

2010 Pork Month Story Ideas and News Sources

Iowa Pork Industry Center
Iowa State University, Ames, IA

Web: www.ipic.iastate.edu/ Twitter: twitter.com/iowaporkcenter

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	www.extension.iastate.edu
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

National Swine Nutrition Guide available. Written through a collaborative process involving university swine nutrition specialists and swine industry professionals, the National Swine Nutrition Guide contains nutrient recommendations and feeding guidelines. The information is a combination of print resources and software, and focuses on nutrition and assistance in formulating and evaluating various diets. The entire package (35 nutrition fact sheets in textbook format, nutrient recommendation booklet, and diet formulation and evaluation software CD) is available through the ISU Extension publication and resource store at a cost of \$125
<https://www.extension.iastate.edu/store/ItemDetail.aspx?ProductID=13271&SeriesCode=&CategoryID=&Keyword=NSNG>

For more information, contact either Mark Honeyman, Department of Animal Science, 32 Curtiss Hall, Iowa State University, Ames, IA; 515-294-4621, honeyman@iastate.edu OR John Patience, Department of Animal Science, 201 Kildee Hall, Iowa State University, Ames, IA; 515-294-5132, jfp@iastate.edu

Sow Longevity Spreadsheets help pork producers worldwide. This free software tool is available in three languages, and in English and metric measurement formats for both breed-to-wean and farrow-to-finish operations. Owners, managers, consultants, veterinarians, marketers, genetic researchers, and other industry professionals use these spreadsheets to help make decisions on how long to keep sows in their breeding herds. At last count, recipients from 41 foreign countries, 23 U.S. states and six Canadian provinces with influence over more than 32 million sows have requested and received at least one of the versions. If you'd like to receive any of these spreadsheets, complete the appropriate online form on the IPIC Web site here
<http://www.ipic.iastate.edu/software.html#spreadsheets>

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

Scanning team provides numbers and information. During the summer of 2010, the ISU scanning team traveled to 26 county fairs where members scanned 1726 pigs. Team coordinator Colin Johnson said he, grad student Nick Siedelmann and recently retired ISU Extension swine specialist Larry McMullen travelled 4828 miles in this county fair scanning series. The team also scanned 252 derby pigs at the Iowa State Fair. If you've been following these annual reports, the county fair total might seem a bit low. However, Kyle Schulte of Biotronics, Inc. handled scanning duties at 17 additional county fairs. (Kyle began work for Biotronics, Inc. after completing his M.S. degree at ISU. He was featured in the CALS STORIES magazine in fall 2009 – see page 9 – http://www.ag.iastate.edu/stories/archives/2009fall/Stories_2009Fall.pdf) 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. The numbers also help determine carcass placings in the county fair contests, and are used by Extension staff members who hold post fair result/evaluation programs for youth hog show entrants to learn about the pigs they showed. 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; 515-291-9287, colinj@iastate.edu

Feed particle size screening. All ISU Extension swine 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 specialist for your county. (Note that the region 6 position is currently vacant, with an Oct. 7 application deadline for that position.)

Find your ISU Extension swine 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 a variety of electronic 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 on this specific page www.ipic.iastate.edu/newsreleases.html And if you're so inclined, consider "following" IPIC on Twitter @IowaPorkCenter (<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

ISU swine research and extension faculty and staff listing. An online listing of ISU swine research and extension faculty and staff members includes photos, contact info and primary research and interest areas for approximately 60 faculty and staff members who have swine-and/or pork-related work responsibilities. These folks are 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. The listing is updated at least annually. See it on the IPIC website 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; 515-294-6325, jmabry@iastate.edu

Estimated Returns tracks pig production costs. The ISU Estimated Returns Series is a widely recognized barometer of the swine industry's economic health. See links to the estimated returns for farrow-finish-wean and weaned pigs on this website

http://www.econ.iastate.edu/faculty/lawrence/lawrence_website/livestockreturns.htm ISU

Extension program specialist Shane Ellis maintains the series and can speak about current conditions and prospects for the future.

For more information, contact Shane Ellis, 475 Heady Hall, Iowa State University, Ames, IA; 515-294-8030, shanee@iastate.edu

PQA Plus® Advisor certification and recertification sessions. IPIC faculty members were part of the initial planning, development and creation of the voluntary national Pork Quality Assurance Plus® program from National Pork Board. This initial involvement provided the opportunity for ISU Extension swine specialists to be among the first certified PQA Plus® advisors in the country when the program began in 2007. Since then, more than 350 professionals in the pork industry have been certified by ISU/IPIC faculty members. With the certification period of three years expiring for those who were certified in 2007, IPIC has begun offering advisor recertification sessions. As of this month, September 2010, 90 people have

completed this recertification process. PQA Plus® helps guarantee the safety and high quality of U.S. pork products by aiding producers in measuring, tracking and constantly improving animal well-being.

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

ISU's Beginning Farmer Center offers Ag Link Farm On and other transition resources.

The Beginning Farmer Center (BFC) at Iowa State University is available to assist with the succession planning efforts of family farms, including meetings and mediations among multiple generations of swine producers, in making sure that all resources are available for successful business transfers. The four-day Ag Link program helps families make the transition to a multiple generation farm business; 2011 dates are set with registration available in November. The Farm On 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 Baker, Farm Transition Specialist, BFC, 10861 Douglas Ave. Urbandale, IA 50322; 515- 252-7814, baker@iastate.edu

Economic impact of swine facilities. Do you know the “real” local and regional economic impacts of swine operations? Swine farms are unique, especially when it comes to operation type, management structure and geographic location, but not enough people understand the financial and economic impacts that an operation may create through construction and daily operation activities. To help quantify these impacts, a spreadsheet tool has been developed by the National Pork Board. This tool (including a spreadsheet, user guide and CD presentation) provides categorical revenue and expense components. By entering individual activity and financially-related information, users can obtain results that highlight significant economic impacts in an operation's local and regional community.

For more information or to order a copy of this tool, contact Jim Lummus, Learning and Performance Manager, National Pork Board, 1151 NSRIC, Ames, IA 50011; 515-294-9073

PorkBridge and SowBridge distance education programs continue. Now in their fifth and third years respectively, these two distance education programs remain in high demand. Focused on pertinent, timely and appropriate information for those in the grow-finish industry (PorkBridge) and the breeding, gestation and farrowing areas of the industry (SowBridge), these decidedly low-tech offerings provide expert-created presentations on CD paired with live presentation over phone lines on designated dates. SowBridge 2010 ends in December and plans for the 2011 series are in progress. PorkBridge 2010-2011 will reach its halfway mark in early October. Current program subscriber information: SowBridge has participants from 14 U.S. states, three Canadian provinces, Ireland, Australia and West Indies. PorkBridge has participants from 11 U.S. states, two Canadian provinces and Ireland.

For information, contact either Ken Stalder, Iowa Pork Industry Center and Department of Animal Science, Iowa State University, Ames, IA 50011; 515-294-4683, stalder@iastate.edu OR Sherry Hoyer, Iowa Pork Industry Center, 109 Kildee Hall, Iowa State University, Ames, IA; 515-294-4496, shoyer@iastate.edu