

The Noon News

March 10, 2008

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Waterloo Exchange Club

National Pork Producers Association - Vice president Sharon Droste introduced us to Todd Wiley from the Speakers Bureau of the National Pork Producers Association. Mr. Wiley stopped by to give us an overview of local trends in farming and pork production. He said this was the first Exchange



Frank & Dick negotiate a contract for pigs with National Pork Producers Association?

Club he has spoken to and he was impressed with the way we are "taking ownership of our community." Mr. Wiley is an Iowa State University graduate. He worked in for a time in sales after graduating from ISU, but has partnered with his father on the family farm which they have transformed into a large pork production facility.

Mr. Wiley described the context of the pork producers establishing the Speakers Bureau. First, he said, during the period of 1979 through 1985 they saw the consumption of pork in this country drop by 24%. Secondly the percentage of Americans involved in agriculture has declined dramatically, resulting in a populace unfamiliar with farming operations. Faced with a significant decline in their markets and serving a customer base that could potentially become adversarial, the pork producers took corrective action and the job of the Speakers Bureau is to get that message out.

Mr. Wiley described the market assessment finding that their pork was far too fat. He stated that changes have been implemented across the board that have reduce the fat content of pork by 31% over the past 20 years. He went on to say that he has had a good reaction to his presentations on pork production facilities and the technology as well as the management expertise being applied to the challenges and opportunities the pork producers face. *** Continued on page #2**

NEXT MEETING LOGISTICS

Program : Closed Business Meeting
Prayer : Sandy Kline
Pledge : Nancy Showers
Menu : Roast Beef

WHAT'S FOR LUNCH

Mar:17: Roast Beef
Mar 24: Prime Rib Sandwich & Fries
Mar 31: TBD by Columbus High School
Apr 07: Basket Ball Awards
Apr 14: Closed Business Meeting
Order Chef Salad one week in advance

PROGRAM SCHEDULE

Mar 17: Closed Business Meeting
Mar 24: Iowa Author - Fred Strohbeh
Mar 31: Student of the Year at Columbus HS
Apr 07: Large Cheese Burger and Fries
Apr 14: Meatloaf

BIRTHDAYS

Mar 13: Bill Senn

THOUGHT OF THE WEEK

President Neebel brought this second story to illustrate the importance how we treat people.

" One night at 11:30PM, an older African American woman was standing on the side of an Alabama highway trying to endure a lashing rain storm. Her car had broken down and she desperately needed a ride. Soaking wet, she decided to flag down the next car. A young white man stopped to help her, generally unheard of in the conflict-filled 1960's. The man took her to safety, helped her get assistance and put her in a taxi. She seemed to be in a big hurry, but wrote down his address and thanked him. Seven days went by and a knock came on the man's door. To his surprise, a giant console color TV was delivered to his home. A special note was attached. It read 'Thank you so much for assisting me on the highway the other night. The rain drenched not only my clothes, but also my spirits. Then you came along. Because of you, I was able to make it to my dying husband's bedside just before he passed away... God bless you for helping me and unselfishly serving others.' Sincerely, Mrs. Nat King Cole."

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Pork Producers - continued - Mr. Wiley went on to describe how farming practices have changed from having pigs kept out in the open to raising them in specialized facilities with 1,000 animals in a single building. He told us about how keeping the animals in specialized, controlled environments results in healthier pigs which benefits everyone - pigs, farmers and consumers.

Mr. Wiley closed his presentation by describing the major issues facing the pork industry: (1) animal welfare, (2) environmental issues and (3) odor management, which he said was the most difficult issue. He went on to describe some of the work being done to address these major issues.

Editors note: We were especially pleased to take note that Mr. Cole and Mr. Magsamen, Co-chairs of the Family Picnic, who are ever vigilant when it comes to sourcing the highest quality stock for the meal at the event they manage, wasted no time in establishing a relationship with Mr. Wiley and the National Pork Producers. We view this in a most positive light and hope it signals an end to senseless forays into options like chicken on the menu. Exchange is America's service club and Americans eat beef and frequently pork...

Awards nominations - Wanda Martin reminds us of the three award categories we will be recognizing people for during the meeting on April 14th. Wanda asks that all ***nominations be submitted by March 17th***. We published the criteria in recent newsletters, but if you need to see them again contact me by email by [clicking here](#) and we'll get them to you again.

Guests - One guest again this week. Brittany Jungck brought Christine Landa as her guest. Brittany and Christine work for Junior Achievement of Eastern Iowa.

Board meeting - The Board of Directors will meet at Liberty Bank on March 20th at 5:30PM. Members are welcome.

Sports Show - Reece Miller expresses his thanks to everyone that supported the work at the Sports Show. He was most appreciative of folks honoring their commitments and keeping to the schedule wherever possible. The Volunteer Appreciation Dinner will be scheduled in April.

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