



# CARTHAGE CORNER

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"The Future of the Swine Industry - Do Your Part"



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&

Elanco Products:  
"Paylean"

## IMPORTANT INDUSTRY DATES

CVS 19th Annual  
Swine Conference  
Sept. 1st, 2009  
WIU - Macomb, IL



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## The Future of the Swine Industry - Do Your Part

The swine industry has experienced cyclic pricing for many years but today there are different influencers in the mix. It appears the normal summer highs will not happen as many producers have hoped for. Novel H1N1 influenza has greatly affected the demand side of the economic principles and production is on a continual improvement trend influencing supply. Those factors bring us to today; problem of too much pork for current demand. What can we do to help the future of the industry?

Changing supply is obvious but not easy-reduced sow numbers. Mark Greenwood of AgStar is saying the target is to reduce sow numbers to 5 million sows. That is greater than a 10% reduction. Some liquidation is happening very slowly but sow slaughter data is not showing that level of increase. It is likely that the sows going to town today are the least productive either due to health or management. That results in the remaining sow population being more reproductively efficient (more pigs per sow). The current genetic trends are also increasing productivity every year and it looks to continue. That is why the drastic sow reduction is needed to correct the supply side of the economic model.

Driving demand is more complicated. The US swine industry has grown and thrived on growing export demands. Novel H1N1 has shown us the influence of a disease and the economic effects of shutting down country borders to US pork. It did not matter if the threat was real, perception ruled the markets. US pork demand is holding fairly well today. Pork producers,

owners and farm laborers, all need to seize the opportunity to influence the people we know and see every day. We are the best people to tell the Pork Industry story- we produce very nutritious meat protein that is part of one of the world's safest food supply chain. Each of us needs to be part of the grass roots advertising campaign and help grow US demand.



NPPC has introduced the "We Care" program. It is designed to help build a better image for the pork industry.



The key driver is to help the general consumer understand pork producers are doing a great job taking care of the pigs and providing them with a quality product. The public needs to be confident that we are committed to do the "right thing" every day. Further information can be found at the NPPC website [www.nppc.org](http://www.nppc.org).



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## TRAINING PRODUCTS

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A Wean-Finish 3D virtual training simulation developed by CVS.

Available for free at:  
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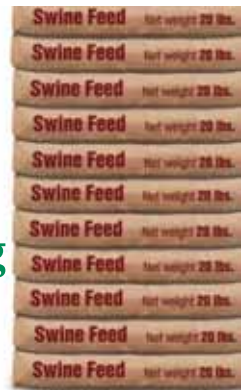
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The Future of the Swine Industry - Do Your Part Cont.

US pork producers need to step up and be proud of the work they do and tell people about it. The local demand for pork will add up if everyone gets involved and drive the increase in pork consumption. The challenge to all pork producers=become a Pork Promoter!

What if you could save over **20 lbs. of feed per pig** in just **28 days?**



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- Saves over 20 lbs. of feed<sup>1</sup>
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- Increases carcass weight 5-8 lbs<sup>2</sup>
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Clinical registration studies showed no statistical difference between the effects of 4.5 g/ton and 9 g/ton.

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<sup>1</sup> Elanco Trial T4V290710. Data on file.

<sup>2</sup> Elanco Trial T4V290607. Range based on data from 4.5 g/ton program and 6.75 g/ton program, respectively. Data on file.

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Finish strong!



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