

Iowa FFA
Agricultural Communications CDE
June 3, 2004
Communications Quiz

Contestant Name: _____

Score: _____

FFA Chapter: _____

Contestant No.: _____

Instructions: This quiz covers basic items related to agricultural communications, such as style, grammar, punctuation, capitalization, spelling, word usage and ethics. There are 25 multiple-choice questions, valued at one point each.

- 1) Through which form of media did farmers learn about the Great Depression as it devastated the national economy?
 - a) telephone
 - b) newspaper
 - c) magazine
 - d) radio
 - e) television

- 2) Balance is very important in designing a broadcast story. What two concepts are taken into consideration when designing a broadcast story?
 - a) imagination and asymmetrical
 - b) asymmetrical and symmetrical
 - c) symmetrical and imagination
 - d) symmetrical and numerical

- 3) Which statement best defines the golden mean?
 - a) divides a page into thirds
 - b) folds the page in half
 - c) write just in the top third of your paper
 - d) put your visual at the top of the page

- 4) Writing a news broadcast story can be difficult. Of the following, which is the easiest way to make the story less difficult?
 - a) limit the use of numbers
 - b) do not repeat important information
 - c) keep stories within 90-second periods
 - d) use long sentences

- 5) When presenting a broadcast story you should...
 - a) use big words to sound intelligent
 - b) talk in one voice the entire time
 - c) use a conversational tone
 - d) talk very loudly and clear so everyone can hear you

- 6) Avoid using a quote that
 - a) isn't clearly stated
 - b) doesn't relate directly to the focus and supporting points in your story
 - c) is accusatory in nature
 - d) all of the above

- 7) Which of the following should you not do in an interview?
 - a) Control the interview
 - b) Use a conversational tone
 - c) Overpower the interview
 - d) Verify information

- 8) Which of the following is not a step in the moral reasoning process?
 - a) Define the ethical dilemma
 - b) Examine all alternatives
 - c) Ask another journalist's opinion
 - d) Justify your decision

- 9) When presenting a broadcast story, you should
 - a) be very formal
 - b) be personable, but not too casual
 - c) be very casual
 - d) act like some high profile news anchor

- 10) Most readers
 - a) only read the headlines
 - b) only read the advertisements
 - c) read the newspaper front to back
 - d) skim the newspaper for information that interests them

- 11) The "lead" of a newspaper article should be
 - a) 1-2 sentences long
 - b) 2-3 sentences long
 - c) 3-4 sentences long
 - d) 4-5 sentences long

- 12) When compiling a news story, two very important rules to remember are:
- Always tell the truth and look for ways to promote your organization
 - Check information (names, dates, times, places) and verify it.
 - Always work as fast and as efficient as you can.
 - Always hunt for more information and make the story interesting
- 13) When considering ethical dilemmas in photography, which of the following is the most appropriate question to ask your self?
- Does the photo use the “rule of thirds” standards?
 - Is color or black and white more appropriate for this story?
 - Is the person who is in the photo attractive?
 - What is the news value of this photo?
- 14) If an Agribusiness comes to you with information regarding their agronomic product and cites proof of higher yield from their company test plot, which of the following would be the most appropriate response as an agricultural journalist?
- Write a story promoting the “New Green Revolution” that is coming through product “X”.
 - Tell the company they have to pay for advertising, and that you won’t write a story for them.
 - Ask the company to set up a test plot with a third, unbiased party, and you will write an article when the results are in.
 - Tell the company you will write the article for a fee.
- 15) When gathering a news story, what are the most important facts to attain before writing?
- who, what, where
 - how, when, who, where
 - why, when, what, who, how
 - how, who, where, when, why, what
- 16) When communicating to the public about certain risks, such as soybean aphids, the agricultural communicator should:
- Talk to scientists from the agricultural community and ask them to assess the risk.
 - Talk to farmers, scientists, and agronomists from the agricultural community and ask them to assess the situation.
 - Talk to farmers only, scientists don’t know anything about risk because they haven’t experienced it.
 - Write about the most dire situation that could happen, according to one extension agronomist.
- 17) When using a pie chart as a visual aid, which suggestion is most important?
- Type labels horizontally outside the segments.
 - Make sure the total of all segments equal 100 percent
 - Arrange greatest portion to begin at the six o’clock position.
 - More than one answer is possible.

- 18) Which of the following is not essential when designing visual aids?
- a) Use charts to emphasize elements and data.
 - b) Include a clearly defined legend.
 - c) Use descriptions in place of titles.
 - d) Present short axis labels.
- 19) Principals of design include:
- a) Balance and Unity
 - b) Contrast and White Space
 - c) Proportion and Repetition
 - d) All of the above are correct
- 20) According to the Associated Press, photo captions should follow a formula. Which of the following captions most accurately follows their two sentence formula?
- a) Green Acre FFA hopes to plant a garden next week. Here they are shown selling pots as a fundraiser last Friday, May 11 at City Park.
 - b) Riverbend FFA collected tires as an activity for Earth Day. Over 2,000 old tires were collected for recycling at the annual event.
 - c) Sugar Valley FFA members held a petting zoo for Central Elementary students on Tuesday, April 24. FFA members do monthly activities with the students as part of their PALS program.
 - d) This photo was taken on Tuesday, January 25. Big Barn FFA proudly hosted their 8th Annual Harvest Ball as a community development activity for their chapter.
- 21) Which of the following should not be considered when editing photos?
- a) lines
 - b) rule of center
 - c) framing
 - d) simplicity
- 22) What would not be included in a broilerplate of a National FFA press release?
- a) FFA is a national youth organization.
 - b) The National FFA Leadership Conference will be held October 28-30, 2004.
 - c) Over 7,312 FFA chapters in all 50 states and Puerto Rico.
 - d) For more information visit www.ffa.org.

- 23) Quotes are often used in new stories. Which of the following quotes would be considered most acceptable?
- a) "I learned about their internship opportunities on the National FFA website," Billy Jones said when asked how he discovered his current position with Agri-Commerce.
 - b) When asked how he discovered his current position with Agri-Commerce, Billy Jones said, "I learned about their internship opportunities on the National FFA website."
 - c) Billy Jones said he sees the Country Clutter organization as "weak and unorganized" and "challenged with problems they could have avoided with adequate management."
 - d) Billy Jones states, "I can still remember the day Fred ran for a state FFA office his senior year." Sarah Smith replied, "Me, too!"
- 24) Often news writing involves an interview. What techniques should be used while interviewing an individual?
- a) Use the "silent treatment."
 - b) Control the interview.
 - c) Use a conversational tone.
 - d) All of the above
- 25) An organized process of writing a new story includes the FORK method. Which of the following does the "F" stand for?
- a) flatter
 - b) focus
 - c) follow-up
 - d) friendly

2004 Key (Multiple Choice)

- | | |
|-------|-------|
| 1. D | 14. C |
| 2. B | 15. D |
| 3. A | 16. B |
| 4. A | 17. A |
| 5. C | 18. C |
| 6. D | 19. D |
| 7. C | 20. C |
| 8. C | 21. B |
| 9. B | 22. B |
| 10. D | 23. A |
| 11. A | 24. D |
| 12. B | 25. B |
| 13. D | |

Iowa FFA
Agricultural Communications CDE
June 3, 2004
Editing Quiz

Contestant Name: _____

Score: _____

FFA Chapter: _____

Contestant No.: _____

Instructions: Twenty-five words or phrases are underlined in the news release below. Some are correct and others contain errors. Indicate in the corresponding spaces to the right if the words or phrases are correct or incorrect. **Do this by writing the appropriate word (“correct” or “incorrect”) on the line.** If they are incorrect, correct those using standard editing marks or other clear marks indicating your edits. You may find errors related to grammar, punctuation, word usage, spelling, or other Associated Press Stylebook issues.



News Release

FOR IMMEDIATE RELEASE

January 8, 2004

Contact: William F. Stagg, 317-802-4243

National FFA Organization

6060 FFA Drive

P.O. Box 68960

Indianapolis, IN 46268-0960

Telephone: 317-802-6060

Fax: 317-802-6061

FFA web site: www.ffa.org

**Bernie Staller to Retire from the National FFA
Organization and National FFA Foundation**

INDIANAPOLIS—Bernie Staller¹ announced he'll retire in the fall of 2004 after serving 13 years as chief operating officer of the National FFA Organization & National FFA Foundation.³ Staller has devoted 37 years to agricultural education, 13 of them with the FFA organization and 27 with the FFA foundation.

-MORE-

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| 1. | _____ |
| 2. | _____ |
| 3. | _____ |

“The timing for this decision feels right,” said Staller. “The National FFA Organization is fiscally sound, FFA membership is at a 19-year high, our operations are fully staffed and we have exciting developments on the horizon. I can’t imagine a better time to look forward than during the Diamond anniversary of the⁴ organization.”

Larry Case, national FFA advisor and chief executive officer, sited Staller⁵ for his years of service. “Bernie Staller has provided visionary leadership and skilled management at a time when FFA needed it most,” said Case. “He has assembled a world-class staff of professionals⁶ who are as passionate as he is about FFA’s mission of providing students with opportunities for developing leadership, personal growth and career success. On behalf of the staff, our state leaders, FFA members and the National FFA Board of Directors, I commend⁷ Bernie for his outstanding service and many contributions to FFA and agricultural education.”

Case said the National FFA Board of Directors would work with Staller and the national staff to develop⁸ a selection process for filling the chief operating officer position. That effort could take from 6 to 9 months,⁹ according to Case.

Staller began his career as a agribusiness instructor and FFA advisor¹⁰ at Janesville-Parker High School in Janesville, Wis., where he taught for 11 years. During that time, enrollment in his agricultural education program¹¹ grew from 40 to nearly 500 students, and the faculty expanded from one to five instructors. Staller next joined the National FFA Foundation in Madison, Wis., as assistant executive director in July 1977, and was subsequently¹² named executive director April 1, 1979. He assumed responsibilities as chief operating officer for both the National FFA Organization and the National FFA Foundation March 18, 1991.¹³

During his tenure as chief operating officer, Staller guided the National FFA Organization through structural changes, helped end a 15-year decline in national FFA membership and stabilized the organization’s financial standing. He also reorganized and streamlined national FFA staffing¹⁴ and operations while increasing efficiency and broadening the range of services provided to state FFA associations and local chapters.

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Staller managed the successful relocation of national FFA business operations and staff from Alexandria, Va., to Indianapolis in 1998. In 1999, Staller oversaw the relocation of the national FFA convention to Louisville, Ky., after the 51,000-person gathering outgrew its location in Kansas City, Mo. These accomplishments led to fiscal savings and increased service levials¹⁵ for FFA members, teachers and state associations.

Staller oversaw construction and a successful \$5.2 million capital campaign for the new National FFA Center in Indianapolis in 1998,¹⁶ completing the project entirely through corporate and private donations. Through his leadership, first as executive director and then as chief operating officer, the National Foundation FFA has achieved¹⁷ record levels of fundraising during each of the past 24 years. Since coming to the Foundation in 1977, annual contributions have grown from \$700,000 to more than eight million dollars.¹⁸ During Staller's tenure, the Foundation has raised more than \$75 million in support of FFA and agricultural education.

An Indiana native, Staller is an honors graduate from the University of Wisconsin, Madison, earning bachelor's and master's degrees¹⁹ in agricultural education. A former student member of both FFA and 4-H, Staller served as president in both local organizations. As an educator, he was twice selected as Outstanding Young Teacher in Wisconsin,²⁰ and he served as president of the Wisconsin Association of Vocational Instructors Agriculture²¹ (WAVAI). Staller was a member of the board of directors of the National Education Foundation of Alpha Gamma Rho for six years, serving as president from 1988 to 1990, and is an honorary member of Gamma Sigma Delta, the agricultural honor society. He is married to the former Martha Miller of Whitewater, Wis., and they couple has two children²² and six grandchildren.

Following his retirement this fall, Staller and his wife will relocate to southern Wisconsin to be closer to family and friends. His plans include devoting more time to his passions of gardening, fishing, gourmet French cooking and building²³ fine Shaker furniture in his workshop.

-MORE-

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FFA is a national youth organization²⁴ of 464,267 student members preparing for leadership and careers in the science, business and technology of agriculture with 7,194 local chapters in all 50 states, Puerto Rico and the Virgin Islands. FFA strives to make positive difference in the lives²⁵ of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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FFA makes a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education.

24. _____

25. _____

Iowa FFA
Agricultural Communications CDE
June 3, 2004
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-MORE-

- | |
|---------------------------------|
| 1. <u>Correct</u> |
| 2. <u>Incorrect - spell out</u> |
| 3. <u>Incorrect - spell out</u> |

"The timing for this decision feels right," said Staller. "The National FFA Organization is fiscally sound, FFA membership is at a 19-year high, our operations are fully staffed and we have exciting developments on the horizon. I can't imagine a better time to look forward than during the Diamond anniversary of the⁴ organization."

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4. Incorrect -
lower case

5. Incorrect -
misspelled
cited

6. Correct

7. Incorrect -
Delete space

8. Correct

9. Incorrect -
spell it out

10. Incorrect - "an"

11. Correct

12. Correct

13. Correct

14. Correct

-MORE-

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-MORE-

15. Incorrect
misspelled
"leavals"

16. Correct

17. Incorrect
Transposed.

18. Incorrect
use figures

19. Correct

20. Correct

21. Incorrect

22. Incorrect

23. Correct

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24. Correct

25. Incorrect
insert "A"

Iowa FFA
Agricultural Communications CDE
June 3, 2004
Broadcaster Practicum

Each broadcaster will use the press packet and information gathered in the press conference to write and carry out a two-minute radio broadcast suitable to be aired on a radio station or radio network. Broadcasters will have 45 minutes to complete their tasks.

After you have developed the story, use a standard cassette and tape recorder to broadcast the story. The cassette with the recorded broadcast will be turned in for evaluation. You may listen to the recording before turning in the cassette, if time allows. All tape recorders will be the same (or assumed to be the same); therefore, recording quality will not be a factor in the evaluation process.

You should also develop and turn in five written questions that you would have asked the expert if given the opportunity to interview the expert after the press conference. These written questions will be turned in along with the cassette once you have completed the tasks.

Write your name, contestant number, and chapter on your tape in ink.

For your radio broadcast, you may select one or more of the quotes found at the lower portion of the document with the speaker's biography. All quotes are related to the speaker's topic. The quote should be read and included as part of the broadcast.

Iowa FFA Association
Agricultural Communications CDE
June 3, 2004

Press Conference Speaker's Biography
Quotes from related business & industry*

Sherry Hoyer
Communication Specialist
Iowa Pork Industry Center
Iowa State University



Address:

109 Kildee Hall
Iowa State University
Ames, IA 50011
Telephone: 515-294-4496
Fax: 515-294-5698
E-mail: shoyer@iastate.edu

Position Responsibilities: All communications effort for *Iowa Pork Industry Center (IPIC)*, including news releases for broadcast and print media, publication creation, Iowa Communications Network (ICN) program coordination and World Wide Web (WWW) work.

Website: <http://www.extension.iastate.edu/ipic/homepage.html>

Continued on Back

**Iowa FFA Association
Agricultural Communications CDE
June 3, 2004**

Quotes from related business & industry*

The following are quotes from industry experts about Pork Niche Marketing. Broadcasters may insert these quotes into their recordings. Writers may choose to use them as direct quotes, but are not required to include any of them.

Quote A*

“The collaboration that has been developed through the pork niche market project and the grant program is a tremendous asset to Iowa farmers and farmers throughout the country. The synergy that is created through these efforts will have a long-term impact. This program is a model for other agricultural producer groups.” *Senator Charles Grassely, United State Senator from Iowa, 2004 (20 seconds)*

Quote B*

“The best part of this program is its focus on developing markets for hogs that are raised under high standards. The coalition of farmers, processors, distributors, retailers, and agency staff help to support the efforts to create and serve niche pork markets.” *Gary Huber, Pork Niche Market Work Group (PNMWG), 2004 (15 seconds)*

Quote C*

“The niche market program has given me the opportunity to seek alternatives to expanding my operation. My goal is to develop a market which is sustainable and supports my family.” *Hamilton County Pork Producer, 2004 (10 seconds)*

Quote D*

“The Pork Niche Market Work Group has made a great deal of process since its inception. This grant program is just one example of their efforts.” *Rich Pirog, Leopold Center for Sustainable Agriculture, 2004 (5 seconds)*

* The quotes are fictitious and are to be used for the purposes of this contest only!

Comparing Swine Niche Market Opportunities

Iowa Pork Industry Center ICN program – originally presented Aug 20, 2001

Updated Information current as of November 1, 2003

The changing structure of the swine industry has fostered the creation of new markets and interest by swine producers in considering alternatives to the traditional commodity system.

Normal live production – loss ownership -> Market to Packer → Processing → Wholesale → Consumer

The point at which the pig is sold or ownership lost will determine the reward and risk potential to capture a greater portion of the consumer dollar. The following approaches may or may not be considered “niche markets” depending upon the definition of “niche.” For this program, “niche” is defined as any marketing system (in part or whole) which does not use our current commodity-based marketing channels. The following marketing approaches are being used:

1. Special Attributes for Production and/or Marketing

Development of Brand or Name Recognition key issue

Production – loss ownership -> Market to Packer → Processing → Wholesale → Consumer

Production with special attributes or limitations (specific genetics, humane production or antibiotic free)

- Target Markets: Packer or Market Maker (e.g., Niman Ranch, 100% Berkshire Pork)

2. Retailed or Repurchased Ownership

Development of Brand or Name Recognition key issue

Production → Processing → Wholesale → Consumer

Production may require conventional or special attributes (antibiotic, humane or organic)

- Target Markets: Wholesale, Grocery Chains, Restaurants, Customers (e.g., Organic Valley – CROPP Pork Pool)

Production – loss ownership -> Market to Packer – repurchase -> Processing → Wholesale → Consumer

Production may require conventional or special attributes (antibiotic, humane or organic)

- Target Markets: Wholesale, Grocery Chains, Restaurants, Customers

3. Direct Marketing:

Production → Processing → Consumer

Production may be conventional or special (antibiotic, humane or organic)

- Target Markets: Consumers, Restaurants, Community Supported Agriculture (e.g., Eden Farms)

Information is provided for awareness of approaches and is not a statement of endorsement for companies or products presented, nor is criticism implied for organizations or approaches not listed. The information is current as of November 1, 2003.

The following chart provides comparisons of five swine niche market opportunities. Groups included are active in the state of Iowa and are new or open to additional participation. Markets presented are: Niman Ranch Pork Company, Organic Valley Pork Pool, Truline Premium Pork, 100% Berkshire Pork and Five Star Premium Pork Company. The candid sharing of information is appreciated. Because details of business may change, please direct company specific questions to the appropriate contact person listed.

Note. The original ICN program and chart presented eight market opportunities. Organizations not presented here are Confederated Swine Producers LLC (business structure and facility changes); American Berkshire Gold & Royal Berkshire Pork (marketing programs discontinued); and Chester White Pork (re-evaluating market)

For questions or comments contact Mark Storlie, ISU Extension Swine Field Specialist, E-mail: mstorlie@iastate.edu
Information compiled with assistance of Larry McMullen, ISU Ext. Swine Field Specialist; Russ Euken, ISU Ext. Livestock Field Specialist; and Tom Baas and Sherry Hoyer, Iowa Pork Industry Center.

IOWA STATE UNIVERSITY
University Extension

... and justice for all

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| Name of Niche Market (system): | Niman Ranch Pork Company & Niman Ranch | Organic Valley Organic Pork Pool | Truline Premium Pork |
|--|---|--|--|
| 1 Goal or Mission: | "Humanely raise the best tasting pork and provide the farmer with fair share of the market price " | "The goal of our cooperative is to return an organic premium and a consistent pay-price month-to-month to our farmers for their certified livestock " | "To produce and market for our customer the world's finest pork that is high quality, delicious, health and consistent" |
| 2 Year Started: | Niman Ranch Pork Co. - 1995 Niman Ranch late 1970's | 1998 | 1999 |
| 3 Contact Person: | Paul Willis, Manager, or Lori Lyon, Quality Manager or Philip Kramer 2551 Eagle Ave Thomton, IA 50479 Phone 641-998-2683 Fax 641-998-2774 e-mail: lorij@nimanranch.com or philipk@nimanranch.com www.nimanranch.com | Allen Moody Coordinator 507 W. Main St. LaFarge, WI 54639 Phone 888-444-6455 ext. 240 Fax 608-625-2300 e-mail: allen.moody@organicvalley.com www.organicvalley.com | Everett Forkner RR 1, Box 19 Richards, MO 64778 Phone: 417-484-3306 Fax: 417-484-3317 e-mail: eforkt@kfmel.net www.trulinegenetics.com |
| 4. Producer's production is directed - when to breed/farrow for the system Comments: | No Niman Ranch Pork will tell them when the supply has not met demand so producers may target production for low supply | Yes Producers based on seniority sign-up for production commitment (breeding/farrowing) | No |
| 5 Genetics: (limitations) Comments: Attributes required | No* Genetics that provide good eating pork- variety of genetics have been used Should be able to perform in outside environment | Yes* Preference is for Berkshire boars crossed with Chester White gilts and sows. Tolerance for Duroc, Hampshire and other traditional breeds. NO TOLERANCE for Landrace, York Large White extra-lean breeds, etc. | Yes* Duroc sired market pigs with gradual rollover of sow herd to a full Truline Program |
| 6 Feed: Specific Supplier | No | No | No |
| 7. Feed Formulation: Comments: | Exclude Some Ingredients No meat products no GMO's when possible | Strict Limitations - Certified Organic Feed Ingredients no GMO sources | Requires specific ingredient (Details not provided) |
| 8 Feed Additives: Comments: | No Antibiotics or artificial growth promotants Wormers probiotics okay | No Medications | Limited feed medication Details not provided |
| 9. Animal Treatment: (No limitations; limited treatment; no treatment) Comments: | Limited Treatments Niman cannot buy any hogs given ANY antibiotics. However, it is AWI policy to humanely treat sick or injured animals. Therefore, animal treated with antibiotics would have to be sold to alternative market Animal Welfare Institute Pig Husbandry Guidelines complete text available: http://www.awionline.org/farm/AWIPIg%20Standards.htm | Limited Treatments No antibiotics allowed. Paracitcides are allowed for breeding stock not meant for slaughter. Vaccinations are acceptable - prefer organic products. Only organic treatments allowed, such as homeopathics herbal remedies etc. | Limited Treatments (Details not provided) |
| 10 Facilities: Comments: | Limitations on buildings, bedding required and space allowance/pig requirements No confinement, no crates, access to bedding required in all phases, no overcrowding Contact for specific space requirements | Limitations on buildings, bedding required and space allowance/pig requirements No confinement, no pits. sows must be able to move in and out of farrowing area no crates, access to bedding and outdoors required in all phases, no overcrowding Contact for specific space requirements | Limitations on buildings (Details not provided) |
| 11 Market Arrangement: Comments: | No Formal Arrangement Producers who have been in the longest and/or have better meat-quality have priority in marketing pigs when the supply is more than demand | CROPP Cooperative is the farmer/member organization and the livestock meat products are marketed through a wholly-owned subsidiary called the Organic Meat Company (OMC). Producers who have been in the longest have priority in marketing pigs when the supply is more than demand | Contract Marketing Fee of \$1.00/head |
| 12. Market Commitment: (All production must be marketed through system; System will take all production; System may take some production; System has right not to accept any production) | System may take some production and reserve the right not to accept any production | System may take some production and might not accept any production on a limited basis. | System will take all production |

| Name of Niche Market (system): | Niman Ranch Pork Company & Niman Ranch | Organic Valley Organic Pork Pool | Truline Premium Pork |
|--|---|---|--|
| 13. Producer Retains Ownership until: Comments: | Live pigs are delivered Niman Ranch Pork Company will pay for pigs on a carcass basis once data has been collected. Delivery is on Wednesdays and payment would be sent by mail typically on Friday. Niman Ranch pays Niman Ranch Pork Company for meat. | Live pigs are delivered Organic Valley pays for pigs based on base price in addition to individual carcass premium/discount (carcass wt, % primal lean backfatgrid) | Live pigs are delivered |
| 14. Payment Basis : Live Wt \$/lb. or Carcass Wt \$/lb. Comments: | Carcass Wt \$/lb | Live Weight \$/lb Base pay price \$0.76/# hot carcass, winter farrowed pigs are paid \$0.83/# hot carcass (on the rail) | Carcass Wt \$/lb |
| 15. Payment system or Formula - Describe: Comments: | Day of delivery National daily direct hogs price afternoon report +\$2.00/cwt (carcass basis) is the market reference point for setting price. Floor price plus a market premium and an individual carcass merit premium. Live pricing- floor of \$34/ live cwt. \$6/live cwt. premium is provided until market reference hits \$48. Then the premium is the difference between the market reference and \$51/cwt. If market reference is above \$51/cwt then the premium is \$3/cwt Carcass pricing - floor \$46.25/cwt Premium is \$8.16/cwt until market ref price hits \$65.30/cwt Then premium is the difference between market reference and \$69.38/cwt. When market reference is above \$69.38 then premium is \$4.08/cwt. Individual carcass merit premium and discounts also apply | Unique relationship- producer members set pay price with Organic Valley Organic Valley establishes retail pricing based upon pay price and market forces. Thus a base pay price is established Individual carcass merit premium and discounts also apply as determined by a pricing grid. This is established by coop members in conjunction with the Organic Meat Company (OMC) specifications | Carcass base price (\$3.00/cwt over IA/Southern MN wt. Daily avg.) plus or minus carcass merit. Top grid is 49-53% lean. |
| 16. Minimum Price provided: | Yes - (Floor price) | Yes - (based price) | No |
| 17. Marketing Fees: System wide or Trucking | Trucking | Trucking - Producer pays for first 30 miles of hauling | System Marketing Fee \$1.00/head |
| 18. Producer or System determines marketing schedule or delivery dates: | Producer provides Niman ranch with anticipated dates and numbers to be marketed. Niman ranch determines how many pigs it can take from accepted producer when supply is more than demand | Producers follow production sign-up and provide monthly inventory reports on live animals and weights | Producer provides anticipated dates and numbers to be marketed. |
| 19. System arranges trucking: Comments: | No Comments: Will try to get producers in same area to work together if they can. Producers arrange and pay for trucking | Yes - farm & collection point Two main trucking routes exist from Wisconsin to Sioux Preme Pack - this allows for farm pickup if near route | Yes |
| 20. System has collection points: If so - List town locations Comments: | Yes locations: Cascade, Charles City Clarinda/Villisca, Meservey, & Knoxville/Sigourney, IA; Columbus & Sargent NE; Montgomery City, MO; 1 in IL | Hogs are picked up directly at the farm If necessary NFO collection points are used. | Yes Maryville MO |
| 21. System Packer / Market: | Sioux Preme Pack Sioux Center IA | Sioux Preme Pack Sioux Center IA | Sioux Preme Pack Sioux Center IA |
| 22. Does system have membership or ownership requirements: (Annual fees, Stock purchase, etc.) Comment: | Yes Capital Contribution of \$ 015/lb live weight paid when pigs are marketed. Niman Ranch Pork will also provide a matching contribution. Producer's share is redeemable if producer goes out of business | Yes Stock Ownership - one-time investment. Must maintain 5.5% of estimated annual gross sales to Organic Valley, adjusted annually. Example: annual gross sales \$100,000 need \$5,500 invested in stock. Stock redeemable upon leaving coop | No |
| 23. Additional Fees to Participate: (example - Organic Certification fees) | No | Yes - Organic Certification (certification is third party) | No |

| Name of Niche Market (system): | Niman Ranch Pork Company & Niman Ranch | Organic Valley Organic Pork Pool | Truline Premium Pork |
|---|--|---|---|
| 24. Approximate number of members: | 150 | 10 | 30 |
| 25. Approximate total number of animals marketed per year: | 95 000 /yr | 1,500/year in 2000; 2,300 in 2003; expect 3,000 to 4,000 in 2004 | Approx 25 000 - 30 000 |
| 26. Approx. no. animals exported, where: | None | n/a | Approx 15 000 to Japan |
| 27. Approx. no. animals used in US domestic market and location: | 95 000/year | All production | Approx 10 000 in Midwest |
| 28. Where is the pork in the domestic market being utilized the most: | Hotel Restaurant & Retail | Retail Grocery Stores and Food Service Restaurants | Retail Stores |
| 29. Criteria beyond genetics and production protocol and how is it measured? (i.e. Muscle quality, pH, color, marbling, taste) | Initial taste testing, submitted feed labels, signed affidavits, farm visits | Initial taste test, boars are scanned for loin eye area | pH and color score |
| 30. What quality controls are in place? | Farms visited after passing test taste. Samples are pulled each week from various producers for taste testing. | Farm Visits, breed limitations, taste testing | (No response provided) |
| 31. Is there any certification, audit, or periodic review of the system? | Yes - internal periodic review. Random audits possible. | Yes - Organic Certification Process and on-site inspections by Coop field rep. | Yes |
| Comments: | Comments: Not by any external group. Internal reviews, checks have been explained. | | Semi-annual - cut test at packer |
| 32. Are there market opportunities for animals that meet specifications but when not enough demand when they need to be marketed? | Sioux Preme may have a bid available for pigs that meet requirements but are not needed by Niman Ranch. A few pigs may be marketed if they meet most requirements. | Program is set to match supply and demand. However, alternative markets include natural, American Berkshire Gold and conventional. | "Depends on the USA hog market - as the price increases, it seems the quality product get harder to market" |
| 33. Is there a brand name for the pork marketed? | "Niman Ranch" -trademark owned Niman Ranch | "Organic Valley Family of Farms" -trademark owned by CROPP Cooperative | "Truline Premium Pork" -trademark owned unknown |
| 34. Is there a time of year or season when demand is larger than supply or vice versa? | Last 2 weeks in June - Aug lack of supply. Oct- Nov and sometimes in March and April some over supply. | Program needs more potential for winter/summer farrowings. | "Fall and Winter" - details not indicated |
| 35. How secure or stable are the markets that the system is providing pork for? | As good as any | "Organic meat market is relatively small and in a growth phase and will be for a long time" | Not stable depending on demand and price" |
| 36. What Market or consumer research has been done, if any, by the system or end user? | End user feedback has been good. Kliebenstein study on premiums for humanely raised pork. | Limited in-house funded surveys that tell us the consumer knows very little about organic meat. | (No response provided) |
| 37. Is there any documented cost and/or net profit information for producers wishing to participate in this niche market? | No | No | Yes - we have all records of pigs marketed in 2000 and 2001 (January-July) comparing their net receipts to local markets in their area. |
| 38. Are there any additional costs to market pigs into this niche market? | No | Attendance of bi-monthly pool meeting is required. | No |
| 39. Are there plans to expand the market for this niche or will it stay at the current scope? | Yes - could sustain 30% growth per year currently. | Yes, we intend to expand as much as the limited supply and market will allow. | "Yes, we plan to expand and possibly merge with another breeder to expand the producer base" |
| 40. If yes to expand, what are plans and scope for expanding this niche market? | "Hiring additional staff to manage office and locate producers-need the hogs" | CROPP Cooperative is currently looking for new organic hog producers to raise organic hogs to our specifications. Contact Allen Moody for more information at 888.444.6455. | "Possibly merge with another breeder to expand the producer base to have more bargaining power with other packers" |

| Name of Niche Market (system): | 100 % Pure Berkshire Pork | Five Star Premium Pork Company |
|--|---|---|
| 1. Goal or Mission: | 100% pure Berkshire Pork (export) "Develop and enhance the exportation of pure Berkshire pork to the rest of the world" | "Produce and deliver extraordinary quality fresh certified Duroc pork products to the U.S. foodservice industry" |
| 2. Year Started: | 1998 | 2001 |
| 3. Contact Person: | American Berkshire Association, Amy Smith, Office Manager, PO Box 2436, West Lafayette, IN 47996-2436 phone 765-497-3618 fax 765-497-2959 web: www.americanberkshire.com ABA = American Berkshire Association BMP/LLC = Berkshire Meat Products LLC / A wholly owned subsidiary of ABA | Doug Stewart 1750 212th Street Waverly Iowa 50677 Phone 319-352-1709 |
| 4. Producer's production is directed - when to breed/farrow for the system Comments: | No | Yes Pigs are harvested on a weekly schedule |
| 5. Genetics: (limitations) Comments: Attributes required | Yes Certified Registered Herd Certified Commercial Herd Certified Feeder Pig Herd Herd boars must be stress gene and Napole gene negative | Pure Duroc w/ registration papers Genetics must be negative for Halothane Gene and acceptable meat quality standards |
| 6. Feed: Specific Supplier | No | No |
| 7. Feed Formulation: Comments: | No Limitations | No Limitations |
| 8. Feed Additives: Comments: | No Limitations | No Limitations |
| 9. Animal Treatment: (No limitations; limited treatment; no treatment) Comments: | No Limitations | No Limitations |
| 10. Facilities: Comments: | No Limitations | No Limitations |
| 11. Market Arrangement: Comments: | No Formal Agreement | No formal Agreement (contract is in development) |
| 12. Market Commitment: (All production must be marketed through system; System will take all production; System may take some production; System has right not to accept any production) | Take some production or market contract with packer | System may take some production and reserves the right not to accept any production |

| Name of Niche Market (system): | 100 % Pure Berkshire Pork | Five Star Premium Pork Company |
|---|---|---|
| 13. Producer Retains Ownership until: Comments: | Live pigs are delivered | Pork Sold (wholesale pork) |
| 14. Payment Basis : Live Wt \$/lb or Carcass Wt \$/lb. Comments: | Live Weight \$/lb Base pay price may vary by packer/market group | Carcass Wt \$/lb |
| 15 Payment system or Formula - Describe: Comments: | SIG International, Boyden, Iowa - premium of \$8.00/cwt over Sioux City market | Base price plus premiums |
| 16 Minimum Price provided: | Yes | No - (future goal for program) |
| 17. Marketing Fees: System wide or Trucking | (No response provided) | No - pig delivered to plant |
| 18. Producer or System determines marketing schedule or delivery dates: | Packer determines delivery dates | System determines delivery schedule |
| 19 System arranges trucking: Comments: | Producer responsibility | No Comments: Will try to get producers in same area to work together if they can. Producers arrange and pay for trucking |
| 20. System has collection points: If so - List town locations Comments: | No | Yes Wellsburg IA |
| 21 System Packer / Market: | SIG International, Boyden, Iowa Geneva Meats Inc, Geneva, Minnesota | Triple T Country Meats Wellsburg IA |
| 22. Does system have membership or ownership requirements: (Annual fees, Stock purchase etc.) Comment: | Member of American Berkshire Association (ABA) | Yes Membership (No response provided) |
| 23. Additional Fees to Participate: (example - Organic Certification fees) | Registration of swine for Certified Purebred Herd, fees to develop Certified Commercial Herd or Certified Feeder Pig Herd | No |

| Name of Niche Market (system): | 100 % Pure Berkshire Pork | Five Star Premium Pork Company |
|---|---|---|
| 24. Approximate number of members: | Approximately 300 producers | 25 |
| 25. Approximate total number of animals marketed per year: | Approximately 500 head per month or 6000 head per year | Undetermined |
| 26. Approx no. animals exported, where: | All production - Japan | (No response provided) |
| 27. Approx. no. animals used in US domestic market and location: | Approximately 360 head per year | Undetermined - first year of operation |
| 28. Where is the pork in the domestic market being utilized the most: | Hotel Restaurant and Restaurant | Hotel Restaurant and Restaurant |
| 29. Criteria beyond genetics and production protocol and how is it measured? (i.e. Muscle quality, pH, color, marbling, taste) | Taste is main requirement PQA Level III Stress gene negative and Napole gene free breeding stock | "Random sample is evaluated for all quality characteristics" |
| 30. What quality controls are in place? | Visual inspection, packer must be provided a registered pedigree prior to slaughter, or be from one of three designated "Certified Herds" | Quality is evaluated at processing and wholesale levels feedback is obtained from restaurant |
| 31. Is there any certification, audit, or periodic review of the system? | The three designated "Certified Herds" are annually audited by ABA representatives | Yes |
| Comments: | | System is reviewed periodically |
| 32. Are there market opportunities for animals that meet specifications but when not enough demand when they need to be marketed? | Normal Pure Berkshire markets, SIG International and Geneva Meats, Inc | "First year of operation - currently demand exceeds supply" |
| 33. Is there a brand name for the pork marketed? | '100% Pure Berkshire Pork' - trademark owned by ABA | 'Five Star Premium Pork' trademark unknown |
| 34. Is there a time of year or season when demand is larger than supply or vice versa? | Presently supply meets demand | No |
| 35. How secure or stable are the markets that the system is providing pork for? | Somewhat stable | Markets are stable |
| 36. What Market or consumer research has been done, if any, by the system or end user? | Very little to date - need much more | Numerous projects conducted by National Pork Board (NPPC) have identified Duroc pork as superior in meat quality characteristics. Market and consumer research has been conducted to identify traits most important to restaurant chefs and consumers |
| 37. Is there any documented cost and/or net profit information for producers wishing to participate in this niche market? | No | No - being developed |
| 38. Are there any additional costs to market pigs into this niche market? | Registration of pigs and/or Herd Certification costs | No |
| 39. Are there plans to expand the market for this niche or will it stay at the current scope? | Expand | Expansion will be determined by the market |
| 40. If yes to expand, what are plans and scope for expanding this niche market? | Development of Processed Verification Certification Program with USDA-AMS is nearly completed and will lend credibility with markets and consumers in Japan | Group will look at expanding to markets for Duroc-sired pork products |

Resources for Swine Producers

Iowa Pork Industry Center – <http://www.extension.iastate.edu/ipic/>

This site contains the swine extension calendar, projects, fact sheets, hot topic information, recent news releases and links to daily markets. Many excellent links are in the subject/topic and related sites area, that will take the user quickly to additional pork industry related information. Group Tracker is an Excel based program to provide group closeouts for nursery, finishers or wean-finish facilities. Contact the IPIC for information or to purchase.

IMMAG (Iowa Manure Management Action Group) – <http://extension.agron.iastate.edu/immag/>

This site, coordinated by Angela Rieck-Hinz, contains the most current information related to manure management and regulations. Links to plans and permitting information are available, as well as current educational programs and up-to-date research reports.

Health Issues:

Swine Health – John Carr, ISU Vet Med. – <http://www.vetmed.iastate.edu/departments/vdpam/swine/>

The Web site provides general and detailed information, photos and illustrations on swine basics (including anatomy), diseases, production management, health management, food safety and quality assurance. There's also information on public health, pigs as pets and veterinary techniques. The Web site is updated regularly and links to other information resources.

ISU Veterinary Diagnostic and Production Animal Medicine – <http://www.vdpam.iastate.edu/>

Swine Mortality Composting – <http://www.abe.iastate.edu/pigsgone/>

Organizations (value added or sustainable based):

AgMRC (Agricultural Marketing Resource Center) - <http://www.agmrc.org>

The AgMRC brings together experts from Iowa State University, Kansas State University and the University of California into a dynamic, electronically based center to create and present information about value-added agriculture. Web site is operated by Iowa State University.

PNMWG (Pork Niche Market Working Group) - <http://www.agmrc.org/pork/pnmwg.html>

Unique effort of university, state agencies, public associations, private companies and individual interested in niche pork to come together, exchange information and strategize ways to work together for efficient resource utilization to support and address key challenges facing all parts of the niche pork supply chain.

Hoop Housing (Iowa State University Hoop Group) – http://www.abe.iastate.edu/hoop_structures/

Resource for current and past research projects utilizing hoop and alternative production approaches.

MOSES (Midwest Organic & Sustainable Education Service) - <http://www.mosesorganic.org>

Non-profit 501(c)3 education-outreach organization, headquartered in Wisconsin, working to promote sustainable and organic agriculture.

Leopold Center - <http://www.leopold.iastate.edu/>

The Leopold Center is a research and education center at Iowa State University with statewide programs to develop sustainable agricultural practices that are both profitable and conserve natural resources.

ATTRA (Appropriate Technology Transfer for Rural Areas) - <http://attra.ncat.org/livestock.html#Hogs>

The Appropriate Technology Transfer for Rural Areas project's National Sustainable Agriculture Information Service is funded by the US Department of Agriculture, is managed by the National Center for Appropriate Technology. It provides information and other technical assistance to farmers, ranchers, Extension agents, educators, and others involved in sustainable agriculture in the United States.

Swine Industry Organization:

Iowa Pork Producers Association – <http://www.iowapork.org/>

Several resources for conventional and value-added pork producers.

National Pork Board – <http://www.porkboard.org/home/default.asp>

Several resources for conventional and value-added pork producers. Area specifically for Niche Pork.

Government Resources:

Iowa Attorney General, Environmental and Ag Law Division – <http://www.state.ia.us/government/ag/farm.htm>

This site provides information on production contracts and commodity production contract liens.

U.S. Food and Drug Administration (FDA) - <http://www.fda.gov/>

U.S. USDA Food Safety and Inspection Service (FSIS) - <http://www.fsis.usda.gov/>

U.S. Government Recalls - <http://www.recalls.gov/>

Provides information on recalls in areas: Consumer Products, Motor Vehicles, Boats, Food, Medicine, Cosmetics, Environmental Products.

Other Resources:

Ag Decision Maker – <http://www.extension.iastate.edu/agdm/>

John Lawrence, ISU Extension Ag Economist – <http://www.econ.iastate.edu/faculty/lawrence/>

Midwest Plan Service – <http://www.mwpsdq.org>

ISU Ag and Biosystems Engineering – http://www.abe.iastate.edu/extension_outreach.asp