud of include building a booklet highlighting the sustainability of Minnesota's pig farmers, creating three sets of digital ads to be used on Star Tribune's website, and social media. The advertisements stayed true to the Real Pork messaging, highlighting Real Farmers, Real Pork, and Real Sustainability and utilize Minnesota Pork's brand style. Furthermore, I was pushed outside my comfort zone to make social media posts and advertisements for the Minnesota Pork social pages.

"Have a question about pig farming or pork?" is a sentence I got comfortable asking many people over the course of the summer. Oink Outings were exciting opportunities to answer questions consumers had and connect them to a Minnesota pig farmer. At locations where wellness enthusiasts were sought out, people

were more likely to ask challenging questions. For example, I was asked, "Where can I buy sustainable pork?" and "How are pigs being cared for properly?" Answering questions that dove deeper into raising pigs was my favorite part of Oink Outings.

One of many highlights this summer was touring one of Wakefield Pork Inc.'s sow farms. Though it was called a tour, Karmen and I were put right to work, getting hands-on experience breeding sows, pulling piglets, clipping needle teeth, vaccinating, and showering in and out. Little did I know that I would have the opportunity to pull 5 piglets from a farrowing sow this summer. It was incredible to witness the employee's wealth of knowledge in their area of the sow farm and I was grateful for the opportunity to ask a variety of questions. Our day at Buddy Lane was such a privilege and I'm so thankful for the hands-on experiences.

This summer flew by and it's no question that it's because I was busy enjoying the internship with Minnesota Pork. I value the conversations with board members, the questions by consumers and the plentiful advice from each of the Minnesota Pork staff. Without a doubt, I will carry what I have learned into my next chapter and future career path.

## Intern with Minnesota Pork in 2023!



Minnesota Pork is seeking a motivated, passionate individual currently enrolled in college and studying agriculture or a related field to serve as the 2023 summer intern. All eligible, interested students are encouraged to apply. To further explore the requirements, eligibility, tasks and opportunities, and application process, please visit:

<http://www.mnpork.com/porkfacts/internship/>



**Applications for the internship position are due November 1, 2022.**

**Further questions can be directed to [lauren@mnpork.com](mailto:lauren@mnpork.com) or (507) 345-8814.**



## Golden Arches Connect with Pig Farmers

*Wakefield Pork, Inc., Minnesota Pork, and the National Pork Board team up to give McDonald's Executives a taste of what pork production really looks like.*

BY: KARMEN SPERR

Earlier this summer, executives at one of the largest fast food chain restaurants, McDonald's, decided to partner with the National Pork Board (NPB) and the National Pork Producers Council (NPPC) to gain a better understanding of pork production and to open the lines of communication with one of their biggest assets. This partnership came after McDonald's failed to meet the goals of a commitment they made in 2012. This commitment, made by McDonald's leadership under the direction of the Humane Society of the United States, was to only source pork from farms who did not use individual gestation stalls at all by 2022.

The announcement of this goal shocked the pork industry, motivating NPB to create a relationship with McDonald's and other similar entities to ensure there are no more surprises and McDonald's leadership agreed.

"They've stuck to that commitment [referring to McDonald's], working with the National Pork Producers Council, National Pork Board, and state

pork associations," said Dr. Brett Kaysen, Senior Vice President of Producers and State Engagements at NPB. "Whether it's antibiotic policy or animal welfare policy and environmental policy, they really want the industry to weigh in and help shape that."

One of the first steps included getting the leadership team into a barn so they could see what happens firsthand. This is when Dallas Hockman, Vice President of Industry Relations for NPPC and the man responsible for this relationship, reached out to Wakefield Pork, Inc. (WPI) to gauge their interest in hosting a tour, made up of McDonald's executives, at one of their sow farms. WPI, based in Gaylord, MN, knew this would be a perfect opportunity to tell their story and share what they do and why. WPI Head of Production, Todd Marotz said, "I'd like to explain why we do it [raise pigs], versus having somebody outside the industry try and explain it for me."

The tour at WPI's farm consisted of executives seeing firsthand how the barn is operated and how employees care for the gilts, sows, and piglets. Following the barn tour, the group sat down and had an open Q & A to better understand the processes used in the barn,





transportation protocols, how different barn systems work, and other various topics.

“They were very inquisitive,” stated Marotz. “They understood the industry. They understood the components of what was being discussed and they were very openminded and conscientious to the owners, the employees, the animals, and how a production system has to work efficiently.”

Mary Langhorst, WPI Owner/COO, was also astounded by the group’s interest level in truly understanding how pork production works. Though most members of the group had lived in urban areas their entire life and never stepped foot onto a farm, Langhorst was surprised with their extensive knowledge. She added, “I just feel like they [McDonald’s executives] were so interested in the truth, in what was actually happening. To me, they were very willing to hear our story. They didn’t have a preconceived notion coming in on what they thought it was going to be. They wanted to be open on what the reality was.”

To make this experience a positive one, it is a two-way street, and the WPI employees had no problem being just as open-minded as the tour group and sharing their story and passion with them as well. “They take a lot of pride in what they do and the level of passion they have for providing care to the animals is unmatched,” said Marotz about WPI employees. “Let’s be honest, it’s not glamorous work. But at the end of the day, I’m not sure there’s a more noble profession than feeding people and caring for animals.”



McDonalds’ Director of Quality, Ernie Meier holds a piglet in the farrowing barn portion of the tour where they discussed why farrowing stalls provide safety and comfort for the sows and piglets.

An advertisement for L.B. White Guardian Heaters. It features a large red wax seal with the text "WARRANTY 3 YEAR" and "L.B. WHITE". Below the seal are three white Guardian heater units. The text "L.B. WHITE" and "GUARDIAN® HEATERS" is at the top. At the bottom, it says "BUILT TOUGH...FOR TOUGH ENVIRONMENTS." and a small note: "\*Refer to the warranty policy online: www.LBWhite.com".

Thank you to the Wakefield Pork staff who prepared the barns



McDonald’s executives, Wakefield Pork, Inc. employees, and NPB employees headed over to WPI’s “Mancave” for a Q and A session after the tour.





# Pork in the Spotlight at Hy-Vee Supermarkets

BY: ZOEY SCHENTZEL

If you frequent Hy-Vee, you may have noticed pork in the spotlight more at the employee-owned supermarkets.

Through cooperation, targeting, and financial investment, state pork organizations and the National Pork Board have spotlighted all things pork with this retailer.

In 2022 there are six-monthly promotional campaigns focused on pork in meat cases of Hy-Vee's 280-plus stores. They include ground pork, premium pork chops, ribs, family meal month, BratFest, stuffed pork chops, and pork roasts. Pork Checkoff dollars have supported the promotions.

Additionally, pork continues to be showcased throughout the Hy-Vee Seasons Magazine. Including two magazine features sponsored by the Minnesota Pork Board and several other Midwest pork associations. September highlighted nutritional messaging and July included the recipe for egg roll in a bowl.

In July, one of the first things shoppers saw when walking into their local Hy-Vee was juicy pork chops on the cover of Hy-Vee Seasons magazine. The monthly publication covers food, lifestyle, and health with pork largely represented.

Pork associations also took part in Hy-Vee's KidsFit program, an at-home program that promotes health, nutrition, and exercise for kids and families. During July, a recipe for sheet pan rainbow pork chops was featured in their newsletter, social media, and in-store signage.

Free copies of Seasons are available at Hy-Vee locations, or you can read it online at <https://seasons.hy-vee.com>.



Hy-Vee Seasons magazine was the first thing shoppers saw when entering the grocery stores during the month of July.

"We have a great partnership with Hy-Vee," said Pam Voelkel, director of events and promotions at Minnesota Pork. "Hy-Vee has been able to move a lot of pork and support pig farmers with what they do."

Furthermore, in the meat cases of Hy-Vee one can find three different brands of premium, Midwest-raised pork. Including, Midwest Pork: hand-selected for the best quality, flavor, and tenderness, available exclusively at Hy-Vee; True Pork: pigs are fed a vegetarian diet and never receive added hormones or antibiotics; and Duroc Pork: a heritage breed of pig with top-tier marbling and mild flavor, pigs are also fed a vegetarian diet and never receive added hormones or antibiotics.



"Pork has been included on the front and throughout the magazine in every issue this year," noted Jim Murray, executive chef and channel market development manager at the National Pork Board. "These features are funded by the retailer and not our organizations."



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# 5 Tips for Staying Safe While Handling Manure

Follow these tips for manure handling safety including air quality, ventilation, warning tags, confined space protocol and fire hazards.

Manure produced from pigs is a valuable nutrient source for crops and an important component of the pork industry's sustainability story. However, manure has a downside. It produces gases that can be harmful to people and pigs as it breaks down.

The four main gases produced from manure are hydrogen sulfide, methane, ammonia, and carbon dioxide. In high concentrations, each of these gases may be harmful and even cause death. Safety must be a top priority when manure is being handled from a manure pit.

Producers and manure handling contractors should review and update their Emergency Action Plan related to pumping, storage, handling, and toxic gas exposure. Here are five things to consider for handling manure safely.

## 1. Monitor Air Quality

While pumping and agitating manure, air quality should be monitored. Consider purchasing a hydrogen sulfide (H<sub>2</sub>S) gas monitor for anyone who will be near the area where manure is being pumped. In addition, stay alert for signs of gas exposure including, but not limited to, irritation to the eyes, nose and throat, dizziness, and nausea.

Manure handlers should be prepared to call 911 or other resources in their Emergency Action Plan if a toxic gas emergency arises.

## 2. Properly Ventilate Barns and Tag Doors

Before pumping manure, fully open all ventilation curtains and run ventilation fans at maximum speed. Continue maximum ventilation for at least 30 minutes after pumping is completed.

Ensure all people are out of the barn and all tag doors noting the barn is unsafe for entry during agitation and pumping. No one should enter a building where manure is being pumped and agitated.

## 3. Follow Confined Space Entry Protocol

According to OSHA, many manure handling and storage facilities are considered a confined space. Never enter a manure storage facility unless someone is standing by and maintaining constant contact with the person in the confined space. Gas levels should be measured prior to entry and monitored continuously when in the confined space. Always wear a properly fitted harness that is attached to a rescue tripod.

## 4. Reduce the Risk of Potential Fire

Flash fires can happen when agitating and pumping manure. Reduce the risk by not allowing smoking or open flames near the area where manure is being handled. In addition, turn off electrical power to any non-ventilation equipment and extinguish any pilot lights or other ignition sources in the building.

## 5. Avoid the Temptation to Rescue

If someone is overcome by gas exposure, do not enter the area to rescue them. Follow the farm's emergency action plan and call 911 immediately for rescue assistance.



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## STAFF

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**Katelyn Gradert**  
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# Pork Please

## Grilled Pork Tenderloin with Pineapple Salsa

This grilled pork tenderloin with pineapple salsa is a little sweet, a little spicy, and a whole lotta satisfying. Made with lean pork and 6-ingredient dry rub, it's equally perfect for weeknight meals or dinner parties with friends.

### Ingredients

- 1 - 1 ¼ lb. pork tenderloin
- ½ teaspoon chili powder
- ½ teaspoon garlic powder
- ½ teaspoon onion powder
- ½ teaspoon dried oregano
- ½ teaspoon fine salt
- ¼ teaspoon black pepper
- 1 pinch cinnamon

### For the Pineapple Salsa:

- 1 cup diced fresh pineapple
- ½ cup diced red bell pepper (about ½ medium)
- ½ cup diced red onion (about ½ small)
- ½ - 1 small jalapeño, seeds and membranes removed, finely chopped
- ¼ cup fresh cilantro, chopped
- 2 tablespoons lime juice (1 medium)
- 1 garlic clove, minced or grated
- Fine salt to taste

### Directions

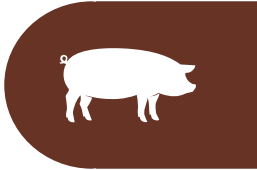
- 1 Prepare the salsa by combining the pineapple, bell pepper, onion, jalapeño, cilantro, lime juice, garlic, and salt in a medium bowl. Toss to combine and set aside in the refrigerator until ready to serve.
- 2 Preheat the grill to medium-high heat (425°F).
- 3 Prepare the rub by combining the chili powder, garlic powder, oregano, salt, pepper, and cinnamon in a small bowl.
- 4 Pat the pork tenderloin dry with paper towels then sprinkle all over with the rub. Allow to rest at room temperature for 15 minutes. Place tenderloin directly onto the grill grates over indirect heat and cook for 22-25 minutes, turning halfway through cooking time, or until an instant read thermometer registers 145°F. Cooking time will vary depending on the thickness of the pork tenderloin you are using.
- 5 Remove the tenderloin to a clean plate and loosely tent with foil or cover with a bowl. Allow pork to rest for 10 minutes to allow the juices to redistribute throughout the meat.

- 6 To serve, slice tenderloin across the grain and serve with pineapple salsa.
- 7 Store leftover tenderloin and salsa in separate airtight containers in the refrigerator for up to 3 days.

### NOTES:

**To prepare in the oven:** Preheat oven to 425°F. Place the pork tenderloin on a parchment paper-lined baking sheet. Rub the seasoning mix (dry rub) onto the tenderloin and allow it to rest at room temperature while the oven preheats. Place baking sheet in the oven and cook for 22-25 minutes or until a thermometer registers 145°F. Remove the baking sheet and loosely tent the tenderloin with aluminum foil or cover with a lid or bowl. Allow pork to rest for 10 minutes to allow the juices to redistribute throughout the meat before slicing.

*This recipe was created in partnership with The Real Food Dietitians.*



# *Push a button*

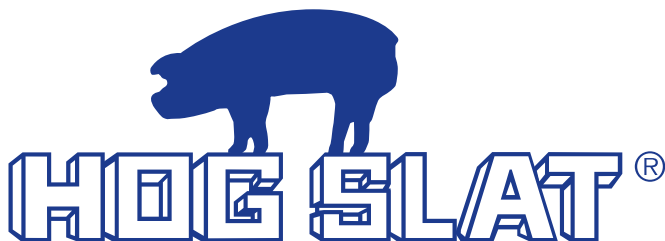


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