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THOUGHTS FROM 109 KILDEE
Congratulations to new Honorary Master Pork Producers
During the annual Iowa Pork Congress, two people were honored and recognized by IPPA as the 2009 Honorary Master Pork Producers. We join in the recognition and congratulations for Eldon McAfee and Aaron Putze. According to the IPPA news release, neither winner raises hogs but both are vitally important to the success of Iowa pork producers and the pork industry. Eldon is an attorney with the Des Moines law firm Beving, Swanson and Forrest, and Aaron is the executive director of the Coalition to Support Iowa's Farmers. The Honorary Master Pork Producer Award is given to two people each year for their outstanding and distinguished service to the betterment and success of Iowa's pork industry. We can't think of two more appropriate recipients of the 2009 award. Congratulations on a job well done, and thanks for your continued efforts on behalf of Iowa pork producers. (You can read the IPPA news release here http://iowaporkcongress.org/mediadetail.php?Bxw6AVZuTXh2TRI~)

NEWS
Advertising helps sell pork
If you want to sell your product, you need to let people know about it. That seems like a common sense approach, but tight budgets can mean fewer dollars spent on promoting pork products. Research by the University of Alberta shows that advertising can pay off for both generic and branded pork products. Cooperative chair of agricultural marketing and business at UA Ellen Goddard says people there are interested in buying local, learning about Country of Origin, and pork production standards. Read the article or listen to the audio on Farmscape.ca here http://snipr.com/nnmorevalue

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Grad student featured in college magazine
Animal science grad student Kyle Schulte is featured in the fall 2009 issue of STORIES, the twice-yearly magazine from the College of Agriculture and Life Sciences. You can find his “story” on page 14 (choose the pdf link of the entire issue from this page http://www.ag.iastate.edu/stories/archives/2009fall/) There’s also a separate extra article about his work under the “Student Profiles” portion of the page. In summer 2009 he headed up the ISU scanning team. You might remember the annual numbers piece we include
here in NEWS NOW each fall that’s based on the team’s travels. Kyle has been a big part of the ongoing demand for and success of that team.

PRODUCTION TIP
Protect livestock during winter weather
Just as winter weather with its low temperatures and low light levels can be the doldrums to human body and spirit, so, too, can animals be affected during this part of the year. To optimize livestock health and production, always maintain the proper thermal neutral zone for relevant growth production phases and be sure to consider the effective temperature with convective losses and draft. Here are three tips to keep in mind: 1) reduce drafts; 2) insulate and maintain supplemental heat sources and/or bedding; 3) provide adequate drinking water. For the breeding herd, it is of utmost importance to provide adequate time length and intensity of artificial light. Also, protection from cold during transportation is a critical aspect. Wind chill can cause frostbite, resulting in trim loss or condemnation of the carcass. For assistance in determining how to meet your livestock weather needs, contact your ISUE swine field specialist. Find him here http://www.extension.iastate.edu/ag/fsswine/fsswine.html

IT’S A DATE
Continuing. FSQA training and testing sessions for Iowa 4-H’ers. See the IPIC web site here http://www.ipic.iastate.edu/FSQA10.html for date, location and contact information

Continuing. PQA Plus® and TQA® producer certification sessions. See the IPIC web site here http://www.ipic.iastate.edu/PQAPlus.html for date, location and contact information.

February. 2010 Confinement Site Manure Applicator Certification Workshops. See the complete listing of dates and locations on the Iowa Manure Management Action Group Web site here http://snipr.com/confmanure2010


DID YOU KNOW?
Newsham has new owner
Effective this month, Group Grimaud of France will become the full owner of Newsham Choice Genetics. The action, announced by both organizations, is intended to help move them toward becoming a global leader in providing swine genetics. Nwsham’s management team members are expected to continue in their current roles. Read more in this article on the Newsham Web site http://snipr.com/newsham

FOR THE RECORD
ISUE’s Climate Change Webcast archived and available
If you missed the live version last week, archived presentations from the Feb. 1 Climate Change Policy Education Webcast sponsored by ISU Extension are now available online. The program featured leading economists in energy economics and agricultural policy and you can watch those presentations on the Agricultural Marketing Resource Center Web site here http://snipr.com/mnclimatetchange210