2008 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

<table>
<thead>
<tr>
<th>Iowa Pork Industry Center</th>
<th><a href="http://www.ipic.iastate.edu/">www.ipic.iastate.edu/</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>IPIC news releases</td>
<td><a href="http://www.ipic.iastate.edu/newsreleases.html">www.ipic.iastate.edu/newsreleases.html</a></td>
</tr>
<tr>
<td>Ag Decision Maker – ISU Extension</td>
<td><a href="http://www.extension.iastate.edu/agdm/index.html">http://www.extension.iastate.edu/agdm/index.html</a></td>
</tr>
<tr>
<td>Midwest Plan Service</td>
<td><a href="http://www.mwps.org/">www.mwps.org/</a></td>
</tr>
<tr>
<td>ISU Extension, Ag &amp; Natural Resources</td>
<td><a href="http://www.extension.iastate.edu/ag/">www.extension.iastate.edu/ag/</a></td>
</tr>
<tr>
<td>ISU Extension news releases</td>
<td><a href="http://www.extension.iastate.edu/news/">www.extension.iastate.edu/news/</a></td>
</tr>
<tr>
<td>ISU College of Agriculture and Life Sciences news releases</td>
<td><a href="http://www.ag.iastate.edu/aginfo/news_releases.php">www.ag.iastate.edu/aginfo/news_releases.php</a></td>
</tr>
<tr>
<td>ISU Ag &amp; Biosystems Engineering</td>
<td><a href="http://www.abe.iastate.edu/">www.abe.iastate.edu/</a></td>
</tr>
<tr>
<td>ISU Food Science &amp; Human Nutrition news releases</td>
<td><a href="http://www.fshn.hs.iastate.edu/newsreleases.php">www.fshn.hs.iastate.edu/newsreleases.php</a></td>
</tr>
<tr>
<td>Leopold Center for Sustainable Agriculture (ISU)</td>
<td><a href="http://www.leopold.iastate.edu">www.leopold.iastate.edu</a></td>
</tr>
<tr>
<td>Value Chain Partnerships for Sustainable Agriculture (ISU)</td>
<td><a href="http://www.valuechains.org">www.valuechains.org</a></td>
</tr>
</tbody>
</table>
**Quality Management Systems for pork producers.** A Quality Management Systems (QMS) program has been launched at the Iowa Pork Industry Center to assist pork producers. With accelerated rate of change the norm in today’s world, QMS helps structure order out of the chaos. QMS is an individualized, step by step, nuts and bolts approach to successful business and environmental management. Programs under development at IPIC range from a simple one-issue topic (National Animal Identification Systems – Premises ID QMS), to a more complex issue (Maximize Manure Value QMS), to whole operation templates (Pork Production QMS).

*For more information on QMS, including how it can benefit individual operations, contact Terry Faidley, Iowa Pork Industry Center, 109 Kildee Hall, Iowa State University, Ames, IA; (515) 240-1129, faidleyt@iastate.edu*

**Tracking corn and soybean production profitability.** Pork producers know that corn and soybean production is vital to continued pork production in Iowa. Current information from ISU’s Ag Decision Maker team helps grain producers understand market influences, effects of differing ownership and rental arrangements, and underlying assumptions. Analysis and tracking of corn and soybean profitability numbers is done on a monthly basis and posted on the ADM Web site in Excel format. Also available are charts and graphs of the same assumptions and returns dating back to 2005 for historical purposes. You can find the soybean-specific information here [www.extension.iastate.edu/agdm/crops/html/a1-86.html](http://www.extension.iastate.edu/agdm/crops/html/a1-86.html) and the corn-specific information here [www.extension.iastate.edu/agdm/crops/html/a1-85.html](http://www.extension.iastate.edu/agdm/crops/html/a1-85.html)

Coming soon: updated break-even numbers and profitability for livestock producers. All will be available from the main ADM Web page here [www.extension.iastate.edu/agdm/info/outlook.html](http://www.extension.iastate.edu/agdm/info/outlook.html)

*For more information, contact Don Hofstrand, Ag Marketing Resource Center, Iowa State University; (641) 423-0844, dhof@iastate.edu*

**Scanning team makes numbers add up.** Over the past few months, a small group has traversed Iowa to provide accurate swine scanning measurements for county swine shows. IPIC program specialist and scanning coordinator Colin Johnson set up the schedule for himself and the rest of the 2008 group of determined scanners (all of whom are animal science graduate students): Jeremy Burkett, Rob Fitzgerald, Ben Isaacson, Kyle Schulte and Nick Siedelmann. Altogether, they traveled 9450 miles to work at 43 shows in 37 counties scanning 2465 head of swine. In addition, they did the scanning for 377 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. This service has been offered on a cost basis to county ISU Extension staff for at least eight years.

*For more information, contact Colin Johnson, Iowa Pork Industry Center, Iowa State University, Ames, IA 50011; (515) 294-2340, colinj@iastate.edu*

**Online resources for Mandatory Country of Origin Labeling.** By the time you read this, Mandatory Country of Origin Labeling (MCOOL) will be in effect. With its Sept. 30 start date, MCOOL is a new way of doing business when it comes to being able to track back the chain of ownership of animals...
whose meat and meat products become part of our food supply. IPIC associate director and ISU Extension swine veterinarian James McKean said keeping accurate and correct records is imperative. He spoke during a recent Web-based program about swine farmer responsibilities and obligations, and said producers should look to their packer for specific requirements. Links to individual presentations during the program and handouts referenced in those presentations are available on the Web site of the Iowa Beef Center at this URL  http://snipr.com/3o9ff

For more information, contact Dr. James McKean, Iowa Pork Industry Center, Iowa State University, Ames, IA 50011; (515) 294-8792, x2mckean@iastate.edu

Iowa and U.S. hog industries continue to grow. The latest Hogs and Pigs Report from USDA’s National Agricultural Statistics Service shows that Iowa’s inventory of hogs and pigs hit a record 19.8 million head on Sept. 1 of this year. This is up 900,000 from a year ago. The total number of hogs and pigs in the U.S. was 68.7 million on Sept. 1, a two percent increase over last year. This plentiful supply and low-valued U.S. dollar also is driving foreign demand for American pork this year. U.S. pork producers are likely to remain competitive in foreign markets in the coming year.

For more information, contact John Lawrence, Department of Economics, Iowa State University, Ames, IA; (515) 294-6290, jdlaw@iastate.edu

PorkBridge’s third year has strong finish. The third year of this distance education program for those associated with grow-finish operations drew participants from 13 states and two Canadian provinces. Decidedly low-tech because it requires no online connection, PorkBridge provides expert presentations on CD to subscribers who call a specific phone number at the designated time every other month. That program’s expert speaker presents the information to all on the 90-minute phone call as they follow along on their own computers. The call is free to U.S. and Canada subscribers. Participants can ask questions of the presenter during the session and after the session through a specific e-mail list. Past participants have found the program to be a highly beneficial use of their time, especially because no travel or time away from the farm is required. The final session of this year’s schedule is this month, with registrations for next year available soon. The 2008-09 program begins in December. Who should consider enrolling? Independent and contract growers, owners, operators, managers, employees, and technical service providers already are part of the satisfied subscriber list.

For information, contact Ken Stalder, Iowa Pork Industry Center and Department of Animal Science, Iowa State University, Ames, IA 50011; (515) 294-4683, stalder@iastate.edu

SowBridge ready for second year. Modeled after PorkBridge, this distance learning program features 45-minute phone presentation sessions once a month, and is offered on an annual subscription basis. The 2008-09 version of SowBridge will include a wider variety of topics and speakers, thanks to expanded cooperative efforts by representatives from 11 states. IPIC and ISU representative Ken Stalder said SowBridge is a program whose time has come. “We choose speakers and topics based on what people in the breeding, gestation and farrowing areas of the industry tell us they want and need to know. Anyone involved in managing or caring for boars, sows and/or their litters should consider enrolling.” Sessions are held monthly, with an annual subscription fee. Presentations and other information are sent via CD and participants join speakers on the teleconferences. Delivery method is slightly different for non-U.S. addresses. Cost is $250, which includes toll-free calls for U.S. and Canadian subscribers. Registration
Looking for information you heard at an IPIC or ISU Extension swine program? Check out the presentations page on the IPIC Web site [www.ipic.iastate.edu/presentations.html](http://www.ipic.iastate.edu/presentations.html). Although it’s not a complete listing, we do our best to post conferences, seminars and program presentations by IPIC and ISU Extension faculty and staff members. The page is organized alphabetically by presenter name, and then chronologically under each name. Some of the presentations are in streaming video mode, but most are in .pdf handout format with four slides to a page. Keep checking the page because as individual presentations become available, they’re posted to the page.

For more information, contact Sherry Hoyer, Iowa Pork Industry Center, Iowa State University, Ames, IA 50011; (515) 294-4496, shoyer@iastate.edu

**PQA Plus™ sessions for advisors and producers.** After its kickoff at the World Pork Expo in June 2007, the PQA Plus™ program is in full swing. IPIC has hosted several advisor trainings (for those who will lead the producer and on-farm sessions) and has worked with ISU Extension on regularly scheduled certification sessions for producers around the state. Interested in becoming a PQA Plus™ advisor? Here’s the link to the application form for the next scheduled advisor training on Dec. 9: [www.ipic.iastate.edu/PQAPapp1208.doc](http://www.ipic.iastate.edu/PQAPapp1208.doc) If you anticipate needing to complete the PQAPlus™ certification process in the near future, look on this page for the session closest to you: [www.ipic.iastate.edu/PQAPlus.html](http://www.ipic.iastate.edu/PQAPlus.html) Sessions are added to this page as they’re scheduled.

For more information, contact Colin Johnson, Iowa Pork Industry Center, Iowa State University, Ames, IA 50011; (515) 294-2340, colinj@iastate.edu

**Swine research and extension faculty and staff listing is online.** A listing of ISU swine research and extension faculty and staff members is available on the IPIC Web site. The list is updated at least annually. 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 their 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. “We have some very recent additions to the animal science faculty who work in areas related to pork production, and their names and contact info are being requested and added. The updated booklet will be available soon,” he said. See the booklet on the IPIC web site here [www.ipic.iastate.edu/publications/ISUSwineResearchers.pdf](http://www.ipic.iastate.edu/publications/ISUSwineResearchers.pdf)

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