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THOUGHTS FROM 109 KILDEE

Coming to a location near you

Next week marks the ninth edition of the Iowa Pork Regional Conferences, co-sponsored with Iowa Pork Producers Association. All the details are below in the "It's a Date" section so we're using this space to encourage you to consider attending. If you'd like to read the news release, it's on our Web site here <http://sn.im/af2fs> And, if you want to see or download the brochure, go to this URL <http://www.ipic.iastate.edu/information/2009RegConf.pdf> In any case, please pick up your phone and call to preregister now. Iowa residents can call the PORKLine at (800) 808-7675. Anyone can call the number of the location they wish to attend (see the site-specific information below.) By calling at least two days prior to the date at the location you want to attend, you'll be assured of receiving lunch AND you'll save \$10. What a deal! Last year was the first time we had to cancel programs because of weather, and ended up having just two of the scheduled five sessions. I just checked the long-term forecast and historical averages for all five of this year's locations, and I'm happy to say that none either show or indicate severe weather this year. Highs in the 20s to 30s with some chance of snow showers sounds fairly reasonable to expect for this time of year. We'll start things off at Ainsworth a week from today, followed by Carroll and Sioux Center on the next two days. Then it's Oelwein on Monday, two weeks from today, and ending at Dows on Tuesday the 24<sup>th</sup>. We hope to see many of you as "return customers" and invite those of you who haven't attended – at least recently – to attend this year. IPIC program specialist Colin Johnson explains why. "Producers will hear about the tactics that support pork industry survival and development in Canada and learn how to have a greater sense of control over their feed costs," Johnson said. "Presenters also will share approaches to assessing the magnitude of disease risks and evaluating whether investments to reduce risks are justified." and finally, handling techniques and their importance for public confidence and exceptional meat quality." Here's your opportunity to hear from Derald Holtkamp on risk assessment factors, and from newly hired ISU swine nutritionist John Patience on reining in feed costs and lessons from our Canadian pork producer neighbors. We do hope to see you there.

NEWS

Managing through the recession: to-do list for producers

The latest issue of ISU Extension's Ag Decision Maker newsletter has a "to do" list for livestock and crop producers to help weather the current recession-driven economic conditions. ISUE economist William Edwards describes a list of possible practices and strategies, and offers links to a variety of resources for

producers. You can read his article on the ADM Web site here <http://sn.im/bd3wd> Also, see the next item on an upcoming Web cast with more information.

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Free Web cast on financial risk and price management strategies

A team of Iowa State University (ISU) Extension faculty and staff members is working to help cattle and hog producers with developing risk management strategies. Speakers are ISU economists Chad Hart and John Lawrence, swine nutritionist John Patience, and beef nutritionist Dan Loy. They'll talk about feed costs risk, covering strategies for managing feed costs and the role of alternative feedstuffs. They'll also present current outlook numbers for feed and livestock, and strategies for managing price risk using futures, options and insurance products. IPIC and Iowa Beef Center are partnering to present the Web cast at no charge. Those who want to attend at a county Extension office can check from the list as included on the ISUE Web calendar here <http://snipr.com/afdao> and should preregister by Feb. 13. Those who choose to participate in the Webcast from their own homes can access the program beginning at 7 p.m. at this URL <http://connect.extension.iastate.edu/outlook> The archive of this Webcast will be available shortly after the event via links from both the IBC Web site [www.iowabeefcenter.org](http://www.iowabeefcenter.org) and the IPIC Web site [www.ipic.iastate.edu/](http://www.ipic.iastate.edu/)

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Starbucks to offer value meals and value-pricing

In a move that makes it seem more like McDonalds, the coffee giant Starbucks has announced that it will sell paired breakfast items at a "value" price" Two new breakfast sandwiches that will be part of the paired offerings spell good news for pork producers: a bacon sandwich with egg and gouda cheese and a ham sandwich made with egg and cheddar. The coffee company has struggled financially over the past several months as consumers are cutting out luxuries like \$4 cups of coffee. This move is the latest in the company's attempts to retain customers while keeping its "premium" brand status. More info in this release from the Associated Press <http://sn.im/bl6dj>

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IT'S A DATE

Continuing. PQAPlus certification sessions. See the IPIC web site here <http://www.ipic.iastate.edu/PQAPlus.html> for date, location and contact information.

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Continuing. FSQA training and testing sessions for Iowa 4-H'ers. See the IPIC web site here <http://www.ipic.iastate.edu/FSQA09.html> for date, location and contact information

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Continuing. 2009 Confinement Site Manure Applicator Workshops. These workshops are scheduled for January and February throughout Iowa. See the list of dates, times and locations here <http://www.agronext.iastate.edu/immag/certification/2009ConfineSP277.pdf>

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Feb. 16. Managing Feed and Market Price Risks Webcast. IPIC and Iowa Beef Center are cosponsoring this free online program, available live at <http://connect.extension.iastate.edu/outlook> and archived for later viewing via links from both centers' Web sites. People are encouraged to attend at a county extension office location and should preregister by February 13 to ensure adequate materials are available. See the list of participating county extension sites at this URL <http://sn.im/b8vjo>

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Feb. 16-18, 23-24. 2009 Iowa Pork Regional Conferences. Topics include learning from the Canadian pig industry, keeping control of feed costs, risk assessment factors and animal handling and well-being. Five locations throughout Iowa, with program running 10 a.m. to 3 p.m. at all locations. Preregistration is \$20 per person; walk-ins are \$30 each. Preregistration deadline is two business days prior to location date. Location information is below. Preregister with your name, address, phone and location you will attend, by calling IPIC at (800) 808-7675.

- Monday, Feb. 16. Ainsworth, Marr Park Conservation Center, 2943 Hwy 92. Contact Terry Steinhart, 641-622-2680, [tsteinha@iastate.edu](mailto:tsteinha@iastate.edu)
- Tuesday, Feb. 17. Carroll. Carroll County Extension Office, 1205 West US Hwy 30 Ste G., Carroll. Contact Jerry Weiss, 712-335-3103, [weissj@iastate.edu](mailto:weissj@iastate.edu)
- Wednesday, Feb. 18. Sioux Center, Corporate Center, 950 N Main Ave. Contact Dave Stender, 712-225-6196, [dstender@iastate.edu](mailto:dstender@iastate.edu)
- Monday, Feb. 23, Oelwein, Oelwein Community Plaza, 25 W Charles St. Contact Mark Storlie, 563-425-3331, [mstorlie@iastate.edu](mailto:mstorlie@iastate.edu)
- Tuesday, Feb. 24. Dows, Dows Community Center, 119 East Ellsworth. Contact Russ Euken, 641-923-2856, [reuken@iastate.edu](mailto:reuken@iastate.edu)

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**DID YOU KNOW?**

2009 Iowa State University Animal Industry Report is available

The sixth annual Iowa State University (ISU) Animal Industry Report is now available online and on CD-Rom. This report features summaries on all animal research done at Iowa State, and was supported by the Iowa Agriculture and Home Economics Experiment Station. More than 100 articles make up this year's report. A variety of professionals conducted the research for this report, including ISU faculty, staff and graduate students; visiting scholars; ISU Extension county and field staff; and collaborators from other universities. The complete report is available online at [www.ans.iastate.edu/report/air/](http://www.ans.iastate.edu/report/air/) but if you'd rather have a complete copy, you can order a CD-Rom by sending \$10 per disk to the Iowa Pork Industry Center, 109 Kildee, Iowa State University, Ames, IA 50011-3150, or call (515) 294-4103.

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**FOR THE RECORD**

Latest Ag Census results online

Results from the most recent Census of Agriculture, taken in 2007) are now available on the USDA's Web site. The census is taken every five years, and is a complete count of United States farms and ranches and the people who operate them. The Census looks at land use and ownership, operator characteristics, production practices, income and expenditures and many other areas. One surprising, and positive, result from the 2007 edition is that the number of farms in the U.S. has increased by 4 percent over the 2002 numbers. Nearly 300,000 new farms have begun operation since 2002, with a net increase of 75,810 farms bringing the 2007 total to nearly 2,205,000. Not only is the number of farms growing, but the trend of more smaller and larger farms continues. And, this year's census results show that the majority of U.S. farms are smaller operations. More than 36 percent are classified as residential/lifestyle farms, with sales of less than \$250,000 and operators with a primary occupation other than farming. And, the number of farmers with Internet access has increased to 57 percent. You can learn more from the 2007 Census of Agriculture Web site here <http://www.agcensus.usda.gov/>

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**NEWS NOW** from the Iowa Pork Industry Center [www.ipic.iastate.edu](http://www.ipic.iastate.edu)

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