

MINNESOTA PORK BOARD

PORKCHECKOFF

ANNUAL MEETING

TUESDAY, DECEMBER 7 • 3:30 PM • COUNTRY INN & SUITES

Plan now to attend the Minnesota Pork Board Annual Meeting on December 7 in Mankato

All Minnesota pork producers who pay into the Pork Checkoff are stakeholders in the Minnesota Pork Board (MPB) and are encouraged to attend the MPB Annual Meeting on Dec. 7, beginning at 3:30 p.m. at the Country Inn & Suites, Mankato. The Country Inn & Suites is located north of the highways 14 and 22 intersection.

Annual meeting attendees will vote on resolutions and for the 12 MPB Executive Board members and Pork Act Delegates. Membership in a county pork producer association is *not* required to participate in the MPB Annual Meeting.

The agenda will include review of the 2010 MPB Pork Checkoff financial statement and programs, discussion on Pork Checkoff related resolutions and election of MPB Executive Board/Pork Act Delegates. The MPB Executive Board/Pork Act Delegates will serve as the 2011 executive board members and as Minnesota's 2012 National Pork Forum voting delegates. Candidates can also be nominated from the floor the day of the meeting.



To help facilitate voters with their selections, information on the candidates' involvement in the pork industry, qualities they will bring to the MPB Executive Board and how they would allocate Pork Checkoff funding to promotion, research and producer/consumer education is included in this newsletter.

The keynote speaker will be Chris Novak, National Pork Board Chief Executive Officer.

Resolutions submitted at the meeting must relate to Pork Checkoff programs and will require a two-thirds margin to be brought to the floor for discussion and three-fourths majority vote for approval.

MINNESOTA PORK BOARD
 151 Saint Andrews Court, Suite 810
 Mankato, MN 56001
 (507) 345-8814
 ADDRESS SERVICE REQUESTED

Non-profit
 US Postage
 PAID
 Owatonna, MN
 55060
 Permit #110

ANNUAL MEETING

A full day of events on Dec. 7

A free luncheon will be served at the Country Inn & Suites from 11:30 a.m. - 12:45 p.m. The MPB Annual Meeting will be from 3:30-6 p.m., followed by a social hour.

In addition to the MPB Annual Meeting, a second pork-related meeting takes place on Dec. 7 at the Country Inn & Suites. The Minnesota Pork Producers Association (MPPA) will meet from 1-3:30 p.m. MPPA members address public policy and legislative issues and the association is not affiliated with the Pork Checkoff or checkoff-funded programs. The MPPA meeting is open to those pork producers and allied industry members who fund MPPA programs through their voluntary enrollment in the Strategic Investment Program and the Partners Program.

Preregistration requested

To help with meal planning, seating and handouts, preregistration is requested but not necessary. To preregister, contact Colleen Carey at the MPB office by calling 1-800-537-7675 or emailing mnppork@mnppork.com.

Minnesota Pork Board Annual Meeting Tuesday, December 7, 2010 3:30-6 p.m. Country Inn & Suites, Mankato

AGENDA

- I. Call to Order**
Bill Crawford - MPB President
- II. Introductions**
MPB Executive Board and Pork Act Delegates
National Pork Board Member
MPB Staff
- III. Review of Annual Meeting Procedures, Rules of Debate**
Bruce Kleven - MPB Annual Meeting Counsel
- IV. Approval of 2010 Annual Meeting Minutes**
Mary Peichel - MPB Secretary
- V. MPB Financial Report and Program Review**
David Preisler - MPB Executive Director
- VI. Election of 2011 MPB Executive Board and 2012 Pork Act Delegates**
- VII. National Pork Board Initiatives and Priorities**
Chris Novak - CEO National Pork Board
- VIII. Consideration of Pork Checkoff Resolutions**
- IX. Election Results**
- X. Announcements**
- XI. Adjourn**



2011 Executive Board CANDIDATES for the Minnesota Pork Board

Minnesota Pork Board Annual Meeting attendees will elect 12 individuals to serve as executive board members of the Minnesota Pork Board and as Pork Act Delegates to the national Pork Checkoff meeting. The executive board members serve one-year terms and they deal exclusively with Pork Checkoff topics.

The following information on each candidate is meant to help attendees make an informed vote. The candidates are listed alphabetically. Each candidate answered the following questions:

- 1** Describe your involvement in the swine industry, including MPB committees, volunteer participation such as grilling, state fair and pork promotions.
- 2** Name one personal quality that you would bring to the MPB Executive Board and describe how this quality would be beneficial to the MPB Executive Board.
- 3** The Pork Checkoff can fund three areas of work: pork promotions, educational programs and producer and consumer research. In percentages, how would you allocate 100% towards these areas and briefly explain why.

Bill Crawford – Fairmont

1 I work for Preferred Capital Management, a swine production management company in Fairmont. My expertise is manure management with over 18 years of environmental, regulatory and permitting experience. Prior to my time with PCM, I was a University of Minnesota Extension Educator for 10 years and worked with southern Minnesota swine producers. I also own a 2,400-head custom finishing barn and farmland west of Pipestone, where I grew up. I have worked six years on the MPB Executive Board and currently serve as MPB President. I participate on various MPB committees and represent the MPB on the PRRS Eradication Task Force. I served seven years on the Martin County Pork Producers Association Board, continue to actively promote pork and help with county grilling events and, at this year's State Fair, I worked as a 4-H swine show announcer.

2 I try to listen first, objectively evaluate the information or problem that is being discussed and then use critical thinking to determine an appropriate course of action for the many challenges facing individual producers and the pork industry today.

3 **Promotion:** 55%. I believe growing the pork slice of the U.S. protein market will have long-term benefits. Increasing business from our existing domestic market and customers is typically easier, cheaper and more stable than converting or locating new customers, particularly if it requires going overseas.

Education: 25%. As we experienced during the Novel H1N1 situation in 2009, education is a never ending struggle and we need to increase our reach to the younger and media savvy consumer age groups. Social media is becoming a larger portion of the information exchange between people every day. If we can connect via social networking with young people sooner perhaps we can establish communication and credibility ahead of our challengers or challenges.

Research: 20%. Pork producers will always have a question or challenge that needs an answer. The goal of research is to assist with or acquire the knowledge required to lower production costs, increase efficiency and in turn improve pork producers overall profitability.

Pat FitzSimmons - Dassel

1

I am a member of the National Pork Board's Producer and State Relations Committee, have been an active member of the Wright County Pork Producers Association for 23 years and served as its president for five years. Along with several other individuals, we reactivated the Blue Earth County Pork Producers Association. I am a current member of the MPB Executive Board, a member of the MPB Human Capital and the Pork Congress committees and served on the Minnesota Pork Producers Association Executive Board, including one year as its president. I am a PQA Plus, Youth PQA Plus and TQA advisor and have certified many producers and employees, along with doing site assessments. I am partner in Protein Sources Management, a swine management company in Mapleton.

2

I am open to all points of view and able to add to discussions. I believe that the decisions I make should benefit all producers and the pork industry.

3

Promotion: 40%. We need to actively promote our product and our commitment to food safety, animal welfare and environmental protection.

Education: 35%. I think we need to get our message to kids at a young age and teach them about pork as a great protein, that pork producers continually work on training ourselves and our employees to practice good animal care.

Research: 25%. There is always a need for new research to keep us up-to-date with consumer wants and animal health and care.

Meg Freking - Jackson

1

My family has been in agriculture for over 50 years and I have actively raised pigs since graduating from SDSU. I'm involved with day-to-day management of our farrow-to-finish operations in seven states. I am currently a MPB Executive Board member, have participated in the National Pork Board's Plan of Work and co-chair the MPB Human Capital Committee. I am active in the group, 21st Century Pork, serve on the Minnesota Agri-Growth Council Board and I strongly support youth programs such as 4-H and FFA.

2

I'm committed to the pork industry and have great pride and honor in producing the highest quality and safest pork in the world. As an active producer with industry experience, I can provide great insight and knowledge for the state's pork producers and pork industry.

3

Because the difficulties facing our industry change, we need to annually evaluate how to fund programs to assure sustainability. Our guidance of Pork Checkoff funding is critical for the future of our industry and producers.

Promotion: 50-60%. We need to improve product development of pork cuts that can return the most value and increase consumption.

Education: 20%. Knowledge is power and we need to educate the public on how pork is a great product and how we care for our livestock. Our future relies on the next generation of talented youth becoming pork producers and teaching the general public how food comes to their plates.

Research: 20%. We need to continually look for products and technical innovations to lower cost, improve efficiencies and improve overall profitability.

Curt Johnson - Jasper

1

I am the owner/operator of a wean-to-finish operation in Pipestone County. I am serving my second term as the MPB Vice President and I co-chair of the MPB Human Capital Committee. Other MPB committees I have served on are education/ambassador, producer services and promotions. I have also served as MPB's representative to the U.S. Meat Export Federation. My family and I have assisted in many statewide pork promotions and continue to participate at the State Fair Oink Booth. On the local level, I am secretary for the Pipestone County Pork Producers Association and I help promote pork by grilling at a variety of community events. I also serve on the Pipestone County Zoning Board and volunteer my time on various youth activity boards and the Booster Club.

2

I would like to continue offering my many years of swine industry knowledge and experience to the MPB. As a board member, I will keep the needs of my fellow producers as my top priority.

3

Promotion: 50%. To make this a more stable and viable industry, we will have to continue investing in promotion of our products. Our outreach to pork consumers will help stabilize both our domestic and global markets.

Education: 25%. I believe the MPB education program has been very successful. We have educated many consumers in a variety of ways. Through cooking information to environmental education, we have provided our customers the opportunity to become informed on how we operate our businesses. We have targeted our youth education programs to support our goals.

Research: 25%. We need to continually address our on-going challenges with health concerns and production. As we gain innovative ways to improve our production practices, our farms become more efficient and our overall profitability improves. This creates a larger return on our Pork Checkoff investments into research.

Jeff Lopez – Raymond

1

I own Lopez Feedlot Consulting, LLC. Our expertise is in manure management with over 20 years of environment, regulatory, design and permitting experience. I am an active member of the Chippewa County Pork Producers Association and I serve on its board. I also own and operate Lone Tree Hog Farms, Inc. a 6,000-head, grow-finish operation.

2

I am currently chairman of the Association of Minnesota Counties Ag and Rural Development Taskforce. I have a good understanding of agriculture and the challenges of the future. I believe I'm a good listener and that it takes cooperation from all groups to be productive and to build the future.

3

Promotion: 50%. To maintain a steady level of pork consumption both domestically in the United States and in export markets.

Education: 25%. There are so many groups out there attempting to mislead the public and the decision making process. University-based research information and working with school districts is an excellent way to get information in the proper places.

Research: 25%. To produce safe and healthy meat products for consumers using environmentally safe and friendly production practices.

Craig Mensink – Preston

1

I have been raising pigs in Fillmore County for 37 years. Currently Mensink Pork sells about 8,500 head of finishing pigs a year. I am president of Riverdale Sow Co-op, on the MPB Promotion Committee, member of National Pork Board's Domestic Marketing Committee and have been involved in many county, state and national pork promotions.

2

I have served as MPB President, been involved in the National Pork Board Plan of Work, given over 20 Operation Main Street presentations and I am active in the Fillmore County Pork Producers Association. I feel I can bring a lot of insight to the board.

3

As we do the annual budget I think we need a balanced approach that considers current issues and circumstances facing pork production. We need to spend some on research, but not do the same research as the National Pork Board. We can also do a lot of education through promotions, making our Pork Checkoff dollars go farther.

Mary Peichel – Fairfax

1

I own and manage a contract finishing and nursery operation consisting of 9,000 finishing hogs and 1,000 nursery pigs located on two sites. I am involved in all aspects of production and manage one full-time employee. I currently serve as the MPB secretary, and I am active on the MPB Promotion and Pork Congress committees. I have participated in Pork Leadership Academy and the Minnesota Agricultural and Rural Leadership program. I promote the pork industry by working at the county fair food stand, donate and grill pork for our county 4-H golf tournament and volunteer at many other functions. I also share pork information via Facebook and Twitter to help others gain an appreciation for the great products that come from pork.

2

I have a passion and commitment to agriculture and the pork industry. I dedicate time to make a meaningful contribution to benefit my business, the Minnesota pork industry and those who consume our product. My participation on the MPB and state pork committees gives me the opportunity to network and to share ideas on how we can enhance and promote pork and pork producers.

3

Promotion: 50-60%. To increase domestic consumption, increase trade with foreign markets and inform consumers that pork is a safe and nutritious protein source.

Education: 10-25%. Educational efforts provide knowledge to consumers and opportunities to work with youth to encourage them to become active leaders in the industry.

Research: 25-30%. Funding research gives our industry science-based standards from which to be fairly measured.

Nate Potter – Springfield

1

I have been farming on our family farm since 2005. We finish about 2,200 head of market hogs a year, in addition to crop farming. I am a current member of the MPB Executive Board, serve on the MPB Human Capital Committee and represented MPB at the national Pork Leadership Academy. I have been on the Brown County Pork Producers Association Board of Directors for six years. I am a member of the Brown County 4-H livestock committee and I am the Brown County Fair 4-H swine superintendent. I have a lot of experience organizing and volunteering at pork promotions, and working with youth and the general public.

2

I am enthusiastic, passionate and dedicated to involving youth in 4-H programs and promoting pork and educating the public through various events such as the Brown County Pork Producers Association's food stand.

3

Promotion: 30%. Promotion dollars are needed to keep improving our image as pork producers and the safety of our pork products.

Education: 40%. To get more pork into the average household, I would support programs that educate the younger generation and the primary household consumer.

Research: 30%. Both consumer and producer research is required. Consumer research can help find new target markets for our products, as well as showing where, how and what are the most effective ways to change or adapt our product to get the maximum response possible.

Sheila Schmid – Sleepy Eye

1

I have been employed with Schwartz Farms, Inc. since 2002 and I am involved in human resources, legislative communications and contract grower relations. I currently serve on the MPB Executive Board, the MPB Nominating Committee, the MPPA Public Policy Committee, and participate in the NPPC Legislative Education Action Development Resource program. This past year, I also had the opportunity to be engaged on a national level, including NPPC's Fall Legislative Action Conference, the NPB's State Communicators Meeting and the National Pork Board Plan of Work.

2

I remain vigilant in the answer I gave last year: the greatest asset I can afford the MPB Executive Board and Minnesota pork producers is my passion for our rural communities and our livelihood. Passion drives persistence, and our industry and rural communities need a persistent voice in advocacy and promotion. Additionally, I tend to be pragmatic, which I believe affords an opportunity to evaluate issues on a macro level. I am truly humbled by my cohorts on the MPB Executive Board and I would be honored to have the opportunity to serve a second term.

3

I firmly believe in NPB's commitment that expenditures should meet three criteria: high impact, no overlap and industry-wide benefit. My recommendations, therefore, are as follows:

Promotion: 55%. As the NPB budget focuses on pork promotion, I believe synergies await our state associations in this area. In conjunction with NPB, we have to create and sustain product demand for today's consumers: products that are easy, convenient, pre-cooked, frozen and individually packaged. Additionally, we need to continue working with retailers and foodservice to develop and promote innovative products, particularly fast-food outlets.

Education: 35%. I would like to see our education investment directly support promotional efforts. I absolutely adore the farm family campaigns we have run and we need to continue to promote and educate the general public on our 'We Care' initiatives. Farm families, environmental stewardship, nutritional information, food safety and swine welfare are all pillars of education well worth funding that, in turn, support promotion.

Research: 10%. With new regulations on the horizon (the EPA's National Air Emissions Study immediately comes to mind, for example), it is important to set aside funding for research, thereby arming producers with an appropriate economical response. In addition to helping our industry, research monies provide a secondary benefit as they support universities and student engagement, which is particularly crucial where diagnostic services are available.

Doug Stade – Eden Valley

1

I have been involved in the swine industry most of my life. I was born and raised on a farm where my dad raised hogs and milked cows along with crop farming. I own and operate a farrow-to-finish operation. For several years I raised and sold purebred breeding stock. I currently serve on the Pork Congress Committee. I also served 20 years on the MPPA Test Station Committee. I have served on the Meeker County Pork Producers Association Board and I also served as its president and county director. I have worked at several state level pork promotions including Grandma's Marathon, and grilling and serving pork at the Vikings and Gophers football games.

2

I have a passion for the pork industry and I believe my involvement and experience in pork production and the swine industry are assets that I can bring to the MPB Executive Board. I have served one term on the MPB Executive Board and I would use that experience to make the proper decisions needed.

3

Promotion: 30%. I think we need to continue promoting our product to capture our market share, both locally and in the world market.

Education: 40%. Education is never ending and we need to continue educating consumers both at home and abroad. Many people do not have any idea on how we raise our livestock and we have to let them know that we have a safe and nutritious product.

Research: 30%. Research always needs to be done, whether it's on the producer level or on the consumer end. We need to make sure we are producing a healthy nutritional product.

Tim Steuber – Fairmont

1

I own and operate a 750-sow, farrow-to-finish operation in southern Minnesota. I have served as president of the Martin County Pork Producers Association for the past three years and have been on its board of directors for six years. I am also active in the county's grilling of pork chops on a stick, which is very popular with consumers and it gives pork producers a chance to talk to people about our product.

2

Serving at the local level the past six years has been a great experience and I would like to continue my service at the state level by bringing concerns and challenges that face local operations to the state level. I would like to bring to the MPB Executive Board my ability to work with others, to coordinate efforts and come to solutions that best suit the industry.

3

Promotion: 50%. Dollars are continually needed to get our product in front of the consumer, whether it's here at home or through exports. The industry is continually changing to make a healthier and safer product. We need to keep letting the consumer see how we are accomplishing that goal.

Education: 30%. We need to educate people in a positive way using tools such as the internet, which has misguided people's knowledge of pork in the past. The H1N1 situation proved to us the importance of knowledge and providing factual information about pork to the consumer.

Research: 20%. Research will help producers adapt to new challenges that we face. The ultimate goal is to reduce cost and continue to provide the marketplace with quality pork products.

Jackie Tlam – Dunnell

1

My husband Daryl and I and three other families are co-owners of Pedigree Pork, a 1,000-sow, farrow-to-finish operation in Martin and Jackson counties. I manage the finances and help out as needed. I am a member of the MPB Promotion and Human Capital committees and I have served two years on the MPB Executive Board.

2

I am the Home Care Director at The Pines Assisted Living in Jackson. The knowledge and skills I use in healthcare work well when having to deal with biosecurity and health issues in the pork industry.

3

I would rate 50/50 allocation between promotion and education. With the new national ad campaign for pork coming out this next year, it is a crucial time for us to be behind the campaign and to help steer the campaign so it's a successful venture for the pork industry. We need to get our message across about the quality of the product that we work so hard day-to-day to produce and prove that pork is a healthy alternative and convenient product for busy families.

Pat Thome – Adams

1

I am a partner in Thome Family Farms of Adam. It is a family owned and operated farrow-to-finish operation. I have been involved in the pork industry for several years. In the past I have served as the Mower County Pork Ambassador, on the Mower County Pork Producers Association Board and as the grill chair on the county level. I have been a member of the MPB Executive Board for the past three years. While on the executive board I have co-chaired the research and technology committee.

2

The one quality that I can bring to the board would be a younger prospective of the ever changing ag industry. As a younger member of the board, I would work diligently to bring to the board the views and ideas of the next generation of pork producers to make certain that we have a strong viable industry in our state for many years to come.

3

Promotion: 50%. We must continue to promote our product to assure that we have a solid demand from our end users. Favorable demand should help limit the amount of price volatility that producers have seen in the past.

Education: 30%. Education is a key to helping consumers understand that producers of this state are world leaders in the areas of animal husbandry, responsible antibiotic use and environmental stewardship. By helping consumers understand this, it will increase their confidence and continue to drive demand.

Research: 20%. We must continue to fund research to develop tools for our producers so they can continue to be world leaders in pork production.

Tim Waibel – New Ulm

1

I operate a finishing site and two wean-to-finish sites with my wife and two adult sons. I have served seven years on the Nicollet County Pork Producers Association Board, one of which I was president. I also actively volunteer to work at pork promotional events. I currently serve on the MPB Executive Board and I have served on various state pork committees over the last 10 years. I am also a Minnesota Agriculture and Rural Leadership program alumni.

2

From my involvement on boards, including Nicollet County Planning and Zoning and various MPB Pork Checkoff committees, I bring experience to the executive board. Serving on the county planning and zoning board, in addition to other committee and board experiences, has demonstrated the need to listen to others and to actively discuss not only my views but also the views of others.

3

We are all aware that we are in an ever-changing environment, whether it be our industry, consumers, technology, regulations or the businesses we work with. Because of rapid change, budget priorities must be flexible with decisions made that reflect current and pending challenges and issues. Having served on various state pork committees, it is difficult to put percentages on which topic is the most important because they are all important to the pork industry, with unexpected circumstance changing priorities. When making budget decisions at MPB meetings, there are always convincing arguments on how to fund various programs and what programs are most important. That is why it's important to be a patient listener.

Jason Welter – Stewartville

1

I have grown up with pigs my entire life. I was raised on a farrow-to-finish hog farm in southeastern Minnesota. I have had the honor of serving the pork industry as the 2009-2010 Minnesota State Pork Ambassador and I have been fortunate to have had the opportunity to assist with numerous pork promotions throughout the state and my county, from volunteering at the Oink Booth at the State Fair to teaching Ag in the Classroom.

2

I would bring a lot of creativity and ideas geared towards youth, and a unique perspective because of my young age. These views could be very beneficial to the MBP Executive Board and the pork industry.

3

Promotion: 50%. To create a sustainable pork industry we need to promote our products. If we are able to keep our consumers buying our products, we can keep doing the thing we love - producing pork.

Education: 30%. Education is important for us as producers, as well as our consumers. When our producers are educated about the industry, we can start to build a trusting relationship with our consumers. When our consumers are educated, they can enjoy all the benefits the pork industry has to offer.

Research: 20%. In my opinion, a synonym for research is investing in the future. If we want the pork industry to be around for generations to come, we need to conduct research on the production, as well as the consumption, of pork. Researching swine nutrition, air quality, and production practices for producers is important to help farmers achieve cost effective, efficient, and environmentally sound operations. Time and money also need to be spent researching new cuts, recipes and products with less sodium to make sure pork remains as appealing to our consumers as other products.