

Division of Marketing
Agricultural Development and Diversification (ADD) Program
1994 Grant Final Report

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Grant Title Strengthening the Pork Industry of Wisconsin through Multiple-Site
Applications, Structural Changes and Environmentally Sound Practices

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**STRENGTHENING THE PORK INDUSTRY OF WISCONSIN
THROUGH MULTIPLE-SITE APPLICATIONS,
STRUCTURAL CHANGES AND
ENVIRONMENTALLY SOUND PRACTICES**

**WDATCP - ADD Grant - Sixth Round
Contract N. 9059**

Final Report

Submitted by:

**Wisconsin Pork Producers Association
P.O. Box 327
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Original Intent

The project is intended to provide leadership and crucial information regarding new production methods. Although Wisconsin has seen a declining trend in pork production the past five years, this project will help to strengthen Wisconsin's pork industry. The information obtained in this project will be beneficial to all producers regardless of size. The project will serve as a management tool for pork producers as they develop their plan for the future. Some producers will decide to expand their operations while others will develop an exit plan. The project considered such factors as the size of operation, land usage needs, financial obligation, return-on-investment, location, labor needs and management experience. The project also evaluated perceptions between producers and their neighbors.

Summary of Achievements

Jobs: This project identified the number of jobs provided by the pork industry. Over 15,000 jobs and over 500 million dollars of personal income are directly generated annually in the pork industry. The project outlines the competitive advantages of Wisconsin's pork industry, and identifies the potential for more jobs related to expansion in the industry.

Utilization of multiple-site technology: Information about this technology was distributed throughout the state. Several producers were informed about the technology through various meetings, articles in the Pork Link, and information distributed through the University of Wisconsin-Extension service. At this time, it is known that one network is utilizing multiple-site technology and five other operations are considering the technology.

Capital Investment: The project focused on financial management and the study helped to conduct a Pork College for pork producers in the state. The three day, intensive program was viewed as one of the highly rated seminars by producers. To date, there are 15 producers considering expansion due to the financial management seminar sponsored in part by this grant.

Efficient Use of Land: Wisconsin is an ideal location for livestock production. Wisconsin is located in the corn belt, close to slaughter plants and the topography is good for livestock production. This project examined the competitiveness of Wisconsin to neighboring states and found that the state is very competitive in cost of production. In fact, Wisconsin's cost of production is one of the lowest in the nation.

Project Benefits:

The project reviewed several factors regarding multiple-site applications. This information is summarized in the booklet: "The Wisconsin Pork Industry." The project touched several hundred producers through many channels including the survey, Wisconsin Pork Expo seminar, Pork College, New Directions conference, Pork Link articles and news features.

Sponsored Events through the Project:

- "Sow Pool Systems" - Carl Hirschinger, consultant, Wisconsin Pork Expo seminar.
- "Networking" - Earl Dotson, NPPC Producer Education Director, Wisconsin Pork Expo.
- "Networking Systems" - Dr. Dave Baum, PMN Swine Service, Wisconsin Pork Expo.
- "Preliminary Results of Pork Industry Study" - Pat Luby and Dick Vilstrup, Wisconsin Pork Expo.
- "Iowa Visits" - Pat Luby, Dick Vilstrup, Jerry Meyers and Keri Retallick.
- "New Directions" conference - program attached.

Description of Materials

The following materials were developed through the project:

The Wisconsin Pork Industry: a summary of the work conducted on the economic importance of the Wisconsin pork industry and the results of the pork producer survey conducted by the Wisconsin Agricultural Statistics Service.

Guidelines in Establishing Multi-Site Pork Production - an annotated bibliography of articles and publications concerning new pork production systems and strategies.

Report on Iowa Visits - a summary of the information collected during visits with producers presently utilizing multiple-site systems.

Future Projections

This project will have long term implications to the future of Wisconsin's pork industry. It is too early to determine the total impact of this important study, but a 100,000 sow capacity increase in Wisconsin can provide 200 jobs, nearly 9 million dollars in profits to enterprise owners, use 31 million bushels of corn and generate 30 million dollars of new construction.

Conclusion

The Wisconsin Pork Producers' Board of Directors is committed to a viable and profitable pork industry. This rapidly changing industry provides producers opportunities to utilize new technology and expand their operations while maintaining profitability. This project was funded in part by the Wisconsin Pork Producers Association in cooperation with the Wisconsin Department of Agriculture, Trade and Consumer Protection's (WDATCP) Agricultural Development and Diversification (ADD) grant program. Several hundred hours went into the organization, development and follow through of this program. Our thanks to the producers who completed the surveys, the Wisconsin Agricultural Statistics Service for their follow through, the project directors for their time commitment and the WDATCP - ADD grant program for the funding to complete the project. WPPA will continue to promote this project through continued distribution of the study and networking opportunities throughout the state .

Fiscal Summary of the Project

July, 1994

Preliminary meetings with project directors to discuss survey questionnaire.
Sample questions distributed to pork producers.
News releases produced and distributed noting grant receipt.

August, 1994

Meetings with Wisconsin Agricultural Statistics Service to discuss survey questionnaire.
Meeting of project directors to discuss small group visits.
Discussion of meeting topics for Wisconsin Pork Expo, 1995.

September, 1994

Copies of survey distributed to board members for critique.
Survey completed and mailed on September 29 to 519 pork producers.
Mini-tour visit scheduled for early November.

October, 1994

Follow-up mailing sent to non-respondents.
Itinerary finalized for mini-tour scheduled in Iowa.
Packet of information collected for participants on Iowa visit.

November, 1994

Mini-tour to Iowa.
Roundtable discussion with selected pork leaders and allied industry representatives.
240 surveys completed for analysis.
Confirmed seminar for Wisconsin Pork Expo.
Preliminary discussion on March, 1995 conference.

December, 1994

Met with WASS representatives on three occasions to discuss survey results.
Plans finalized for Wisconsin Pork Expo seminar.
Data collected from survey analysis.

January, 1995

Conducted Wisconsin Pork Expo seminar.
Met with Bank of Cooperatives representatives regarding financial opportunities.
Finalized details for Pork College.
Prepared program details for March 15th conference.

February, 1995

Conducted Pork College at the Radisson Inn, Madison.
Organized key areas for March 15th conference.
Met with project leaders several times to review survey analysis.
Displayed at Governor's Conference.

March, 1995

Accepted registrations for March 15th conference and prepared materials for event.
Confirmed speakers and made arrangements for teleconference.
Conducted March 15th conference and follow up.

April, 1995

Prepared several drafts of study.
Proofed drafts and made corrections.
Annotated bibliography prepared.
Iowa pork visit summary prepared.

May, 1995

Completed final draft of study and sent to printer.
Publication complete.
Final project report sent to WDATCP.