Thank you for participating in SowBridge 2014-2015.

To start this presentation, advance one slide by pressing enter or the down or right arrow key.

The following links have more information on Fair Oaks Farms.
Website -- http://fofarms.com/adventures/pig-adventure
Facebook -- https://www.facebook.com/FOFarms
Twitter -- https://twitter.com/fairoaksfarms
Videos
  Seen from the Mezzanine  https://www.youtube.com/watch?v=jc5EYfkkC5k
  From Plans to Pigs to Patrons  https://www.youtube.com/watch?v=IsSNmdZyeXg
  The Pig Adventure  https://www.youtube.com/watch?v=DoWQpIcpIhA
Telling the World About Modern Pig Production

Jon Hoek
VP of Pig Production
Belstra Milling Company
219-313-5644
jon@belstramilling.com
Belstra Milling Company

- Mix & Deliver 120,000 Tons Feed/Yr.
- 66% Pigs  32% Dairy  2% Other
- 125 Full/15 Part-time Employees in farms and mill

- Design, Construct, Manage and Support Pig Farms
- Five Gilt Multipliers for PIC
- One Tour Farm for Fair Oaks Pig Adventure
- 14,000 Sows, Produce 400,000 pigs/yr.
- Contract Finish Pigs with 10 local producers
WHY?
Affluence

Urbanization

Necessity
AFFLUENCE

Poverty levels over time
world population (%)

Source: World Bank Development Indicators 2008
PROFESSIONAL ACTIVISM VS. VOCATION

Factory farming now dominates all of our food production. This industry has a lot to hide — 

its practices are so egregious that it must actively work to prevent people from learning about them.

http://www.farmsanctuary.org/about/position/progress_for_animals.html
Pig Farming

• It's not just a job it's a;

Vocation -

• a particular occupation, business, or profession; calling.
• a function or station, esp. a religious life, to which one is called by God.
Embracing the Legacy
Vocation Gives Us Permission

Transparency Is The Verification
NECESSITY

World Population

2,555,982,611  4,076,419,207  7,130,013,742

1950  1975  2013

Technological Advancement
WHAT DOES IT LOOK LIKE?
THE FAIR OAKS CHALLENGE

• Need a farm of relevant size

• Be willing and able to address current industry issues

• The farm must have private ownership other than Fair Oaks. i.e. It must make money to carry its weight
PORK EDUCATION BUILDING
THE PIG ADVENTURE
FARROWING
Where does all the manure go?

(okay poop)

Feed in. Poop out.

A slatted floor like the one under your feet helps collect the pig manure. It is then transferred to 1 of 3 optional processes.
2,000,000
People’s Reactions

• I had no idea!
• Is that a Pig?
• Are the pigs genetically modified?
• They are so cute!
• Can I take one home!
• The Farrowing Crate

98%

Purdue Center for Animal Welfare Science
- Dr. Candace Croney

Purdue Department of Agricultural Economics
- Dr. Nicole Widner
Amazing People
AMAZING PIG
AMAZING PURPOSE
CREATING A SUCCESSFUL MARRIAGE

Endless Education
Booked Tours 2013

- Illinois Pork Leadership Institute Gayler Family Reunion
- Burge Family Outing
- Premier Childcare and Learning Center
- Will County Farm Bureau Pig and Dairy Buffet Indiana Pork Group
- Abbott Trailways tours
- Overland Tours
- Havana National Bank Freedom Club
- Evelyns excursions
- Lafayette YMCA
- Abbott Trailways Tours
- Purdue Industry Tour
- Porter County Special Olympics
- Dolly’s Home Childcare
- National Pork Board Environmental Committee
- Zoetis Animal Health
- St. Josephs College Social Club
- Future Farmers of America
- McDonal ds
- Monsanto
- Midwest IFAMA

Quality Performance

<table>
<thead>
<tr>
<th>Pig Adventure Performance</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>PSY</td>
<td>30.9</td>
</tr>
<tr>
<td>Farrowing Rate</td>
<td>86%</td>
</tr>
<tr>
<td>Total Born</td>
<td>14.3</td>
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<tr>
<td>Born Alive</td>
<td>13.3</td>
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<tr>
<td>PWM</td>
<td>9%</td>
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<tr>
<td>Pigs weaned/sow</td>
<td>11.9</td>
</tr>
<tr>
<td>Mortality</td>
<td>10%</td>
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</tbody>
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QUESTIONS?

Thank You

Jon Hoek
VP Pig Production
Belstra Milling Co.