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PORK CHECKOFF REPORT

JANUARY FEBRUARY 2022

The National Pork Board launched AgView, a technology solution to help the U.S. pork industry respond faster than ever before possible in the event of a foreign animal disease outbreak. The web-based tool will allow participating producers to easily share their farm's FAD status updates and pig movement data with state animal health officials. The opt-in, no-fee technology — funded by the Pork Checkoff — will allow for contact-tracing of infected animals to help rapidly contain or regionalize a potential FAD outbreak.

MN PORK CALENDAR

FEBRUARY

FEBRUARY 14

Awards Reception Invitation Only, RSVP Required 5:30 - 8:30 p.m. Chankaska Creek Winery

FEBRUARY 15-16

2022 Minnesota Pork Congress Feb 15: 9:00 a.m. - 5:00 p.m. Feb 16: 9:00 a.m. - 12:00 p.m. Mayo Clinic Health Systems Event Center 1 Civic Center Plaza Mankato, MN 56001

FEBRUARY 16

2022 MPB Annual Meeting

12:30 - 3:00 p.m. Mayo Clinic Health Systems Event Center Banquet Hall 1 Civic Center Plaza Mankato, MN 56001

FEBRUARY 16

2022 MPPA Annual Meeting

3:30 - 6:00 p.m. Mayo Clinic Health Systems Event Center Banquet Hall 1 Civic Center Plaza Mankato, MN 56001

FEBRUARY 22

PQA+ & TQA - Worthington Nobles County Government Center Farmers Room 315 10th St. Worthington, MN PQA+: 9:00 a.m. - 12:00 p.m. TQA: 1:00 - 4:00 p.m. Pre-register: colleen@mnpork.com or 1-800-537-7675

MARCH

MARCH 22

PQA+ & TQA - Morris West Central Research and Outreach Center 46352 State Hwy 329 Morris, MN PQA+: 9:00 a.m. - 12:00 p.m. TQA: 1:00 - 4:00 p.m. *Pre-register: colleen@mnpork.com* or 1-800-537-7675

APRIL 5

PQA+ & TQA - Waseca Southern Research and Outreach Center 35838 120th St. Waseca, MN PQA+: 9:00 a.m. - 12:00 p.m. TQA: 1:00 - 4:00 p.m. Pre-register: colleen@mnpork.com or 1-800-537-7675

AgView: The Path to Protection

CONTINUED FROM COVER

While any FAD outbreak on even a single farm would be devastating, the potential collective losses are staggering. According to a recent study from Iowa State University, an outbreak of African swine fever in the United States could cost the pork industry \$50 billion over 10 years.

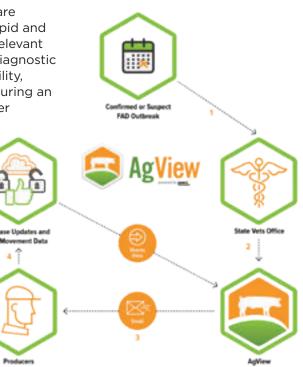
"When pork producers adopt AgView, they are not only helping protect their farms, but also the entire industry," says Pork Board CEO Bill Even. "COVID taught us, the best way to quickly contain and recover from a significant supply chain disruption, which an FAD outbreak would be, is through real-time information, collaboration, and a common data set to inform decision making."

AgView is designed to help the U.S. pork industry coordinate a unified response to FADs across the nation — from grain farmers to producers, to state health officials and veterinarians. When producer-users grant permission, AgView securely provides state animal health officials with health status, site, and pig movement data from registered farms in real-time. This data sharing would go a long way in aiding an effective FAD response and could ultimately help the industry more quickly contain or regionalize in an outbreak.

"While local and state reporting protocols already are in place, there is no nationwide repository for this data and no mechanism for real-time sharing," says Pork Board Chief Veterinarian Dave Pyburn. "Time is money in an FAD response, which is why we're excited to have AgView to help fill that gap and facilitate a quicker return to business for producers, especially in our export markets."

An Account Management Partner (AMP) allows veterinary clinics and management service companies to manage and view client data, with producer permission. This feature allows veterinarians to have a more transparent view and advise producers as needed.

AgView, as a single software platform, allows for the rapid and accurate visualization of relevant pig movement data and diagnostic test results to create visibility, accountability, and trust during an outbreak of ASF or another FAD. To make this easier for producers, and ensure data is up to date, AgView can integrate with many existing record-keeping systems for easy synchronization. For those who do manual record-keeping, AgView also accepts imports from an Excel template.



Preisler to Retire as CEO of Minnesota Pork





David Preisler, long-time CEO of the Minnesota Pork Producers Association and Minnesota Pork Board, announced his plans to retire from the organization effective June 1, 2022. Preisler notified the board of his plans at its board meeting on Dec. 16.

His retirement will mark nearly 28 years leading the pork association and representing the interests of Minnesota's pig farmers.

"It has been a privilege to work with some of the country's best livestock farmers here in Minnesota who are not only excellent farmers but outstanding industry leaders at both the state and national levels," Preisler says. "Minnesota is the second largest state in pork production (value and number of market pigs raised) and we are fortunate to have a very strong producer-led organization with knowledgeable and committed board members, a dedicated staff and strong relationships across the agricultural community and beyond. It has been an honor to serve Minnesota's pig farmers who are committed to doing what is right for their animals, their people and communities, and the environment. My career has really been about the people, and I have had the joy of working with exceptional staff who also believe in serving farmers. I really feel like I'm stepping away from the organization at the right time and in very good hands."

"Dave has provided excellent leadership to Minnesota Pork and has effectively represented the interests of pork producers throughout Minnesota and nationally," says John Anderson, a Stearns County pig farmer and current president of the Minnesota Pork Producers Association. "Over the years, Dave has helped producers navigate the intricacies of government policy, permitting, sustainability, animal wellbeing and the importance of consumer outreach and engagement. The pork industry has faced difficult situations over Dave's career and his steady leadership and commitment to Minnesota pig farmers helped see us through the challenging seasons of farming. Minnesota Pork is in a good place today because of Dave Preisler and we wish him the very best in future years."

Preisler has committed to assisting Minnesota Pork with the transition to a new leader. The board intends to conduct a search of potential candidates to replace Preisler over the coming months.

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Animal Well Being Lisa Moldan

Growing up on her family's dairy farm, Lisa Moldan's grandpa always said, "If you take care of the animals, they will take care of you." That's where Lisa learned that the pigs come first. Each decision a pig farmer makes is centered around raising healthy pigs. While Lisa's grandpa knew a lot about taking care of animals, Lisa's farm today looks quite a bit different.

Modern pig farming takes place inside barns where advanced technology allows farmers to automate feed, water, and climate control systems. This allows farmers to keep a close eye on the conditions the pigs are growing in and ensure they are comfortable and healthy. Farmers can also access much of their barn's information wherever they are with their phone, tablet, or computer.

While technology is a great asset to helping farmers care for their pigs, nothing can replace the time farmers spend in the barns making sure their pigs are healthy. No matter how farmers raise their pigs, every single day, someone is checking the pigs to make sure they are healthy, have food and water, and have a comfortable environment to grow in.

In addition to the pig's environment, farmers continue to learn and adopt new practices on how to handle pigs in the barn and while being transported to help minimize stress. Part of a farmer's task in checking the barns everyday includes walking pens and visually observing each pig. Through experience and training, farmers can monitor and detect if problems arise in the barn and act quickly to provide the best care for their pigs.

However, pig care actually starts before the farmer even walks into the barn. Biosecurity is the first prevention step to keeping pigs healthy. Farmers use different strategies throughout the barn to keep their pigs healthy and prevent the introduction of bacteria or viruses that could cause the pigs to become ill. Things like changing clothes and boots and showering in between different farm sites helps keep pigs healthy.

Farmers work with veterinarians and nutritionists to maintain animal health at each stage of life. Not only is this good for the pigs, but it also helps ensure the pork available at the store or local butcher shop is safe and nutritious.

"I take pride in the health and the well-being of my pigs. Giving the animals my best work is just the right, ethical thing to do and watching them grow and thrive is the reward of a job well done," Lisa says. "I enjoy my work so much, we're investing in a brand new, state-of-the-art barn where I can continue to do what I do each day: provide safe, nutritious food for families just like my own."

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SEE YOU AT THE MINNESOTA PORK CONGRESS!

The Minnesota Pork Congress will be held in Mankato, Minnesota on February 15 and 16 at the Mayo Event Center. Attendees will enjoy the state's best swine-specific tradeshow offering networking and business-enhancement opportunities along with timely seminars and social activities designed exclusively for pig farmers and pork industry stakeholders.

Attendees may register in-person at the event.

The Minnesota Pork Board Annual Meeting begins at 12:30 p.m. on Wednesday, February 16, 2022, in the Banquet Hall.

A Joint Resolution Session with the Minnesota



Pork Board (MPB) and Minnesota Pork Producers Association (MPPA) to discuss Strategic Imperatives and transitioning to One Board will occur at 12:30 p.m. Following the joint session, the MPB meeting will resume.

The MPPA Annual Meeting will take place at 3:30 p.m. on Wednesday, February 16, 2022, following the MPB Annual Meeting. Lunch will be provided to registered meeting attendees.

If you have questions related to Minnesota Pork Congress, registration, or annual meetings, please contact the Minnesota Pork office at 507-345-8814.

> As a reminder: All Minnesota pig farmers who pay into the Pork Checkoff are stakeholders in the Minnesota Pork Board (MPB) and are encouraged to attend the Annual Meeting on February 16, beginning at 12:30 p.m.



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MPB and MPPA engaged in a formal strategic planning process beginning in the fall of 2020. The objective was the development of a framework for an action-oriented strategic plan that provided clear direction to the Minnesota Pork staff, created accountability, and added value to existing efforts through the identification of strategic imperatives and performance indicators. Minnesota Pork partnered with Roots & Legacies to facilitate the strategic planning process.

The process consisted of interviews conducted in November and December 2020 with 20 stakeholders identified by Minnesota Pork. The stakeholders were a sampling of thought leaders in the industry including pork producers and other leaders across the supply chain. A joint two-day session of the Board of Directors for MPB and MPPA was held in February 2021 to review the stakeholders interview data, confirm organizational purpose, and establish strategy that will drive the organization forward.

To build on the strengths, take advantage of the existing opportunities, and achieve aspirations, a strategic framework was established. The strategic framework is action-oriented, demonstrates a method of accountability, allows the organizations to remain agile and responsive, and allows boards and staff to respond and adapt to change. The framework is centered around four foundational pillars and will be reevaluated every 2-3 years to assess relevancy and needs for revision. For each pillar, strategic imperatives are identified and prioritized. Minnesota Pork staff developed action steps, timelines, and associated key performance indicators for each imperative.

The following pillars will serve as the primary areas where Minnesota Pork will dedicate its time and resources to create value for its members and show members a meaningful return on their investment. These pillars will allow Minnesota Pork to build on the We Care principles and aid in enhancing the image of the pork industry and pork producers.

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.







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 state and local 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.

The pillars are designed to lay the foundation for becoming a world class organization by starting with a foundation of trust, driving investment in people, creating the power to have influence, and leading the preservation of the freedom to operate.





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PORK CHECKOFF REPORT

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MPB Supports Endowed Swine Chair at SDSU

Skilled labor and younger generations returning to the farm and seeking careers in swine production continue to be pain points for farms across the state of Minnesota and the United States as a whole. South Dakota State University (SDSU) is heavily invested in production agriculture education and research with the College of Agriculture, Food, and Environmental Sciences (CAFES) averaging a class size of 1,800 students. Of the 1,800 students, approximately 35 percent come from Minnesota, with a growing geographical impact reaching further into the state each year.

The Minnesota Pork Board (MPB) stepped up as a major donor to the Rick Wahlstrom Endowed Chair in Swine Production in an effort to endow a teaching position within the swine unit to reinforce an already strong program at SDSU.

"Our goal of this chair is to return strong, community-minded leaders back to the communities they came from to have transformational impact in the places they live," stated Mark Sandager, Development Director for CAFES at SDSU.

The swine unit at SDSU is strong, with teaching and research excelling on all levels. Newly built, state-of-the-art facilities in swine, cow-calf, precision agriculture, range science, ag business, and animal disease research and diagnostic laboratory solidify the university's commitment to the land grant mission. However, Sandager noted the faculty who made the programs so robust and reputable are nearing retirement – a situation not unique to SDSU, as swine programs across the nation are in the same boat with few educators ready to fill in. The need to recruit the next generation of swine educators will require external industry support provided by this endowment.

MPB pledged \$300,000 to support the full endowment of two million dollars. The endowment has a goal of returning \$80,000 annually to attract and support the best and brightest educators within the swine industry. The majority of the funds generated will be used for programmatic and student support, with the remaining funds being used for salary supplementation to attract top talent.

Sandager acknowledged, "We need to have the best and brightest professors in the classroom if we want our children and employees to return to the farm ready with fresh, innovative ideas."

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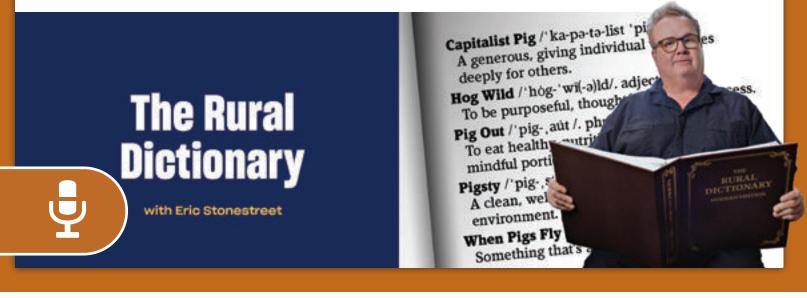
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Real Pork Myth-busting Reaches more than 3 Million

The National Pork Board and Emmy Award-winning actor Eric Stonestreet partnered during National Pork Month in October to teach consumers about the care and diligence that goes into raising pigs today. Interviews with 28 nationwide media outlets, including People magazine, were conducted. Over 3.6 million consumers heard about Stonestreet's experience with pork production and his work on the Real Pork Mythbusting series, which aimed to overcome myths among consumers who are more likely to prioritize health and sustainability in their food decisions.

In the series he re-defines common terms like pigsty, capitalist pig, pig out, and when pigs fly in positive terms that help better explain how pigs are raised. Think pig out means to overindulge, or pigsty refers to a total mess? Think again! You can view the videos with Stonestreet at www.pork.org/ruraldictionary/.



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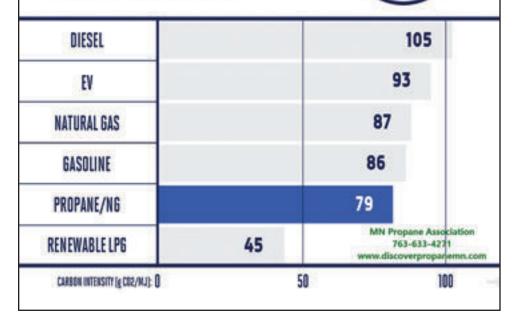
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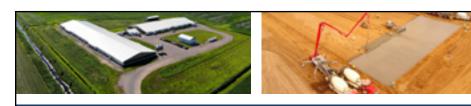
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SHEET PAN PORK CHOPS WITH DELICATA SQUASH

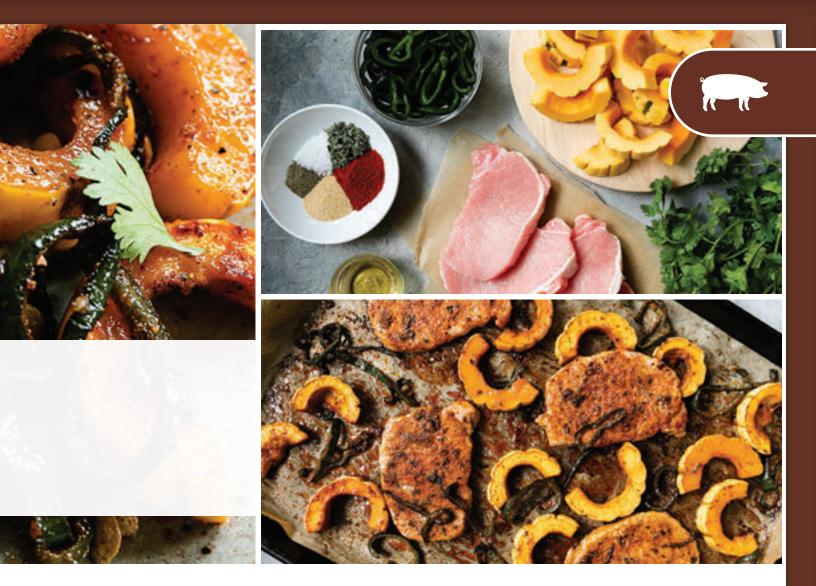


This healthy well-rounded meal is made all on one sheet pan. An easy spice rub coats juicy pork chops, sweet delicata squash, and smoky poblano pepper. Get it in the oven in 15 minutes for a nutritious and delicious dinner tonight. Here's what you'll need to make this easy dinner:

INGREDIENTS

- 4 boneless pork chops (about 6 ounces each)
- 1 delicata squash, cut in ½-inch slices
- 1 poblano pepper, stem and seeds removed, cut into rings or strips
- 2 tablespoons olive oil or avocado oil
- 2 teaspoons smoked paprika
- 1 teaspoon garlic powder
- 1 teaspoon ground sage
- 1/2 teaspoon salt
- $\frac{1}{2}$ teaspoon ground black pepper
- Fresh cilantro and toasted squash seeds (see Step 5) for garnish

pork please!



INSTRUCTIONS

- 1. Preheat oven to 400 degrees. Line a baking sheet with parchment paper.
- Cut the delicata squash in half lengthwise and use a spoon to scoop out the seeds; set the seeds aside in a small bowl. Cut the squash halves into ½-inch thick slices and place in a large bowl. Cut the poblano into rings or ½-inch wide strips (remove any seeds) and add peppers to the bowl with the squash.
- 3. In a small bowl whisk together the oil, paprika, garlic powder, sage, salt, and pepper. Using your hands, rub half of the spice mixture over both sides of the pork chops (a little goes a long way). Pour the rest of the spice mixture over the bowl with squash and peppers; use your hands to work the spice mixture into the vegetables.
- Spread the pork chops and vegetables in an even layer on the sheet pan. Bake for 20 to 25 minutes or until the thickest part of the pork reaches 145 degrees on a meat thermometer.
- 5. Meanwhile, rinse the reserved squash seeds in a colander and remove any squash flesh from the seeds. When the seeds are clean, pat them dry on a kitchen towel and transfer to a bowl; toss with 1 tablespoon oil and ½ teaspoon salt. Spread seeds on a separate parchment-lined baking sheet. When the pork chops have 10 minutes left, add the sheet pan with squash seeds to the oven to toast (watch seeds closely as they can burn easily).
- 6. To serve, divide pork chops, squash, and peppers among plates. Sprinkle squash with a pinch of salt and garnish with cilantro and the toasted delicata squash seeds.

RECIPE NOTES:

If you can't find delicata squash, you can use $\frac{1}{2}$ of an acorn squash, seeds removed. Cut the squash half into $\frac{1}{2}$ -inch strips, and then cut each strip in half again.

If you want to skip the roasting squash seeds step, you can also garnish with pepitas (raw pumpkin seeds), hazelnuts, almonds, or walnuts.

This recipe was made in partnership with The Real Food Dietitians. You can find the full blog post here: *https://therealfooddietitians.com/oven-baked-pork-chops-with-delicata-squash/*



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