

2009 NPIC Agenda

Sunday, July 19

Registration: 2pm-7pm

7pm Reception/dinner Don't miss this chance to visit with old friends and meet new ones as we relax and enjoy refreshments and dinner. If weather permits, we'll be outside by the lake. Drop your business card in the basket for special gifts provided by sponsors. Special Note: If you have family members attending Sunday night only, tickets are \$20 for adults and \$10 for children 6 – 16. These tickets can be purchased at the registration and are only good for the Sunday evening meal.

Monday, July 20

6:30am-8am Buffet breakfast available (You must have appropriate badge to attend meals at this conference)

8am Conference begins Theme for Today: **New Realities Facing the Pork Industry**

8:05 Keynote address: Our keynote speaker will be John Ferrell as Deputy Under Secretary for Marketing and Regulatory Programs. In this position, Ferrell will help establish policies which facilitate domestic and international marketing of U.S. agricultural products, ensure the health and care of animals and plants, and participate in setting national and international standards.

9:30am Refreshment break – Continuing informal discussions

10am Packer Panel: We've asked three prominent packer representatives to share what they see ahead for production practices that meet standards set by those to whom they sell meat. You'll hear about some of the pressures packers feel today from retail and foodservice accounts. What questions they are getting about sow housing, euthanasia methods, meat safety, etc? Questions and answers

11am Lender Panel: You'll hear three lenders with large stakes in the pork industry discuss what they see ahead in requirements producers will need to meet in order to get necessary financing. Get tips on how to improve your relations with your lender. Understand what loan committees are worried about and how that could impact your ability to access capital in the future. Questions and answers

Noon Lunch

1:15 pm Breakout sessions begin. You'll have your choice of multiple breakout sessions.

Among your choices at 1:15:

- **Newsham Choice Genetics** (one time only)

Newsham Choice Genetics will host Greg Bilbrey from Agri Stats Inc. who will present "An examination of economic factors of sow herd productivity" which will be open to all NPIC attendees.

- **Genetiporc** (one time only)

IMPACT OF THE MATERIAL LINE ON WEAN TO MARKET COSTS:

Thanks to genetic advancement and improved management practices, the commercial sow herd has made tremendous progress over the years in improving sow reproduction traits. While sow performance has improved dramatically over the years, the grow/finish performance traits of material lines have not made the same progress. The aim of this presentation is to discuss the performance traits of maternal and terminal lines, and their impact on production costs.

Breakout 1 .Euthanasia..what method will be acceptable in the future? Is CO2 the way to go? You'll hear from experts that have experience using CO2 and learn how humans react to the procedure. Are there other methods you should consider? Is blunt force trauma no longer acceptable? What about castration? Is pain alleviation practical? This session led by Dr. Tim Loula, Swine Vet Center

Breakout 2. Loose housing vs conventional stalls: What we know and what we don't know. You'll talk with producers who have compared loose housing with conventional systems. They will share what they have observed, along with data collected. What have we learned about the human side of managing loose housing systems? This session led by Craig Martin, M2P2, Ames, Iowa

Breakout 3. Air filtration...does it work...does it pay? You'll hear from folks who have experience with systems and have a chance to study the economics so you can make an informed decision about your buildings. This session led by Dr. Ross Kiehne, Swine Vet Center.

Breakout 4. Risk Management: Two top notch producers will share their thoughts and strategies on how they approach risk management. Session will be led by Mark Greenwood, who will introduce and add his expertise to the subject.

2:15pm Refreshment break – Continuing informal discussions

2:30 pm Breakouts 1-4 repeat. In addition, you can choose from the following two sessions:

- **Fast Genetics** (one time only)

“You Can Be Invincible in Tough Times – Analyze, Adapt, Achieve” – Vince Papale

In 1976, Vince Papale was working as a school teacher and a part-time bartender. Philadelphia Eagles' then -rookie head coach Dick Vermeil held a press conference and invited some locals, including Vince, who was a former track star, to a workout. The rest is history. Vince showed up at the workout and ran a 4.5 40-yard dash, a world-class time! Coach Vermeil offered Vince a contract on the spot, but this 30-year-old walk-on still had to make the team. Vince overcame tremendous odds to become the oldest rookie in the history of the NFL. He eventually became a team captain and played in the NFL for four years. He was voted “Man of the Year” by the Eagles in 1978, for his many charitable activities and honored by the NFL. His story is the inspiration for the Disney movie **INVINCIBLE** which hit theatres August 2006 & became an instant hit.

- **Danbred Genetics** (one time only)

STAYING GENERATIONS AHEAD - DANBRED NORTH AMERICA:

Anders Vernesen, Department Head for Breeding and Multiplication for the National Committee for Pig Production has helped keep Danish producers competitive in the global food industry. He will also discuss how that program can benefit the North American Swine Industry.

3:30pm Refreshment break – Continuing informal discussions

3:45pm Breakouts 1-4 repeat.

4:45pm Adjourn for the day

Evening free to enjoy the Lake of the Ozarks many attractions

Tuesday, July 21

6:30am-8am Buffet breakfast available

6:30am Early-Bird Session...join the early-birds for open discussion about any topic that is brought up by the attendees. Great opportunity to get opinions from fellow attendees on something you've been wondering about. Some past attendees have ranked this session as the most valuable of the conference because you can find out what other smart people think about products, issues, industry affairs, government policies, etc.

Today's Theme: Changes We May Want To Consider to Meet The Public's Expectations For Our Industry

8am "Whistle Blower" Concept: Is it time for the pork industry to adopt a whistle blower program to encourage employees to watch for mistreatment of animals and report their findings? You'll hear how it might be set up...how it might work and what it might accomplish. This session led by Steve Weiss, Production Input Solutions, Mason City, Iowa

8:30am How to get your team to buy into your animal welfare guidelines: How is the culture on your operation in terms of animal care? Is your team totally focused on doing the right thing all the time? If not, how do you change the culture? How do you screen potential hires? What systems should be in place to instill standard operating procedures? How do you change the culture so employees take individual responsibility for animal care? This session will be led by Brad Freking and his team from New Fashion Pork, Jackson, Minnesota. Questions and answers to follow.

10am Refreshment break – Continuing informal discussions

10:30am "Coaching your team to be more environmentally friendly" John Vrieze, a prominent dairyman from Baldwin, Wisconsin, will share how he has been successful at leading his management team and other employees to embrace becoming more green. You'll hear how he has developed systems for processing manure to the degree that drinkable water results. Also, he'll describe how he has processed methane gas so it can be added to the regular pipeline system going into a major city. Questions and discussion

11:15am What can we expect to see from Washington, DC in regard to policies that may affect the way your farm is operated? Kirk Ferrell, from the NPPC Washington, DC office will share his thoughts on the big issues he sees the industry may be facing and potential changes that may be called upon at the farm level. Questions and answers

Noon Adjourn for the day. Play golf in our tournament (see back page), go boating ... just relax for the afternoon. Evening on your own.

Wednesday, July 22

6:30am Buffet breakfast available

8am-8:45am Our major sponsors will share their newest and best ideas for the future.

- Land O' Lakes Purina Feed will sponsor Dr. Dean Boyd PHD, The Hanor Company, discussing "Weathering the Storm" Nutrition in a time of Crisis. In this session Dean will share some in-depth thoughts surrounding timely nutrition topics that affect pig performance and profitability. Topics will include thoughts on feeding bi-products in the summer, DDGS affects on carcass, and potential feeding adjustments for greater performance.
- The National Pork Producers Council will present We Care...Responsible Pork Initiative...The NPPC invites you to join with other pork industry leaders for an update as well as a dialogue on

the current animal welfare debate facing our industry. The goal of this Strategic Discussion is to further discuss a strategy that addresses the challenging swine welfare issues and other threats by growing animal activism. The potential for adverse legislation at both the state and national levels bring urgency to the need for continued dialogue on this emerging threat.

- Elanco Animal Health will present “Food Economics and Consumer Choice”, explaining why agriculture needs technology to help meet a growing demand for safe, nutritious and affordable food.

10am Profit Picture for Pork Production...Steve Meyer, the speaker who is consistently rated most beneficial, will share his thoughts on what 2009 and 2010 hold for profits in pork production. He will be joined by Joe Kerns, Iowa Select Farms, who will share their philosophy on risk management and how they see the risks and opportunities in 2009-2010.

11am Conference ends