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- H1N1 *is* the news

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THOUGHTS FROM 109 KILDEE

H1N1 *is* the news

The current influenza outbreak isn't just "in the news," it IS the news. From initial reports of illness in Mexico, to confirmed human diagnoses in the U.S., Canada, Europe and New Zealand, this variant was causing disruption in the U.S. in more ways than one beginning last week. As of this writing, the World Health Organization says 21 countries have officially reported 1085 cases of influenza A (H1N1) infection. Its update 14 (May 4, 2009) says emphatically, "WHO advises no restriction of regular travel or closure of borders. There is no risk of infection from this virus from consumption of well-cooked pork and pork products." With the notice that at least one pig in Canada has been diagnosed with this strain, it behooves all to follow the biosecurity measures in place on farms. Also, we need to practice good personal hygiene, just like our moms admonished us as we grew up. ISU Extension food safety specialist Sam Beattie reminds us what that mean in this news release <http://www.extension.iastate.edu/news/2009/apr/123001.htm>

And, here's a short list of Web pages with compilations of resources for you:

Iowa Pork Industry Center influenza page <http://www.ipic.iastate.edu/influenza.html>

eXtension.org <http://sn.im/hcsek>

Iowa Pork Producers Association <http://www.iowapork.org/>

Public Health Agency of Canada http://www.phac-aspc.gc.ca/alert-alerte/swine_200904-eng.php

National Pork Board <http://www.pork.org/>

The list is by no means exclusive or exhaustive, but provides starting points for your perusal of appropriate sources of information. If you have more questions, please ask us: Call (800) 808-7675 if you're in Iowa; (515) 294-4103 for anyone; e-mail IPIC associate director and ISU Extension swine veterinarian James McKean at x2mckean@iastate.edu, and stay informed.

NEWS

No more Iowa MMP update reminder letters

In a cost-saving move, the Iowa Department of Natural Resources will no longer send reminder letters to Iowa livestock and poultry producers who are required to submit annual manure management plan updates to DNR. Announced in the DNR's April 23 EcoNews Wire newsletter, the agency estimates it will save nearly 1,000 labor hours by not sending out individual reminder notes. Instead, each facility will be notified of its annual due date in a "final" letter. The DNR field offices began sending out these letters in

March of this year. People are urged to send in their updates shortly before their specific due date, not immediately after receiving the final notice. Updates are due on a staggered basis throughout the year. Producers who have forgotten their due date will be able to check the DNR Web site at www.iowadnr.gov/afo/mmp_dates.html. And by early summer, producers will be able to access an online database that will include information about their facility and the due dates. You can read the EcoNews Wire announcement here <http://www.iowadnr.gov/news/eco/09apr23eco.pdf> (Scroll down to the second item.)

Congratulations to newly promoted ISU faculty folks
Three of our colleagues here at ISU have been notified of their professional advancement in the promotion and tenure process. Our congratulations to:
Ken Stalder of IPIC has been promoted to full professor in animal science.
Robert Burns has been promoted to full professor in agricultural and biosystems engineering.
Matt Helmers has been promoted to associate professor with tenure in agricultural and biosystems engineering. All three have been featured in IPIC news releases when they first came to ISU and we are pleased to work with them. You can see the entire list of this year's faculty approved for promotion and tenure on the ISU provost's Web site here <http://www.provost.iastate.edu/faculty/advancement/docs/pt-2009.html>

NPB funds "Pork is Safe" campaign
To help spread the message that "pork is safe" to eat during the current 2009 H1N1 influenza outbreak, the National Pork Board has approved and is in the process of rolling out, a new advertising program. The advertising will be targeted to major daily newspapers and to a variety of Internet-based media, beginning this week. Chris Novak, CEO of the NPB, says, "Preliminary plans call for using newspapers both with national reach and regional papers, plus online search engines and sites that reach those consumers who make food purchasing decisions." NPB has been conducting nightly consumer research in attempts to measure consumer reaction to all the information on "swine flu" and decided the advertising campaign was necessary to help consumers and the general public understand that the influenza has not compromised the safety of pork. Read more in this news release on the NPB Web site <http://sn.im/hclq1>

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IT'S A DATE

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

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

May 28. Pork Quality Assurance Plus™ Advisor Training. Ensminger Room, Kildee Hall, ISU campus. Cost is \$75 per approved applicant. Registration deadline is May 15. See news release here <http://sn.im/g3bgw> and download registration form here <http://www.ipic.iastate.edu/PQAPapp52809.doc>

June 3-5. World Pork Expo. Iowa State Fairgrounds, Des Moines. Admission is \$5/day per person in advance and \$15 at the door. Learn more and find links to registration and schedules on the WPX Web site here <http://www.worldpork.org/>

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DID YOU KNOW?

Count-level cash rent data for Iowa now online

For the first time, the USDA's National Agricultural Statistics Service (NASS) is publishing county-level data on cash rental rates for agricultural land. Land value and rental rate data at the state level have been

available since 1997. As of May 1, the NASS Web site now includes average rental rates for cropland and pastureland beginning with the 2008 calendar year. This county-level information is being provided in part due to requirements of the 2008 Farm Bill. Greg Thessen, director of the NASS Iowa Field Office, says not all counties' data might be available. "In some counties, we may not have received enough survey responses to publish a reliable estimate," he said. "In these instances, the estimated rental values are combined with those of neighboring counties and published as the 'other county total' within the district." See the county-level information on the NASS-Iowa Web site here http://www.nass.usda.gov/Statistics_by_State/Iowa/index.asp

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FOR THE RECORD

Kansas State releases NAIS benefit-cost study results

Kansas State University animal scientists and agricultural economists have analyzed the benefits and costs of the National Animal Identification System (NAIS) in a recently released USDA report. You can read and download the pdf version of the 442 total page-report on the K-State Ag Manager Web site here www.AgManager.info/livestock/marketing/NAIS/BC_Analysis_NAIS.pdf

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NEWS NOW from the Iowa Pork Industry Center www.ipic.iastate.edu
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