2012 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

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**Ag Decision Maker helps producers with choices and options.** The Ag Decision Maker website (http://www.extension.iastate.edu/agdm) is designed for farmers, lenders, farm managers, agriculture instructors and others involved in agriculture. Website contributors include field and campus staff in farm management as well as other areas of ANR Extension and Outreach. Ag Decision Maker began as a way to disseminate pertinent farm management materials across the state. Today, the website offers a wide range of business information in a variety of delivery methods. Delivery methods include a monthly newsletter, Information Files (fact sheets), Decision Tools (spreadsheets), Voiced Media, and Teaching Aids. Monthly notification of updates to the website is available. A blog and twitter feed also are provided for up-to-date information throughout the month. So far this year the site has had a monthly average of more than 3,100 visits per day, with these visitors spending an average of 528 total hours on the site every day.

*For more information regarding Ag Decision Maker, contact Ann Johanns, aholste@iastate.edu, or 641-732-5574.*

**Animal science graduate student receives national award.** When Caitlyn Abell received word that she’d won the 2011 Lauren L. Christian Graduate Student Award from the National Swine Improvement Federation, she did a double take. The Iowa State University grad student had just recently started her doctoral program in animal science and thought the award was beyond her reach. “This was a big surprise because my major professor told me most past recipients had finished or nearly finished their Ph.D. and I had just started my program,” Abell said. “I knew he had sent in a nomination, but figured it was just a formality.” As the award recipient, she received a cash award of $500, a plaque and expenses for attending the annual NSIF conference in Omaha in December.

*For information, contact Ken Stalder, Iowa Pork Industry Center and Department of Animal Science, 515-294-4683, stalder@iastate.edu*

**New ISU Swine Farms Manager Sees Opportunity and Success. Jacob Myers.** Although just a few years older than most of his employees, new Iowa State University swine far According to the old adage, there’s no place like home. For new ISU swine farms manager Jacob Myers, that statement rings true. Although just a few years older than most of his employees, Jacob said he’s excited to be able to work with a younger generation in developing their pork industry skills. As a 2005 Iowa State graduate in animal science, he was pleased to return to his alma mater in a capacity that builds on his experience and education. As manager Jacob Myers said he’s excited to be able to work with a younger generation in developing their pork industry skills. “Family is very important to me and I see our student employees as family on our farms,” Myers said. “I hope to encourage them to make life decisions that are well thought out and put themselves in position to succeed. All they have to do is add hard work and honesty to the equation.”

*For more information, contact Jacob Myers, Department of Animal Science, 515-290-3742, myersjl@iastate.edu*

**Iowa Pork Industry Center online.** Information from the Iowa Pork Industry Center is available through a variety of electronic media. In addition to the center’s website 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 IPIC webpage 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, 515-294-4496, shoyer@iastate.edu*
Finding the ISU expert you need. 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. 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. It’s updated at least annually with the next scheduled update in January. See and download the listing from the IPIC website here www.ipic.iastate.edu/publications/ISUSwineResearchers.pdf
For more information, contact Sherry Hoyer, Iowa Pork Industry Center, 515-294-4496, shoyer@iastate.edu

New FSIS residue testing procedures encourage producer review. With the announcement by the USDA’s Food Safety and Inspection Service (FSIS) of new methods with increased efficiencies for testing residues in meat products, pork producers are urged to review their operational and management decisions regarding drug usage. Pork has had minimal violative antimicrobial residues for many years, and knowing about this new testing procedure and program will help producers maintain that level of results. Through its national residue program, FSIS tests for the presence of chemical compounds, including approved and unapproved veterinary drugs and hormones. The new high-efficiency multi-residue methods for veterinary drugs will allow screening for a range of compounds including legal and illegal drugs. For example, previously, FSIS would have collected 300 samples from 300 cows and tested for one chemical at a time. Now, one sample can be tested for up to 55 pesticide chemicals, nine kinds of antibiotics and various metals, and eventually will be able to screen for more than 50 other chemicals. “This is why it’s important for producers to read and follow all withdrawal times; properly clean out feeders, water lines — and in some cases, floors — after the use of medicated feeds or water, and be sure to consult with your veterinarian if questions arise,” IPIC associate director James McKean said. “Paying attention to these practices helps ensure the supply of safe meat products to consumers, and it’s also consistent with the ‘We Care’ and ‘PQA Plus’ initiatives of the pork industry.”
For more information, contact James McKeen, Iowa Pork Industry Center, 515-294-8792, x2mckean@iastate.edu

New Agricultural Extension Economist Feels Right at Home. Lee Schulz made his way from home in central Wisconsin to college (earning a B.S. at University of Wisconsin-River Falls, M.S. at Michigan State University and Ph.D. from Kansas State University) to career (Iowa State University), one thing was clear: there’s no place he’d rather be than working for a land-grant university in the Midwest. As a youngster on his family’s cow-calf farm near Rosholt, Wis., ISU Extension and Outreach’s new livestock economist first became acquainted with extension through 4-H and FFA activities like showing cattle, and meat and livestock judging. That understanding and appreciation of extension continued as Schulz’s agricultural interests expanded. My appointment is 65 percent extension, 20 percent research and 15 percent teaching, and involves active interaction with other ISU units like the Iowa Pork Industry Center and the Iowa Beef Center,” Schulz said. “Because I’ll work with a diverse clientele, I expect to use a variety of delivery methods like Internet, extension publications, peer-reviewed journals and conferences.”
For more information, contact Lee Schulz, Department of Economics, 515-294-3356, lschulz@iastate.edu
New swine ID tags now available. Metal swine identification tags may soon be a thing of the past. Iowa State University Extension swine veterinarian James McKean said the Iowa Department of Agriculture and Land Stewardship has developed a new plastic version as a replacement for metal tags. This is good news for many producers. “The tags are available from Iowa practicing veterinarians and are considered official ID for both intrastate and interstate transport of swine,” he said. “The plastic tags should be easier to apply and retain for show pigs, feeder pigs and others that may be moved.” The new tags, manufactured by All-Flex, are triangular in shape, approximately an inch and a half from top to bottom and from side to side at the widest point.

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

Meet the newest agricultural engineering program specialist Dan Huyser. To hear Dan Huyser tell it, nearly every professional experience he had and every Iowa State University Extension and Outreach faculty and staff person he met guided him to his current position as an ISU Extension agricultural engineering program specialist. He credits his experience in a wide variety of agriculture-related positions as an asset in his new role as ag engineering program specialist based at the Borlaug Learning Center in Nashua. From animal care and feeding to building construction and ventilation practices, Dan says he’s looking forward to working with people to help make their operations run efficiently and effectively.

For more information contact Dan Huyser, Iowa State University Extension and Outreach Agricultural Engineer Program Specialist, 641-435-4864, dehuyser@iastate.edu

Iowa Swine Day returned to ISU. For the first time in several years, the Iowa Pork Industry Center and Iowa State University sponsored a daylong educational opportunity specifically for pork producers. More than 260 people attended Iowa Swine Day on June 28 for an in-depth look at a number of current topics by recognized experts from the pork industry. From managing risk to biosecurity practices to improving feed efficiency, the program provided a wealth of information to attendees, and evaluation results showed the audience placed great value on both the event and the information they received. With such positive reactions and suggestions for future topics and presenters, planning is already under way for the 2013 Iowa Swine Day, according to organizer John Patience.

For more information, contact John Patience, Department of Animal Science, 515-294-5132, jfp@iastate.edu