

2009 Pork Month Story Ideas and News Sources

Iowa Pork Industry Center
 Iowa State University, Ames, IA
<http://www.ipic.iastate.edu>

Thank you for your interest in Iowa Pork Industry Center and Iowa's pork industry. We hope the following information and links listing will be helpful to you as you prepare articles for October, Pork Month. We also want to make sure you're aware that the story ideas are appropriate for use at any time of year. The list is not an inclusive list of projects, research, and programs coordinated or led by Iowa State University and ISU Extension specialists, but rather a brief look at the wide range of activities in which our specialists are involved. Please contact any of the listed specialists using the numbers and addresses provided, or contact me for more information. I'm happy to help you provide your audiences with the latest pork-related information.

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Iowa State University Web sites for news and story ideas

Iowa Pork Industry Center	www.ipic.iastate.edu/
IPIC news releases	www.ipic.iastate.edu/newsreleases.html
Ag Decision Maker – ISU Extension	www.extension.iastate.edu/agdm/index.html
Midwest Plan Service	www.mwps.org/
ISU Extension, Ag & Natural Resources	www.extension.iastate.edu/ag/
ISU Extension news releases	www.extension.iastate.edu/news/
ISU College of Agriculture and Life Sciences news releases	www.ag.iastate.edu/aginfo/news_releases.php
ISU Ag & Biosystems Engineering	www.abe.iastate.edu/
ISU Food Science & Human Nutrition news releases	www.fshn.hs.iastate.edu/newsreleases.php
Leopold Center for Sustainable Agriculture (ISU)	www.leopold.iastate.edu
Value Chain Partnerships for Sustainable Agriculture (ISU)	www.valuechains.org
ISU College of Veterinary Medicine	http://vetmed.iastate.edu

Value of manure as fertilizer. As the price of commercial fertilizer has risen, so, too, has the use of manure as a fertilizer. By substituting manure for commercial fertilizer, producers can achieve a significant reduction in cost. However, it's important to understand the variability of nutrients in manure when deciding whether to use that source. Proper manure analysis, determining application costs and following regulations related to manure use also are important factors.

For more information, contact Kelvin Leibold, Iowa State University Extension, Iowa Falls, IA 50126; (641) 648-4850, kleibold@iastate.edu

(Note: Iowa Pork Industry Center has an inexpensive --\$10-- spreadsheet-based program that can help producers determine nutrient values from all types of manure, provide recommendations of remaining commercial fertilizer needs, and estimate costs of applying all necessary fertilizer to specific pieces of land. Look for the Manure Nutrient Value Calculator order form here <http://www.ipic.iastate.edu/softwarepurchase.html>)

The Beginning Farmer Center helps with farm transition plans. The Beginning Farmer Center (BFC) at Iowa State University is available to assist with the succession planning efforts of family farms. The BFC facilitates meetings and mediations between multiple generations of swine producers making sure that all resources are available for successful business transfers. The FarmOn program introduces existing pork producers without interested farming heirs to aspiring young farming candidates who could possibly work into a controlling role of existing swine operations. The BFC Web site features short videos, links to center programs, a list of pertinent publications and descriptions of financial and other resources. Take a look here <http://www.extension.iastate.edu/bfc/>

To learn more about the BFC and its programs, contact David W. Baker, Farm Transition Specialist, BFC, 10861 Douglas Ave. Urbandale, IA 50322; (515) 252-7814, baker@iastate.edu

Iowa pork industry adds value to state. The Iowa pork industry represents a significant value-added activity in the state's agricultural economy and a major contributor to Iowa's overall economy. About 64,000 Iowa jobs are involved in various aspects of the industry, ranging from input suppliers to producers, processors and handlers as well as main street businesses that benefit from purchases by people in these industries. In all, an estimated \$2.55 billion of personal income and \$4.1 billion of gross state product are supported by the hog industry based on 2007 levels of production and long run prices.

For more information on the impact of Iowa's pork industry on the state's economy, contact Dan Otto, 166C Heady Hall, Iowa State University, Ames, IA 50011; (515) 294-6147, dmotto@iastate.edu; OR John Lawrence, 468 Heady Hall, Iowa State University, Ames, IA 50011; (515) 294-6290, jdllaw@iastate.edu

Estimated Returns tracks pig production costs. Pork producers are enduring their most difficult economic times yet. Higher feed costs, a global recession and unwarranted trade restrictions have resulted in unprofitable conditions in 22 of the last 24 months, and losses are forecast to continue through early 2010. The ISU Estimated Returns Series is a widely recognized barometer of the industry's economic health. See links to the estimated returns to three production segments on the Web site of ISU Extension ag economist John Lawrence http://www.econ.iastate.edu/faculty/lawrence/lawrence_website/livestockreturns.htm Lawrence

and ISU Extension economist Shane Ellis maintain the series, and either can speak to the current crisis and prospects for the future.

For more information, contact John Lawrence, 468 Heady Hall, Iowa State University, Ames, IA 50011; (515) 294-6290, jdllaw@iastate.edu OR Shane Ellis, 475 Heady Hall, Iowa State University, Ames, IA 50011; (515) 294-8030, shanee@iastate.edu

Using the crush margin to more effectively manage profit. The current economic crisis in the pork sector and increased volatility in hog and grain markets makes price risk management more important than ever for pork producers. More specifically, producers need to monitor and manage the margin between hog revenue and their largest, most variable inputs -- the prices of the pig, corn and soybean meal. Read more about the crush margin on the ISU Economics Web site <http://sn.im/crushmargin> A new Web site monitors this margin on a weekly basis for wean to finish farmers for a year or more in advance <http://sn.im/hogcrushmarginweb> ISU Extension ag economist John Lawrence or ISU Extension economist Shane Ellis can explain the “crush” margin, how it has performed in the past, and how to use this information to manage margin risk in the future.

For more information, contact John Lawrence, 468 Heady Hall, Iowa State University, Ames, IA 50011; (515) 294-6290, jdllaw@iastate.edu OR Shane Ellis, 475 Heady Hall, Iowa State University, Ames, IA 50011; (515) 294-8030, shanee@iastate.edu

Sow Longevity Spreadsheets help pork producers worldwide. First available in 2004 in English and metric formats for farrow-to-finish and breed-to-wean operations, this free software tool now is available in Chinese and Portuguese language versions in metric as well. Producers and others in the industry with influence over more than 30 million sows on six continents have received at least one of the versions. Owners, managers, consultants, veterinarians, marketers, genetic researchers, and students use these spreadsheets to help them make decisions on how long to keep sows in their breeding herds. Recent recipients include people from Iowa, Texas, Zimbabwe, Botswana and Brazil.

For more information, contact Ken Stalder, Iowa Pork Industry Center, 109 Kildee, Iowa State University, Ames, IA; (515) 294-4683; stalder@iastate.edu

Managing pig feed costs factsheet. As corn prices rise, so does interest in alternative feed stuffs. Although this factsheet is titled, “Managing Pig Feed Costs in Niche Pork Production,” it actually provides useful and relevant strategies for managing feed costs for all pork producers. See and download the factsheet from the IPIC Web site at this URL

<http://www.ipic.iastate.edu/publications/Nichefeedcosts.pdf>

For more information, contact Mark Honeyman, Animal Science, 32 Curtiss Hall, Iowa State University, Ames, Iowa; (515) 294-2340, honeyman@iastate.edu

Feed particle size screening. All ISU Extension swine field specialists have access to feed particle size screening equipment. If you’re interesting in having a particle size analysis or would like to learn more, contact the field specialist for your county.

Find your ISU Extension swine field specialist and his contact information here <http://www.extension.iastate.edu/ag/fsswine/fsswine.html>

Iowa Pork Industry Center is online. Information from the Iowa Pork Industry Center is available through online variety of media. In addition to the center's Web site www.ipic.iastate.edu, the semi-monthly electronic newsletter, NEWS NOW, is available by e-mail subscription and in .pdf version on the Web site. Newsletter issues and a link to subscribe, as well as a listing of current-year news releases is available here www.ipic.iastate.edu/newsreleases.html The most recent addition to IPIC electronic information avenues is a Twitter account. Follow IPIC at <http://twitter.com/iowaporkcenter>
For more information contact, Sherry Hoyer, Iowa Pork Industry Center, 109 Kildee Hall, Iowa State University, Ames, IA; (515) 294-4496, shoyer@iastate.edu

Scanning team provides numbers and information. During the summer of 2009, the ISU scanning team traveled to more than one-third of the state's counties. Coordinator Colin Johnson said he and three students traveled more than 7,900 miles to do ultrasound scanning of 2,381 pigs at 43 shows in 39 Iowa counties. Nick Boddicker, Kyle Schulte, Nick Siedelmann and Johnson also scanned nearly 360 head of 4-H derby swine at the Iowa State Fair. The scanning measurements (typically loin eye area and back fat depth in swine shows) can be used by individuals and families to aid in genetics decisions for their operation, and are used by Extension staff members who hold post fair result/evaluation programs for hog show youth entrants to learn about the pigs they showed. The results also are used to help determine carcass placings in the fair contests. The service has been offered on a cost basis to Iowa county Extension staff since at least 2001.

For more information, contact Colin Johnson, Iowa Pork Industry Center, Iowa State University, Ames, IA 50011; (515) 291-9287, colinj@iastate.edu

Updated ISU swine research and extension faculty and staff listing is always available. A listing of ISU swine research and extension faculty and staff members is available on the IPIC Web site. The booklet includes photos, contact info and primary research and interest areas for approximately 60 faculty and staff members based either on campus or at county ISU Extension offices. The table of contents is organized by subject matter, and individuals are listed in alphabetical order under the respective department. IPIC director John Mabry said the list is a useful tool for anyone interested in swine production, and encourages people to get acquainted with the names and faces in the list. See, download and print the listing from the IPIC web site here www.ipic.iastate.edu/publications/ISUSwineResearchers.pdf

For more information, contact John Mabry, Iowa Pork Industry Center, 109 Kildee, Iowa State University, Ames, IA 50011; (515) 294-6325, jmabry@iastate.edu