

2005-2006 Annual Report



1202 NSRIC, Iowa State University, Ames IA, 50014; (515) 294-5231



The U.S. Pork Center of Excellence was established in 2005.

Vision

The vision of the U.S. Pork Center of Excellence is to advance:

1. U.S. Pork Production as the world-class standard
2. A new paradigm for how research is conducted and information delivered.
3. Society's understanding and valuing of U.S pork producers' contributions to the economy, environment, community, and to consumer health and well-being
4. A thriving U.S. Pork Production Industry

Mission

The mission of the U.S. Pork Center of Excellence is to add value to the pork industry by facilitating research and learning for U.S. pork producers through national collaboration. The programs of the U.S. Pork Center of Excellence are three fold:

1. A Research Center of Excellence will evolve around coordination of research on focused issues
 2. A Teaching Center of Excellence will support Regional Swine Schools that will provide intensive swine production education
 3. An Extension Center of Excellence will focus on the Pork Information Gateway, a virtual center of information development, warehousing, and delivery involving the entire pork extension network nationwide
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Photos Courtesy of National Pork Board

Information for this report was compiled by USPCE staff

Letter from the Director

The concept of a public/private partnership in the pork industry gained momentum at regionalization workshops held in 2003. During the next two years, the concept was developed and legitimized with subsequent seed money support from USDA's Cooperative State Research Education, and Extension Service, USDA's Agricultural Research Service and the National Pork Board.

The original concept for the U.S. Pork Center of Excellence (USPCE) was based upon the need for a new beginning, a new paradigm, and a new entity and it was decided that the time was now to begin this new effort. Several people throughout the industry came together in early 2005 to vision cast this new concept. At that meeting, the participants agreed that it was an opportune time to move forward with a more collaborative effort because:

- 1.) It meets a need; in a period of declining budgets there is a need to be more focused in using new technology and reaching out to the pork industry.
- 2.) There is a commitment for cooperation and collaboration among key stakeholders.
- 3.) The right partners with the right assets are in place:
 - Base funding and infrastructure
 - Models for virtual teaching (PIG); swine schools; virtual library for distance models
 - Nation-wide access to industry experts
 - Recognition of the desire of stakeholders, audiences, and investors to see a different paradigm with innovative solutions to pork industry issues
 - Location – proximity to land grant universities in the center of the hog belt is excellent
 - Communication technology opportunities

The USPCE has seen a fantastic base of support develop from twenty-one land grant universities and eleven state pork associations since the original seed money was given. The future opportunities for funding are great with potential support from other governmental agencies and from industry; especially for specific projects.

The introduction of our first offering, the Pork Information Gateway, or PIG, was a tremendous success. The next steps will be to implement a massive communications program for PIG, develop, fund and implement the national teaching program, and develop the concept of the research center of excellence to deal with the air quality issue in the pork industry.

A rare opportunity exists to really begin some truly integrated work in the pork industry with this model. Look for good things to come from the U.S. Pork Center of Excellence.



David Meisinger

The original concept for the USPCE was based upon the need for a new beginning, a new paradigm, and a new entity...



USPCE Board of Directors

Mr. Rich Degner

Executive Director
Iowa Pork Producers Association
Representing State Pork Associations

Dr. Beverly R. Durgan

Dean and Director
University of Minnesota Extension
Representing State Extension Directors

Dr. Basil Eastwood

USDA Cooperative State Research
Education and Extension Service
Representing USDA/CSREES

Dr. Jerry Hatfield

USDA Agriculture Research Services
Representing USDA/ARS

Dr. Paul Matzat

Elanco Animal Health
Representing Allied Industry

Dr. David Meisinger

Director
U.S. Pork Center of Excellence
Representing USPCE

Mr. Leon Sheets

Ionia Pigs, Inc.
Representing Pork Checkoff

Dr. Wendy Wintersteen

Dean College of Agriculture and
ISU Agriculture Experiment Station
Iowa State University
Representing Iowa State University

Mr. Neil Dierks

CEO
National Pork Producers Council
Representing National Pork Producers Council

Dr. John Tomson

Dean College of Veterinary Medicine
Iowa State University
Representing Colleges of Veterinary Medicine

Dr. Alan Grant

Chair, Department of Animal Science
Purdue University
Representing Departments of Animal Science

Mr. William Luckey

Luckey Farm
Representing National Pork Producers Council

Mr. Dennis Michael

Michael Farm
Representing Pork Checkoff

Mr. Steve Murphy

CEO
National Pork Board
Representing Pork Checkoff

Mr. Mike Wehler

Wehler Farms
Representing National Pork Producers Council

Dr. Robert A. Easter

Dean, College of Agricultural, Consumer
and Environmental Sciences
University of Illinois at Urbana-Champaign
Representing Colleges of Agriculture





Partners with the USPCE

University Partners

University of Tennessee	Texas A&M University
Iowa State University	Kansas State University
North Carolina State University	University of Missouri
Ohio State University	Penn State University
South Dakota State University	Purdue University
University of Illinois at Urbana-Champaign	University of Minnesota
University of Nebraska at Lincoln	Michigan State University
University of Georgia	University of Arkansas
North Dakota State University	Colorado State University
University of Wisconsin at Madison	Washington State University
Virginia Polytechnic Institute and State University	

Industry Partners

National Pork Producers Council	National Pork Board
Utah Pork Producers Association	Mississippi Pork Producers
Kentucky Pork Producers Association	Missouri Pork Association
Pennsylvania Pork Producers Council	Iowa Pork Producers Association
Wisconsin Pork Producers Association	Ohio Pork Producers Council
Tennessee Pork Producers Association	Minnesota Pork Board
Illinois Pork Producers Association	

Government Agency Partners

USDA-CSREES
USDA-ARS



Financials

Financial Report FY2005-06

Revenue

USDA	\$ 100,000
Pork Checkoff	50,000
Land Grant Universities	59,473
State Pork Associations	<u>47,500</u>
TOTAL	\$ 256,973

Expenses

Salaries & Benefits	\$ 184,010
Supplies/Materials	7,444
Telecommunication Charges	960
Printing/Copying	329
Postage	63
Other	2,615
NET PIG Expenses	<u>8,145</u>
TOTAL	\$ 203,566

Net Carryover to FY 06-07 \$ 53,407

Center Staff

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History

The U.S. Pork Center of Excellence (USPCE) was formed in 2005, with the mission to add value to the pork industry by facilitating research and learning for U.S. pork producers through national collaboration.

The formation of the USPCE was one out of necessity for the U.S. pork producer. For a long time, pork producers have considered the need for up-to-date information one of their most pressing needs. Budget realities in recent years have resulted in land grant universities decreasing or eliminating their swine programs. This has resulted in a lost in expertise in many areas of swine production. It also means that many pork producers have lost easy access to information that the need to keep producing a safe product for U.S. and world consumers. The USPCE aims to increase how producers gain production answers through three areas.

The USPCE three focus areas are: A Research Center of Excellence that will evolve around coordination of research on focused areas; A Teaching Center of Excellence will support Regional Swine Schools that will provide intensive swine production education; the Extension Center of Excellence focuses on the Pork Information Gateway, a virtual center of information development, warehousing, and delivery involving the entire pork extension network nationwide.

Funding for USPCE initially came from the USDA and the National Pork Board but since the inception of the organization, 21 land grant universities and 11 state pork associations have decided to partner with the payment of support for the programs. Having all the various entities in industry, academia, and government coming together for mutual problem solving for the benefit of the pork producer is a major accomplishment.

Activities for 2005-2006

The following are a few of the activities of the USPCE for the fiscal year 2005-2006. More detail on the three focus areas activities follows on the next pages.

- Named a 15 member Board of Directors and elected officers
- Developed the Pork Information Gateway (PIG) with co-branding options
- Developed 200 fact sheets, 2000 questions and answers, and 250 references for PIG
- Held press conference at World Pork Expo to launch PIG in June 2006
- Selected air quality as theme for research center of excellence
- Prepared & submitted proposal for Air Quality Workshop to initiate center of excellence
- PIG selected for eXtension
- Obtained support from 11 state pork associations
- Received support from 21 land grant universities
- Hosted two meetings of the Deans' Policy Council

Pork Information Gateway



The Pork Information Gateway (PIG) was launched at the World Pork Expo in June 2006. Since the introduction over 250 people have registered to use the site and the number of visits and people who register keeps growing each month.

The pork producers' need for up-to-date information knows no limit. The producer also wants and needs the ability to access this information quickly. This is why the USPCE designed and built the Pork Information Gateway, or PIG as it is commonly called.

PIG provides producers and members of the swine industry, with internet capabilities, easy and quick access to a plethora of information about all hog and pork information in a variety of formats. PIG is very easy to use and is intuitive so every producer can easily figure out how to navigate the system. It contains information in over 200 fact sheets, 2000 frequently asked questions, and over 500 references from books, articles, and individual state Swine Days. There is also "PIG Definitions" that contain definitions used in pork production; "PIG PIX" contains photos of pork production; and "PIG Events" contains up-to-date educational pork activities from across the nation.

A screenshot of a Windows Internet Explorer browser window displaying the Pork Information Gateway website. The browser's address bar shows the URL http://porkgateway.org/web/guest/home. The website header features the U.S. Pork Center of Excellence logo and the title "Pork Information Gateway". There are input fields for "USER ID:" and "PASSWORD:" with "Register" and "Login" buttons. A search bar is located below the header. The main content area is divided into two columns. The left column contains a navigation menu with links for "PIG HOME", "PIG ANSWERS", "PIG FACTS", "PIG REFERENCES", "PIG DEFINITIONS", "PIG PIX", and "PIG EVENTS". The right column features a "SPOTLIGHT" section titled "Impact of Youth Swine Projects to the U.S. Swine Industry" by Jodi Sterle, Associate Professor and Extension Swine Specialist at Texas Cooperative Extension/Texas A&M University System. Below the text is a photograph of a young boy in an orange shirt and blue jeans standing next to a pig in a pen, with a green arrow pointing to the pig's ear. The browser's status bar at the bottom shows "Internet" and "100%".

Domain Arrays

The information is categorized into 16 Domain Arrays. An extension/academic specialist resides over each domain array, as the domain editor, making sure that the information contained in each area is correct and current.

They also assist in answering questions submitted on the website for the “PIG Answers” section. They each have an advisory board that assists them with each domain array. Below are the domain arrays and domain editors:

Domain Array

Lead Editor
Production and Management Systems
Business and Financial Management
Human Resources
Swine Health
Animal Care and Behavior
Breeding and Genetics
Swine Nutrition
Reproduction
Facilities and Equipment
Environmental Management
Marketing
Pork Quality
Pork Safety
Youth Projects
Statistics and Historical Information
Worker Health and Safety

Domain Editor

Todd See, *NCSU*
Ken Stalder, *ISU*
John Murry, *MN College*
Michael Swan, *WSU*
Morgan Marrow, *NCSU*
Ed Pajor, *Purdue*
Tom Baas, *ISU*
Brian Richert, *Purdue*
Rob Knox, *UIUC*
Jay Harmon, *ISU*
Alan Sutton, *Purdue*
Ron Plain, *UMC*
Steve Moeller, *OSU*
Steve Larsen, *NPB*
Jodi Sterle, *TAMU*
Palmer Holden, *ISU*
Liz Wagstrom, *NPB*



Co-Branding of PIG

Co-Branding of Pig is available to all partners of the USPCE. Co-branding allows the partner to put their interface and colors as a “skin” over PIG. After the skin has been created and a web address has been selected the partner provides a link to their PIG from their extension, animal science, or producer information page.

Since the website takes on the look and feel of the partner’s website many visitors don’t even think that they have left the original website. What the USPCE gives up in brand identity they gain in exposure. The co-branded sites are just like the original PIG and contain all the same information. A number of partners have taken advantage of this opportunity and they are listed below with their websites.

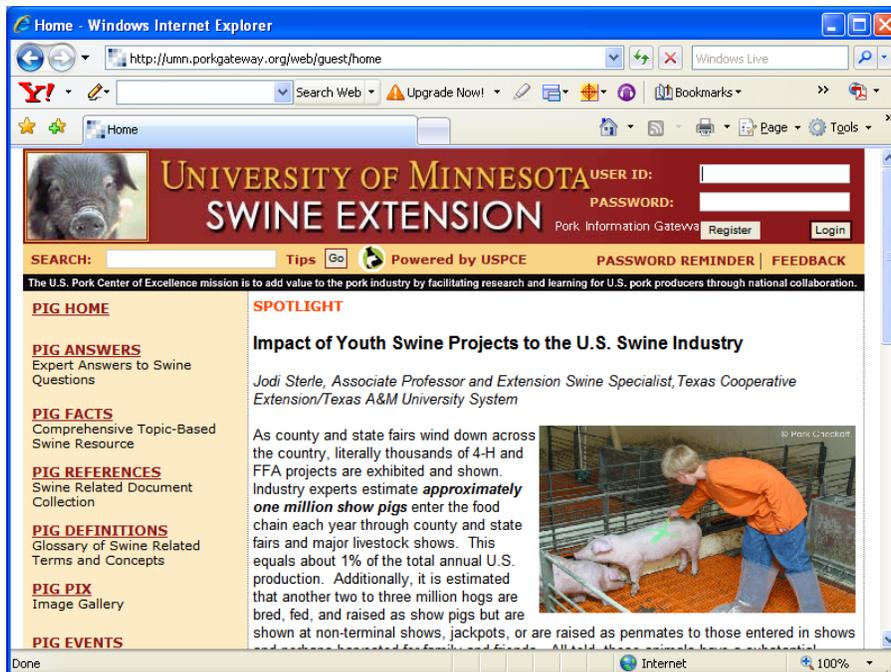
Partner

National Pork Board
Purdue University
University of Nebraska
University of Minnesota
Texas A & M University
University of Arkansas
University of Tennessee
Iowa State University
Kansas State University
Washington State University
Virginia Tech
Ohio Pork Producers Council
North Carolina State University

Website

http://pork.porkgateway.org
http://purdue.porkgateway.org
http://nebraska.porkgateway.org
http://umn.porkgateway.org
http://tamu.porkgateway.org
http://uark.porkgateway.org
http://utk.porkgateway.org
http://isu.porkgateway.org
http://ksu.porkgateway.org
http://wsu.porkgateway.org
http://vce.porkgateway.org
http://ohio.porkgateway.org
http://ncsu.porkgateway.org

An Example of the University of Minnesota Co-branded website:





Research Center of Excellence

This past year the Board of Directors selected the theme of air quality as the first research topic for the USPCE. The goal of this program is to provide national coordination on this focus area.

There are 19 institutions in the US which do some level of air quality research for swine. This accounts for about 50 researchers. While all do good work, it is not being coordinated toward solving any specific and recorded goals. The USPCE would be engaged to bring about this coordination in order to solve specific problems identified by pork producers for their farms and for the industry.

The Status of this program will depend upon financial support from entities such as the National Pork Board and USDA but will hopefully begin with a national conference in February 2007.

Teaching Center of Excellence

The last main focus area of the USPCE is to provide a teaching role. This role came about because producers who hire employees are saying that it is increasingly hard to find competent employees who are academically trained in pork production. They say they can hire employees and train them in a way that they do things but do not understand “why” they are doing them. Added to the problem, where only five years ago 40 universities taught swine production, now it has dropped to 20 and 10 of those are in jeopardy of being eliminated. There are simply less students coming from swine farms with an interest of pursuing this as a profession.

In 2006-2007 one of the focuses of the USPCE will be to develop the curriculum for a national swine school. Students will come for advanced training in practical swine production in a very intensive and hands-on setting. These students could be current college students, current employees of a pork production enterprise, or an allied industry company. This program is still in development but the need is there for this type of program.



Plan For 2006-2007

Phase II of PIG

- Document Management System
- Events Calendar
- Stringed Discussion
- Linking PIG Facts to PIG Answers
- Personalization of Site
- Dashboard
- Systems Backend for World Track
- Course Revamp for Learning Management System
- Learning Management System

eXtension

- Continue to coordinate efforts

Research

- Hold national research conference to coordinate research efforts in the area of air quality
- Identify tangible goals to improve air quality
- Identify clusters to being coordination efforts
- Identify project proposals for submission to funding agencies

Education

- Obtain funding for Swine School concept
- Organize an advisory team to begin development
- Begin curriculum development for U.S. Swine Schools

