



# National PORK INDUSTRY Conference



**Kalahari Resort  
Wisconsin Dells, WI**

**July 11 – 14, 2010**

## *Re-Shaping the Pork Industry*

Economic forces have dramatically affected the pork industry in 2008-2009. Pork producers have been battered by low prices, high costs, animal welfare activists, etc., etc. As we begin a new decade, the industry is certainly not without challenges, but dedicated producers will find a way to survive and thrive. At this conference we will focus on what needs to happen to provide this opportunity.



### *And these Genetics Companies*



Conference coordinated by  
Graham-Shields Strategic Forums  
314-276-4880

## **In Cooperation with:**

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Osborne, KS  
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## Agenda, NPIC 2010

Theme of this year's conference: **Re-shaping the Pork Industry**

### Sunday, July 11

2:00 – 8:00pm Registration

6:30pm Enjoy a great barbeque (meat prepared by Lynch Livestock on their BIG GRILL that you've seen at World Pork Expo). Join old friends and make new ones as we relax in the resort environment. Take this opportunity to visit and compare notes with the "who's who" in the pork industry.

### Monday, July 12

6:30am Buffet Breakfast available

8:00am Keynote Address: Bruce Vincent "***With Vision, There Is Hope***". Bruce Vincent is a third generation logger from Libby, Montana. Vincent speaks throughout the United States and the world, has testified on resource issues before Congress and has appeared on several news programs such as "60 Minutes". He has been named Timberman of the Year in Montana, National Forest Activist of the Year, received the Agri-Women's 2007 Veritas Award, and in 2004 received the inaugural Presidential Preserve America Award from President Bush.

Bruce Vincent's presentation will address the issue of the social license necessary to operate a natural resource or animal husbandry company. Drawing on examples from his own industry, Mr. Vincent will explain how the timber industry lost that license, the lessons we can learn from that loss, and what has been done (that we can duplicate) in turning the ship around. ***Thanks to Fast Genetics for arranging and sponsoring Bruce Vincent's session.***

9:00am Refreshment break

9:30am Charlie Arnot, president of CMA Consulting, Kansas City, Mo., will present ideas on how the pork industry can appeal directly to consumers and offset some of the criticism from those who would inhibit producers ability to raise hogs in the US. His program, Farmers Feed Us, is catching on rapidly across the nation. The program allows real producers to connect directly with consumers to put a positive face on US agriculture. Rather than just accept what is happening, Charlie will provide ideas on how all pork producers can be active in re-shaping the pork industry.

10:30am Refreshment break

11:00am Brad Kerbs, former CEO of Purina Mills and Chairman of the Board of Burke Industries, will address the issue of Leadership vs. Management. Drawing on his thirty-five years serving as an executive both in Europe and the U.S., Brad will challenge the group to be *Leaders* in their businesses and their industry and will share what real *Leaders* do. In this session you'll learn how to get your team to work together for a common goal. How do you get every employee to buy into the concept of "no more damaging videos"? How do you develop the culture that employees do what is right, every time? This session will help you make that happen in your operation.

Noon            Lunch

1:15pm            Breakout sessions begin. These sessions will rotate three times:  
1:15 – 2:15; 2:30 – 3:30; 3:45 – 4:45 with intermediate refreshment breaks.  
You'll have your choice of multiple breakout sessions, including:

**\*Newsham Choice Genetics: Greg Bilbrey, Agri-Stats, "Profit – A Review from Benchmarking History"**

This session will be offered **only at 1:15 and 2:30** and will include:

- historical numbers pointing toward the average and top 25%;
- highlight the gaps between the average and top 25%;
- factors affecting profitability – with a drill down comparison showing advantages held by the best in profit and their historical trends;
- production and cost relationships equating to profit.

**\*Individual Pig Economics, Steve Weiss, Value Added Science and Technologies (VAST)**, will address how to better understand the economics of pig performance. Pork producers have traditionally measured wean-to-finish performance based on group average data, without regard to understanding the significant variation in performance from the mean. Understanding variation and its huge cost to a production system can unlock significant profit potential for a swine production enterprise. Steve will review a tool for measuring individual pig performance and the implications this type of economic analysis can have on a production system.

**\*Deciphering DDGS, Chad Hagen, PhD Nutritionist, with VAST**, will discuss variation in nutrient value of DDGS from source to source and within sources, cost of the variation and tools that are available to manage this variation. He will also discuss the issue of soft fat and what to do about it.

**\*Brad Kerbs** will address the issue of how well your management team functions as a team. Come and see where your team is on the functioning curve using the COGs Ladder Model. This model began at Procter and Gamble in 1972 and is used today at the U.S. Naval and Air Force Academies. As time allows, discuss specifically how your team is functioning and how it can perform better.

**\*Charlie Arnot** will conduct more training on how pork producers can more effectively influence politicians and ordinary consumers about modern pork production. In this session you'll learn how you can become active and play a key role in preventing outside forces from keeping you from being hit with costly and inefficient changes on your farm.

\* Watch for the addition of another subject in an area that is particularly "hot" at conference time.

4:45pm            Conference ends for the day. Enjoy your evening.

## **Tuesday, July 13**

6:30am Buffet breakfast available

6:30am Early Bird Session: For those who want to attend, this is truly a bull session. Some past attendees have rated it the most beneficial session of the conference. It's a chance for a smaller group of producers to get together and discuss anything on your minds. Come prepared not to listen but to participate. Bring a topic you'd like the group to discuss. This session will end in time for participants to have breakfast before the next general session.

8:00am "HSUS: A Clear and Present Danger – What's Next and Where's Next?": Chad Gregory, senior vice president, United Egg Producers. Chad will vividly paint the picture of HSUS's activity and what we need to do to stop them. Chad will provide a call to action on the part of producers and all pork industry stakeholders to re-shape the pork industry by being active in the fight to preserve our ability to raise hogs profitably.

9:00am Refreshment break

9:30am NPPC

10:30am Refreshment break

11:00am Land O' Lakes Purina Feed

Noon Conference ends for the day. Enjoy golf, boating, sightseeing in the dells or just relaxing with your family in the water park.

## **Wednesday, July 14**

6:30am Buffet Breakfast available

8:00am State of the Pork Industry: Mark Greenwood, AgStar. Mark will share his candid view on how the industry must re-shape itself to remain profitable. You won't want to miss hearing from one of the industry's most knowledgeable observers.

9:00am Where are Markets Headed and What Are We Going to Do About Them? Steve Meyer, president of Paragon Economics, will be joined by Joe Kerns, Risk Assessment and Management, and producer, Bob Taubert, New Horizon Farms, as they discuss what's ahead for hogs, corn and soybean meal. Don't miss the chance to hear their views and strategies that may make sense for 2010-2011. They may not agree but you'll enjoy their candid appraisal of the market forces and gain from their collective perspectives. We'll leave plenty of time for questions and discussion. Many attendees rated this session most valuable last year because of the varied approaches and open discussion that followed the presentations.

11:00am Conference ends. Safe travels. See you next year. July 10 – 13, 2011

# Registration Form

(Everyone Attending Any Function Must Register and Get A Name Badge)

Name \_\_\_\_\_ Business Name \_\_\_\_\_

(Only if attending **ALL conference meals**) Spouse Name \_\_\_\_\_ Children Name(s) \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Other Employees with firm attending: \_\_\_\_\_

Producer Registration # \_\_\_\_\_ at \$495 \_\_\_\_\_ Payment Enclosed or To be paid by \_\_\_\_\_

Producer Registration # \_\_\_\_\_ at \$595 \_\_\_\_\_ Payment Enclosed or To be paid by \_\_\_\_\_

Producer Registration # \_\_\_\_\_ at \$295 \_\_\_\_\_ Payment Enclosed or To be paid by \_\_\_\_\_

Industry Registration # \_\_\_\_\_ at \$695 \_\_\_\_\_ Payment Enclosed or To be paid by \_\_\_\_\_

Industry Registration # \_\_\_\_\_ at \$795 \_\_\_\_\_ Payment Enclosed or To be paid by \_\_\_\_\_

Guest – All Meals # \_\_\_\_\_ at \$135 \_\_\_\_\_ Payment Enclosed or To be paid by \_\_\_\_\_

Golf # \_\_\_\_\_ at \$75 \_\_\_\_\_ Payment Enclosed or To be paid by \_\_\_\_\_

Total Payment Enclosed \$ \_\_\_\_\_ *Make checks payable to Graham-Shields Strategic Forums.*

**For payment by VISA or MC, please call 314-276-4880**

Sunday evening ONLY meal tickets may be purchased for family members at the registration table for \$20.00 per adult and \$10 per child age 6 – 16. Everyone attending any portion of the conference, including meals, must register prior to the event. Name tags will be your ticket for meals and sessions.

## Fee Schedule

**Pork Producers:** \$495 until June 1. \$595 after June 1. Spouse/children all meals – \$135 each. Employees of same firm after the first registration is paid – \$295.

*Please note...* if you are being sponsored by one of the listed companies, please indicate which sponsor above. Everyone attending any portion of the conference including meals must register prior to the event. Name tags will be your ticket for meals and sessions.

**Golf:** \$75 per player. (Includes a box lunch) Note number of players above. **All golf fees must be paid prior to the conference.** Make check payable to Graham-Shields Strategic Forums.

**Industry:** Industry representatives may attend (other than feed): \$695 until June 1; \$795 after June 1. No discount for more than one person from each company.

**Hotel Rooms:** To reserve a hotel room, work with your sponsor or call the Kalahari directly at (608) 254-3256 and talk to Barb Janiak. Overflow to Wintergreen Resort (0.9 mi) 608-254-2285 Ask for a room in the Pork Industry Conference block.

**Send Registration Form:** Send completed registration form with appropriate payment made payable to Graham Shields Strategic Forums, 237 E Fifth Street, Suite 369, Eureka, Missouri 63025.

Questions call 314-276-4880. More information at [www.porkconference.com](http://www.porkconference.com).

*Conference organizers reserve the right to change sessions and presenters where schedule conflicts dictate*