**USPCE Mission**

The mission of the U.S. Pork Center of Excellence (USPCE) 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 most of which have research, teaching, and extension components, include:

1. Coordination of research on focused issues and development of research priorities
2. A Swine Science Online program that will provide intensive swine production education
3. The Pork Information Gateway, a virtual center of information development, warehousing and delivery involving the entire pork extension network nationwide

**USPCE 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 how information is 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
### Table of Contents

- **Letter from the Director** 6
- **Year in Review**
  - Extension Educators Conference 8
  - Sow Lifetime Productivity Conference 8
  - Water Quality Meeting 9
  - New Hire 9
  - Deans’ Policy Meeting 10
  - Allied Industry Focus Group 10
- **Financial Report** 13
- **New Funding Model** 14
- **Board of Directors**
  - Board Meetings 17
  - Farm Bill 17
- **Pork Information Gateway** 18
- **Swine Science Online** 20
- **National Swine Nutrition Guide** 23
- **Sow Lifetime Productivity Management Guide** 24
- **Research & Extension Priorities** 24
- **Grants Strategic Plan** 25
- **The Year Ahead**
  - New Web Site 26
  - USPCE Future Plans 26
- **USPCE Partners** 27
USPCE Staff

Dr. David Meisinger  I  Executive Director
Dr. Meisinger oversees the operations of the U.S. Pork Center of Excellence. He is responsible for government and partner relations, public relations, and funding.

Barbara Kalsem  I  Administrative Assistant
Barb’s time is shared with the Agricultural & Biosystems Engineering Department at Iowa State University. She is responsible for travel arrangements, accounts payable and receivable, and purchasing cards for employees.

Annette Renaud  I  Grants Coordinator
Annette has a split appointment with the National Pork Board. She is responsible for preparing grant proposals for submission to the federal government, foundations, and to non-government organizations. Annette also oversees the USPCE finances.

Claire Masker  I  Program Coordinator
Claire coordinates the Swine Science Online Program where she works with swine educators across the country to develop and manage Swine Science Online courses. Her other duties include research priorities and the Sow Lifetime Productivity Management Guide.

Allyson Dierenfeld  I  Communications Specialist
Allyson is responsible for managing the Pork Information Gateway (PIG), the USPCE Web site, and communications for USPCE. Allyson’s role also includes planning meetings, and working with the Pork Industry Handbook and the National Swine Nutrition Guide.

Cindy Walter  I  Intern
Cindy is responsible for updating Pork Information Gateway Media Asset Portal (PIG MAP) and PIG Opportunities. She also completes other duties as assigned.
Letter from the Director

In 2005 we began a three-year experiment with the purpose of bringing about collaboration in research, teaching and extension. Now, three years later, the U.S. Pork Center of Excellence Board of Directors views the organization and its progress successful and has made plans for long-term sustainability. A new funding plan was approved and implemented to accomplish this goal.

In our short time as an organization, we have had a number of significant accomplishments including the creation of many national programs and initiatives. One of the major successes of this past year has been the inclusion of language in the new 2008 Farm Bill authorizing Centers of Excellence. Senator Harkin’s office, in conjunction with NPPC, wrote the language based upon the USPCE’s organizational structure. While this authorization is not an appropriation, it does provide the means to begin discussions leading to Congressional support of our Center. A bold new plan is being developed to address this opportunity.

The USPCE is its partners. It is not the staff or an office space, but rather an organization that is dedicated to accomplishing the missions of its partners as an integral part of their operations. Along with this change in focus, USPCE has realized the unique position to incorporate collaboration into everything we do. This will lead to a change in our Web site to remove the research, teaching, and extension centers of excellence and replace the centers with a project-based focus. Each project will reflect research, teaching, and extension components in a more integrated approach.

As you read this annual report, it will become evident that we have a lot of programs underway and that we are doing great things for our ultimate customer, the pork producer. Thanks to our partners and a small but very talented staff, we have seen a lot of growth in our organization since its inception. The future of USPCE is bright; plans are in place to continue this rapid escalation in our program successes for years to come.

Thank you for your interest and support of our program.

Dr. David Meisinger
Review of an Active Year

It has been yet another busy year at the U.S. Pork Center of Excellence (USPCE). Although I’ve only been with the Center for a few short months, it didn’t take long to see the importance of this organization and the impact it has on the pork industry. With the collaborative efforts of staff, partners, and steering committees, this past year has been a year of change and development.

Projects that were in their beginning stages of development last year are now well underway, such as the National Swine Nutrition Guide and the Swine Science Online Program. The Nutrition Guide committee has developed a detailed table of contents, a poster for communications, and a draft of the diet formulation program. The Swine Science Online committee has created course requirements, a template for lab courses, and a certification program.

The Pork Information Gateway (PIG) and the Sow Lifetime Productivity Guide have also made great strides. PIG continues development by adding content to the PIG Library as well as two new areas to help give direction to new visitors on the site. PIG continues to grow and now has over 2,500 registered users. The Sow Lifetime Productivity Guide has also made progress by completing an extensive unit on managing replacement females for the breeding herd.

Meetings of the Board, Deans’ Policy Council, and Extension Educators all help us accomplish our vision and continue our mission of serving producers around the country. It is with the support of our partners that we are able to continue our accomplishments. Thanks to everyone for their support and for helping to make the year a success!

Allyson Dierenfeld
Communications Specialist
Extension Educators Conference

The USPCE works very closely with extension specialists in many of its programs. As part of this effort, all state specialists and community college personnel who work with swine in any discipline are invited to two annual conferences held in cooperation with the National Pork Board. The July conference is a program planning conference which has the dual purpose of providing educational program planning for the National Pork Board while also providing program planning for the individual specialist. The January conference is an in-service training conference where the invitations are expanded to include field staff as well as state specialists and community college educators. This program is a great benefit to USPCE and is the envy of extension specialists in other commodities nationwide.

Sow Lifetime Productivity Conference

The Discover Conference on Sow Lifetime Productivity (SLP) held last September hosted a variety of presenters who addressed the many causes and solutions for SLP. Everyone agreed that the primary issue with SLP is gilts and sows leaving the herd prematurely due to non-breeding problems, lameness or death. Factors and issues such as splitting herds, genetics, environment, nutrition, markets, health, growth rate, and the drawbacks of group housing were all addressed.

One focus was the major impact of nutrition on SLP and the control of energy intake: overfeeding in gestation wastes money, impairs mammary development, and reduces lactation feed intake while underfeeding causes thin sows with inadequate body reserves. There was also much discussion about wet feeding systems and it was decided that a return on investment study needs to be done to view the options.

A list of research needs was presented on what is not known and what needs to be known before making further recommendations. A Sow Lifetime Productivity Management Guide will be prepared by the USPCE for the National Pork Board from information gleaned from the conference presentations and discussion.
Water Quality Meeting

Water Quality is an important issue for the U.S. Pork Industry. Much research has been done on ways that pork producers can improve the water quality around their hog operations. Since research dollars are difficult to come by, the National Pork Board and the USPCE met with researchers, extension specialists, state pork association staff and pork producers from around the country to define research priorities. These research priorities will be provided to funding agencies so that dollars are targeted to the areas where there is the greatest need and will have the greatest impact. The group identified what information is already known to prevent duplication of research and to create extension and outreach activities to get current research into the hands of pork producers.

Priorities were defined in the following water quality research topic areas: Swine manure nutrients, manure sediment runoff, and manure metals, pathogens, antibiotics, and hormones.

New Hire

This past June, the USPCE hired Allyson Dierenfeld as the Communications Specialist. Allyson has moved into the Communications Specialist position previously held by Claire Masker, who is now coordinating the Swine Science Online Program.

Allyson graduated from Iowa State University in May 2008 with a Bachelor’s Degree in Communication Studies. While attending Iowa State she was actively involved with the Student Alumni Leadership Council, Homecoming Central, Senior Class Council, Lyrica Women’s Choir, and Collegiate 4-H.
Deans’ Policy Meeting

The Deans’ Policy Council met on October 5, 2007 in Kansas City, Missouri, providing an opportunity for interaction among deans and communication with USPCE stakeholders. Reports were given by the USDA ARS and CSREES, National Pork Board, National Pork Producers Council, and USPCE.

The USPCE presented their annual report and grants strategic plan, followed by discussion of the funding plan. Additional reports were shared on Pork Information Gateway updates and improvements, the Swine Science Online program, and research priorities including air quality, animal care and behavior, sow lifetime productivity, swine nutrition guide, and water quality.

Allied Industry Focus Group

The USPCE hosted an Allied Industry Focus Group during the World Pork Expo. Several representatives from different industry sectors were invited to participate in the focus group to provide input and insight into current and future activities of the USPCE.

The focus group provided valuable information to the organization and established opportunities for future partnerships. Some of the suggestions that came from the meeting included more industry collaboration and promotion of Pork Information Gateway, the inclusion of industry representatives in research priority discussions, and industry collaboration for swine education.

The USPCE will continue to seek input from allied industry to solidify partnerships with this key sector of the pork industry.

### Revenue

<table>
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<tr>
<th>DESCRIPTION</th>
<th>BUDGET</th>
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<tr>
<td>Carryover from FY 2006/2007</td>
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<tr>
<td>USDA (paid upfront but shown as FY Income)</td>
<td>$100,000</td>
<td>$100,000</td>
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<tr>
<td>Pork Checkoff (paid upfront but shown as FY Income)</td>
<td>$50,000</td>
<td>$50,000</td>
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<tr>
<td>Land Grant Universities</td>
<td>$65,000</td>
<td>$53,413</td>
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<td>State Pork Associations</td>
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<td>Other Govt. Agencies or Corporate Support</td>
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<td>Funding Commitments (NPB Salaries)</td>
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<td>NET Swine Science Online Income for Salaries</td>
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<td>Sow Lifetime Productivity Grant</td>
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<td><strong>TOTAL 2007/2008 REVENUE</strong></td>
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### Expenses

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<td>Salaries &amp; Benefits</td>
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<td>General Operating – Miscellaneous</td>
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<td><strong>TOTAL 2007/2008 EXPENSES</strong></td>
<td>$478,208</td>
<td>$464,768</td>
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New Funding Model

2008/2009 Funding Plan

In April the Board of Directors approved a new funding plan for the USPCE that provides sustainability for the organization, and enhancement and growth of the activities and plan of work.

An essential element in the new funding plan is the increased support from each of the partnering organizations and institutions. This increased level of support was used in determining the proposed budget for 2008/2009.

The approved increase for each entity is detailed below.

New Funding Plan

<p>| | |</p>
<table>
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<tr>
<td>USDA Agencies</td>
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<td>National Pork Board</td>
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<td>National Pork Producers Council</td>
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<td>State Pork Associations</td>
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Land Grant Universities (based upon number of hogs marketed per state)

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<th>Number of Hogs Marketed</th>
<th>Budget</th>
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</thead>
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<tr>
<td>More than 20 million</td>
<td>$25,000  (IA)</td>
</tr>
<tr>
<td>15 – 20 million</td>
<td>$20,000  (NC)</td>
</tr>
<tr>
<td>10 – 15 million</td>
<td>$15,000  (MN)</td>
</tr>
<tr>
<td>5 – 10 million</td>
<td>$10,000  (IL, NE, MO, IN)</td>
</tr>
<tr>
<td>2.5 – 5 million</td>
<td>$5,000  (OH, SD, KS, CO)</td>
</tr>
<tr>
<td>Less than 2.5 million</td>
<td>$2,500  (All Others)</td>
</tr>
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</table>
Board of Directors

Mr. Rich Degner  I  Executive Director
Iowa Pork Producers Association
Representing State Pork Associations

Dr. Beverly R. Durgan  I  Dean and Director
University of Minnesota Extension
Representing State Extension Directors

Charlotte Kirk-Baer  I  ex-officio
USDA Cooperative State Research Education and Extension Service
Representing USDA/CSREES

Dr. Jerry Hatfield  I  ex-officio
USDA Agricultural Research Service
Representing USDA/ARS

Dr. Paul Matzat
Elanco Animal Health
Representing Allied Industry

Dr. David Meisinger  I  Executive Director
U.S. Pork Center of Excellence
Representing USPCE

Mr. Leon Sheets
Ionia Pigs, Inc.
Representing Pork Checkoff

Dr. Wendy Wintersteen  I  Dean
College of Agriculture and Life Sciences Director, ISU
Agriculture Experiment Station
Representing Iowa State University

Mr. Neil Dierks  I  CEO
National Pork Producers Council
Representing National Pork Producers Council

Dr. John Thomson  I  Dean
College of Veterinary Medicine, Iowa State University
Representing Colleges of Veterinary Medicine

Dr. Alan Grant  I  Chair
Department of Animal Science, Purdue University
Representing Departments of Animal Science

Mr. William Luckey
Luckey Farms
Representing National Pork Producers Council

Mr. Dennis Michael
Michael Farms
Representing Pork Checkoff

Mr. Steve Murphy  I  CEO
National Pork Board
Representing Pork Checkoff

Mr. Mike Wehler
Wehler Farms
Representing National Pork Producers Council

Dr. Robert Easter  I  Dean
College of Agricultural, Consumer and Environmental Sciences , University of Illinois at Urbana-Champaign
Representing Colleges of Agriculture Deans
Board of Directors Meetings

The USPCE Board of Directors met twice this past year. Meetings held in October and April were hosted at the Iowa Pork Producers Association and National Pork Producers Council, respectively. USPCE gave program updates to the Board of Directors, who in turn provided future direction for the Center.

Items discussed at these meetings included budgets and finances, program updates, and future planning for the Center. An update was given on the Farm Bill about the inclusion and authorization of the USPCE as a national organization. Additional information about the Farm Bill is below.

Farm Bill

USPCE was elated to find that the language for “Centers of Excellence” stayed in the signed 2008 Farm Bill. The language was prepared by John Ferrell of Senator Tom Harkin’s office. The authorization language calls for establishment of Centers of Excellence at universities with support and input from industry, government and academia in a public/private partnership for collaboration within that particular commodity. While it does not provide for an appropriation, the language does open the door for development of a program for Congressional funding. Work will continue toward that end.
Pork Information Gateway

The Pork Information Gateway (PIG) has come a long way since its debut in 2006. The Web site has upgraded features for both users and administrators. Users can now find information faster and easier with the new search function and organization of the PIG Library. Administrators also saw a change as they gained abilities to upload and work collaboratively on Factsheets to be published on PIG as well as view reports that show user traffic on the site.

As a part of PIG Phase III, a number of other improvements were made to the site. The “What is PIG” section and “What’s New at PIG” were added to help users understand the site and keep them updated with current news and resources. PIG Opportunities was given a new look, and a list of biographies of PIG Domain Editors was also added.

The number of registered users on PIG continues to grow. Marketing efforts consist of visits to trade shows across the country and promotion in our monthly newsletter. A number of other marketing strategies will be performed throughout the next year to increase the number of registered users and overall awareness of PIG. We also greatly depend on our partners who co-brand PIG to assist with marketing efforts by publicizing the site in newsletters and promoting it at their educational venues.

PIG Domain Editors met twice this year to work on content for the PIG Library, including answering questions, submitting Factsheets, and posting references for users. Editors will be working on a new feature in the upcoming year, “How-To” documents, which show producers how to complete tasks in a step-by-step fashion. Other projects to be completed next year include a new video guided tour of PIG and a section on how to ask questions.
Domain Editors

Dr. Todd See
North Carolina State University
Lead Editor

Dr. Mark Whitney
University of Minnesota
Production Management Systems

Mr. Gary Thome
Riverland College
Business Management

Dr. Mike Swan
Washington State University
Human Resources

Dr. Morgan Morrow
North Carolina State University
Swine Health

Dr. Ed Pajor
Purdue University
Animal Welfare and Behavior

Dr. Tom Baas
Iowa State University
Breeding and Genetics

Dr. Brian Richert
Purdue University
Swine Nutrition

Dr. Rob Knox
University of Illinois at U-C
Reproduction

Dr. Jay Harmon
Iowa State University
Facilities and Equipment

Dr. Alan Sutton
Purdue University
Environmental Management

Dr. Ron Plain
University of Missouri
Marketing

Dr. Steve Moeller
The Ohio State University
Pork Quality

Dr. Steve Larsen
National Pork Board
Pork Safety

Dr. Jodi Sterle
Texas A&M University
Youth Projects

Dr. Palmer Holden
Iowa State University
Statistics

Dr. Liz Wagstrom
National Pork Board
Worker Health and Safety
Swine Science Online

It has been a busy year for the Swine Science Online program. Formerly known as Swine Schools, the name was changed to more accurately reflect the new delivery method of the program, which is primarily through distance education. The Swine Science Online program is working with the Great Plains Initiative AG*IDEA so that the courses developed can be delivered to universities who are partners with the Initiative.

A template for lab courses is currently being developed for resident lab instruction of both basic and advanced lab courses. If a university has the equipment and facilities that are needed to successfully replicate labs they will be allowed to apply to offer the lab at their institution. A rotation schedule that includes times and locations will be created.

Each course will be one credit hour in length, except for the Basic Swine Science course which will be two credit hours. The Basic Swine Science Course will be a prerequisite course for all other courses. If a university offers a sophomore swine science course, that course can be substituted for the Swine Science Online basic course. A university can offer a minor (or certificate) in swine science but they will be responsible for making the requirements.

There is also a Swine Science Online Certification Program available, which is different than a minor that is offered by a university. Students will be able to apply for the Swine Science Online Certification Program after completing a list of required and elective courses totaling 15 hours. This certification will be administered through the USPCE and will be held in high regards by the U.S. Pork Industry.
Curriculum Leaders

Dr. Tom Baas, Iowa State University
Basic Swine Science

Dr. Charles Stark, North Carolina State University
Swine Feed Mill Management

Dr. Kelly Zering, North Carolina State University
Marketing & Risk Management in the Pork Industry

Dr. Dana Hanson, North Carolina State University
Pork Product Quality and Safety

Dr. Duane Reese, University of Nebraska-Lincoln
Farrowing Management

Dr. Sang Oh, North Carolina A&T
Global Swine Industry

Dr. Ken Kephart, Penn State University
Swine Nursery and Finishing Management

Dr. Jay Harmon, Iowa State University
Swine Environment Management
Swine Manure and Nutrient Management

Dr. Billy Flowers, North Carolina State University
Dr. Todd See, North Carolina State University
Swine Breeding and Gestation Management

Dr. Jim Kliebenstein, Iowa State University
Swine Business Management and Records Analysis

Dr. Locke Karriker, Iowa State University
Swine Health and Biosecurity

Dr. Cindy Wood, Virginia Tech
Swine Internship

Steering Committee

Academic Deans
- Dr. Nancy Irlbeck, Colorado State University
- Dr. Don Boggs, Kansas State University
- Dr. Ken Esbenshade, North Carolina State University

Animal Science Department Heads
- Dr. Maynard Hogberg, Iowa State University
- Dr. Alan Grant, Purdue University
- Dr. Ralph Noble, North Carolina A & T
- Dr. Dave Buchanan, North Dakota State University

Consultant
- Dr. Mary Beck, Clemson University

Animal Science Faculty
- Dr. Jodi Sterle, Texas A & M University
- Dr. Tom Baas, Iowa State University
- Dr. Todd See, North Carolina State University

Producers:
- Mary Langhorst, Wakefield Pork

USPCE Staff:
- Dr. David Meisinger, Executive Director
- Claire Masker, Program Coordinator
National Swine Nutrition Guide

The National Swine Nutrition Guide Steering Committee had a successful year as they established standardized ileal digestible lysine recommendations for high, medium and low lean gain growing-finishing pigs, established an external review plan, and discussed the process for determining digestible phosphorus recommendations for all classes of swine. The committee also reviewed proposed vitamin and trace mineral additions to swine diets and the first draft of the diet formulation program.

Other accomplishments included finalizing a national survey of boar breeding practices as well as designing a poster to display at various meetings to help communicate the committee's progress toward developing the guide. In their July meeting, the committee met with a group of industry advisers to obtain input on issues or items that have been developed to date.

In addition to the accomplishments listed above, a new logo was also created to represent the national collaboration of this project.

In the year ahead, the committee plans to submit content for external review and continue to meet with industry advisers to gather diverse input on the guide. The Fact Sheets resulting from this project will be published electronically in the Pork Information Gateway (PIG), and in hard copy by the USPCE for the use by personnel who work with pork producers.

Steering Committee:

Dr. Duane Reese
*University of Nebraska (Chair)*

Dr. Scott Carter
*Oklahoma State University*

Dr. Joel DeRouchey
*Kansas State University*

Dr. David Meisinger
*U.S. Pork Center of Excellence*

Dr. Brian Richert
*Purdue University*

Dr. Marcia Shannon
*University of Missouri*

Dr. John Patience
*iowa State University*

Dr. Hans Stein
*University of Illinois*

Dr. Eric van Heugten
*North Carolina State University*

Dr. Mark Whitney
*University of Minnesota*

Ms. Charlotte Kirk Baer
*USDA/CSREES (ex-officio)*
Sow Lifetime Productivity Management Guide

The ADSA’s 13th Annual Discover Conference on Sow Productive Lifetime served as a starting point for the Sow Lifetime Productivity Management Guide. The goal of this project is to gather known research in the area of sow lifetime productivity and assemble a guide for producers to use in their breeding herds.

Work is being completed on the Selecting and Managing the Gilt Replacement Herd unit, with sections including selection, nutrition, health, and management of the young female. This unit will be completed and available to the pork industry by the end of December 2008.

Following the completion of the Selecting and Managing the Gilt Replacement Herd, development work will continue on the P1-P2 and the mature sow section of the guide.

Environmental Quality Research and Extension Priorities

Over the past two years, the National Pork Board and the USPCE jointly held two meetings on the topic of Air Quality and Water Quality. The purpose of these meetings was to bring together extension specialists, state pork associations, pork producers, and researchers from around the country to discuss and create research and extension priorities on these two environmental issues.

As a result of these meetings, two documents were developed listing research and extension priorities for both Air Quality and Water Quality. Recently information from the two documents has been combined into one document, “Air and Water Environmental Quality Research and Extension Priorities”. This document will be distributed to private and government funding agencies to aid them in prioritizing research dollars.
Grants Strategic Plan

The U.S. Pork Center of Excellence, in partnership with the National Pork Board, developed a Grants Strategic Plan aimed at coordinating grant applications and grant administration between the two organizations.

The Strategic Plan identifies four overall objectives for grant coordination, with specific activities to achieve those objectives. They are:

1. Identify and present grant opportunities
2. Identify Science and Technology priorities
3. Develop and implement a communication plan that targets various granting organizations
4. Complete applications for relevant grant opportunities.

To date, the USPCE is working on or has accomplished each objective. While the past year has been successful in solidifying the granting process within the USPCE and with National Pork Board, the objectives will be ongoing, with progress evaluated at the end of each year and a plan of work developed for the coming year.
New Web Site Design

The USPCE will soon have a new look online. Previously arranged around the three centers of excellence, the USPCE has now shifted to a project-based focus. Each of the collaborative projects listed below integrate research, teaching, and extension initiatives:

- Research Issues
  - Air Quality
  - Water Quality
  - Antibiotic Resistance
- Sow Lifetime Productivity
- National Swine Nutrition Guide
- Pork Information Gateway
- Swine Science Online
- PIG Media Asset Portal

The goal of the new Web site is to better represent the projects and initiatives of the USPCE and to make the site easier to navigate. Updates and new features will be added following the debut.

Future Plans for USPCE

The USPCE is embarking on a program involving national collaboration in an integrated program funded by Congressional Appropriations with support and input from allied industry, the pork producer segment, and academia. The goal of the program is to bring about a new level of coordination in research on feeds, pigs and pork nationally for the benefit of producers. The program will involve development of research and extension needs, prioritization of those needs and adequate funding of programs to address those needs for the industry. This concept is being developed as a model for all of agriculture similar to the program used by the Australians in their Cooperative Research Center approach.