

National Pork Industry Forum • Pork Act Delegate Session
Kansas City, Missouri • March 6-8, 2014

REPORT

of the National Pork Checkoff
NOMINATING COMMITTEE

to the National Pork Producers
(Pork Act) Delegate Meeting



Dear Pork Act Delegate:

The National Pork Board Nominating Committee is pleased to present the candidates listed in this booklet. These candidates have all undergone an intensive screening and interview process by the Nominating Committee. The Committee would like to extend a special thanks to all these candidates who are willing to commit the time and effort to serve if elected. The high quality of candidates assures that you will continue to have the opportunity to elect Pork Board leadership that reflects the great vision, talent, diversity and geographical balance offered by our industry.

The Committee considered the Pork Act requirement that no less than 12 states be represented on the Pork Board. Delegate rules require that the Secretary must be able to satisfy this requirement by appointing nominees ranked by Pork Act Delegates in the top five (5) of the eight (8) nominees submitted to the Secretary of Agriculture. There are 10 incumbent states on the Pork Board: OK, IA, NC, SD, MI, MA, MN, OH, MO and NE. All three (3) candidates that represent duplicate states; IA, NC and SD, can be ranked in the top five (5) nominees given to the Secretary as this would still satisfy the 12-state rule.

As in every year, the Committee carefully followed a comprehensive set of protocols as it conducted its business to ensure an ethical and fair process that affords equal opportunity to every candidate.

Ranking: Whether or not to rank candidates has generated considerable discussion over the years. Rather than giving each candidate a single overall score, the Board asked the Nominating Committee to evaluate each candidate in the five (5) essential components needed for Pork Board Member success:

- a. Industry Knowledge – Big picture
- b. Pork Board & Checkoff knowledge, programs, ideas
- c. Leadership - Active involvement/experience
- d. Communications
- e. Attitude: Passion and commitment to the pork industry

Regardless of the Nominating Committee work, you—as the Pork Act Delegate Body—have an obligation under the Pork Act to thoroughly evaluate each candidate. We trust that this additional breakdown will assist you in making a more informed decision about who to support, based on which of the five (5) essential components you believe is most important for quality service on the Pork Board. You can then present a list of qualified pork producers to the Secretary of Agriculture, ranked in order of who you believe would do the best job in carrying out the Checkoff mission.

Because the Pork Act specifies that one and one-half names be submitted to the Secretary for each of the five (5) seats to be appointed, all Pork Board candidates will be submitted. And while the Secretary can appoint any five (5) of the eight (8) candidates submitted, we urge him to respect the wishes of delegates and appoint the top five (5) nominees to the Pork Board in accord with Delegate ranking. Nevertheless, we are comfortable that the ranked list will contain the names of eight (8) quality pork producers, all of whom can serve our U.S. pork industry well.

Thank you to everyone who submitted an application for the National Pork Board and the National Pork Board Nominating Committee. You provide the kind of leadership to keep this organization focused on its mission of service to all U.S. pork producers into the future.

2013-2014 Pork Board Nominating Committee,

Conley Nelson, IA, Chair

Jan Archer, NC

Bill Crawford, MN

David Newman, ND

Mike Haag, IL

Jill Kerber Aldous, IA

Everitt Forkner, MO

Pork Board Candidates: 2014 Analysis

- The National Pork Board consists of 15 members each serving a maximum of two, three-year terms.
- In 2014 there are vacancies for five (5) members of the National Pork Board: each for a three-year term.
- The Pork Act specifies that one and one-half names be submitted to the Secretary of Agriculture for each vacancy.
- In 2014 eight (8) candidates must be nominated and ranked by Pork Act Delegates.
- The top five (5) nominees must meet the 12-state requirement before being sent to the Secretary.
- In July 2014 five (5) Pork Board members will be appointed by the Secretary of Agriculture from the list of eight nominees elected by Delegates to serve three-year terms.

Seats to be elected in 2014 are currently held by:

1. Conley Nelson, IA Not Eligible for reelection
2. Karen Richter, MN Not Eligible for reelection
3. Roy Henry, KS Not Eligible for reelection
4. Henry Moore, NC Eligible for reelection to a 3-year term
5. Glen Walters, GA Eligible for reelection to a 3-year term

12-State Rule:

The Pork Act requires that no less than 12 states be represented by the 15 Pork Board members. Currently, there are 10 incumbent states on the Pork Board: OK, IA, NC, SD, MI, MA, MN, OH, MO and NE. All three (3) duplicate states can be represented in the top 5 ranked candidates.

2012		Term Ends
Brad Greenway, SD	2012 – Second Term	2015
Dale Norton, MI	2012 – Second Term	2015
Lisa Colby, MA	2012 – Second Term	2015
Craig Mensink, MN	2012 – First Term	2015
Carl Link, OH	2012 – First Term	2015
2013		
Jan Archer, NC	2013 – First Term	2016
Terry O’Neel, NE	2013 – First Term	2016
Mike Wyant, MO	2013 – First Term	2016
Wathina Luthi, OK	2013 – Second Term	2016
Derrick Sleezer, IA	2013 – Second Term	2016

Implementing the 12-State Rule:

Delegate rules require that a slate of ranked nominees be submitted to USDA so that the Secretary of Agriculture can appoint the top five (5) of the eight (8) nominees submitted without change, and still satisfy the 12-state requirement.

The Candidates for National Pork Board

The 2013-2014 Pork Board Nominating Committee respectfully submits to Pork Act Delegates the following candidates for National Pork Board in Alphabetical Order:

Gary Asay, IL
Brett Kaysen, CO
Ed Keller, NY
Henry Moore, NC
David Reinecker, PA
Steve Rommereim, SD
Craig Rowles, IA
Glen Walters, GA

Eight (8) candidates to be nominated by Pork Act Delegates from whom the U.S. Secretary of Agriculture will appoint five (5) National Pork Board members; each serving a three-year term.

The Nominees for Pork Board Nominating Committee

The 2013-2014 Pork Board Nominating Committee respectfully submits to Pork Act Delegates the following candidates for the Pork Board Nominating Committee in Alphabetical Order:

David Dedert, IL
Bill Knapke, OH
Brent Sandidge, MO
Bill Tentinger, IA
Dawn Williamson, NC

Two (2) nominees to be elected to serve a two-year term.



Gary Asay ~ Osco, Illinois

Gary Asay owns and manages Asay Farms, a wean-to-finish operation in Illinois. Asay Farms markets 9,500 hogs annually and also raises corn and soybeans.

Asay currently serves on the Illinois Pork Producers Association board of directors and is a director for the National Pork Producers Council. He is an Operation Main Street and OMS 2.0 speaker. Asay is also a member of the Illinois Soybean Association and the Illinois Corn Growers Association.

What do you consider to be the major issuing facing the pork industry today? The major issue I see facing the pork industry is the education of the consumer. I feel it is very important to tell how we raise our hogs and why we do it that way. That is the main reason I give OMS presentations. A well-educated consumer will be more willing to buy our product and will be less likely to make demands on how we raise hogs.

What do you think should be the main goal of the Checkoff and National Pork Board? I feel the National Pork Board should work to educate the consumer and also help producers with continued improvement in how we raise hogs.

Why are you seeking this position? I have worked hard for the pork industry and I feel I can contribute more in the future.



Brett Kaysen ~ Nunn, Colorado

Brett Kaysen operates Safe Haven Farms in Colorado. He is a seed stock producer and markets 480 pigs annually.

Kaysen currently serves on the Colorado Pork Producers Council and is a member of the National Junior Swine Association board of directors. At the national level he serves on National Pork Board's Youth PQA Task Force Committee. He is also an Operation Main Street and OMS 2.0 speaker.

What do you consider to be the major issuing facing the pork industry today? As with many agricultural groups today, I believe that the pork industry is facing several major issues. While some issues are directly related to pork production, and the evolution in technology and nature, there are others that

are related to consumer views of our product and how it is raised. I see several swine health issues facing the industry including PEDV and PRRS. In addition to the prevalence of these diseases, the industry is also facing the issue of beta-agonists and sub-therapeutic antibiotic use which also raises concerns for consumers in terms of health concerns and animal welfare. Sow housing is a major topic of discussion and will continue to garner industry attention. As a producer, I feel like the industry will continue to see issues in terms of economic changes including increasing feed costs and the ever-changing export markets.

What do you think should be the main goal of the Checkoff and National Pork Board? The main goal of the Checkoff and National Pork Board should be to fulfill the Act and the Order of the Pork Promotion, Research, and Consumer Information Act of 1985 by providing promotion, education and research for pork producers and consumers. At the end of the day, it is all about increasing opportunities for both the producer and the consumer.

Why are you seeking this position? I have been blessed with a wonderful life and grew up with such an amazing agricultural influence on my life. It is my mission to serve and give back to the industry that gave – and continues to give – so much to me. If I can use my time and talent to better serve the industry, than that is what I want to do.



Edward Keller ~ Corfu, New York

Edward Keller is the owner and operator of Keller Family Farm, a farrow-to-finish and seed stock producer with ten sows that markets 150 pigs annually.

Keller is a New York Producers Cooperative member and served as vice president from 2004 to 2013. At the national level, he served as a member of the Resolutions/Advisement Committee for Pork Forum in 2012.

What do you consider to be the major issuing facing the pork industry today? Maintaining and expanding the export and domestic markets for U.S. pork along with addressing the labor and disease issues.

What do you think should be the main goal of the Checkoff and National Pork Board? I think the main goal of the Pork Checkoff and the National Pork Board should be to distribute Checkoff funds to programs and resources to benefit the U.S. hog industry.

Why are you seeking this position? I am seeking this position because there is a huge number of small producers in this country—from the 4-H producer with one or two hogs to producers with 10 sows. I feel that the pork industry needs someone from this group to represent them. I would like to be an example to them by showing them the importance of PQA Plus® certification and being PQA Plus site assessed.



Henry Moore ~ Clinton, North Carolina

Henry Moore owns and manages Bobcat Farms, LLC, a farrow-to-finish operation in North Carolina. Bobcat Farms markets 110,000 hogs annually. The farm also includes a cow/calf operation and also raises corn, soybeans and hay.

Moore is running for a second term for the National Pork Board. He is an Operation Main Street and OMS 2.0 speaker, a 2005 Pork Leadership Academy graduate and a 2006 National Environmental Steward winner. He is a past director and executive committee member of the North Carolina Pork Council.

Locally, Moore serves on numerous agricultural and community boards and associations.

What do you consider to be the major issue facing the pork industry today? Sustainability due to constant threats of foreign animal diseases, animal extremists that desire a vegan society, and the profitability that allows U.S. pork producers to be competitive.

What do you think should be the main goal of the Checkoff and National Pork Board? To promote our products, educate our producers and assist with research projects to improve our industry. In addition, help our producers to continue to be sustainable in all aspects of productions so that we remain the leader in the industry with the best competitive advantage.

Why are you seeking this position? I feel it is my responsibility to stand up and be a leader for the industry that supports my family and community.



David Reinecker ~ York Springs, Pennsylvania

David Reinecker is a partner with his son Andrew in Reinecker Ag LLC and Reinecker Farms LLC, a feeder pig-to-finish operation that markets 2,800 pigs annually. They also raise cattle, corn, soybeans, barley and hay.

At the state level, Reinecker was named Mid-Atlantic Master Farmer in 2010; has served twice as president of the Pennsylvania Pork Producers Council; and was a Pork All-American in 1985. Nationally he is a member of the National Pork Board's Trade Committee and has served on both the Domestic Marketing and Niche Marketing committees. Dave also served as chair of the Pork Industry Group at the National Livestock and Meat Board.

What do you consider the major issue facing the pork industry today? Maintaining our freedom to operate is the biggest issue facing our industry today. This includes both production practices and product marketing. It is essential that those of us who depend on pork production for our livelihood stand together to lead our industry forward.

What do you think should be the main goal of the Checkoff and National Pork Board? The mission of the Checkoff is to promote our product, educate our producers and consumers, and provide science-based research so that together we can help our pork industry remain responsible, sustainable, professional and profitable.

Why are you seeking this position? Serving on the National Pork Board has been a long-standing personal goal ever since its creation in 1985. (I served on the 100 percent task force of producers that was instrumental in its creation.) I believe in its mission and know I could contribute positively to its success within our industry. I also would be most honored to be Pennsylvania's first member on the National Pork Board.



Steve Rommereim ~ Alcester, South Dakota

Steve Rommereim is the owner, manager and operator of Highland Swine in South Dakota. Highland Swine markets 5,000 pigs annually. He also grows corn, soybeans, and alfalfa on his farm.

Rommereim currently serves on the National Pork Board Producer and State Services committee. He is an Operation Main Street speaker and has served as a delegate for South Dakota to the Pork Industry Forum since 2003. He also served on the National Pork Board's Plan of Work Task Force in 2009. He served as president of the South Dakota Pork Producers Association in 2009-10 and was on the board from 2001 to 2011. He also is president of Agriculture United for South Dakota.

What do you consider the major issue facing the pork industry today? I believe that the issue that affects us as an industry the most is the disconnection between the producer and the consumer. As fewer people are aware of modern pork production practices, the respect and trust for agriculture can no longer be expected to maintain the level it once held. But as public trust of our production increases, the effect of groups such as HSUS, PETA, etc. will have less of an impact and we will have a stronger voice in the legislative and regulatory process.

What do you think should be the main goal of the Checkoff and the National Pork Board? The Pork Act mandates that Checkoff dollars be spent on Education, Research and Promotion. I believe the main goal of NPB is to spend every dollar it collects as efficiently as possible. The mandate has set our goal to educate, research and promote. This being said, the priority for NPB should be to maintain our freedom to operate in a manner that is socially accepted and that reflects pork producer ethics.

Why are you seeking this position? Fourteen years of leadership in the agriculture industry has shown me many positive results for my efforts. While the work in my own state continues, I have come to a desire a more global focus. I see a great need for persons in my level of production to be represented on the board. Small family farms do not have the resources of the larger companies, and this is a gap that NPB can help fill.



Craig Rowles ~ Carroll, Iowa

Craig Rowles is a partner and general manager of Elite Pork Partnership in Iowa. Elite Pork Partnership is a farrow-to-finish operation that markets 150,000 pigs annually. He is also involved in the egg industry.

At the state level, Rowles currently serves on the Iowa Pork Producers Association board of directors. In addition, he also serves on IPPA Research and Swine Health and Well Being Committees. Nationally, he serves on the National Pork Board Animal Health Committee and the National Pork Producers Animal Health and Food Security committee. Rowles is also a member of the American Association of Swine Veterinarians.

What do you consider to be the major issue facing the pork industry today? Today, the swine industry faces a number of challenges. Some of these challenges include animal welfare issues, antibiotic use, air and water emission questions, carbon footprint questions and vocal anti-animal production activists. All of these challenges have a common denominator rooted in the gulf that exists between animal agriculture and the consumer we wish to serve. This distance creates an environment of poor understanding of our practices and processes. It also provides an opportunity for us as producers. We need to continue to work to communicate who we are and the ethical principles for which we stand.

What do you think should be the main goal of the Checkoff and National Pork Board? The main goal of the Checkoff and National Pork Board should be to be good stewards in administering producers' money in the areas of research, education, and promotion and provide programs which are to the benefit of all producers, both large and small.

Why are you seeking this position? I have served this industry in a number of state committee positions and at the state board level. I would like the opportunity to also serve at the national level. I believe I can bring a unique experience to the board that transcends both large and small producers. I would like to further our efforts in the areas of research and education.



Glen Walters ~ Forsyth, Georgia

Glen Walters is a partner in Walters Farms, a feeder pig-to-finish operation that markets 18,000 hogs annually. He also raises cattle and hay.

Nationally, Walters is currently serving on the National Pork Board. At the state level, he has served as vice president of the Georgia Pork Producers Association and received the Governor's Environmental Stewardship Award in 2006. He is also a member of the Georgia Agri-Leaders, Georgia Cattlemen's Association and Georgia Army National Guard.

What do you consider to be the major issuing facing the pork industry today? Operating freedom for pork producers while improving consumer trust and the image of the pork industry.

What do you think should be the main goal of the Checkoff and National Pork Board? Listen to the needs of all types of producers and industry partners in order to apply resources to benefit the industry as a whole.

Why are you seeking this position? I love working with the producers and industry leaders that I have met over the past three years. I feel a sense of obligation to give back to an industry that has provided a blessing to my family.

Board of Directors Candidates	Industry Knowledge		Pork Board/ Checkoff Knowledge		Leadership Skills		Communication Skills		Attitude/ Passion	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Gary Asay	8.286	4	9.000	3	14.857	4	7.286	7	8.286	5
Brett Kaysen	7.714	7	6.714	8	11.857	7	8.857	3	8.143	7
Ed Keller	6.571	8	6.857	7	10.143	8	6.143	8	7.714	8
Henry Moore	9.571	1	10.000	1	16.714	1	9.143	2	9.571	1
David Reinecker	8.000	6	8.857	5	12.571	6	7.571	6	8.286	5
Steve Rommereim	8.286	4	8.857	5	15.143	3	8.857	3	8.857	3
Craig Rowles	9.429	2	9.000	3	13.000	5	9.714	1	9.571	1
Glen Walter	8.429	3	9.143	2	16.000	2	8.286	5	8.714	4

National Pork Board Nominating Bios



David Dedert ~ Quincy, Illinois

David Dedert owns a farrow-to-finish operation that markets 350 hogs annually in Illinois. He also raises cattle, sheep, corn, soybeans and oats.

Dedert has served on the Illinois Pork Producers Association since 2003 and serves as the chair of their Education and Youth Committee. At the national level, he has been a delegate to the Pork Industry Forum and served on the resolutions committee in 2013. He is a graduate of the Pork Leadership Academy and is an Operation Main Street speaker.

What do you consider to be the major issue facing the pork industry today? Getting our voice and the truth heard by the consuming public over the animal rights and environment zealots.

What do you think should be the main goal of the Checkoff and National Pork Board? Educate the public about the versatility of pork along with the producer's dedication to animal welfare and environmental concerns.

Why are you seeking this position? To make sure that the best candidates are recommended to the delegate body at Pork Forum.



William Knapke ~ Ft. Recovery, Ohio

William Knapke is the Environmental Manager for Cooper Farms in Ohio. Cooper Farms is a farrow-to-finish operation that markets 400,000 hogs annually. Cooper Farms also raises turkeys, chickens, corn, beans and wheat.

Knapke has served on the Ohio Pork Producers Board of Directors since 2009 and currently serves as the president elect of the organization. He also serves on the National Pork Producers Council environmental committee and has been a delegate to Pork Industry Forum. Knapke is an Operation Main Street speaker and is a graduate of the Pork Leadership Institute.

What do you consider to be the major issue facing the pork industry today? Exports and profitability. Sow housing and animal care, defending attacks from HSUS and similar organizations. Antibiotic use.

What do you think should be the main goal of the Checkoff and National Pork Board? Increase demand for U.S. pork both domestically and abroad. Conduct research that supports that goal.

Why are you seeking this position? I want to continue to grow with the Ohio Pork Producers Association. I feel it is very important to be involved at the state and national level. I would like to help to shape the future of the National Pork Board and the pork industry. I feel that I can be an asset to the nomination committee.



Brent Sandidge ~ Marshall, Missouri

Brent Sandidge is the owner of Ham Hill Farms Inc. in Missouri. Ham Hill Farms is a farrow-to-finish operation that markets over 70,000 hogs annually.

Sandidge has served numerous positions with the Missouri Pork Producers Association, including as president. He has also served on the National Pork Board's Animal Health Committee and the National Pork Producers Council Farm Bill Task Force Committee. Sandidge is an Operation Main Street speaker.

What do you consider to be the major issuing facing the pork industry today? EPA attack on farming in general, animal welfare issues on how we are allowed to raise pigs, PRRS and PEDV, preventing the entry of a foreign animal disease and expanding trade around the world for U.S. pork.

What do you think should be the main goal of the Checkoff and National Pork Board? To keep the U.S. a low-cost producer of the safest, most nutritious pork in the world.

Why are you seeking this position? To help the industry find good people to serve on the National Pork Board to direct the organization.



Bill Tentinger ~ Le Mars, Iowa

Bill Tentinger owns and manages Tentinger Farms located in Iowa. Tentinger Farms is a farrow-to-finish operation that markets 10,000 hogs annually. In addition to raising pigs, Tentinger also raises corn and soybeans on his farm near Le Mars.

At the state level, Tentinger has served on the Iowa Pork Producers Association board of directors, serving as president in 2012. He participated in National Pork Board's Plan of Work in 2010 and has served as a delegate to Pork Industry Forum from 2005 to 2013. Tentinger is an Operation Main Street speaker.

What do you consider to be the major issuing facing the pork industry today? I think defending our right to operate is the biggest challenge we face today. Antibiotic use and regulation are of huge concern in the industry. Also animal handling, the care of our animals and the facilities we house them in are being scrutinized. How we deal with these issues - and come to grips with them - will dictate how our customers perceive our operation.

What do you think should be the main goal of the Checkoff and National Pork Board? I think Checkoff and Pork Board's focus should always be to add to the advantages we have as a producer in the U.S. market place - whether it is through better market access or knowledge of what it takes to produce our product.

Why are you seeking this position? I have been in this industry for my entire career (45 years) and I feel I need to give back, and I hope that my willingness to serve will convince others to give some of their time to better our industry.



Dawn Williamson ~ Clinton, North Carolina

Dawn Williamson is the owner of A & P Farms, LLC in North Carolina, a farrow-to-wean operation with 3,000 sows that markets 69,000 hogs annually. A & P Farms, LLC also raises corn, soybeans, wheat, grapes and timber.

Williamson currently serves on the North Carolina Pork Producers board of directors. Nationally she has served as a delegate for Pork Industry Forum and is an Operation Main Street Speaker.

What do you consider to be the major issuing facing the pork industry today? I believe one great challenge is positioning producers to meet current and changing demands from all our consumers. The issues are highly variable, many centering on food safety, nutrition, animal welfare and value. Our consumers (wholesale, export, farm-to-table and traditional retail) are alternately savvy and undereducated about our product and production methods. There is no “one-size-fits-all” approach. We have to work on all these fronts to ensure pork’s consumer demand grows.

What do you think should be the main goal of the Checkoff and National Pork Board? I believe in the current goals and purpose of the organization to prudently spend Checkoff funds in support of industry-related research, consumer education, producer advocacy and continuing producer education.

Why are you seeking this position? I have sincerely enjoyed the time I’ve spent as an active voice for our industry and would like to be more involved at the national level. Producers are facing numerous pressures – financial, political, activist and consumer driven – which detract from our real story. I would be honored to be a part of shaping our leadership for the future to assist the development of a toolbox for producers to use in meeting these challenges, whatever their operation size and target consumer.

Nominating Committee Candidates	Industry Knowledge		Pork Board/ Checkoff Knowledge		Leadership Skills		Communication Skills		Attitude/ Passion	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
David Dedert	6.571	5	7.143	4	9.286	5	5.857	5	8.286	3
Bill Knapke	7.714	3	7.571	3	14.000	1	7.429	4	8.286	3
Brent Sandidge	8.143	1	8.286	1	13.143	2	8.000	2	8.857	1
Bill Tentinger	7.857	2	7.857	2	12.714	3	7.571	3	8.571	2
Dawn Williamson	6.857	4	6.429	5	10.286	4	8.143	1	7.929	5



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