THOUGHTS FROM 109 KILDEE
- Online resources on MCOOL

NEWS
- New CEO at NPB is Iowa native
- Brumm speaks out
- Recent grants and patents awarded for ISU swine-related projects

IT'S A DATE
- IPIC teleconference
- Think Tank on Animal Agriculture
- Leman Swine Conference

DID YOU KNOW?
- ISU Allee Farm to celebrate golden anniversary

FOR THE RECORD
- Numbers tell the story

THOUGHTS FROM 109 KILDEE
Online resources on MCOOL
Late in August, IPIC assisted the Iowa Beef Center in coordinating locations for a Web-based informational program on Mandatory Country of Origin Labeling. Also known as MCOOL, the program takes effect Sept. 30 and means 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. James McKean, IPIC associate director and ISU Extension swine veterinarian, spoke about swine farmer responsibilities and obligations. Regarding swine and pork products: it won't be business as usual, but the changes should not be onerous. Keeping accurate records is a vital part of any business, and the MCOOL requirements build on that basis. Look to your packer for its specific recommendations. In the meantime, check out the listing of presentations from the Web program (MCOOL overview and specific to pork and beef; and market outlook on feed price, pork and beef) and handouts referenced during the program. All are available here http://snipr.com/3o9fj. There's also a link to the streaming Web program itself. Remember that this is new for everyone, and there undoubtedly will be questions from many of those involved in the process. If you have specific pork-related questions, contact your packer. If you have general pork-related questions, contact McKean by e-mail at x2mckean@iastate.edu

NEWS
New CEO at NPB is Iowa native
The National Pork Board has announced it's hired a new leader who is familiar with pork production and Iowa. Chris Novak grew up on a farm near Marion and went to work for the National Pork Producers Council in 1990 as public policy director and in 1992 became that group's director of environmental services. Since then he's worked for the nonprofit organization Terrene Institute, the American Soybean Association, Syngenta, and crop commodity organizations in Indiana. Novak, who earned a bachelor's degree from Iowa State University, starts with NPB on Oct. 1, the beginning of Pork Month.

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Brumm speaks out
To those who know Mike Brumm, reading the title of this piece wouldn't say anything new. We know Mike is willing to speak his mind. However, the title refers to a blog on the Minnesota Pork Producers Web site. After Brumm retired from the University of Nebraska, he moved to Minnesota and started his own business, Brumm Swine Consultancy. He also works with university, private industry and producers in the swine field. This blog is another way for him to keep in touch with the public. As of the date of this
newsletter, his latest blog entry is about MCOOL and the Web program hosted by ISU (See “Thoughts from IPIC” above.) He offers his thoughts on the progression of possible changes in the program and encourages people to be prepared come Sept. 30. That’s good advice for everyone. See Brumm’s blog here http://snipr.com/3mlkx

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Recent grants and patents awarded for ISU swine-related projects
Our congratulations to these ISU folks for their continuing work in the swine and pork fields. Their expertise and involvement help keep ISU at the forefront of basic and applied research in these areas. Prem Paul, Xiang-Jin Meng, Igor Morozov and Melissa Lum, formerly of VMRI, and Patrick Halbur, VDPAM, were awarded a patent for the following: “Polynucleic Acids Isolated from a Porcine Reproductive and Respiratory Syndrome Virus (PRRSV), Proteins Encoded by the Polynucleic Acids, Vaccines Based on the Proteins and/or Polynucleic Acids, A Method of Protecting a Pig from a PRRSV and a Method of Detecting PRRSV.” James McKean, VDPAM and IPIC, received approximately $27,000 from USDA for “Evaluation of the Feasibility of Meat Juice Antibodies in Detection of Actinobacillus Pleuropneumoniae Infected Herds.” Eileen Thacker, VMPM, and Alejandro Ramirez, VDPAM, received approximately $60,000 from Kansas State University for “PCVAD Induced Immune Dysfunction.” And, Hongwei Xin of ABE received $14,000 from Synkera Technologies for “Testing of Ammonia Gas Sensors for Agricultural Applications.”

IT’S A DATE
Sept. 11. IPIS FS teleconference. 8:30 a.m.

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Sept. 22. Think Tank on Animal Agriculture. Campanile Room of the Memorial Union. Topic is “Biofuels” with speaker Robert C. Brown, director of ISU’s Center for Sustainable Environmental Technologies. Event begins with social time at 6 p.m., followed by dinner at 6:30 p.m. and presentation at 7 p.m. Register by e-mailing trina@iastate.edu. Payment is at the door.

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Sept. 20-23. Allen D. Leman Swine Conference. Saint Paul, Minn. Cost is $325 per person. See the conference Web site for more information, including registration and lodging links here http://www.cvm.umn.edu/outreach/events/adl/home.html

DID YOU KNOW?
ISU Allee Farm to celebrate golden anniversary
The 50th anniversary of the Allee Research and Demonstration Farm at Newell will be celebrated in a big way next week. Tours of the farm mansion and the farm itself highlight the day’s events. Presentations by John Lawrence, Kendall Lamkey and J.R. Tait from campus, farm superintendent Lyle Rossiter and ISU Sutherland farm ag specialist Josh Sievers happen during the morning’s farm tour. There’s no charge to attend the daylong event, and lunch will be served by the Buena Vista County Beef Producers. Here’s info on the farm http://www.ag.iastate.edu/farms/allee.php You can read more about the celebration in this news release from the ISU College of Agriculture and Life Sciences http://snipr.com/3o9k0

FOR THE RECORD
Numbers tell the story
Over the past few months, a small group has traversed the state 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. Combined, the six 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.

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