



# PORK CHECKOFF REPORT

NOVEMBER DECEMBER 2024



## See You at the 2025 MINNESOTA PORK CONGRESS!

Join the Minnesota Pork Producers Association (MPPA) at the 2025 Minnesota Pork Congress held in Mankato, MN.

The event is scheduled to take place on February 11 and 12 at the Mayo Clinic Event Center, where pork producers, allied industry, and stakeholders will convene. Registration for Minnesota Pork Congress is now open, with a discounted rate for those who register prior to January 10, 2025.

Minnesota Pork Congress offers attendees the ability to gather at the state's largest swine-specific tradeshow for networking and business-enhancement opportunities. In combination with the tradeshow and annual meetings, the event also hosts timely seminars

and social activities designed exclusively for pig farmers and pork industry stakeholders.

If you have questions related to Minnesota Pork Congress, Registration, or Annual Meetings, please contact the Minnesota Pork office at 507-345-8814.

*Attendees can register online at <https://www.mnporkcongress.com/pork-congress-registration>. Strategic Investment Partners (SIP) and MPPA members receive complimentary registration to Minnesota Pork Congress.*

*The annual Awards Reception, featuring the 2025 Minnesota Pork award winners, will be held prior to Pork Congress on Monday, February 10, 2025. The Awards Reception is an invitation-only event with RSVP's required.*



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# MN PORK CALENDAR

## FEBRUARY 10

### Annual Meetings

**MPB: 11:00 – 12:00 p.m.**

**Lunch: 12:00 – 12:30 p.m.**

**MPPA: 12:30 – 2:00 p.m.**

**Joint Session: 2:00 – 3:00 p.m.**

Mayo Clinic Event Center  
Ellerbe Room  
Mankato, Minnesota

## FEBRUARY 10

### Awards Reception

Mayo Clinic Event Center  
Banquet Hall West  
Mankato, Minnesota

**5:00 – 8:30 p.m.**

*Invitation Only*

## FEBRUARY 11 - 12

### Minnesota Pork Congress Trade Show

Mayo Clinic Event Center  
1 Civic Center Plaza  
Mankato, Minnesota

## FEBRUARY 12

### SIP & Partner Breakfast

Mayo Clinic Event Center  
Ellerbe Room

**7:30 a.m. Breakfast**

**8:00 – 9:00 a.m. Keynote**

**Speaker**

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# Join us at the 2025 Minnesota

## MONDAY, FEBRUARY 10 AT 11:00 A.M.

### MAYO CLINIC EVENT CENTER, MANKATO, MN

Register online at [www.mnporkcongress.com](http://www.mnporkcongress.com)



### MPB MEETING

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 10, beginning at 11:00 a.m. at the Mayo Clinic Event Center Reception Hall (1 Civic Center Plaza, Mankato, MN 56001).

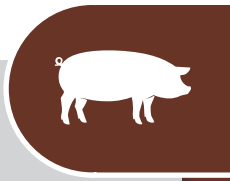
The MPB Annual Meeting will feature updates on programs, 2024 MPB Pork Checkoff financial information, Minnesota Pork Executive Board elections, Pork Act Delegate elections, and Pork Checkoff-related resolutions. Resolutions submitted at the meeting will require a two-thirds margin to be brought to the floor for discussion and a three-fourths majority vote for approval.



### LUNCH AND MPPA MEETING

The Minnesota Pork Producers Association (MPPA), a voluntary membership association funded by investors in the Strategic Investment Program (SIP) and Pork Partners, will hold its annual meeting following the MPB meeting and lunch at 12:30 p.m. with the joint session beginning at 2:00 p.m. The MPPA focuses its work on legislative and public policy matters. Only those who are enrolled in SIP or Pork Partners can vote and participate in discussions at the MPPA Annual Meeting.

# Pork Board Annual Meeting



## PREREGISTRATION

To help with meal planning, seating, and handouts, preregistration is requested. To preregister, visit [www.mnporkcongress.com](http://www.mnporkcongress.com) or contact Colleen Carey at the Minnesota Pork Board office by calling 1 (800) 537-7675 or email [colleen@mnpork.com](mailto:colleen@mnpork.com).

## AGENDA

- I. **Call to Order** – Daryl Timmerman, President
  - II. **Introductions**
  - III. **2024 Annual Meeting Minutes** – Abbie Redalen, Secretary
  - IV. **2024 MPB Financial Audit** – Jill Resler, CEO
  - V. **2025 Advisements, Discussion, Action** – Todd Selvick, Vice President
  - VI. **2026 Pork Act Delegate and Alternate Elections**
  - VII. **President’s Remarks**
- Recess



## PUBLIC NOTICE

### **PUBLIC NOTICE BY MINNESOTA PORK BOARD AND THE NATIONAL PORK BOARD**

The election of pork producer delegate candidates for the 2026 National Pork Producers (Pork Act) Delegate Body will take place at 11:00 AM, Monday, February 10, 2025 in conjunction with a Board of Directors meeting of the Minnesota Pork Board. All Minnesota pork producers are invited to attend. This Annual Meeting will be held at the Mayo Clinic Health System Event Center, 1 Civic Center Plaza, Mankato, MN 56001. To RSVP, please contact the Minnesota Pork office at (507) 345-8814 or email [mnpork@mnpork.com](mailto:mnpork@mnpork.com).

Any producer, age 18 or older, who is a resident of the state and has paid all assessments due may be considered as a delegate candidate and/or participate in the election. All eligible producers are encouraged to bring with them a sales receipt proving that hogs were sold in their name and the checkoff deducted. For more information, contact the *Minnesota Pork Board Office, 151 St. Andrews Court, Suite 810, Mankato, Minnesota. (507) 345-8814 or (800) 537-7675.*



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## ADVANCING SUSTAINABILITY:

# Kate Maddock Highlights Opportunities for Minnesota Pig Farmers

Hello! My name is Kate Maddock, and I graduated from South Dakota State University in May 2024 with a degree in Agricultural Communications, along with minors in Agronomy and Crop Protection. In May, I joined Minnesota Pork as the Sustainability Outreach Coordinator. In my role, I work closely with the Advancing U.S. Pork Sustainability grant and the On-Farm Sustainability Reports.

I am thrilled to share opportunities within the Climate-Smart Commodities Grant and recruit farmers to participate in the On-Farm Sustainability Reports. I have enjoyed engaging with farmers across Minnesota at events throughout the year, including Farmfest, fall Field Days, the Minnesota State Fair, and various conferences.

The On-Farm Sustainability Reports are incredibly beneficial and provide significant value to Minnesota Pig Farmers. The reports help farmers recognize key sustainability metrics and establish a baseline for their farm. In collaboration with our trusted third-party partner, Eocene Environmental Group agronomists complete data collection and create each farmers' report. It is exciting to have a wonderful group of partners to work together with to support farmers throughout the entire process.

Once farmers receive their On-Farm Sustainability Report, Eocene will present a Sustainable Continuous Improvement Plan (SCIP), which offers tailored recommendations for enhancing operations through both short-term and long-term goals in three key areas: Economics, Soil Health, and Water & Air Quality. Eocene will also demonstrate and introduce their R3 ROI Tool, which enables farmers to establish baselines and create scenarios for improvement.

To measure and document continuous improvement efforts for the pork industry, the Minnesota Pork Board and National Pork Board encourages all farmers to participate in the On-Farm Sustainability Report. On average, participating farmers indicated data collection takes 1-20 hours, depending on the farm size. Once the report is presented, it is the farmers to utilize as they see fit. The aggregate results from all the On-Farm Sustainability Reports will be compiled into an aggregated state report to help share the pork industry's sustainability story.

If you are interested in signing up for the On-Farm Sustainability Report or would like to learn more information about these opportunities, visit [porkcheckoff.org/sustainability](http://porkcheckoff.org/sustainability) or contact me at [kate@mn pork.com](mailto:kate@mn pork.com).





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# INTERNS: WHERE ARE THEY NOW?

## Brooke Ambrose, 2014

**Q: Where are you from and what college did you attend?**

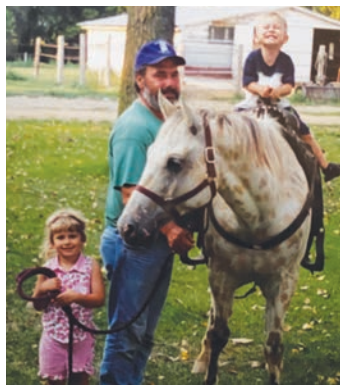
**A:** I grew up in Morris, MN and studied at the University of Minnesota.

**Q: What year were you an intern for MN Pork?**

**A:** I interned with MN Pork in the summer of 2014.

**Q: Please share your background in agriculture.**

**A:** Growing up in rural Minnesota, farming and agriculture are part of my family's heritage. I have many fond memories of spending time on my grandparents' farms, playing in the hay loft, and riding horses. I also looked up to my older cousins who were active in 4-H and FFA, so when I was old enough, I knew I wanted



**At the farm with my grandpa Wente and brother.**

to get involved, too. I especially loved county fair week, where I got to show animals and hang out with friends, and then when I was older, I loved exhibiting at the Minnesota State Fair. My involvement in FFA introduced me to the global agriculture industry and grew my love for food and farming.

**Q: How did working for MN Pork contribute to your professional development?**

**A:** My summer at MN Pork was a great growth and learning opportunity. The hands-on and varied experiences exposed me to many facets, which helped me grow professionally. The internship with MN Pork also helped shape my future as I discovered more about my interests and talents. I learned that I loved working in a team environment, and variety in my work is important to me.

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

**A:** After University, I worked at a marketing and communications agency specializing in agriculture.



**At the oink booth during the summer of my MN Pork internship.**

From there, I transitioned to working in the non-profit sector. I now work for an international development organization, Food for the Hungry. Sadly, 648 million people live in extreme poverty. I'm part of a team that connects supporters with children, families, and communities in over 18 countries who are overcoming the challenges of extreme poverty so they can live flourishing lives.

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

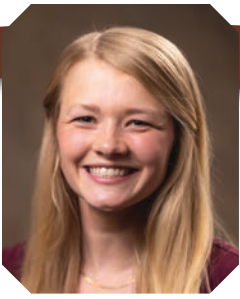
**A:** Keep learning! My best advice to young professionals is to say "yes" to every learning opportunity, whether it be conferences, events, or travel, and to view experiences as opportunities to learn. My most significant learnings have come outside of the classroom.

**Q: What is your favorite pork product/dish?**

**A:** I love al pastor tacos! Pork and pineapple are the perfect combo, so I'm also a big fan of Hawaiian pizza.



**My husband and I love tacos, especially Al Pastor!**



## Valerie Luhman, 2015

**Q: Where are you from and what college did you attend?**

**A:** I am from Wykoff, MN and I attended the University of Minnesota.

**Q: What year were you an intern for MN Pork?**

**A:** I was a MN Pork intern the summer of 2015.

**Q: Please share your background in agriculture.**

**A:** I grew up on my family's beef and crop farm. I enjoyed helping on the farm and owned a small herd of my own cattle. I got involved early on in 4-H and FFA and met my husband, Jared, at Region VIII Greenhand Camp. As I think back on my experiences in agriculture, I am grateful for all the friends and mentors who have made an impact in my life, including the team at Minnesota Pork.

**Q: How did working for MN Pork contribute to your professional development?**

**A:** Interning with Minnesota Pork was a wonderful opportunity! As I think back on my experience and how it shaped where I am today, I am most grateful they provided such a wide variety of opportunities from outreach, communications, policy and more. I learned I loved outreach and helping people gain a better understanding of agriculture, which is a huge part of what I do today! I remember spending hours traveling to events with Jill, asking a ton of questions, and learning so much personally and professionally. I also enjoyed getting involved with policy and spent time with my co-intern Dr. Taylor Spronk asking Dave Preisler many questions about agriculture policy. While I don't currently work in policy, my experiences at Minnesota Pork helped me understand policies that impact our farm today.



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

**A:** Today, I manage our family business, Grassfed Cattle Co. We direct market meat from our farm and a few others to customers in the Twin Cities. I also stay home with our two young children, Colton and Briley. My husband and I farm with his dad near Goodhue, Minnesota and enjoy raising beef cattle and chickens. We sell bulls through Pharo Cattle Company and market chickens through our business.

Before purchasing Grassfed Cattle Co. from the original owners five years ago, I managed two ALDI grocery stores. It was a challenging role that taught me a lot about working in a fast-paced environment, managing and training a team of employees and the retail side of agriculture. I served as a National FFA Officer during my final year of college and enjoyed traveling to more than 30 states representing students in agriculture.

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

**A:** There is a place for anyone who wants to be involved in agriculture! Get involved in a wide variety of opportunities in agriculture and figure out where your skills and values align with what you enjoy doing. Don't be afraid to ask those you look up to to mentor you and ask them for their advice often.

**Q: What is your favorite pork product/dish?**

**A:** I love grilled pork chops!





# Connecting Pork with the Health Professional Community

The Food & Nutrition Conference & Expo® (FNCE) is an annual event sponsored by the Academy of Nutrition and Dietetics with over 6,100 registered dietitians, policymakers, researchers, healthcare providers and industry leaders in attendance. Both the Minnesota Pork Board (MPB) and the National Pork Board (NPB) are active in this space, serving as a resource to dietitians.



also moderated panel sessions, including Dietitian's Blueprint for Intrapreneurial Success, and attended several networking events. These events allowed staff to connect with other registered dietitians, sponsors and even registered dietitian farmers one-on-one to talk about the work NPB is doing to showcase pork's value in a healthy, sustainable diet.

This year's conference was held in Minneapolis, Minnesota and MPB Director of Events and Promotions, Pam Voelkel, joined the NPB team in representing pork. The team engaged with over 1,000 registered dietitians and industry professionals one-on-one to discuss pork's role as a nutritious protein.

## Engaging with Influential Leaders in Nutrition

In partnership, MPB and NPB hosted a pre-conference lunch for 50 dietitians. During the lunch, guest speaker Yia Vang, a renowned Hmong chef and restaurant owner from the Twin Cities, shared about Hmong culture and pork's centralized role in traditional cuisine.

More than 830 attendees stopped by the Pork & Partners expo booth, where the NPB nutrition team engaged with visitors and scanned their badges for follow-up opportunities. This year, staff showcased pork's versatility by pairing it alongside fruits and vegetables in nutritious diets using the "Pork: A World of Flavors" flavor wheel. Those who visited the booth were presented with educational resources, engaged in conversations with staff about pork nutrition and received post-event emails inviting them to join the Pork & Partners community.

A major topic of discussion during the event was how retailers use pork in their everyday work environments. The NPB team used this information to identify opportunities where pork might be added into their routines. NPB human nutrition team members, Emily Krause and Dr. Kristen Hicks-Roof,

## Building Connections to Promote Pork in Nutrition

Attending FNCE is just one of the many ways NPB is building a bigger appetite for pork in the nutrition world. Interactions with recognized health professionals highlight pork as a nutritious and versatile protein. These connections also help registered dietitians promote pork to retail partners, clients and their communities. NPB's engagement at FNCE ensures dietitians are informed and confident in discussing pork's role in nutritious diets, influencing consumers' choices in their everyday lives.

Connecting one-on-one with retailers, commodity groups, brands and dietitians strengthens NPB's relationships, paving the way for future partnerships. Partnerships such as these help create future opportunities for collaboration and education about pork.

**Friend of Minnesota Pork Board and renowned Twin Cities chef Yia Vang appeared on Good Morning America to feature his Double Cut Pork Chop recipe. He is sharing pork at a large-scale, national level!**





# ENGAGING FUTURE AGRICULTURISTS: Minnesota Pork Visits South Central and Ridgewater Colleges



Kate Maddock, sustainability outreach coordinator at Minnesota Pork Board, recently engaged with college students to give an overview of Minnesota Pork and highlight opportunities available to Minnesota farmers.

In October, Maddock spoke with students in the Livestock Production Principles class at South Central College located in North Mankato, Minnesota. In November, she visited Ridgewater College in Willmar, Minnesota, where she presented to the Meat Animal Reproduction class.

During her presentations, Maddock explained the differences between the National Pork Board and National Pork Producers Council as well as differences between the Minnesota Pork Board and Minnesota Pork Producers Association.

Maddock works closely with the Advancing U.S. Pork Sustainability Grant and On-Farm Sustainability Reports. She shared valuable information with

students in these classes to take home with them to their family farms. She explained the process of requesting an on-farm sustainability report and what the report entails. These reports offer immediate value to farmers by protecting their freedom to operate.



In the past six decades, pork production has improved by using 75% less land, 25% less water, 7% less energy, and reducing carbon emissions by 8%. The students gained a broader understanding of sustainability as Maddock outlined the sustainable pork supply chain. The two college visits showcased Minnesota Pork's ongoing efforts and goals related to sustainability.



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# INVESTING IN PEOPLE Minnesota Pork's Partnership



Second Harvest Heartland CEO, Allison O'Toole, and Minnesota Pork CEO, Jill Resler, with silver medalists #CooknBacon.

One of the strategic pillars guiding our work at the Minnesota Pork Board is our commitment to investing in people and communities. This December, that mission took center stage through our donation to Second Harvest Heartland, amplified by Olympians Kassidy Cook and Sarah Bacon, the dynamic duo known as #CooknBacon. Together, we're sharing the story of Minnesota Pork by utilizing their social media following while strengthening connections with the communities we serve.

## Amplifying Pork's Story

Kassidy Cook and Sarah Bacon bring passion, hard work, and authenticity to their roles as partners on #TeamPork. Through their social media platforms and public appearances, these Olympians have showcased pork as a nutritious, high-quality protein that fuels active lifestyles. Their unique voices and stories resonate with audiences across Minnesota, helping bridge the gap between consumers and the farmers who work tirelessly to produce safe, sustainable pork.

## 91,395 Meals Donated: A Holiday Gift to Minnesota Families

One of the highlights of this partnership was the recent donation of 91,395 meals to Second Harvest Heartland, the Upper Midwest's largest hunger-relief organization. Kassidy and Sarah presented this donation alongside pig farmers and other key partners, demonstrating the power of collaboration in fighting hunger during the holiday season.

This act of generosity was made possible through proceeds from Minnesota Pork's community investment initiatives, including outreach events like the Minnesota State Fair, where Kassidy and Sarah connected with families and shared pork's story. Additional support came from Profinium Bank's innovative giveback program, underscoring the importance of partnerships in achieving shared goals.



Partners gathered at Second Harvest Heartland on December 10, 2024, to celebrate their collaborative partnership of serving Minnesota communities. Pictured from left: Mike Patterson, pig farmer and Minnesota Pork Board of Directors member; Jason DeRusha, WCCO radio host and Second Harvest Heartland Board of Directors member; Jill Resler, chief executive officer of the Minnesota Pork Producers Association; Sarah Bacon, Olympic medalist; Sydney Selvik, daughter of pig farmer Todd Selvik; Kassidy Cook, Olympic medalist; Allison O'Toole, chief executive officer of Second Harvest Heartland; Todd Selvik, pig farmer and vice president of the Minnesota Pork Board of Directors; and Veronica Bruckhoof, vice president of business development for Profinium Bank.

# PEOPLE AND COMMUNITIES: with Kassidy Cook and Sarah Bacon

## Building Connections That Matter

**Promoting Nutrition and Health:** As athletes, Cook and Bacon's advocacy highlights pork's role as a vital part of a balanced diet, inspiring healthier food choices.

**Engaging Communities:** From the state fair to the food bank, their involvement brings farmers and consumers together, fostering understanding and appreciation.

**Supporting Hunger Relief:** Their partnership helped shine a spotlight on the critical need for protein donations in local food banks, especially during the holiday season.

## A Shared Commitment to Communities

"It feels great to know we are helping feed those in need with nutritious protein, especially during the holidays," said Kassidy Cook, Olympic medalist.

Sarah Bacon echoed this sentiment, saying, "We've gotten a chance to meet some of the farmers, and everyone has been so welcoming."

Todd Selvik, Vice President of the Minnesota Pork Board, emphasized the significance of these efforts: "This partnership reflects our ongoing commitment to investing in people and communities. It's been a joy to collaborate with Kassidy and Sarah and see them amplify pork's story in such impactful ways."

To learn more about this partnership and other Minnesota Pork initiatives, visit [www.mnpork.com](http://www.mnpork.com).



The day included a guided tour of the food bank and warehouse.

Team #CooknBacon helped volunteer by packing apples to add to meal kits.



After the donation, Kassidy and Sarah headed to the WCCO studio to share about the partnership on Jason DeRusha's show, Drivetime with DeRusha.

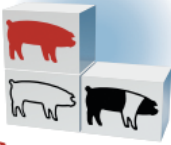


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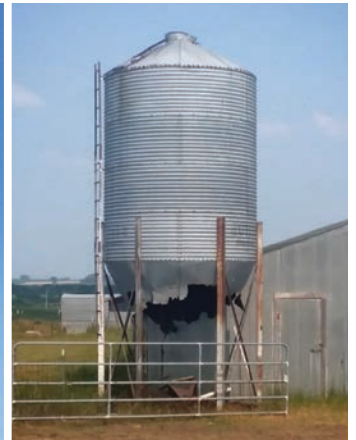
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### THE CHOICE IS CLEAR





## NEW BOARD MEMBER FEATURE

# Mike Patterson



### **Q: Tell us about yourself and how you became involved in the farming community.**

**A:** I am a pork producer from Kenyon, Minnesota. The farm consists of a 3,000 head finishing operation that is part of the Minnesota Family Farms 6,000 sow co-op. My sister and I also contract grow an additional 2,000 head of market pigs.

I grew up on a farrow to finish operation with 250 sows. When the facilities got older, my family formed and joined the co-op in the mid '90s. The first piglets were born in '96 and finished in '97. I attended the University of Wisconsin - River Falls and graduated in 1999 with a degree in agricultural business. After college, I worked at a small grain and feed elevator for a couple years before I started at Compeer Financial in 2001 as a loan officer where I have worked since.



I have a wonderful wife named Rebekah and together we had four children, Maddie, Belle, Julia, and Leia. My girls own and operate their own show pig operation, Country Girls Show Pigs. They have 35 Duroc, Yorkshire, spot, and crossbred sows. My girls sell and exhibit their pigs across the country.

### **Q: Why did you decide to run on the Board of Directors?**

**A:** I decided to run on the Board of Directors because I wanted to be even more involved in the Minnesota pig farming community and I thought this was a good way to give back like the others before me who had such great leadership. I am very passionate about promoting pork and public policy that benefits farmers and this position allows me to do this on the next level. I wanted to step up and be a voice for other producers across the state through Minnesota Pork because such organizations are very important do important work.

### **Q: What do you hope to accomplish during your time on the Board?**

**A:** While serving on the Board of Directors, I want to help promote pork as a great protein source for consumers across the state because as producers we

take a lot of pride in raising pigs. We also think that pork is a healthy, nutritious, and delicious food source that can be a part of any diet.

Public policy is also a passion of mine that I plan on focusing on while serving on the board. I have enjoyed getting to know and meeting legislators at the state and national level. I believe in the importance of having pig farmers' voices heard by those who are making decisions about new laws and policies so they understand the effects back on the farm and the impact it will have on producers.



### **Q: In your opinion, what is the biggest challenge facing today's pig farmers in Minnesota?**

**A:** One of the biggest challenges I have seen and faced as a Minnesota pig farm is economical. The last 18 months have been difficult for many producers and were some of the most challenging that I have seen in my career as a producer. When I think about long term sustainable business, I think of being able to continue the business to be able to pass it on to future generations. A large part of being able to do that is having economic stability. Recently, we have been able to see some recovery on the economic side of the operation, but I know it was very difficult for producers across the state and the country.

### **Q: What are you most hopeful about for the future of Minnesota Pork?**

**A:** The thing that gives me the most hope about the future of Minnesota Pork is the people. I've gotten to know a lot of people in the industry over my career, and the quality of people we have is second to none. It gives me a lot of hope and excitement for the future, especially when I look at the young people getting involved in the industry. These folks are phenomenal, and I am excited to see them develop as leaders who will elevate the industry to the next level.

### **Q: What is your favorite pork product/dish?**

**A:** My favorite pork product is ground pork because it is so versatile. I can use it in many dishes including pork burgers, spaghetti, and breakfast sausage. I truly think that it is underutilized, and many consumers do not realize all the potential it has.

## 2024 EXECUTIVE BOARD

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# NATIONAL PORK BOARD RESEARCH UPDATE

## Consumer Connect: Turning Research into Results

### What:

To grow future demand, the National Pork Board conducted extensive market research to better understand changing consumer attitudes, preferences and habits.

The bottom line: pork's consumer base is shrinking, but that decline is reversible.

Consumer Connect is a new tool NPB has invested Pork Checkoff dollars in to understand even more about our core consumers.

### Why You Should Care:

It is essential to invest your dollars in making pork relevant to younger generations. Younger consumers do not know what to do with pork and tend to favor the taste of other proteins.

By featuring pork's versatility in flavor and as an ingredient, Consumer Connect will help NPB reimagine pork in the marketplace and share the right information with the right people in the right place at the right time.

Millennials and Gen Z rank the taste and flavor of fresh pork below most other proteins.

- 46% of Millennials consider pork to be an indulgent choice
- 57% of Millennials are concerned about foodborne illness from undercooked pork

Source: NPB Checkoff Funded Proprietary Research, At-Home Meat Tracker, 2023

### Key Ingredients: Shared Food Beliefs

No matter who they are, people make choices about food based on 3 essential considerations: taste, nutrition and convenience.

- **A Matter of Taste:** Every meal is an opportunity for enjoyment.
- **Finding the Balance:** Moderations keep their health in check.
- **Convenience is Key:** Time, cost and effort...it better be worth

## Seven Consumer Segments

### PRIORITY SEGMENTS

Using NPB Consumer Connect research, we've identified four priority segments with the most immediate growth potential based on a weighted average potential.

- **Confident Meat Eaters:**  
"I've got this"
- **Simple Feeders:**  
"Just get me through this meal"
- **Culinary Adventurers:**  
"Up for the challenge"
- **Mindful Choicemakers:**  
"I make conscious choices"

### SECONDARY SEGMENTS

- **Tasty Value Seekers:**  
"Stretch my dollars"
- **Culture Celebrators:**  
"Connections matter most"
- **Meat Minimizers:**  
"What's the alternative?"



### What Kind of Consumer Are You? Take the Quiz and Find Out!

Are you a confident meat eater who loves to show your culinary skills? Or maybe you are a tasty value seeker who needs to stretch your dollars at the grocery store?

Take the quiz by scanning the QR code with your phone or visiting <https://segment.porkcheckoff.org/>.



#PorkPlease

# SWEET CRANBERRY PORK CHOPS



Celebrate the holidays with the perfect blend of sweet and savory! These tender pork chops, kissed with the festive tang of cranberries and a touch of spice, are a protein-packed way to fuel your seasonal gatherings.

In just 35 minutes, you'll have a dish that brings the warmth of the holidays to your table, highlighting the unbeatable power of pork. Whether it's a cozy family dinner or a holiday feast, these chops will steal the show—because nothing says comfort and cheer like a hearty, flavorful main course!

*Total Time: 35 minutes | Servings: 8*  
*Course: Main Course | Cooking Method: Instant Pot*

## INGREDIENTS

- 4 4oz boneless pork chops
- 1 cup red wine
- 1/3 cup brown sugar
- 1/4 cup cranberry juice
- 1/4 tbsp cayenne pepper
- 4 springs of fresh thyme or tsp dried
- 2 tbsp olive oil
- 1 cup fresh or frozen cranberries

## INSTRUCTIONS

1. Combine 1/3 cup brown sugar and 1/4 tablespoon cayenne pepper, generously rub mixture into pork chops. Set aside. Reserve any leftover seasoning.
2. In a pressure cooker, on sauté setting, add olive oil and sear pork chops in batches until browned on both sides. Remove from pot.
3. Add 1 cup red wine and 1/4 cup cranberry juice to pot and stir, scrapping up all the browned bits. Add any leftover seasoning mixture and stir to combine.
4. Return pork chops back to the pot and add cranberries and thyme.
5. Cook on high pressure for 2 minutes and let naturally release for 10 minutes. Internal temperature should be 145° F.
6. Remove pork from pot and let stand for 3 minutes before cutting. Serve with remaining sauce in the pot.

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COMES  
EASY.**

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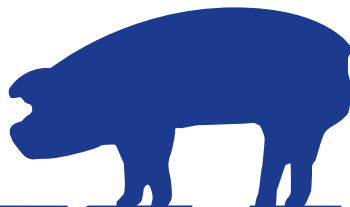
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