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OHIO PORK COUNCIL STAFF

EXECUTIVE VICE PRESIDENT

Cheryl Day cday@ohiopork.org

MANAGER OF SHOWPIG PROGRAM

Kelly Morgan kmorgan@ohiopork.org

COMMUNICATIONS COORDINATOR

Meghann Winters mwinters@ohiopork.org

ADMINISTRATIVE ASSISTANT

Michelle Visintine mvisintine@ohiopork.org

PRINTING

Post Printing Company Minster, OH 45865 Lucy Homan P: 937-286-3349 lucy.homan@postprinting.com



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Navigating COVID-19's Impact on Ohio's Pork Industry

When COVID-19 struck the United States and the World Health Organization declared the first pandemic since the H1N1 outbreak in 2009¹, the lasting impact on the U.S. pork industry was uncertain. Since the outbreak began in March, the U.S. pork industry has endured dire straits – from bottlenecks in the supply chain, labor shortages, and packing plant shutdowns, to protecting worker health on-farm, and increasing farm security to protect against animal activists.

2020 has been nothing short of challenging. On each of Ohio's pig farms, it's certain that lessons indeed have been learned, adaptions made, and struggles overcame. Here at the Ohio Pork Council, if we've learned anything, it's that change is constant – and we've been working fluidly to help our members overcome each new change and challenge that COVID-19 has presented.

Over the last two months, OPC has been working closely with the National Pork Board (NPB) and National Pork Producers Council (NPPC) to ensure that Ohio's pig farmers have all the resources needed to navigate the uncharted waters of COVID-19.

Since March 17, NPB has hosted weekly producer webinars to provide the latest COVID-19 insights from industry professionals. In addition, NPB has curated a plethora of ready-to-use producer resources. All of this, and more, can be accessed at pork.org/covid-19. Naturally, NPPC has been actively working on

COVID-related policy issues, while ensuring that exports remain open and the U.S. pork industry is supported at the federal level. To learn more about the COVID-19 issues of focus, visit nppc. org.

At the state level, OPC has been working to refine the statewide emergency depopulation plan, create producer resources, provide extension educators with tools needed to assist producers, and keeping consumer confidence intact. In doing so, OPC has added to its arsenal of producer tools and resources in the event of emergency depopulation. To access these member-specific materials, please contact the Ohio Pork Council. Public resources can be accessed at ohiopork.org/covid-19-resources/.

With consumer confidence top-of-mind, OPC has been actively promoting the good work that Ohio's pork producers are doing despite these unprecedented times. Since March, OPC members have been featured in a variety of news outlets on a local and state level – including ABC 6, 10 TV, NBC 4, MSNBC, the Columbus Dispatch, and iHeart Radio, to name a few

Although the long-term impact of COVID-19 on the U.S. pork industry is still murky, members of the Ohio Pork Council can rest assured that their checkoff dollars are working hard on their behalf to navigate those challenges.

https://emedicine.medscape.com/article/2500114-overview#a1



COVID-19 Fair Cancellations and Changes

Following the mandatory cancellation of mass gatherings, closures in shopping malls, restaurants, movie theaters and sports arenas came the cancellation of fairs across Ohio with many independent livestock shows even starting a virtual show trend. Among the list of cancellations is the Ohio State Fair - announced by the Ohio Expositions Commission on May 21 - the first cancellation since World War II.

During the 2019 Ohio State Fair, 934,925 people attended – with visitors from all 50 states, the District of Columbia, as well as Canada and Mexico. Due to the financial ramifications to host a reduced-capacity fair, the Ohio Expositions Commission made the difficult decision to close the gates in 2020 to protect the health and safety of all Ohioans.

Merely a week later. Governor Mike DeWine released the Responsible Restart Ohio County and Independent Fair Guidelines – which states that fair boards or managers should conduct the fair in a manner that discourages large gatherings and encourages adjusted traffic patterns to maintain proper social distancing. The guidelines also include information on limited spectators, recommended face masks, food service adjustments and mandatory sanitation stations.

For more information, visit ohiopork.org/ covid-19-resources/.



It's no secret that the ever-growing pork industry lacks employees and job applicants. Members of the Ohio Pork Council recognized this, and made it their mission to bridge the gap. This summer, the Ohio Pork Council is pleased to launch Ohio Pork Careers - a job board website dedicated to informing jobseekers about the entry-level job opportunities available on Ohio's pig farms.

Through this website, OPC strives to break the stigma that a college degree and background in agriculture are necessary to work within Ohio's farming community. With countless job boards, job titles and descriptions currently being implemented within the pork industry, OPC created a 'one stop shop' for pork producers to turn to in their employee attraction process.

Ohio pig farmers and pork industry professionals are invited to utilize Ohio Pork Careers to post entry-level job positions available on their operation. While Ohio Pork Careers will not contain information on benefits or salary, once an employer posts their job opening on the site, jobseekers will be encouraged to visit the careers page on their company's website to learn additional details and apply.

To start making job posts, visit ohiopork.org/ ohio-pork-careers-learn for more information about how to create your free account, the job posting process, and to access ready-to-use job titles and descriptions that can easily be formatted to fit the needs of your operation. For more information, contact Meghann Winters at mwinters@ohiopork.org, or by calling 614-882-5887.

Now, More than Ever, Show How Much #WeCare

Across the U.S., pig farmers have a long history of doing the right thing, providing superior animal care, caring for the environment, and giving back to their community. Even despite a global pandemic, that anthem still rings true. Across Ohio, farmers have been putting their best foot forward to make a difference in their local communities throughout COVID-19.

At Hord Family Farms in Bucyrus, the leadership team provided their farm employees with surprises to keep morale high and thank them for all of their hard work adapting to COVID-19 adjustments in the barn. Shortly after the COVID-19 shopping frenzy left toilet paper shelves empty, employees at Hord Family Farms received rolls of toilet paper with a message saying, "We care, because that's how we roll!". In weeks following, employees received a variety of other surprises, including fresh ground sausage with the encouragement to put some pork on their fork.

At Cooper Farms, with four locations in Northwest Ohio, staff members from both the farms and the production plants have been thanked for their essential work throughout COVID-19. To thank team members for their commitment, each member of the Cooper Farms family, affectionately referred to as Cooper Troopers, received turkey burgers, a ham, 5 dozen eggs, and a rack of ribs to share with their family. To acknowledge their team efforts, each employee also received a Cooper Troopers t-shirt and an extra day off work the Friday before Memorial Day. In addition, Cooper Farms has made donations to local food banks and hospitals throughout the COVID-19 crisis.



In April, Kalmbach Feeds of Upper Sandusky set out on a mission to provide 500,000 meals to community members in-need through their Feed the Need Campaign, in which Kalmbach donated one meal for every bag of feed sold. Surpassing their goal, the company has provided over 600,600 meals so far. To show their appreciation to employees for all of their hard work. Kalmbach provided each of their team members with a ham.

Heimerl Farms of Johnstown partnered with Provimi to donate 2.000 pounds of Heimerlraised pork to the Mid-Ohio Food Bank in June. With their donation, Heimerl Farms and Provimi were able to provide over 6,500 meals to families in need across Ohio. Heimerl Farms employees also received a 'This Little Piggy Went to Work, Because I'm Essential' t-shirt, as well as locally-made hand sanitizer from Watershed Distillery in Columbus.

Does your farm have a We Care story to share? We want to hear about it! Call 614-882-5887, or email Meghann at mwinters@ohiopork.org to share your story.



Kalmbach Feeds employee distributing hams.



Hord Family Farms distributing pork to employees.



Cooper Farms employee receiving a ham.



Heimerl Farms and Provimi donating pork to the Mid-Ohio Foodbank.

SUPPORT THE OHIO PORK COUNCIL'S PORK POWER PROGRAM



The Pork Power Program provides pork to Ohio Food banks and Food pantries to support communities across the state. Proceeds for each t-shirt sold will be donated to the Pork Power Program to benefit those in need during this challenging time. Please show your support for Ohio's pork industry by purchasing yours today!



VISIT OHIOPORK.ORG TO PURCHASE YOURS!

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Meet the Intern

The Ohio Pork Council is pleased to welcome Samantha Augustine as the 2020 communication intern.

In this role, Samantha will create social media content, assist with event planning, and work on educational project implementation. She will also work on highlighting producer and consumer-facing projects through the Porkline magazine, social media and e-newsletters.

Even during the early stages of her internship, Samantha played an integral part in providing industry support and maintaining consumer confidence during the COVID-19 pandemic. Pivoting from the cancellation of the 2020 Ohio State Fair, Samantha will execute projects that drive consumer engagement and promote pork.

Samantha is a senior at the Ohio State University, studying agricultural communication with a minor in meat science. She is originally from Loudonville, Ohio, where she grew up on a commercial beef cattle farm.









MARKET BARROWS

PICKAWAY AGRICULTURE AND EVENTS CENTER

WE RESERVE THE RIGHT TO CHANGE THE SCHEDULE BASED ON ENTRIES.

SESSION 1 - CROSSBRED BARROWS

SUNDAY, AUG 9 9:00 AM - EARLIEST HOGS CAN ARRIVE

10:00 AM - 2:30 PM - CHECK-IN

2:00 PM - ALL HOGS MUST BE ON THE GROUNDS 2:30 PM - ALL WEIGH CARDS MUST BE TURNED IN

4:00 PM - MANDATORY EXHIBITOR AND PARENT MEETING

5:00 PM - SHOWMANSHIP

MONDAY, AUG 10

8:00 AM - CROSSBRED BARROW SHOW (SHOWN LIGHTEST TO HEAVIEST)

> RING A (NORTH) - ODD NUMBERED CLASSES - 1, 3, 5 RING B (SOUTH) - EVEN NUMBERED CLASSES - 2, 4, 6

SESSION 2 - PUREBRED BARROWS TUESDAY, AUG 11

WED. AUG 12

6:00 PM - EARLIEST HOGS CAN ARRIVE

7:00 - 9:00 PM - CHECK-IN

8:00 AM - ALL HOGS MUST BE ON THE GROUNDS

8-10 AM - CHECK-IN

10 AM – ALL WEIGH CARDS MUST BE TURNED IN

11:00 AM - MANDATORY EXHIBITOR AND PARENT MEETING 12 PM - PUREBRED BARROWS (SHOWN LIGHTEST TO HEAVIEST RING A (NORTH) - BERKSHIRE, CHESTER, HEREFORD,

POLAND, SPOT AND TAMWORTH RING B (SOUTH) - DUROC, HAMPSHIRE, LANDRACE

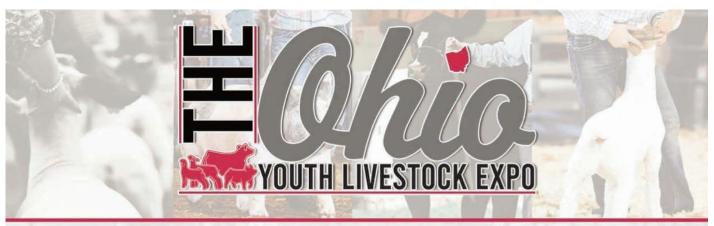
AND YORKSHIRE)

THURS, AUG 13

8:00 AM - SHOWMANSHIP



WWW.THEOYLE.COM FOR THE MOST UP TO DATE INFORMATION PLEASE VISIT OUR FACEBOOK PAGE @OHIOYOUTHLIVESTOCKEXPO 937-215-4143 DETAILS@OHIOYOUTHLIVESTOCKEXPO.COM



BREEDING GILTS

PICKAWAY AGRICULTURE AND EVENTS CENTER

WE RESERVE THE RIGHT TO CHANGE THE SCHEDULE BASED ON ENTRIES. SESSION 3 - PUREBRED GILTS

FRIDAY, AUG 14

6:00 PM - EARLIEST HOGS CAN ARRIVE

7:00 - 9:00 PM - CHECK-IN

SATURDAY, AUG 15

10:00 AM - ALL HOGS MUST BE ON THE GROUNDS

8:00 AM - 12:00 PM - CHECK-IN

1:00 PM - MANDATORY EXHIBITOR AND PARENT MEETING

2:00 PM - SHOWMANSHIP

SUNDAY, AUG 16

8:00 AM - PUREBRED GILTS (SHOWN YOUNGEST TO OLDEST) RING A (NORTH) - BERKSHIRE, CHESTER,

HEREFORD, POLAND, SPOT AND TAMWORTH RING B (SOUTH)- DUROC, HAMPSHIRE.

LANDRACE AND YORKSHIRE

SESSION 4 - CROSSBRED GILTS **MONDAY, AUG 17**

TUESDAY, AUG 18

6:00 PM – EARLIEST HOGS CAN ARRIVE

7:00 - 9:00 PM - CHECK-IN

9:00 AM - ALL HOGS MUST BE ON THE GROUNDS

8:00 AM - 10:00 PM - CHECK-IN

10:00 AM – ALL WEIGH CARDS MUST BE TURNED IN

11:00 AM - MANDATORY EXHIBITOR AND PARENT MEETING

12:00 PM - SHOWMANSHIP

IMMEDIATELY FOLLOWING SHOWMANSHIP - CROSSBRED GILTS

(SHOWN LIGHTEST TO HEAVIEST)

RING A (NORTH) - ODD NUMBERED CLASSES - 1, 3, 5 RING B (SOUTH) - EVEN NUMBERED CLASSES - 2. 4. 6



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Scholarship Winners

The Ohio Pork Council is pleased to announce the recipients of the 2020 Ohio Pork Council Scholarship, OPC Women's Scholarship and Dick Isler Scholarship. Each year, college students involved in the pork industry apply to be considered for the scholarship program. All OPC Scholarships are open to college students who are OPC members, or are the son/daughter of an OPC member. The OPC Women's Scholarship is specifically offered to those entering their junior or senior year of college, and the Dick Isler Scholarship is available to college juniors and seniors pursuing a career in agriculture.

This year, OPC is honored to award \$9,000 to students who excel in their academics and as representatives of the industry. This year's scholarship recipients are as follows:



Chelsea Graham is the daughter of Mike Graham and Valerie Parks Graham of Frazeysburg, Ohio. She attends Columbus State Community College, where she is studying to be a veterinary technician. Chelsea is the recipient of the Ohio Pork Council Scholarship and the Dick Isler Scholarship.



Caleb Haines attends The Ohio State University, where he studies agricultural systems management. He is the son of Paul and Melanie Haines from Montpelier, Ohio. Caleb is the recipient of the Ohio Pork Council Scholarship and Ohio Pork Council Women's Scholarship.



Aubrey McCoy will begin studying early childhood education at Wilmington College this fall. She is the daughter of Bryan and Amanda McCoy from Washington Court House, Ohio.



Ryan Michael of Farmersville, Ohio is the son of Todd and Holly Michael. Ryan will attend Illinois Central College this fall to study agricultural business.



Dalton Schlichter is the son of Spence and Christie Schlichter from Oxford, Ohio. He will attend the University of Northwestern Ohio to major in agricultural equipment and diesel tech this fall.



Hannah Swensen of Springfield, Ohio, is the daughter of Kirk and Heather Swensen. Hannah will be attending The Ohio State University to study animal science with a focus in bioscience.



Jacob Wuebker attends Wright State University Lake Campus and majors in agricultural business. Jacob is the son of Jeff and Dena Wuebker and resides in Versailles, Ohio.

Congratulations to this year's scholarship recipients!

Change in Scholarship Application Deadline

OPC Scholarship Applications for the 2021/2022 school year will be posted online Monday, November 2, 2020, and due Friday, January 1, 2021. Previous OPC scholarship recipients are eligible to re-apply during their college career. Please note that scholarship applicants must be an OPC member, or the child of an OPC member, to be considered. Sign up to become a member at ohiopork.org/become-a-member. For more information, visit ohiopork.org/scholarships.



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Pork Chop Golf Outing

On June 12, pork producers and industry professionals gathered at The Links at Echo Springs in Johnstown for an afternoon of golf and fellowship. Given this year's COVID-19 restrictions, adjustments were made to ensure the event was hosted in the safest way possible.

Each year, partial proceeds from the Pork Chop Open go towards the Ohio Pork Council Scholarship and PAC Funds. Twenty-three sponsors donated towards the golf outing and 18 teams participated, representing numerous organizations across the industry.

Following the round of golf, pork loin sandwich boxed lunches were served by Kenny and Janet Stiverson. Congratulations to this year's winning team, which consisted of: Roger Tedrick, Jim Kline, Jim Scheid, and Jim Ballinger. Roger Tedrick also won the longest drive contest, while Tom Moser of Ag Credit earned closest to the pin.



Congratulations to this year's winning team!



Congratulations to this year's closest to the pin, Tom Moser of Ag Credit.











Thank you to all who supported this year's golf outing. We hope to see you again next year!

Producers Encouraged to Apply for Coronavirus Food Assistance Program

The Coronavirus Food Assistance Program (CFAP) provides direct relief to producers of agricultural commodities who have faced price declines and additional marketing costs due to COVID-19. If your farm has been directly impacted by the coronavirus pandemic, OPC encourages you to apply for assistance through August 28, 2020. The CFAP application can be submitted in several ways:

- 1. Through the CFAP online portal. Via the portal, producers with secure USDA login credentials can certify eligible commodities online, digitally sign applications and submit directly to the local USDA Service Center. Producers who do not have login credentials can learn more about the enrollment process at farmers.gov/sign-in.. Please note: the digital application is only available to sole proprietors or single-member business entities.
- 2. Downloading the AD-3114 application form from <u>farmers.gov/cfap.</u> Forms can be submitted to the local USDA service Center by mail, electronically or by hand delivery.
- 3. Completing the application form using the CFAP Application Generator and Payment Calculator found at farmers.gov/cfap.

New customers seeking one-on-one support with the CFAP application process can call 877-508-8364 to speak directly with a USDA employee ready to offer general assistance. For more information, visit farmers.gov/cfap.

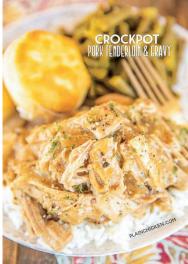
Building Demand for Pork

Over the past several years, OPC has strived to increase consumer awareness of how to cook pork in a way that results in a juicy, tender and flavorful eating experience. To achieve this, OPC partnered with successful food bloggers across Ohio and beyond – and, in doing so, OPC strives to connect their network of food bloggers with farmers first-hand to provide education about how Ohio pork is grown and raised.

Year-to-date, the OPC social influencer program has generated 1.7 million impressions – which includes 314,000 Twitter impressions, 783,000 Instagram impressions, and 687,000 Facebook impressions. But, what do these impressions mean? In short, OPC-sponsored social influencer posts have appeared on users' social media feeds 1.7 million times in the past year.

Of the 32 sponsored posts, keto and crock pot recipes performed the best – with recipes including Crockpot Pork Loin with Gravy, Keto Pulled Pork Casserole, Cider-Braised Crock Pot Pork Tenderloin, Low Carb Ham Chowder, and more. To stay up-to-speed with OPC-sponsored social influencer recipes, follow @OhioHogFarmers on Facebook, @OhioPork on Twitter or Instagram, or visit ohiopork.org/recipes.







Fast-off-the-Grill Chorizo Quesadillas

Chorizo is a flavorful Mexican sausage that can be found in specialty grocery stores and some large supermarkets. This is a great starter for your outdoor gathering.



Ingredients:

- 3/4 pound Mexican-style pork chorizo sausage
- 5 flour tortillas (10-inch)
- 16 ounces refried beans (black)
- 1/2 pound colby cheese (shredded)
- 1 cup fresh cilantro (loosely packed)
- olive oil (for brushing)
- 11/2 cups tomatillo salsa (store-bought, see cook's note)*

Directions:

Heat a medium skillet over medium-high heat. Use a spatula to crumble the chorizo as you place it in the pan. Sauté the chorizo until browned and cooked through, about 5 minutes. Using a slotted spoon, remove the chorizo from the skillet to a plate.

Arrange 5 tortillas on a work surface. Spread about 1/4 cup refried beans evenly over half of each tortilla, leaving a 1/2-inch border.

Scatter about. 1/3 cup cooked chorizo over beans. Scatter a generous 1/3 cup of cheese over top. Divide and arrange cilantro over top of cheese. Fold opposite half of tortilla over the filling. (The quesadillas can be assembled up to 1 hour before serving. Cover loosely with plastic wrap so they don't dry out, and set aside at room temperature.)

Prepare a medium fire in a charcoal grill or preheat a gas grill on medium. Brush outsides of tortillas with a small amount of oil. Using a wide spatula, transfer quesadillas to the grill. Grill on one side for about one minute, slide and turn quesadillas 90 degrees, grilling until nice cross-hatch grill marks appear. Slide spatula underneath to flip guesadillas and grill the second side. Transfer the guesadillas to a cutting board. Use a sharp knife or pizza cutter to cut the quesadillas into 5 wedges. *Arrange on a platter and serve immediately accompanied with the tomatillo salsa.*

Tangy Grilled Back Ribs

Simply grilled low and slow, with a flavorful kick of sauce the last 15 minutes of grilling. Serve with backyard favorites like potato salad, deviled eggs, fruits and vegetables.

Serves 4

Ingredients:

- 4 pounds pork back ribs
- 1 cup French dressing (reduced-fat)
- 2 tablespoons onion soup mix
- 2 tablespoons honey
- 1 tablespoon soy sauce (reduced-sodium)



Directions:

Season ribs with salt and pepper. Grill ribs over indirect medium heat for 1.5- 2 hours until tender.

Combine dressing, soup mix, honey and soy sauce in a small bowl and mix well. Let stand 15 minutes or until needed.

Brush ribs with sauce during the last 15-30 minutes of cooking. Serve remaining sauce with ribs.



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