



Real Leadership In Responsible Animal Agriculture



Being Responsible is More
Important Than Ever

A Little Bit About Our Speakers



AV Roth – Crawford County Pork
Producer, WPA Board Member and
NPPC President-Elect



Bob Uphoff – Dane
County Pork Producer
and Yahara Pride Director



Our hog farms have changed....



Wisconsin Swine Production Continues To Decline

- 2006 450,000 hogs and pigs
- 2010 340,000 hogs and pigs
- 2016 325,000 hogs and pigs





Our We Care Commitment

- We Care provides a tremendous opportunity to help us achieve these goals by sharing the positive story of responsible pork production, the industry's ethical principles and our long-term commitment to continuous improvement.
- It also feeds our customers' interest in knowing more about how farming practices have improved the quality and sustainability of their pork.



The Ethical Principles



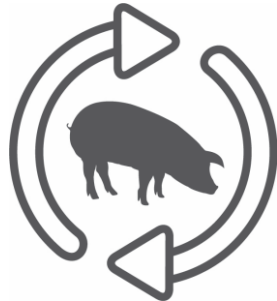
Food Safety



Environment



Public Health



Animal Care



Our People

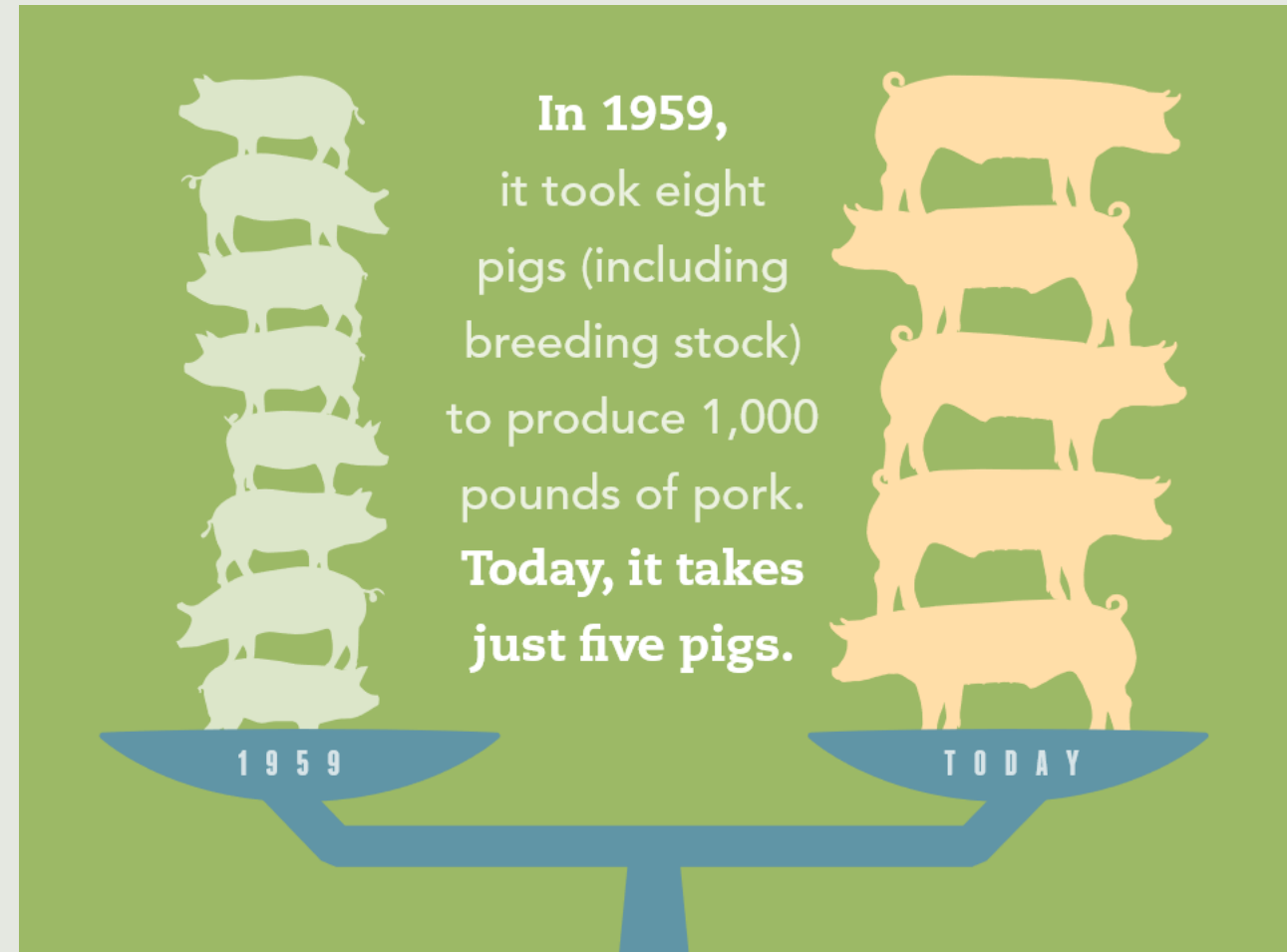


Community



Pig Farmers... More Efficient Than Ever

- Pig farmers do more with less by embracing technology and using better management practices, including
 - Enhanced Genetics
 - Better Nutrition
 - Improved Barns
 - Better Biosecurity



Farmers Deal With Rolling Landscapes



We Use Best Management Practices to Protect Water Quality

- Apply manure at the right time – avoid applying on snow melt
- Utilize WDATCP's Runoff Risk Advisory Forecast as a tool to winter spreading if applicable
- Protect surface runoff and groundwater impact by identifying fields with lower risk
- Understanding crop needs to produce healthy commodities while protecting water
- Establishing cover crops
- Applying nitrogen at optimum times to reduce concentrations



Source: Discovery Farms, December 2017



Contour strips to deter runoff



Continued Oversight

- DNR Annual Review
- WDATCP Rules
- Livestock Siting

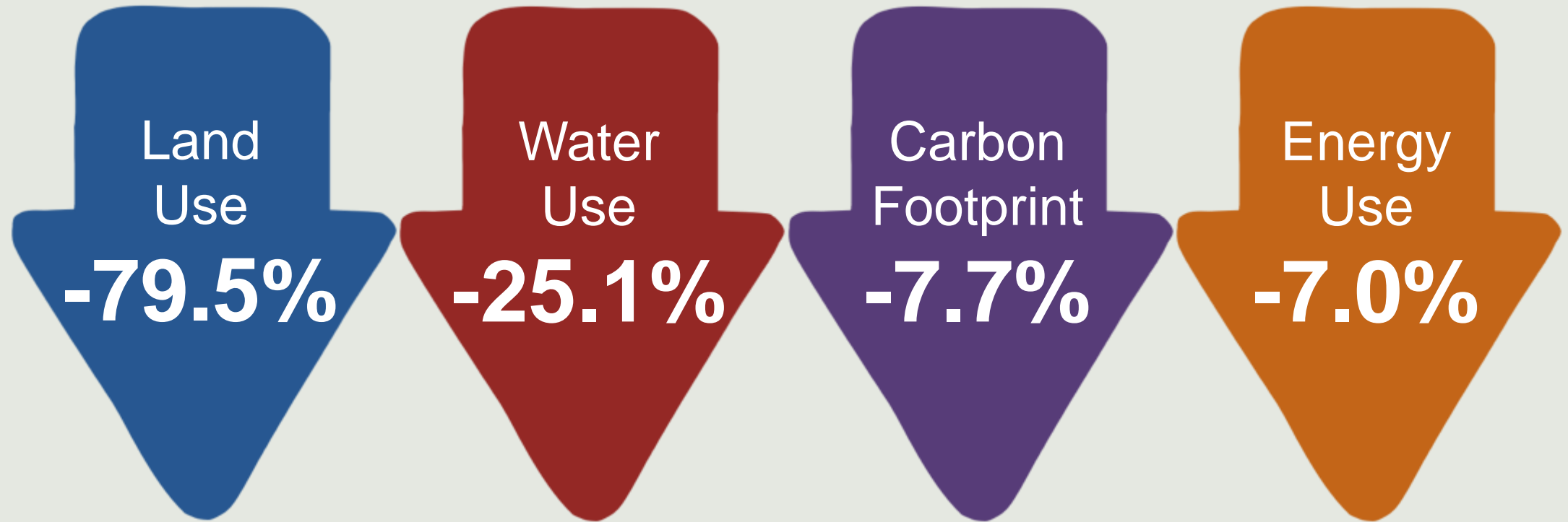
Farmers continually adhere to the rules and permitting process to protect water quality



Farmers value water – implemented practices to reduce water use by 25.1%



Reduced Environmental Impact



Source: *A Retrospective Assessment of U.S. Pork Production: 1960 to 2015*, University of Arkansas, National Pork Board 2018

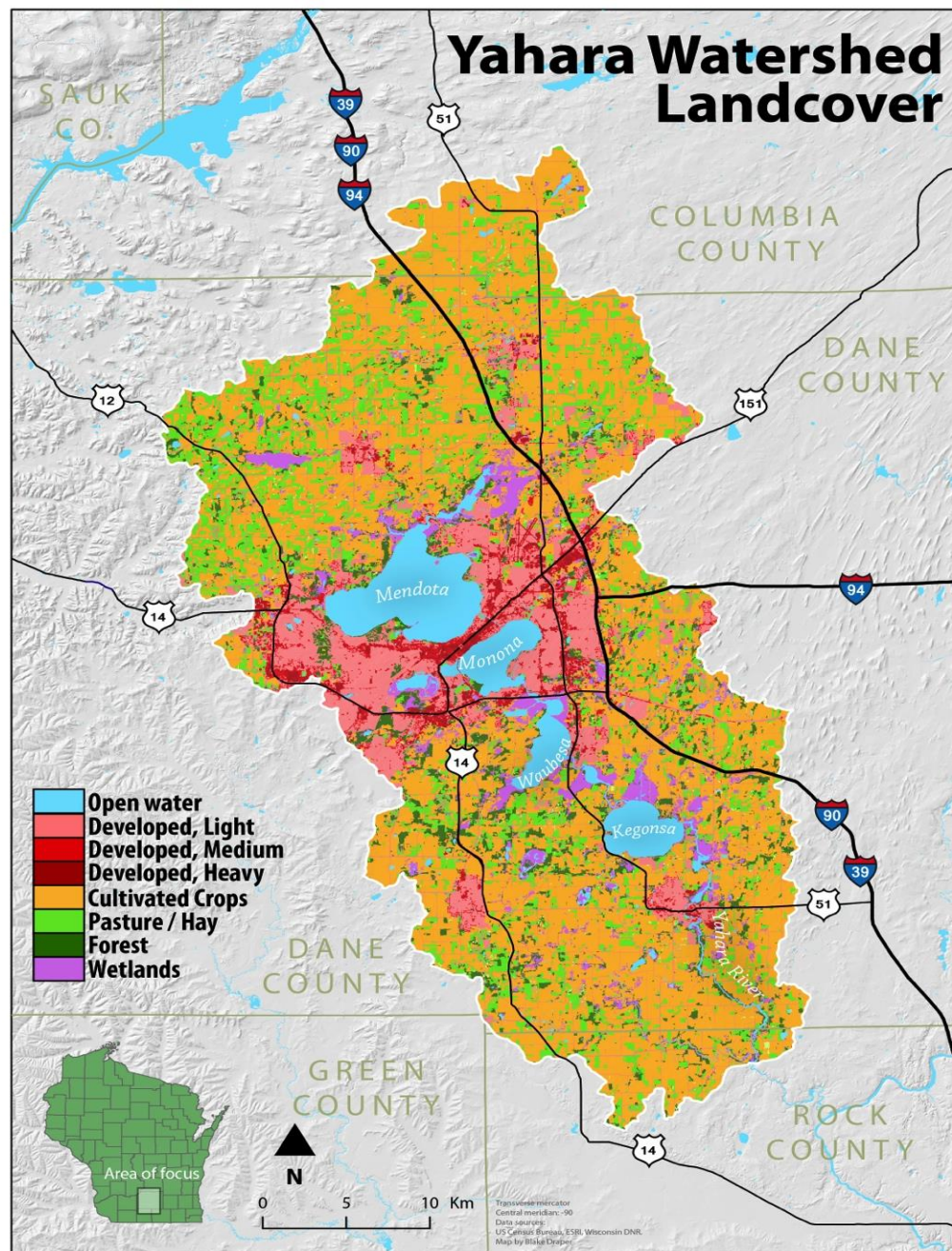


The Yahara Pride Watershed Program

Bob Uphoff - One of over 40 farmers in the project



2017 Data Map



In 2017, the Yahara Pride Farms collected data from over 35,000 acres of cropland in the watershed.



Farmers Protecting Water Quality



Farmers Implementing Practices



Continued Needs To Improve Water Quality

- Research Funding for Watersheds like Yahara Pride and Discovery Farms
- Producer-led Watershed Grants
- State Integrated Specialists – CALS/UWEX Staff & Projects



No one cares how much you
know, until they know how
much you care.

Theodore Roosevelt



Water Quality Is Important For All, Especially Future Generations



Thank You

