

NC PORK REPORT

WINTER 2010

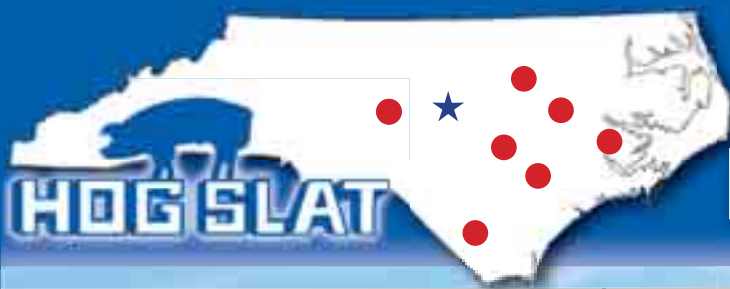
NORTH CAROLINA'S PORK INDUSTRY NEWS



2010 NC Pork Conference a Success Award Winners Recognized

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COVER PHOTO (left to right):
 Larry Barrow, Lois Barrow, Bryan Barrow,
 Doris Murphrey, Jake Barrow



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I Love My Job



By Tim Craig

As I sit down to write this column and start my tenure as president of the NC Pork Council the ground outside is as wet as a sponge and the weatherman is calling for more rain/snow mix. We've had 68 days below normal temperatures and 23 days at or above normal temperatures in December, January and February. With all this said, I still love my job.

Depending on how long you've been around the pork business, you may remember some of the tough times my family faced trying to get in this business. In the fall of 1994, we purchased a tract of land in Chatham County where we planned to build five finishing barns. It took five years, two months and six days for us to finally see a live animal on the place.

We had the perfect place – it was one mile to our closest neighbor and he was a chicken farmer. He was tickled that a young couple wanted to expand their farming operation near him. He said, "It's your property and I believe you should be able to do what you want with it." Chatham County already had a tremendous amount of chickens and beef cows.

Unfortunately, we had some "neighbors" that lived 15 to 35 miles away who were upset. It was also an election year which only made it worse. We were forced to defend ourselves against a "perspective nuisance" lawsuit. The lawsuit was

eventually dropped, but it had already stirred up so many things. The situation got ugly quick. This is where the story gets interesting.

Chatham County's Health Board wanted to impose stricter rules on our farm which went above and beyond the state laws that already existed. We were sued again. We continued to fight and with the help of the Chatham Agribusiness Council and



many friends of the industry, and were finally able to pull through. It was fought all the way to the North Carolina Supreme Court where seven judges ruled in our favor that the county could not impose laws above the existing state regulations in regards to hog farm operations.

Our success in defending ourselves against that lawsuit had far reaching impacts. It was a positive outcome for the pork industry not only in North Carolina, but nationwide. I often think that I'm glad it was me this happened to, because I still love my job.

All of us are facing some different and new challenges, not the least of which is the Humane Society of the United States (HSUS). This is not a group of people just looking after the welfare of dogs and cats. This is a huge group that is well organized and is targeting the pork industry, the cattle industry, the chicken industry, and any other agriculture industry that produces food for the nation.

Just think what might happen if we can't raise the food we eat. North Carolina's pork industry provides jobs for some 46,000 North Carolinians. The average farmer feeds 185 other people. Do your Congressional members know that? If they don't, please help yourself and agriculture by talking with them. We need everyone's voice to promote the industry with factual and positive information.

As I close, I reference back to the beginning of this column. The weather has been tough this winter, but that will change. The road ahead may not be straight, but we can make it change. I strongly believe that obstacles in our path only make us stronger, and we can make changes by always believing in what we do. I believe in the people in the pork industry and know we can stand together and make great progress. Oh, and by the way, I love my job! **NPC**

God bless,
Tim Craig



NCPC Welcomes New Directors and New Officers

NCPC members in Districts 4, 5, 6 and 7 have elected new directors to the Pork Council board. Taking their seats in February were (pictured left to right) Bryant Worley of western Wayne County and a contract producer with Goldsboro Hog Farms, Brandon Warren of Warren Farming Company in Sampson County, Dan Van Staalduin of Williamston who works with Goldsboro Milling Company and

Roddy Purser of White Rock Farms in Anson County. Reggie Strickland of Mount Olive, a contract producer with Prestage Farms, also joined the board.

At the February board meeting, NCPC directors elected Tim Craig as president and Ben Outlaw as vice president. Joining them on the executive committee in the four at-large producer seats are Edward Dail, Kim Griffin, David Herring and John Salmon.

NPPC News: Butler Recognized for Leadership; Hunt Elected VP

North Carolina's Don Butler, who shepherded the National Pork Producers Council during a year of crisis and challenge, wrapped up his term as president of the organization at the 2010 Pork Industry Forum last month. "It has been a fascinating, wonderful, frustrating, depressing and challenging time for me during my tenure as president of the National Pork Producers Council," Butler said as he recounted the challenges and accomplishments of the last year in his report to the NPPC delegates at Forum.

The delegates honored Butler with a standing ovation after passing the following motion offered by Ray Summerlin:

The investors and members of the great state of North Carolina ask that the delegates to the National Pork Producers Council Annual Meeting and the National Pork Industry Forum join us in extending sincere gratitude to Don Butler of Clinton, North Carolina, for his distinguished service as president of the National Pork Producers Council. Over the last year pork producers have faced many difficult issues, but through these trying times Don has led us with a passion to defend and extol the true value of the pork industry. From correcting damaging misnomers to representing our interests on Capitol Hill, Don has met each challenge head on with the grace and composure of a true southern gentleman. Don's knowledge, leadership and devotion have served us well. The pork industry has no greater friend or advocate.

At the conclusion of Forum, the NPPC directors named Sam Carney of Iowa to succeed Butler while Doug Wolf of Wisconsin was elevated to president-elect. North Carolina's R.C. Hunt of Wilson was elected vice president.

"Food Comes from Farms" on YouTube

Recently, 11 new videos in the "Food Comes from Farms" series were added to the Pork Checkoff's YouTube channel at www.youtube.com/PorkCheckoff. The short videos, which are designed for consumers, range from "Lives of Sows Exposed," which shows how family farmers provide humane housing and care for mother pigs, to "Wanted: A Good Home for Pigs," which throws open the barn doors to show viewers the spaces where pigs live.

Teresa Roof, manager of public relations for the National Pork Board, noted that the Pork Checkoff has used YouTube for nearly three years now and continues to develop an online following. The videos show the basics of pork production from farm gate to dinner plate, including why artificial insemination is used and how corn grown on the farm is used to feed the livestock. The videos can be integrated on Twitter, where the new Pork Checkoff handle is geared towards pork production-related issues, Roof said.

An Industry Response to Misinformation

The CBS Evening News with Katie Couric aired a two-part story in February about antibiotic use in food animals. The segments attempted to link antibiotic use in livestock and poultry production with an increase in humans of illnesses resistant to antibiotics. The National Pork Board, the National Pork Producers Council and the North Carolina Pork Council all recognize the importance of this issue and the need to address the misinformation from the CBS report. A number of actions were taken in advance of the story including the development of an op-ed piece for national media outlets, communicating the issue with key retail and foodservice stakeholders, and behind-the-scenes communications with media working on the story. Also, after the story aired, Dr. H. Scott Hurd, a former U.S. Department of Agriculture deputy undersecretary for food safety and now an associate professor at the Iowa State University College of Veterinary Medicine, responded to the errors and misstatements. Check out his response at www.factsaboutpork.org.

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As people who work with pigs every day and whose livelihoods depend on healthy hogs, you are committed to treating your animals humanely and with compassion. As users of the land and water, you are committed to being good environmental stewards, and as

citizens, you are committed to giving back to your communities. Tell others about your commitment by displaying a We Care decal at your farm or a bumper sticker on your vehicle. You can get one by contacting the Pork Council office at 919-781-0361. **NCPC**



2010 Pork Conference Recap

The North Carolina Pork Conference brought many changes in 2010. After several years in Greenville, the 2010 Pork Conference changed locations and was revamped. On February 4–5, pork producers and allied industry representatives met in Raleigh for the 54th annual conference.

Each year, the North Carolina Pork Conference provides pork producers and allied industry representatives a chance to network, recognize fellow producers and to hear the latest industry information. This year, NCPC phased out its annual trade show and hosted the conference in conjunction with the Southern Farm Show, allowing participants the advantage of attending both events in one trip.

The event opened with a free lunch provided by NCPC and the National Pork Board. The We Care mobile marketing trailer was on hand to provide pork loin sandwiches to conference attendees. The educational program on Thursday afternoon was a “State of the Industry” update and outlook. Featured presenters were Dr. Kelly Zering, associate professor at NC State University; Richard Eason, chief executive officer of Cape Fear Farm Credit; Don Butler, 2009 NPPC president; and Angie Whitener and Tommy Stevens of the NCPC staff. The presenters provided the latest

Each year, the North Carolina Pork Conference provides pork producers and allied industry representatives a chance to network, recognize fellow producers and to hear the latest industry information.

information on economic, regulatory and political influences impacting the North Carolina pork industry.

The event also provided participants with social opportunities. Thursday evening, the North Carolina Pork Council Political Action Committee (NCPC PAC) held its annual fundraising event at the Crabtree Valley Marriott. Featuring the annual reverse raffle for the \$5,000 grand prize and a dueling piano performance, NCPC PAC members came together at the Bacon Bash to support the industry and have some great fun.

Also, on Friday morning, NCPC hosted the annual awards breakfast at the Crabtree Valley Marriott to recognize the 2010 NCPC award winners. Awards were presented for Hall of Fame, Pork All-American, Outstanding Pork Producer and Environmental Stewards. You can read more about each recipient on pages 11, 13, 15 and 16 respectively.

Friday afternoon’s seminars provided participants with operator in charge credits. The 2009 National Environmental Stewards, Bryant and Debbie Worley of Bryant Worley Farms, presented an overview of their farming techniques and their focus on conservation. They were followed by Dr. Morgan Morrow, professor at NC State University, who provided an in-depth seminar on timely euthanasia and handling compromised pigs.

The 2010 conference was a great success and the conference committee will be working to determine what changes to make to improve the conference for 2011 and beyond. Please feel free to call or e-mail us with your ideas and input as we work to make the conference a true member service for our pork producer and allied industry members. If you have suggestions, please e-mail Ann Edmondson at ann@ncpork.org.

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L.L. Murphrey Named to NCPC Hall of Fame



Jimmy Pollock presented the award to the L.L. Murphrey family, daughter, Lois Barrow and wife, Doris Murphrey

NCPC inducted L.L. Murphrey, founder of the L.L. Murphrey Co. in Farmville, into the NC Pork Hall of Fame, posthumously, at the NCPC awards breakfast.

Mrs. Lois Barrow, Murphrey's daughter, was presented with the award on February 5 at the Raleigh Marriott Crabtree Valley during the breakfast as part of the 54th annual NC Pork Conference. In addition to his daughter, Murphrey's wife, Doris, son-in-law, Larry Barrow, and grandsons Jake and Bryan Barrow, also attended the breakfast.

The Hall of Fame Award recognizes individuals with long and outstanding service to North Carolina's pork industry and the NC Pork Council. Murphrey was selected by a committee of pork industry representatives to be the 2010 NC Pork Hall of Fame inductee.

Early in his life, Murphrey determined his future by establishing his own business. He was an agricultural entrepreneur and his business-like approach to hog production was an innovation in itself. He believed the key to success was to produce a quality product efficiently.

As a World War II veteran, Murphrey served in the U.S. Navy for almost three years. Just after leaving the Navy, in 1946, he opened a general store that focused on farm supplies.

Murphrey began his hog farming business in 1967 with his first feeder pigs and then expanded his business in 1969 by building his first slatted finishing building. Murphrey is most

widely known for his pioneering foray into contract farming in the early 1970s. Murphrey began putting sows out on contract with local farmers determined to have healthy and quality pigs to take to market.

Further supporting local farmers, Murphrey bought grain locally and used an on-farm mix mill to control feed quality. In 1975 Murphrey bought a larger mill and manufactured all the feed needed for his operation.

Murphrey relied on the people in his community and county to support his business and work for his company. For this reason, Murphrey wanted to give something back. He did so by consistently providing financial support to churches, fire departments, rescue squads and community organizations.

Murphrey was a hardworking man who applied sound business principles and used common-sense judgment in solving everyday problems when they surfaced in life and business. He loved the pork industry and took great pride in being part of it.





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John Garner Wins NCPC Award for Pork All-American



Pork All-American winner John Garner, wife, Lee Ann and son, Charlie

John Garner, co-owner of E&J Farms in Duplin County has been named the Pork All-American for 2010. Garner received his award at the NCPC awards breakfast on February 5 at the Raleigh Marriott Crabtree Valley. The breakfast was part of the 54th annual NC Pork Conference.

“John is committed to family, farm and community and continues to promote a strong work ethic, good husbandry, conservation and support for agriculture.” — Duplin County Extension Agent Amanda Hatcher

The Pork All-American Award is given in recognition of the recipient's significant contributions to the pork industry through management and leadership ability, to NCPC and to their family and community. The recipient must be a farm owner or operator, or a contract producer, manager or employee committed to, occupied with and involved in the production of porcine animals. The recipient must also be 25–40 years old.

Garner and his family have been in farming for years. Garner raises hogs with his brother, Elwood Garner; his mother, Denise Garner; and his friend, Lawrence Graham. Together they operate a 5,280 finishing operation and they all believe in pitching in to help the other. Garner also works at Williamsdale Farm in Wallace, a biofuels research farm under the direction of North Carolina State University.

Garner supports the pork industry through his work off the farm as well. He is currently a member of the Duplin County Farm Bureau and the Duplin Agribusiness Council. Garner and his wife, Lee Ann, have two children, Caroline and Charlie. They are members of Grove Presbyterian Church in Kenansville.

“John is a regular face in the crowd in Duplin County and often sets the bar for other swine producers, keeping up new innovations and updated information,” said Amanda Hatcher, Duplin County extension agent. “John is committed to family, farm and community and continues to promote a strong work ethic, good husbandry, conservation and support for agriculture.”



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Swine: Baytril® 100 is indicated for the treatment and control of swine respiratory disease (SRD) associated with *Actinobacillus pleuropneumoniae*, *Pasteurella multocida*, *Haemophilus parasuis* and *Streptococcus suis*.

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Cattle: Animals intended for human consumption must not be slaughtered within 28 days from the last treatment. Do not use in female dairy cattle 20 months of age or older. Use of enrofloxacin in this class of cattle may cause milk residues. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

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PRECAUTIONS:

The effects of enrofloxacin on cattle or swine reproductive performance, pregnancy and lactation have not been adequately determined.

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ADVERSE REACTIONS:

No adverse reactions were observed during clinical trials.

ANIMAL SAFETY:

Cattle: Safety studies were conducted in feeder calves using single doses of 5, 15 and 25 mg/kg for 15 consecutive days and 50 mg/kg for 5 consecutive days. No clinical signs of toxicity were observed when a dose of 5 mg/kg was administered for 15 days. Clinical signs of depression, incoordination and muscle fasciculation were observed in calves when doses of 15 or 25 mg/kg were administered for 10 to 15 days. Clinical signs of depression, incoordination and incoordination were observed when a dose of 50 mg/kg was administered for 3 days. No drug-related abnormalities in clinical pathology parameters were identified. No articular cartilage lesions were observed after examination of stifle joints from animals administered 25 mg/kg for 15 days.

A safety study was conducted in 23-day-old calves using doses of 5, 15 and 25 mg/kg for 15 consecutive days. No clinical signs of toxicity or changes in clinical pathology parameters were observed. No articular cartilage lesions were observed in the stifle joints at any dose level at 2 days and 9 days following 15 days of drug administration. An injection site study conducted in feeder calves demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue and underlying muscle. No painful responses to administration were observed.

Swine: A safety study was conducted in 32 pigs weighing approximately 57 kg (125 lb) using single doses of 5, 15, or 25 mg/kg daily for 15 consecutive days. Incidental lameness of short duration was observed in all groups, including the saline-treated controls. Musculoskeletal stiffness was observed following the 15 and 25 mg/kg treatments with clinical signs appearing during the second week of treatment. Clinical signs of lameness improved after treatment ceased and most animals were clinically normal at necropsy.

A second study was conducted in two pigs weighing approximately 23 kg (50 lb), treated with 50 mg/kg for 5 consecutive days. There were no clinical signs of toxicity or pathological changes.

An injection site study conducted in pigs demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue. No painful responses to administration were observed.

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Bundy Lane Wins NCPC Award for Outstanding Pork Producer



Outstanding Pork Producer Buddy Lane and wife, Marinda

Bundy Lane, owner of Sarem Farms in Gates County was named the Outstanding Pork Producer for 2010. Lane was presented with the award on February 5 at the Raleigh Marriott Crabtree Valley during the NCPC awards breakfast as part of the 54th annual NC Pork Conference.

The Outstanding Pork Producer Award is given in recognition of the recipient's significant contributions to the pork industry through management and leadership ability, to NCPC and to their family and community. The recipient must be a farm owner or operator, or a contract producer, manager or employee committed to, occupied with and involved in the production of porcine animals.

A passionate supporter of agriculture, Lane is a proactive voice in educating the public about the pork industry. He regularly invites people to Sarem Farms to better understand how a commercial hog farm operates. In

addition to the tours, Lane's countless media efforts also educate the public on hog farming. Lane represents the eighth generation of his family to farm in Gates County and he takes pride in that heritage and its future.

Sarem Farms, a 4,800 head multiplier contracted with Murphy-Brown, LLC, is part of a diversified farming operation owned and operated by Lane, his parents, Roger and Rita Lane, and his brother, John Lane. "They are very important to me, and without their help I could not leave the farm as much to actively promote our industry," Lane said.

"Bundy Lane is an example of integrity, leadership and success. His hard work and passion for the pork industry has benefited all North Carolina pork producers," said Deborah Johnson, chief executive officer of NCPC.

Lane has also been recognized for his innovation and dedication to environmental stewardship. In 2003, Sarem Farms was recognized as a national environmental steward by the National Pork Board and *National Hog Farmer* magazine. He is also recognized for his leadership in the agricultural community. He currently serves on the board of AgCarolina Financial, a part of the nationwide Farm Credit System. He served on the Advisory Panel for the execution of the NC Attorney General's Agreement with Smithfield Foods, Premium Standard Farms and Frontline Farmers and on the NC Cooperative Extension State Advisory Council.

Lane and his wife, Marinda, have two children, Tucker and Emma, who attend Ridgcroft School. Lane currently serves on the school's board of directors.



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2009 NCPC Environmental

N CPC honored the recipients of the 2009 Environmental Steward Award at its recent annual conference in Raleigh. Two farms were honored with this prestigious award: Butler Farms of Lillington and L&M Daughtry Farm of Clinton.

**Butler Farms:
Strong Industry Advocates**

Butler Farms is owned and operated by Tom and Robert Butler. The brothers are contract growers for Prestage Farms



NCPC Environmental Stewards Robert and Tom Butler

and their finishing operation consists of 10 barns housing 7,350 animals.

Located in Harnett County approximately 10 miles south of Lillington, the area surrounding the farm has experienced considerable residential growth over the past few years. Despite the changes around them, the Butlers have met that challenge by implementing proactive measures on the farm to remain good neighbors with the surrounding community.

The Butlers have installed covers on both of their lagoons and the methane captured under those covers is flared in exchange for carbon credits. They are hopeful that soon that methane can be converted to electricity. They have also incorporated a forced air composter to efficiently handle mortality on the farm without using any energy or fossil fuels.

The Butlers are great advocates for the pork industry and frequently allow visitors on their farm to better inform folks on the business of swine production. In recent years those visitors have included U.S. Senator Kay Hagan, Congressman Bob Etheridge and USDA Secretary Tom Vilsack.

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L&M Daughtry Farm: Good Neighbors

L&M Daughtry Farm is owned and operated by Lynn and Mark Daughtry. The farm includes a farrow-to-wean operation with 800 sows, and nine finishing floors with a finishing capacity of 6,300. They are contract growers for Prestage Farms where Mark is the farrowing production manager.

Located in Sampson County and bordered by Great Coharie Creek, this well-managed farm is fortunate to have an abundance of wildlife throughout. To enhance that wildlife habitat, the Daughtrys have implemented innovative management practices that provide field buffer strips for wildlife feeding areas. These



*NCPC Environmental Steward
Mark Daughtry*

buffers also protect the farm's natural resources by serving as enhanced protection for the nearby waters that drain to the Great Coharie Creek.

The farm also incorporates a forced air composteer which provides for a safe and efficient means of handling mortality on the farm site while protecting natural resources.

The Daughtrys not only make a living on their farm, they also make their home there. They are always happy to showcase their farm in an effort to demonstrate how well swine operations can coexist with nature and the surrounding rural environment.

Butler Farms and L&M Daughtry Farm are both deserving environmental stewards and prime examples of how the North Carolina pork industry works hard to do things right.



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¹ J.M. Hammer et al. An Economic Evaluation of Ileitis Intervention Strategies. Allen D. Leman Conference 2008. (Based on estimated total cost). ² D. Walter et al. Treatment and Control of Porcine Proliferative Enteropathy using Different Tiamulin Delivery Methods. J. Swine Health Prod 2001; 9(3): 109-115. ³ J. Mills et al. In-vitro Antimicrobial Activity of Tiamulin and Chlortetracycline against Field Swine Pathogens. IPVS, Durban 2001. ⁴ Dmrkynetec 2009 Q1.

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