

Wisconsin Pork Express

Mark Your Calendars for the Pork/Corn/Soy Expo!

The WPA Annual Business Conference will be held in conjunction with the Corn/Soy Expo again on January 28-29 at the Kalahari Resort, Wisconsin Dells. This collaborative ag effort offers pork producers a one-stop opportunity for educational seminars and information. It also provides producers an opportunity to mix business with family time at a popular Wisconsin winter destination. Special overnight room rates of \$104 are available at the Kalahari to conference attendees.

Pork producers will be able to take advantage of the vast trade show, featuring seed, chemical, machinery and other industry partners, as well as corn/soybean industry seminars.

WPA Board Positions Available

Wisconsin Pork Association is currently seeking nominations for individuals interested in serving on the WPA Board of Directors. Three board positions are eligible for election in 2010: Brian Klubertanz, Southeast District; Mike Salter, North District; and Alicia Prill-Adams, Industry At-Large. Klubertanz and Adams will be completing their second term on the board, and are therefore ineligible to run. Mike Salter is eligible to run for a second term.

Board terms are three years in length, and board members may serve two consecutive terms. If you are interested in running for the board, or would like to nominate someone, please contact the WPA office or a board member.

Pork Seminars at Expo

WPA has organized a number of seminars for pork producers to take advantage of while attending the Expo. Certification programs in both Transport Quality Assurance and Pork Quality Assurance Plus will be offered. In addition, other topics for seminars include: H1N1 and the pork industry, improving your bottom line with manure, tips on feeding this year's corn crop to pigs, economic forecast for 2010, and pork industry research being conducted here in Wisconsin. Producers will get a chance to interact with members of the new Extension Swine Team, as they are playing a key role in seminars at the conference.

Youth programs have been added to the agenda this year as well. An 'In the Show Ring' program will be available, where youth can pick up tips on the management of their pig project. In addition, a county fair forum will be offered for swine superintendents, meat animal sale committee members, and parents to discuss common issues faced when developing rules and criteria for local and county fairs and sales. Full details on the WPA Annual Business Expo can be found at our website at www.wppa.org.

WPA to Publish "Buy Wisconsin First" Directory

The Wisconsin Pork Association would like to invite pork producers across the state to participate in the "2010 Buy Wisconsin First" Directory. This directory will feature Wisconsin seedstock, feeder pig, and show pig producers. The directory is being printed due to demand throughout the state for show pigs, and to showcase the high quality stock available right at home.

Advertising in the WPA directory will offer producers an opportunity to expand their current marketing program. The directory will be available through several channels, including printed copies and on-line features. In tracking WPA website visits recently, the directory ads are the most visited pages on the site. County extension offices and vo-ag instructors will be encouraged to share the printed copy or on-line version of the directory with their constituents, and an aggressive media blitz will be conducted. In addition, the WPA office receives numerous calls throughout the year from youth and pork producers looking for breeding stock, feeder pigs, and show pigs.

Copy deadline for the directory is January 8. The directory will be printed and available in February. In addition, anyone wishing to reserve a copy of the directory should contact WPA at 1-800-822-7675 or wppa@wppa.org.

A Holiday Message from Secretary Nilsestuen

It's that time of the year when it's good to take stock. Should we swing the door wide to greet the New Year, hoping good things are coming for Wisconsin agriculture? Or just slam the door shut on 2009, relieved that it's gone for good?

It has been a hard year for farmers in Wisconsin. No one could argue otherwise. We've seen dairy and pork prices plunge and weather that wouldn't cooperate. We've seen credit access restricted and many farms eating equity they've spent years accumulating. And we've seen some finger pointing and divisiveness that too often follow hard times. So, yes, it is good to put this year behind us. For more, [click here](#).

Wisconsin Agricultural Economic Outlook Forum Scheduled for Jan. 20th

University of Wisconsin-Madison economists and commodity specialists will review the financial condition of the state's farm sector and the outlook for agricultural commodities important to the state at the third annual Agricultural Economic Outlook Forum on Jan. 20, 2010 12:45-4:45 p.m., at the Pyle Center. This event will provide an outlook on the economics, emerging issues and opportunities of Wisconsin agriculture. The forum will be webcast live the day of the event, and archived footage will be available for viewing. This event is brought to you by the University of Wisconsin-Madison College of Agricultural and Life Sciences and University of Wisconsin-Extension Cooperative Extension.

[RSVP for the special luncheon](#) featuring a keynote by [David Oppedahl](#), economist with the Federal Reserve Bank of Chicago, **by January 11**. Click here to [view the agenda](#).

This event is hosted by the University of Wisconsin-Madison College of Agricultural and Life Sciences and University of Wisconsin-Extension Cooperative Extension, with thanks to the luncheon sponsors: UW-Madison Office of Corporate Relations, Wisconsin Farm Bureau Federation, and Wisconsin Farmers Union.



HOUSE PASSES OTC AMENDMENT

An amendment that would strengthen regulation of over-the-counter-derivatives (OTC) passed the House Thursday as part of a financial regulatory reform bill.

H.R. 4173, the "Wall Street Reform and Consumer Protection Act of 2009," which passed the House Thursday, preserves the use of derivatives for end users to hedge price risks associated with their businesses while establishing a central clearing requirement for participants in the over-the-counter derivatives market. The amendment exempts from the clearing requirement commercial end users such as manufacturers, airlines and other small- to medium-sized businesses that often use derivatives markets to hedge their price risk. The amendment was the result of an agreement reconciling separate versions of derivatives legislation passed by the House Agriculture and Financial Services committees earlier this year.

FDA, FSIS HOLD JOINT PUBLIC MEETING ON FOOD PRODUCT TRACEABILITY

NPPC's director of science and technology, Dr. Jennifer Greiner, this week provided comments on food traceability at a joint Food and Drug Administration-Food Safety Inspection Service meeting held in Washington, D.C. The two-day public meeting focused on food traceability policies and how to increase the accuracy of food-borne illness and recall investigations. The meeting also served as a forum for both agencies to hear various stakeholders' input on how they currently work to identify and trace food-borne illnesses. Greiner outlined the creation and successes of the Pork Quality Assurance® (PQA) program, highlighting the reduction in the instances of violative residues in pork since the program's inception. Another cornerstone

outlined by Greiner was the 1988 development of a swine traceability system that allows animals to be traced back to their farm of origin. Part of that system is the registration of swine premises. Currently, approximately 86 percent of swine producers' premises are registered with state animal health authorities. Panelists at the meeting emphasized the importance of how much FDA and FSIS rely on the information gathered from the state and local level. The accuracy of the data FDA and FSIS receive assists inspectors with the ability to quickly identify and successfully determine where contaminated products are in various stages in the food supply chain.

U.S. pork exports gain momentum (meetingplace.com)

Pork exports continued their ascent in October, with total exports of 164,092 metric tons (361.8 million pounds) representing the second-largest monthly volume this year and pork muscle cut exports reaching their highest volume of 2009 at 128,392 metric tons (283.1 million pounds).

Year-to-date exports are down 11 percent in volume and 13 percent in value compared to 2008, a record-setting year for pork exports. However, they remain nearly 50 percent higher than the second-best year on record, 2007.

This year, exports account for 22.3 percent of total production compared to 24 percent last year, while the value of exports equates to \$38.17 per hog slaughtered compared to last year's \$42.31.

New pH1N1 Vaccine Available for Swine

Swine producers have a new conditionally-licensed vaccine from Pfizer Animal Health to help protect their herds from the pandemic H1N1 (pH1N1) strain of Swine Influenza Virus (SIV).¹ Pfizer Animal Health recently announced that its Swine Influenza Vaccine, pH1N1 – Killed Virus, has been approved by the U.S. Department of Agriculture (USDA) for vaccination of healthy swine, including pregnant sows and gilts, three weeks of age or older against SIV subtype H1N1. Pfizer Animal Health became the first U.S. biologics manufacturer to receive a USDA conditional license for this new vaccine. Earlier this year, the USDA provided a master seed of the pH1N1 strain to multiple manufacturers in anticipation of potential transmission in swine herds.

"This gives us hope that this pH1N1 strain can be managed by producers like any other seasonal swine flu strain in pigs," said Gloria Basse, senior director of the U.S. swine business for Pfizer Animal Health. Producers are advised to consult their veterinarian on the use of this new conditionally-licensed vaccine, as well as continue to follow American Association of Swine Veterinarians and National Pork Producers Council recommendations for routine flu preventive measures.

Pfizer Animal Health has built an adequate inventory of this new vaccine to ensure supply in key pork-producing states. Local use of the new pH1N1 vaccine requires the approval of state veterinarians and Pfizer Animal Health is working to achieve state-by-state approvals. For more information about this new vaccine, producers should talk with their veterinarian or local Pfizer Animal Health representative, or visit www.FluSureXP.com.

China to Reduce Pig Herd? (Daily Livestock Report)

It appears that China is now calling for a REDUCTION of its pig herd. China's National Commission of Reform and Development has indicated that it expects pork and hog prices to rise through the Chinese New Year and then begin to decline due to "high inventories of breeding sows." Chinese government officials are suggesting that pig producers get rid of low quality and extra sows. USDA's Foreign Agricultural Service forecasts China's 2009 pork production to be 48.5 million metric tons (that is 106.9 billion pounds — roughly 5 times the output of the U.S. pork industry!), 5% more than the level of 2008. FAS expects 2010 output to be 50.3 million metric tons, up 3.7% from 2009.

Perhaps a more meaningful comparison, though, is to compare projected 2010 output to that of 2007, the year that widespread death losses among China's pig herd cause production to fall sharply. The result: +17.3%. And the 2010 forecast output level is 8.1% higher than production in

2006, the last year of full production before the death losses. If FAS is correct, it appears that China's producers have indeed responded quickly to the high prices of 2007 and 2008. FAS projects 2009 per capita pork consumption in China to be 36.1 kg or 79.4 lbs. carcass weight. That breaks the old record of 35.1 kg set in 2006 before the death loss-induced production decline. FAS's forecast for 2010 is 37.3 kg (82.1 lbs.) with imports down 20% from 2009 levels. Bottom line: It appears China may not be as much of a U.S. pork demand factor as some had hoped in 2010.

Results of Canada's Second Round of Hog Buyouts (Daily Livestock Report)

The results of Canada's second round of hog farm buyouts were announced on Tuesday. The program is called the Hog Farm Transition Program (HFTP) and producers submit bids at which they would empty their barns for three years. The federal funded program then accepts the bids beginning with the lowest and proceeding until the funds for the round are depleted. This round involved Can\$24 million. It will remove 43,182 sows from the Canadian herd. The first tender, announced in early November removed 22,777 sows. The challenge remains figuring out how many of those sows have already gone to market since the program is retroactive to April 1. Even the second tender could involve sows that have already been counted in U.S or Canadian sow slaughter. We have yet to see any official estimates that would help us put the liquidated sows in the correct time frame. We believe that MANY of these sows were culled during the summer months since Canadian total culling (Canadian sow slaughter plus exports of Canadian cull sows and boars to the U.S.) was 24% higher than year-ago levels from June through September and has been 10% lower than year-ago levels since October 1. Therefore, do not expect to see a marked increase in the number of sows moving to Canadian or U.S. sow slaughter plants as a result of Tuesday's announcement. The third round of HFTP tenders will be announced on January 20. This round will again involve Can\$25 million.

Some Farmers Getting Unconventional Loans During Recession (FB AgNewswire)

Eric Ness, district director of the federal Small Business Administration, said 363 Wisconsin farmers and other small businesses have taken advantage of a new SBA program that offers short-term, interest-free loans to those suffering immediate financial hardship. Wisconsin leads the nation in the number of America's Recovery Capital loans that have been issued since the program was introduced last summer. About \$12.2 million has been loaned out in Wisconsin through the program, with a significant percentage of it going to farmers. "It's a \$35,000 interest-free loan, is what it is," Ness told members of the Wisconsin Association of Professional Agricultural Consultants at a Dec. 3 seminar in Arlington. The ARC loan program offers guaranteed loans of up to \$35,000 to established, viable for-profit small businesses that need short-term help to make their principal and interest payments on existing debts. For more information on ARC loans, visit www.sba.gov/recover/arcloanprogram/index.html, or call your local lender. For the complete story, visit The Country Today's Web site at www.thecountrytoday.com/story-news.asp?id=BLVSO2BD001

Wisconsin Pork Association
wppa@wppa.org
608-723-7551
[Brian Klubertanz](#), President