

# 2009 World Pork Expo Schedule of Events

## Wednesday through Friday, June 3-5

### Iowa State Fairgrounds

#### **World Pork Expo Trade Show**

Wednesday and Thursday: 8 a.m. to 5 p.m.

Friday: 8 a.m. – 1 p.m.

*Location: Varied Industries Building, Cattle Barn, Outdoors (southwest of Varied Industries Building)*

At the world's largest pork-specific trade show, a wide array of pork industry products and services will be offered by some 500 exhibitors.

#### **World Pork Expo Marketing Information Center**

Wednesday and Thursday: 9 a.m. to 5 p.m.

*Location: Varied Industries Building*

The Marketing Information Center offers producers the opportunity to learn about industry trends and outlooks that impact their bottom line.

*Underwriting Sponsors: Pork Magazine, National Pork Board and the National Pork Producers Council*

#### **TENTATIVE SCHEDULE**

##### **Wednesday, June 3, 2009**

10 a.m. – Noon

**Using Technology to Improve Overall Profitability**

*AgroSoft North America*

Noon – 2:30 p.m.

**Outlook Session**

*Lunch sponsored by the National Pork Board*

**Hog Market, Export and Competing Meats Outlook**

*Glenn Grimes, University of Missouri*

**Crop and Feed Grain Production and Use Scenario**

*Robert Wisner, Iowa State University*

**Weather and Crop-Growing Conditions**

*Elwynn Taylor, Iowa State University*

3:00 pm – 5:00 pm

**Environmental and Economic Benefits of  
Capturing Swine Manure Methane**

*Chris Voell, USEP AgSTAR Program  
Teresa Bomhoff, USDA Rural Development*

**Thursday, June 4, 2009**

**10:00 am – 12:00 pm**

**Using Technology to Improve Overall Profitability**

*AgroSoft, North American*

**12:00 pm – 2:30 pm**

**Outlook Session**

*Lunch sponsored by the National Pork Board*

**Hog Market, Export and Competing Meats Outlook**

*Glenn Grimes, University of Missouri*

**Crop and Feed Grain Production and Use Scenario**

*Robert Wisner, Iowa State University*

**Weather and Crop-Growing Conditions**

*Elwynn Taylor, Iowa State University*

**3:00 pm – 5:00 pm**

**Sow Seminar**

*American Protein Corporation*

**World Pork Expo Educational Seminars**

**Wednesday and Thursday: 10 a.m. to 3 p.m.**

***Location: Cattle Barn Arena Area***

***Underwriting Sponsors: Boehringer Ingelheim Vetmedica, Intervet/Schering-Plough Animal Health, AgroSoft North America, APC, Inc., and Novus International***

**TENTATIVE SCHEDULE**

**Wednesday, June 3, 2009**

**10 a.m. – Noon**

Intervet/Schering-Plough Animal Health

**Thursday, June 4, 2009**

**10 a.m. – Noon**

Novus International

**1 p.m. – 3 p.m.**

Boehringer Ingelheim

## **Pork Academy**

**Wednesday and Thursday: 9:30 a.m. to 3:45 p.m.**

**Friday: 9:30 to 11 a.m.**

***Location: Varied Industries Building Room C***

***Sponsored by: National Pork Board/Pork Checkoff***

### **Wednesday, June 3<sup>rd</sup>**

9:30 - 10:15 a.m.

#### **What's the Real Deal with MRSA in Pigs, Pork & People?**

*Peter Davies, University of Minnesota*

10:15 a.m. – 11 a.m.

#### **Proper Euthanasia Techniques**

*Speaker to be announced*

11 a.m. – 11:45 a.m.

#### **The latest information on PRRS and PCVAD**

*Dick Hesse, Kansas State University*

1:30 p.m. – 2:15 p.m.

#### **Neighbor 2 Neighbor**

*Ben Vainner, National Pork Board*

2:15 p.m. – 3 p.m.

#### **Biosecurity 101**

*Alex Ramirez, Iowa State University*

3p.m. – 3:45 p.m.

#### **Is Your Pork Export-Ready?**

#### **The latest on MRL's and antibiotics.**

*Collette Schultz Kaster, Farmland Foods*

### **Thursday, June 4<sup>th</sup>**

9:30 a.m. – 10:15 a.m.

Are you ready for Mother Nature?

#### **Disaster Preparedness and Biosecurity**

*Dr. Jim Roth, Center for Food Security and  
Public Health Iowa State University*

10:15 a.m. – 11 a.m.

#### **Proper Euthanasia Techniques**

*Speaker to be announced*

11 a.m. – 11:45 a.m.

#### **Energy Costs**

*Mike Brumm, Brumm Consulting*

1:30 p.m. – 2:15 p.m.

**Neighbor 2 Neighbor**

*Ben Vainner, National Pork Board*

2:15 p.m. – 3 p.m.

**Hispanic Labor in the Swine Industry,  
a Thing of the Past?**

*Orlando Gil, Training Connections/  
Translation Services*

3 p.m. – 3:45 p.m.

**What Does Feed Management Include?**

*Alan Sutton, Purdue University*

**Friday, June 5<sup>th</sup>**

9:30 a.m. - 10:15 a.m.

**Alternative Feed Ingredients**

*Joel DeRouchey, Kansas State University*

10:15 a.m. – 11 a.m.

**Energy Costs**

*Mike Brumm, Brumm Consulting*

**World Pork Open 2009  
Clay Target Championships**

**Thursday, June 4**

***Location: New Pioneer Gun Club, Waukee, Iowa***

***Sponsored by: Phibro Animal Health/Prince AgriProducts***

This five-person team shoot-out has become a “don’t-miss” World Pork Expo event. To register, visit the World Pork Expo Web site, [www.worldpork.org](http://www.worldpork.org) for a registration form or call Craig Boelling, National Pork Producers Council, 515-278-8012.

**World Pork Open 2009  
Golf Tournament**

**Friday, June 5;**

**7:30 a.m. – Registration**

**8 a.m. – Shotgun Start**

**Prizes immediately following golf**

***Location: Briarwood Golf Course, Ankeny, Iowa***

***Sponsored by: Alpharma Animal Health and ADM Alliance Nutrition***

A World Pork Expo favorite! Reservations are being accepted for the first 144 golfers. Cost is a \$125 contribution per golfer. Sign up a foursome or register individually. Registration forms are available at [www.worldpork.org](http://www.worldpork.org).

## **National Swine Registry – America’s Best Genetics**

**During Trade Show Hours**

***Location: Cattle Barn***

A showcase of America’s most prominent purebred genetic resources provides the opportunity to learn more about the cutting edge of purebred genetics in the U.S. America’s Best Genetics Alley will host select seed stock suppliers, semen companies and exporting firms that serve as a world-wide resource for production systems of any scale. Producers will learn about genetics dedicated to the improvement of your bottom line – such as lean efficiency, pork quality and lifetime maternal performance – and how a comprehensive genetic evaluation, coupled with molecular technology and a verified pedigree structure can serve as a source for pure genetic progress.

## **World Pork Expo Industry Tour**

**Monday June 1 – Wednesday, June 3**

***Departing from Airport Holiday Inn, Des Moines***

The Industry Tour takes visitors to various industry-related organizations around the state. Choose from several different tours, with stops at Iowa State University, Pioneer, IVESCO, Hy-Vee and many more. For pricing and a schedule, visit [www.worldpork.org](http://www.worldpork.org).

## **World Pork Expo International Symposium**

**Wednesday, June 3**

***Location: Airport Holiday Inn, Des Moines***

Join us for a one day event with industry experts covering reproduction, nutrition, animal health, genetics and management, presented by Iowa State University Department of Animal Science staff and the Iowa Pork Industry Center. To reserve space, visit [www.worldpork.org](http://www.worldpork.org).

## **World Pork Expo Swine Handling & Transport Forum**

**Tuesday, June 2: 9 a.m. to 5 p.m.**

***Location: Downtown Marriott, Des Moines***

***Underwriting Sponsors:***

***National Hog Farmer Magazine, the National Pork Board and the NPPC***

This forum provides pork producers, swine handlers and transporters with current information about the handling, transportation and marketing of pigs. Topics will include the importance of stockmanship, animal welfare expectations throughout the pork supply chain and preventing transport losses to increase your economic return.

## **MusicFest**

**Thursday: 3:30 p.m. to 8 p.m.**

***Location: Grand Concourse***

Pork producers are encouraged to make a point of staying around for Thursday evening's hog roast, featuring musical entertainment presented street-dance style on the Grand Concourse. Entertainers will include opening act, Des Moines-area favorites, Tony Valdez and the Retro Rockets, followed by national top-10 country stars, Confederate Railroad. Headliners will be Sonny Geraci and the Outsiders. Geraci gained fame as the front man for "Climax" with hits including, "Precious and Few" and "Time Won't Let Me."

## **World Pork Expo Farm Toy Show and Sale**

**Wednesday and Thursday: 8 a.m. to 5 p.m.**

**Friday: 8 a.m. – 1 p.m.**

**Featuring the sixth edition World Pork Expo commemorative toy tractor**

The World Pork Expo Farm Toy Show and Sale will be held in the Cattle Barn. Check out the farm toys and memorabilia for sale.

Don't miss the chance to purchase the 2009 World Pork Expo commemorative tractor, a specially commissioned Massey Ferguson 65 with #38 Farm & Utility Loader featuring World Pork Expo ID package and movable loader arms and bucket.

A limited number of World Pork Expo tractors have been serial numbered and are available to collectors through NPPC. Those who purchase 2009 serial-numbered tractors will have the first option to purchase the same serial number in the 2010 model. Order online at [www.worldpork.org](http://www.worldpork.org) or call NPPC, 515-278-8012.

## **The Great Pork BarbeQlossal™**

**Friday and Saturday**

**Judging starts at 11 a.m. Saturday, Prizes awarded at 3:30 p.m.**

***Location: South of the VI Building***

The nation's best bar-b-queers will vie for a share of more than \$37,500 in cash prizes and national competition points in this World Pork Expo tradition. Contestants will bring their custom-made grills and sauces to compete in the categories of whole hog, ribs, loin and shoulder, and showmanship. Big Green Egg Scramble will be held Friday evening.

## **PigCasso™ Art Show**

**Wednesday and Thursday: 8 a.m. to 5 p.m.**

**Friday: 8 a.m. – 1 p.m.**

***Location: Cattle Barn***

***Main Entrance***

Pig images in a variety of media will be on display in this unique traditional show, where artists from around the country vie for cash prizes and ribbons. Expo attendees may vote for their favorite artwork in the Audience's Choice Award.

## **Pig Races**

**Wednesday and Thursday: 8 a.m. to 5 p.m.**

**Friday: 8 a.m. – 1 p.m.**

***Location: Northeast Corner, Cattle Barn***

The excitement and fun of live racing can be found at Expo. Racing pigs will hoof around a sawdust track at blazing speeds. It will be fun for the entire family as you participate in the pageantry of the Pig Races.

## **World Pork Expo Merchandise Shop**

**Wednesday and Thursday: 8 a.m. to 5 p.m.**

**Friday: 8 a.m. – 1 p.m.**

***Location: Varied Industries Building, South Foyer***

Bring something home for the kids or, better yet, shop for yourself! Exclusive World Pork Expo apparel and merchandise...something for everyone!

## **Lunch at the Big Grill**

**Wednesday, Thursday and Friday: 11 a.m. to 1 p.m.**

***Location: Fairgrounds Triangle***

***Sponsored by: Hy-Vee, Hormel Foods and Pioneer Hi-Bred International***

There is such a thing as a free lunch when you visit the World Pork Expo "Big Grill."  
Menu to be announced.

## **2009 World Pork Expo Junior National**

**Tuesday through Saturday**

***Location: Swine Barn***

One of the top youth shows in the nation, the Junior National Swine Show draws young showmen from across the country. For more information and schedules, visit the Junior National Swine Association Web site at [www.nationalswine.com/njsa/njsa.html](http://www.nationalswine.com/njsa/njsa.html).

### **Tuesday, June 2**

Noon: Earliest entries may arrive

4-8 p.m.: Registration and declaration of market-entry weights

### **Wednesday, June 3**

7:30-9:30 a.m.: Registration and declaration of market-entry weights

9 a.m.: All WPX Junior National entries must be on grounds

10:30 a.m.: Showmanship Clinic

11:30 a.m.: Mandatory exhibitor meeting by show ring

Noon: Crossbred Barrow Show (Ring B), followed by Purebred Barrow Show

Ring A: Berkshire, Chester White, Poland China and Spotted

Ring B: Duroc, Hampshire, Landrace and Yorkshire

### **Thursday, June 4**

8 a.m.: Showmanship

Ring A: Senior, followed by Intermediate

Ring B: Junior, followed by Novice

1 p.m.: Purebred Gilt Show

Ring A: Berkshire, Chester White, Poland China and Spotted (followed by Crossbred Breeding Gilt Show)

Ring B: Duroc, Hampshire, Landrace and Yorkshire

### **Friday, June 5**

8-9:30 a.m.: Judging Contest registration by judging rings

10 a.m.: Judging Contest

12:30 p.m.: Novice Judging Contest

4 p.m.: Sweepstakes Ceremony

All WPX Junior National hogs are released after the Sweepstakes Ceremony, but are encouraged to stay through Saturday for the WPX Sale.

## **2009 World Pork Expo Breed Show and Sale**

**Wednesday, Thursday and Friday**

***Location: Swine Barn***

- **World Pork Expo 2009 – Breed Show and Sale – Swine Barn**

### **Tuesday, June 2**

Noon – Earliest hogs may arrive

### **Thursday, June 4**

8 a.m. – All hogs must be on the grounds, check-in and scanning of boars

### **Friday, June 5**

7:30 a.m. – Ring A

Hampshire Show followed by Duroc, Landrace and Yorkshire boars and gilts;  
crossbred boars

9 a.m. – Ring B

Chester White Show followed by Spotted, Poland and Berkshire

### **Saturday, June 6**

9 a.m. – Ring A

Hampshire Sale followed by Duroc, Landrace and Yorkshire boars and gilts;  
crossbred boars, crossbred gilts (from WPX Junior National only)

10 a.m. – Ring B

Chester White Sale followed by Spotted, Poland and Berkshire