

# Pork Lenders Meeting

July 29, 2011

David Preisler  
Executive Director  
Minnesota Pork Producers Association  
Minnesota Pork Board



AMERICA'S PORK PRODUCERS  
**DOING WHAT'S RIGHT.**

# Pork Lenders Meeting

- **State Legislative Update**
- **Court Ruling**
- **LIP**

**Minnesota Pork Producers Association**  
*voluntary membership, public policy, lawmaker education, lobbying*

- **Consumer Outreach**
- **Oink Outings**
- **Tours**

**Minnesota Pork Board**  
*Mandatory Pork Checkoff, research, education, promotion*



DOING WHAT'S RIGHT.

# State Legislation

## NPDES Changes (*Over 1,000 Animal Units*)

- MPCA will follow federal NPDES guidelines
- A state permit, known as a State Disposal System or SDS, will be required, new operating permit developed
- For now, no change in fees or conditions of operations
- Only applies to facilities that do not discharge (*covered manure storage, deep pits, poultry barns*)
- MPCA can delegate inspection authority to counties for farms with only SDS permits. (*EPA currently prohibits county feedlot officers from performing NPDES inspections*)
- Loss of protection from Clean Water Act lawsuits



# State Legislation

- **Rural Funding**
  - \$78.9 million Omnibus Agricultural Bill
  - Additional funding for Ag in the Classroom and the Next Generation Energy Board
  - 2012 will be last year of state ethanol subsidy
  - Maintained funding in most other programs



DOING WHAT'S RIGHT.

# State Legislation

- **On-site burial of concrete & rebar without a permit**
  - **Requires notification on the deed**
- **Board of Animal Health**
  - **Jurisdiction over all animal mortalities**
- **Future:**
  - **Another run at reform**
  - **Watch sales taxes**
  - **Water & drainage**



# Minnesota Court of Appeals Ruling

- **July 25 ruling**
  - Pesticide drift from its intended farm onto an adjacent Stearns County organic farm could be considered a trespassing violation by the company that sprayed the pesticide, a Paynesville co-op.
  - Crop spraying of nearby farms on windy days caused the pesticide to drift onto their organic crops and damage them, preventing the plaintiffs from selling those crops as organic.



DOING WHAT'S RIGHT.

# Minnesota Court of Appeals Ruling

- **First time Minnesota appellate court asked whether...**
  - “unwanted pesticide drift from a targeted field to an adjacent otherwise organic farming operation can constitute a trespass.”

**“We hold that it can.”**

- **Case sent back to district court**



DOING WHAT'S RIGHT.

# Livestock Indemnity Program

- **Eligibility**
  - Livestock producers who incur livestock death losses due to the recent extreme temperatures, other adverse weather events
  - 30-day application window (*no extensions*)
  - Apply at local FSA offices
    - Get in paperwork – *even if unsure whether the producer meets program qualifications*
    - Eligibility rules dictated locally by the state FSA and can be adjusted
- **Pay out over & above insurance policy**



# Livestock Indemnity Program

- **Third party certification**
  - Rendering slip, FSA staff, neighbor, witness, photos
- **Contract growers** *(if death loss in contract)*
  - Eligible at different pay out rate
  - Requires copy of the grower's contract with the LIP application
- **Information and Assistance**
  - Local county FSA office staff briefed and trained



# Minnesota Pork Board

- **Engaging Consumers & Influencers**  
**Oink Outings**  
**Suburban Mom Farm Tours**



DOING WHAT'S RIGHT.



# Oink Outings Farm Tours

5 planned, 3 completed

## Audience:

- Suburban moms, mommy bloggers, community leaders

## Concept:

- Create pork dish with metro chef at restaurant, followed by bus trip to tour sow farm

## Farm Visits:

- Brandon and Monica Schafer, Goodhue
- Doug and Dianne Bettin, Truman
- Steve and Mary Langhorst, Wakefield Pork, Gaylord
- Kevin and Mary Hugoson, Granada
- Rueben and Judy Bode, Courtland



DOING WHAT'S RIGHT.



# Oink Outings Booth

- Five family-oriented events
- Ask a Farmer, Feed a Family
  - Submit a question about pigs or pork generates 1-pound ground pork donation to Second Harvest Food



DOING WHAT'S RIGHT.

**pork**  
checkoff®

# Oink Outings Booth



## Social media ingredients – Facebook Post

“It was unbelievable. First of all, you just never get to see what is going on at hog farms. They are tucked back off the road in big closed-up buildings. And it turns out it is for a darn good reason. I learned all pigs are susceptible to viruses that can come in through the air or on our shoes and clothes.”

*Hydee Becker*



DOING WHAT'S RIGHT.



# Oink Outings Booth

## Social media ingredients – Facebook Post

“The barn was amazingly clean. It didn’t really even smell. The workers were relaxed and genuinely cared about the animals and took great pride in their work.”

“The bottom line is that I feel much more confident in purchasing conventionally raised pork now.” *Hydee Becker*



DOING WHAT'S RIGHT.

**pork**  
checkoff®