THOUGHTS FROM 109 KILDEE
- ISU expertise recognized at high levels

NEWS
- More research dollars coming ISU’s way
- Ham for the holidays
- Consumers explain their niche purchasing preferences

IT’S A DATE
- PQAPlus certification sessions
- IFBF annual meeting and trade show
- PQAPlus advisors training
- Pork Niche Market Working Group
- IPIC Advisory Board

DID YOU KNOW?
- Iowa producer is USMEF board chair

FOR THE RECORD
- Iowa confinement site manure applicators: training or exam

THOUGHTS FROM 109 KILDEE
ISU expertise recognized at high levels
When USDA secretary Ed Schafer announced members of the Agricultural Air Quality Task Force this month, Iowa State University rose to the top. At least four of the 25 task force members have Iowa State University ties, and IPIC has worked with all four in a variety of capacities. Hongwei Xin, agricultural and biosystems engineering professor; Robert Burns, agricultural and biosystems engineering associate professor; and Jerry Hatfield, director of the USDA-ARS National Soil Tilth Laboratory at ISU and a collaborating professor of agronomy; join Wendy Powers, professor and Director of Environmental Stewardship for Animal Agriculture Livestock Environmental Management at Michigan State University on the team. Wendy was on faculty here at ISU for nearly 10 years before going to MSU in late 2006. According to a USDA news release, “The role of the task force is to advise the Agriculture Secretary on issues related to agricultural air quality, including strengthening and coordinating USDA air quality research efforts and identifying cost-effective ways in which the agriculture industry can improve air quality.” We know that ISU folks are tops in their fields, and we’re proud to have this representation on a national task force. Members also work to ensure intergovernmental coordination in establishing policy for agricultural air quality, assist federal agencies in correcting erroneous data with respect to agricultural air quality, and ensure air quality research that’s related to agriculture receives adequate peer review. No other entity, including academic institutions, has more than one representative on the task force.

NEWS
More research dollars coming ISU’s way
Internal and external sources recognize the expertise and experience of ISU folks when it comes to funding grant proposals. Here is a list of recently funded grants that pertain to the swine industry and their respective ISU recipients. Jay Harmon, Angela Rieck-Hinz, Kapil Arora, David Stender, Kris Kohl, and Shawn Shouse received $9,998 from IPPA for “Matching Support for a CIG Grant: Development of a National Air Quality Self Assessment Tool (AQSAT) for Livestock Producers.” John Lawrence received $95,009 from Michigan State University for “Ten Upper Midwest States’ Extension Staff Teaming Up for Water Quality for Small and Medium Livestock Farms.” John Mabry received $14,500 from IPPA for “Assist the Iowa Pork Producers Association and Coalition to Support Iowa’s Farmers by Providing Direct Assistance to Livestock and Grain Farmers Planning New or Enhancing Their Existing Pork Farms in an Environmentally and Socially Responsible Way.” Dave Stender received $8,610 from Practical Farmers of
Iowa for “Bringing the Farm to the Farmer: Niche Pork Remote Learning Groups.”

---

Ham for the holidays (except in Australia)
When up to 40 percent of the pork producers leave the business, it’s almost to be expected that supplies will dwindle. That’s just what has happened in Australia with a drop in numbers from approximately 40,000-50,000 in the 1960s to about 1,500 now. Higher grain prices and increased competition from Danish and North American exports have helped push even long-time producers out of the business in Australia. Australian Pork Limited CEO Andrew Spencer says people there need to have confidence that the industry will rebound, and one way to help ensure that it does is to continue buying pork and pork products. “We are really encouraging people to go out and have their roast pork which is guaranteed to be Australia. It will be fresh meat and to have their ham on the bone, because when you buy ham on the bone that is also Australian for quarantine reasons,” he said. Read more in this article on the Australian ABC News Web site http://snipr.com/5bl99

---

Consumers explain their niche purchasing preferences
In a recent Pork Checkoff study, consumers were asked about their niche food preferences and influences on their niche buying decisions. Nearly 2/3 of those surveyed said they buy niche products at a conventional grocery store, half buy at farmers market or food co-op, and about 1/3 buy from each local farmers and specialty food stores. Specifically, they purchase niche pork in either fresh or frozen format about 16 times annually, with more than half these purchases at a conventional grocery store. Healthfulness, freshness, quality, and flavor or taste are primary reasons for buying niche pork. What would help consumers increase their niche pork purchases? The same formula as for most products: more availability and lower prices. You can read more in a short article in the Nov. 13 edition of the Pork Leader newsletter. It's the second article in the newsletter at this URL http://snipr.com/5pp3r

..................................................................

IT'S A DATE
Continuing. PQAPlus certification sessions. See the IPIC web site here http://www.ipic.iastate.edu/PQAPlus.html for date, location and contact information.

---

Dec. 3-4. Iowa Farm Bureau Federation annual meeting and trade show. Polk County Convention Complex, Des Moines. Dec. 3, 10 a.m. to 7 p.m. and Dec. 4, 6:30 a.m. to 5 p.m. IPIC and IPPA will share display space.

---

Dec. 9. Pork Quality Assurance Plus™ Advisor Training. Memorial Union, ISU campus. Applications are due Dec. 1, with payment from approved applicants due prior to the program date. Download the application form here http://www.ipic.iastate.edu/PQAPapp1208.doc

---

Dec. 17. Pork Niche Market Working Group. 10 a.m. to 2 p.m. IPPA offices in Clive.

---

Dec. 18. IPIC Advisory Board. Kildee Hall, ISU campus, Ames. See current members on our Web site here http://www.ipic.iastate.edu/about.html

..................................................................

DID YOU KNOW?
Iowa producer is USMEF board chair
As the new chair of the board of directors of the U.S. Meat Export Federation, Jon Caspers of Swaledale says he wants to increase and improve communications between the organization and members of the agriculture industry that work with it. He says maintaining and increasing export levels, especially of pork, are vital to both USMEF goals and to the U.S. economy. "If we step back from that or falter, we're going to
lose,” he said. “We need to continue to promote exports and participate in those markets, because it’s only going to speed the recovery here and across the globe.” You can read more in a release on the USMEF Web site here http://snipr.com/5blkj

FOR THE RECORD
Iowa confinement site manure applicators: training or exam
As of earlier this month, more than 200 Iowa confinement site manure applicators had not yet attended training this year. What’s the big deal? Well, if this is you, you have only until Dec. 31 to complete training requirements. If you don’t attend a training session in 2008, you’ll need to take a make-up exam next year. Not many people will choose to take a test if it’s not required. Find a training location and make time to attend. Read more in a news release from the Iowa Manure Management Action Group at ISU here http://snipr.com/5c3aw

NEWS NOW from the Iowa Pork Industry Center www.ipic.iastate.edu
Editor Sherry Hoyer, phone 515-294-4496, shoyer@iastate.edu

--To subscribe to NEWS NOW, send your name, e-mail address and the message “NEWS NOW subscribe” to shoyer@iastate.edu
--To unsubscribe, reply to this message with the words “NEWS NOW Unsubscribe" in the subject line.
--To change your e-mail address, please include both your former address and new address.
--To request further information or suggest topics for this newsletter, e-mail shoyer@iastate.edu
Information from this newsletter may be shared and reprinted at no cost, as long as this newsletter is credited as the source.