

Assembly Hearing Slip

(Please print plainly)

Date: 01/20/99

Bill No. _____
Or _____
Subject _____

Dennis Buege
(Name)

Animal Sciences
(Street Address or Route Number)

Madison, WI
(City & Zip Code)

WI - Madison
(Representing)

- Speaking in favor:
- Speaking against:
- Registering in favor:
- Registering against:
- Speaking for information only:
- Neither for nor against:

Please return this slip to a messenger promptly.

Assembly Sergeant at Arms
Room 411 West
State Capitol
Madison, WI 53702

Assembly Hearing Slip

(Please print plainly)

Date: 1/20/99

Bill No. _____
Or _____
Subject _____

Terry L. Burkhardt
(Name)

P.O. Box 8911
(Street Address or Route Number)

Madison, WI. 53709
(City & Zip Code)

WI - Meat Inspection
(Representing)

- Speaking in favor:
- Speaking against:
- Registering in favor:
- Registering against:
- Speaking for information only:
- Neither for nor against:

Please return this slip to a messenger promptly.

Assembly Sergeant at Arms
Room 411 West
State Capitol
Madison, WI 53702

Assembly Hearing Slip

(Please print plainly)

Date: 01/20/99

Bill No. _____
Or _____
Subject _____

CHAD WEININGER
(Name)

(Street Address or Route Number)

(City & Zip Code)

Cong. Mark Green
(Representing)

- Speaking in favor:
- Speaking against:
- Registering in favor:
- Registering against:
- Speaking for information only:
- Neither for nor against:

Please return this slip to a messenger promptly.

Assembly Sergeant at Arms
Room 411 West
State Capitol
Madison, WI 53702

Note: Please mention that I'm here.
MISC 132
50

Assembly Hearing Slip

(Please print plainly)

Date: 1/20/99
Bill No. _____
Or _____
Subject _____

JOHN HAEN
(Name)
W1848 HWY KK
(Street Address or Route Number)
KAUKAUNA WI. 54130
(City & Zip Code)
W.A.M.P. WISCONSIN ASSOCIATION
(Representing) OF MEAT PROCESSERS

- Speaking In favor:
- Speaking against:
- Registering In favor:
- Registering against:
- Speaking for Information only:
- Neither for nor against:

Please return this slip to a messenger promptly.

Assembly Sergeant at Arms
Room 411 West
State Capitol
Madison, WI 53702

Assembly Hearing Slip

(Please print plainly)

Date: DICK VOTHAUER 1-20-99
Bill No. _____
Or _____
Subject _____

DICK VOTHAUER
(Name)
1675 OBSERVATORY DR.
(Street Address or Route Number)
MADISON, WI 53706
(City & Zip Code)
U. of W. Coop Ext. & CAARD
(Representing)

- Speaking In favor:
- Speaking against:
- Registering In favor:
- Registering against:
- Speaking for Information only:
- Neither for nor against:

Please return this slip to a messenger promptly.

Assembly Sergeant at Arms
Room 411 West
State Capitol
Madison, WI 53702

Assembly Hearing Slip

(Please print plainly)

Date: 1/20/99
Bill No. _____
Or _____
Subject _____

KERRY NIEMCEK (NIM-CH ECK)
(Name)
(Street Address or Route Number)
(City & Zip Code)
SEN. GARY DOZEWIECKI
(Representing)

- Speaking In favor:
- Speaking against:
- Registering In favor:
- Registering against:
- Speaking for Information only:
- Neither for nor against:

Please return this slip to a messenger promptly.

Assembly Sergeant at Arms
Room 411 West
State Capitol
Madison, WI 53702

* REPRESENTATIVE:
CAN YOU JUST MENTION
THAT I WAS HERE?
THANKS!

Assembly Hearing Slip

(Please print plainly)

Date: 1/20/99

Bill No. _____
Or
Subject LIVESTOCK, AGRI. BUSINESS

TOD FLEMING
(Name)

10870 Penny Ln.
(Street Address or Route Number)

BAFABEE, WI 53913
(City & Zip Code)

EQUITY BUSSTOCK
(Representing)

- Speaking in favor:
- Speaking against:
- Registering in favor:
- Registering against:
- Speaking for information only:
- Neither for nor against:

Please return this slip to a messenger promptly.

Assembly Sergeant at Arms
Room 411 West
State Capitol
Madison, WI 53702

Assembly Hearing Slip

(Please print plainly)

Date: 1/20/99

Bill No. _____
Or
Subject LIV. AGRI. REV. POL.IZATION

VERVAL DUORIK
(Name)

1116 N. 6TH ST
(Street Address or Route Number)

MAR. TOWNS, WIS. 53720
(City & Zip Code)

SELF
(Representing)

- Speaking in favor:
- Speaking against:
- Registering in favor:
- Registering against:
- Speaking for information only:
- Neither for nor against:

Please return this slip to a messenger promptly.

Assembly Sergeant at Arms
Room 411 West
State Capitol
Madison, WI 53702

Chairman:
Agriculture Committee



Member:
Consumer Affairs
Government Operations
Natural Resources

Al Ott

State Representative • 3rd Assembly District

| | | | |
|--|----------------|----------------|----------------|
| Post-It™ brand fax transmittal memo 7671 | | # of pages ▶ 1 | |
| To | Mary Ellis | From | Linda Nareson |
| Co. | | Co. | Rep. Al Ott |
| Dept. | | Phone # | (608) 266-5831 |
| Fax # | (608) 266-5617 | Fax # | (608) 282-3603 |

January 11, 1999

Assembly Speaker Scott Jensen
Room 211 West, State Capitol
P.O. Box 8952
Madison, WI 53708

Dear Speaker Jensen:

This letter is to request approval for an overnight Assembly Agriculture Committee meeting on January 19-20, 1999 in Green Bay, WI. The Committee will tour Packerland and Maple Wood Meats on the morning of January 20 followed by an afternoon hearing.

If you have any questions, please feel free to contact me or my staff members, Linda or Gus. Thank you for your consideration of my request.

Sincerely,

Al Ott, Chair
Assembly Agriculture Committee
State Representative
3rd Assembly District

AO:ln

Directions to Comfort Suites in Green Bay from Highway 41:

- Highway 41
- Turn onto the Shawano Avenue exit
- Take a right on Shawano Avenue if you were driving North on Highway 41 OR left if you were driving south on Highway 41
- Take a left on North Taylor Road (like you are going to Fleet Farm)
- Drive down Taylor for about 1000 yards
- Turn left onto Bond Street (look for Rock Garden Supper Club)
- Comfort Suites Hotel is attached to Rock Garden Supper Club

Comfort Suites
1951 Bond Street
Green Bay, WI 54303
1-920-499-7449

(The Hotel is visible from Highway 41 and seeing Fleet Farm is a good sign)



Map Results

use subject to license/copyright



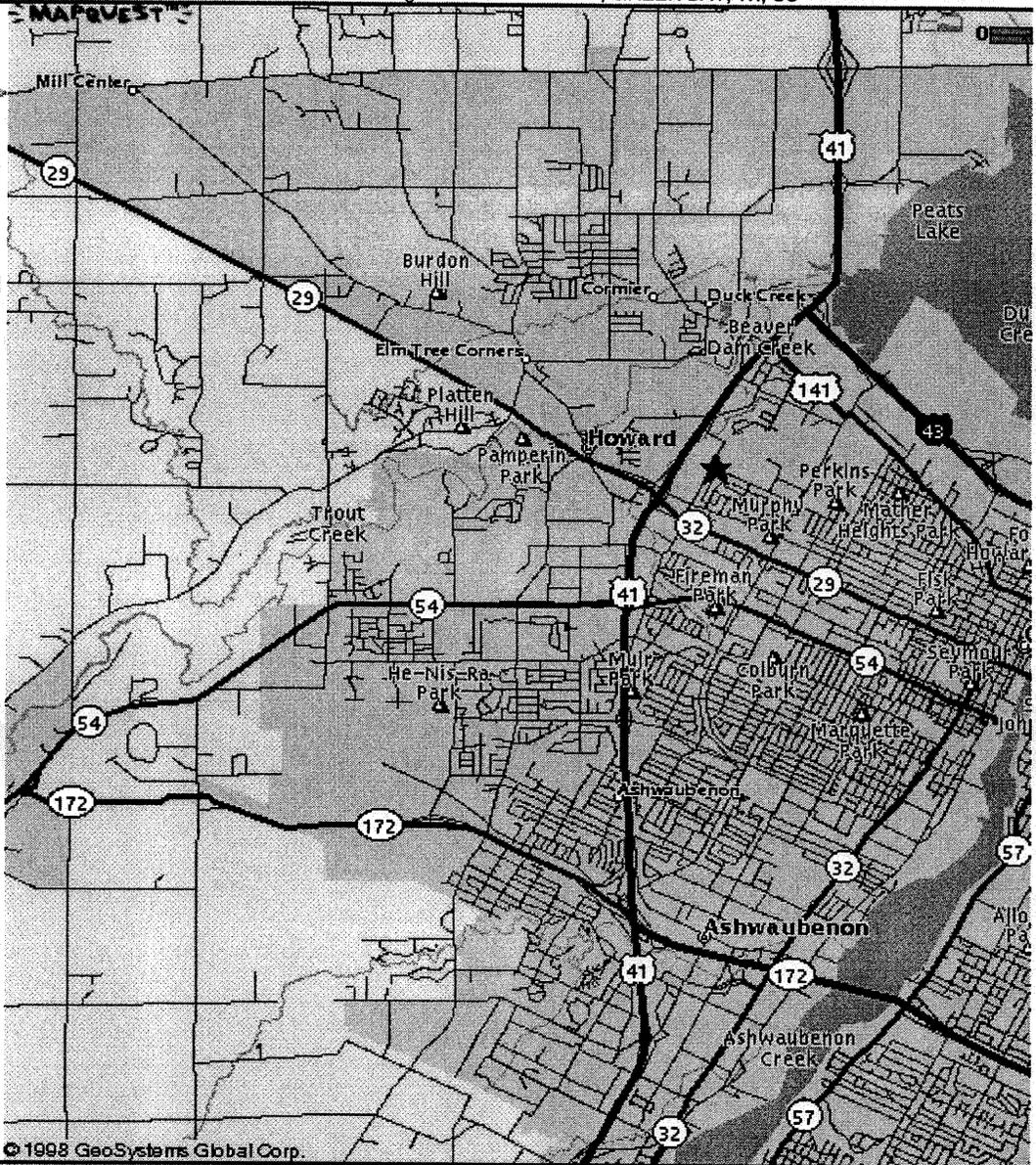
Your search origin is : 1951 BOND ST, GREEN BAY, WI, US

- Nation
- Region
- City
- Street

Click on compass points to move map.

Select option and click on map.

- Recenter Map
- Identify Icon
- Recenter Map and Zoom In



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Tip: You must have the zoom level set at City level or lower in order to view any Places Of Interest (POIs) on the Map

Quick Places of Interest

Click on buttons to show/remove the location(s) on the map.

BLOCKBUSTER

BORDERS

Hondai

Volkswagen

Places of Interest (US/Ex)

Select a category and click on U

- Attractions
- Banks & ATMs
- Dining
- Education
- Lodging
- Recreation
- Transportation
- Personal

Directions to Packerland Packing Co. Inc. :

41 North to Green Bay

Take 172 East/Airport exit

Stay to the right and take 172 East to Milwaukee

Cross the river

Exit on GV

Take a left on to GV (GV will turn into Lime Kiln Road)

Drive approximately 2 to 3 miles

Packerland Packing is on the right side of the road

Turn into the second driveway just past the big gray warehouse near the road

Continue to the guard shack, they will direct you to the rear entrance of the plant

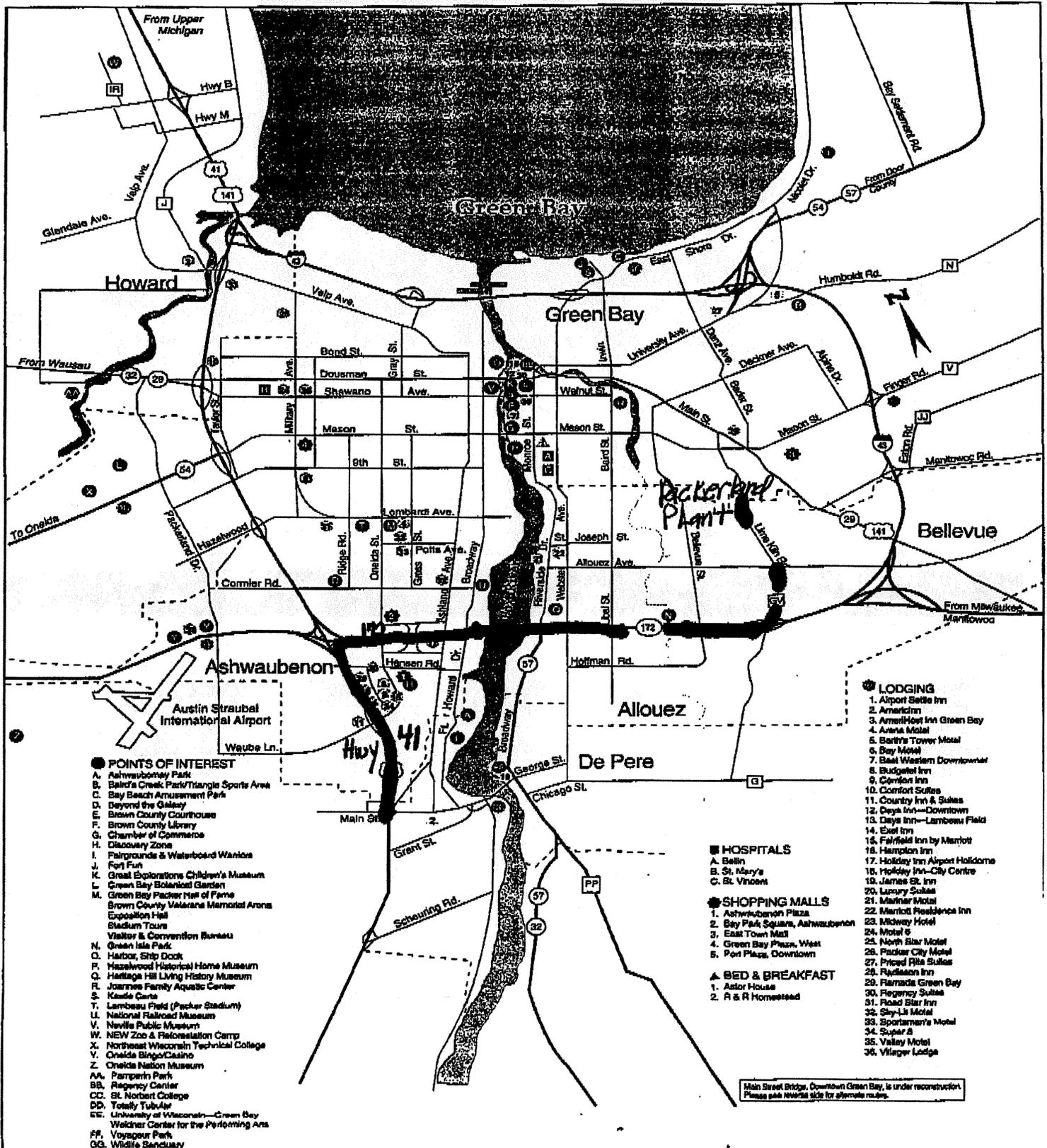
Packerland Packing officials will be waiting

Any problems:

Call Curt Grimm or Norb Jeanquart at 1-800-753-7724

Green Bay Area

Visitor's Map



- POINTS OF INTEREST**
- A. Ashwaubenon Park
 - B. Baird's Creek Park/Triangle Sports Area
 - C. Bay Beach Amusement Park
 - D. Beyond the Gateway
 - E. Brown County Courthouse
 - F. Brown County Library
 - G. Chamber of Commerce
 - H. Discovery Zone
 - I. Fairgrounds & Waterboard Warriors
 - J. Fort Fun
 - K. Great Explorations Children's Museum
 - L. Green Bay Botanical Garden
 - M. Green Bay Packer Hall of Fame
 - N. Green County Veterans Memorial Arena
 - O. Exposition Hall
 - P. Stadium Tours
 - Q. Visitor & Convention Bureau
 - R. Green Isle Park
 - S. Harbor, Ship Dock
 - T. Hazelwood Historical Home Museum
 - U. Heritage Hill Living History Museum
 - V. Joannes Family Aquatic Center
 - W. Kastle Carts
 - X. Lambeau Field (Packer Stadium)
 - Y. National Railroad Museum
 - Z. Neville Public Museum
 - AA. NEW Zoo & Rehabilitation Camp
 - AB. Northeast Wisconsin Technical College
 - AC. Oneida Bingo/Casino
 - AD. Oneida Nation Museum
 - AE. Pappan Park
 - AF. Regency Center
 - AG. St. Norbert College
 - AH. Tosty Tubular
 - AI. University of Wisconsin—Green Bay
 - AJ. Weldner Center for the Performing Arts
 - AK. Voyageur Park
 - AL. Wildlife Sanctuary

- LODGING**
1. Airport Belle Inn
 2. Americana
 3. ArmetHost Inn Green Bay
 4. Arena Motel
 5. Barth's Tower Motel
 6. Bay Motel
 7. Best Western Downtown
 8. Budget Inn
 9. Corbett Inn
 10. Comfort Suites
 11. Country Inn & Suites
 12. Days Inn—Downtown
 13. Days Inn—Lambeau Field
 14. Excel Inn
 15. Fairfield Inn by Marriott
 16. Hampton Inn
 17. Holiday Inn Airport
 18. Holiday Inn—City Centre
 19. James St. Inn
 20. Luzzy Suites
 21. Medlar Motel
 22. Marriott Residence Inn
 23. Midway Motel
 24. Motel 6
 25. North Star Motel
 26. Packer City Motel
 27. Priced Rite Suites
 28. Radisson Inn
 29. Ramada Green Bay
 30. Regency Suites
 31. Royal Star Inn
 32. Sky-Li Motel
 33. Sportman's Motel
 34. Super 8
 35. Valley Motel
 36. Village Lodge
- HOSPITALS**
- A. Bellin
 - B. St. Mary's
 - C. St. Vincent
- SHOPPING MALLS**
1. Ashwaubenon Plaza
 2. Bay Park Square, Ashwaubenon
 3. East Town Mall
 4. Green Bay Plaza, West
 5. Port Plaza, Downtown
- BED & BREAKFAST**
1. Astor House
 2. R & R Homestead

Main Street Bridge, Downtown Green Bay, is under reconstruction. Please see reverse side for alternate routes.

Gustafson, Andrew

From: Tierney, Jodie
Sent: Friday, January 15, 1999 5:32 PM
To: Gustafson, Andrew
Subject: screen & projector - ok'd



Al Ott

State Representative • 3rd Assembly District

MEMO

TO: Sen. Alan Lasee
Rep. David Hutchison
Rep. Frank Lasee
Sen. Robert Cowles
Rep. Phil Montgomery
Rep. Lee Meyerhofer
Sen. Gary Drzewiecki
Rep. Carol Kelso
Rep. John Gard
Rep. John Ryba
Rep. Luther Olsen

FROM: Rep. Al Ott, Chair 
Assembly Agriculture Committee

DATE: January 15, 1999

RE: Agriculture Tour and Hearing
Wednesday, January 20, 1999
Green Bay, WI

The Assembly Agriculture Committee will hold a tour and hearing in Green Bay on Wednesday, January 20. The day's schedule is attached. We would like to invite you to join us for all or any part of the day that would be possible.

Please advise Linda or Andy on my staff if you plan to attend so we can include you on the tour.

ARO:ln
Enc.



Al Ott

State Representative • 3rd Assembly District

Agriculture Committee Hearing and Tour

Wednesday, January 20, 1999
Green Bay, Wisconsin

Agenda: Important!! Please plan on meeting at Comfort Suites before the day's events begin. Legislators and others will leave together in State vans for Packerland Packing from Comfort Suites no later than 7:40 on Wednesday.

8:00-10:45 Tour and Discussion at Packerland Packing

11:15-12:15 Tour of Maplewood Meats

12:30-1:30 Lunch at Rock Gardens Supper Club

**1:30-3:30 Hearing at Comfort Suites Inn
 -Guest speakers**

- **Overnight accommodations will be provided for Agriculture Committee members on the 19th and dinner will be available. Lunch will also be provided on the 20th.**
- **We will be staying at the Comfort Suites in Green Bay on the 19th. A block of rooms has been reserved under the name of Agriculture Committee.**

**Comfort Suites – Green Bay
1951 Bond Street
Green Bay, WI 54303
1-920-499-7449**

Informational Hearing with limited public input – Local, State, and Federal Perspectives on Agricultural Issues:

- 1. Upcoming legislative changes in agriculture**
- 2. Intra-state shipment of meat**
- 3. HAACP – Federal Food Safety**
- 4. Hog kill floor capacity**
- 5. Other issues**

Narveson, Linda

From: Baas, Steve
Sent: Tuesday, January 19, 1999 4:59 PM
To: All Assembly Republicans
Subject: Speaker's Media Availability

Included below are several items of interest discussed at the Speaker's Media Availability this morning.

- **Hogs** – The Speaker announced that the Agriculture Committee would be taking up legislation to implement the Governor's emergency assistance plan for hog farmers and we hope to pass this legislation in the full Assembly next week.. The Speaker said he appreciated the willingness of the Joint Committee on Finance to take up this issue under the 13.10 process, but since JCF is not scheduled for another 13.10 meeting until March and we are in session in January, this issue can be addressed more quickly by the legislature itself. The 13.10 process was designed to move state money around when the legislature is unable to do it because it is not in session. Since we are in session on the floor in January and February there is no reason to defer to the 13.10 process. Questions were asked about the Burke/Clausing proposal to bar corporate farms from assistance. Scott said that the Ag Committee would address those concerns in their deliberations tomorrow.
- **Y2K** – The Speaker laid out the general outline of the Y2K legislation that the Assembly Information Policy Committee will be taking up this week to get to the floor next week. Jensen noted that the National Guard provisions had been removed from the bill for fear that the National Guard story would eclipse all the other aspects of the bill.
- **Firearm Hotline** – The firearm hotline bill will be reintroduced and we hope to have it available for floor action next week.
- **Faith-Based Approaches to Crime Prevention** – A number of questions were raised concerning tomorrow's committee meeting. Jensen reiterated that the goal of the committee is to hear from as many different viewpoints as possible, to find out what is working where and why in crime prevention and recidivism reduction, and to ensure that we are not discriminating against effective programs simply because they are affiliated with faith-based organizations.
- **Speaker Series** – The Speaker announced that Mike McManus of the national group Marriage Savers will be our guest speaker on January 28th at 8:30 a.m. Marriage savers is a national organization that works in conjunctions with churches to aid cities in adopting Community Marriage Policies. Marriage Savers is currently operating in Eau Claire and in Fond du Lac.

If you have questions or would like to review the tape of this availability feel free to contact me.

Participants – Green Bay Tour and Agriculture Committee Hearing – January 20, 1999

Norval Dvorak, Consultant
Packerland Packing
P.O. Box 23000
Green Bay, WI 54305-3000
Phone: 920/468-4000

Rich Vesta, President
Packerland Packing
P.O. Box 23000
Green Bay, WI 54305-3000
Phone: 920/468-4000

Curt Grimm
Director of Operations
Packerland Packing
P.O. Box 23000
Green Bay, WI 54305-3000
Phone: 920/406-2127
Fax: 920/406-2125

Dr. Dennis Buege
Extension Meat Specialist
University of Wisconsin
1805 Linden Drive
Madison, WI 53706
Phone: 262-0555
Fax: 265-3110

Terry Burkhardt, Director
Wisconsin Meat Safety Program
Dept. of Agriculture, Trade and Consumer Protection
2811 Agriculture Drive
Madison, WI P.O. Box 8911
Madison, WI 53708-8911
Phone: 224-4725

Professor Dick Vathauer
UW Extension Meat Specialist
University of Wisconsin
Room 253 Animal Science Bldg.
Madison, WI 53706
Phone: 263-7761

Tod Fleming
Vice-President, Cattle Marketing
Equity Cooperative Livestock Sales Association
E10890 Penny Lane
Baraboo, WI 53913
Phone: 6089/356-8311

**Participants – Green Bay Tour and Agriculture Committee Hearing – January 20,
1999**

Page 2

Roger Van Hemelryk and family
Maplewood Meats
4663 Milltown Road
Green Bay, WI 54313
Phone: 920/865-7901

John Haen
Haen Meat Packing, Inc.
W1910 County Trk KK
Kaukauna, WI 54130
Phone: 920/766-3239

Chairman:
Agriculture Committee



Member:
Consumer Affairs
Government Operations
Natural Resources

Al Ott

State Representative • 3rd Assembly District

MEMO

TO: Assembly Agriculture Committee Members

FROM: Al Ott, Committee Chair

DATE: January 26, 1999

RE: Information from Packerland Packing

Attached please find a copy of the letter and information from Norval Dvorak which was sent after our recent tour of Packerland Packing.

Those of you who attended the tour will most likely already have this information, but I wanted to make certain that all members have this information.

ARO:ln

1/21/97
Post-Press

Hog farmers' woes translate to cheap pork for consumers

Retail prices for 'the other white meat' are dropping as producers face an economic emergency

By Dan Wilson
Post-Crescent staff writer

The continued low price of pork has prompted an executive order from the governor declaring an economic emergency for state hog farmers, while prices at the supermarket have started to follow suit.

Contrary to recent reports, low pork prices are reflected at the retail level. "I don't understand where that comes from," said Mike Gfisch, vice-president of Roundys' Inc., Milwaukee. "We have had the hottest prices for pork products we have ever had

and the prices are getting lower all the time," he said. "We are actually doing some promotions with the pork council. We are working with them directly to help move more pork through the pipeline. As a result we are selling more pork and we are advertising it more frequently."

Gfisch said ham prices have been under \$1 a pound and center cut pork chops have been selling for \$1.48 a pound.

The low pork prices are squeezing hog farmers, who are struggling to stay afloat after a seven-month

Please see PORK, A-13

PORK: Governor declares emergency for state farmers

From A-1

and in prices. Gov. Tommy Thompson last week issued an executive order declaring an economic emergency in Wisconsin's pork industry. The order makes it possible for hog farmers to receive up to \$50,000 in loans to weather the crisis. Farmers who qualify for the Hog Production Emergency Loan Guarantee Program would pay the loan back over three years. The loan would be guaranteed up to 90 percent by the state.

Final approval of the program is awaiting the Legislature, but approval is expected and farmers can apply until July 31 through their local lenders. The loans will be on a first-come, first-served basis.

Hog farming makes up only a small portion of the state's agricultural industry. Hog sales account for about \$230 million out of a total state agricultural income of \$5.4 billion.

According to the latest statistics, there are about 3,000 farms that have hogs, but of those 3,000, only

180 have more than 500 head, enough to be considered a full-time occupation.

Among those is Lee Newsome of rural Waupaca.

"When you are going broke, why borrow \$50,000 more to go even deeper in debt?" he said. "Prices have actually been depressed for the past year."

Newsome said he is getting 23 to 24 cents a pound for his hogs. He calculates he needs about 45 to 50 cents to break even. Taking out a loan presumes the industry will turn around and Newsome doesn't see much to be optimistic about.

"According to what I have read, the average price for 1999 is expected to be around 33 cents a pound," he said. "I think there are better ways they could have helped us out, such as working with our lenders on our present debt. But why should I go in the hole even more?"

John Haen is a director with the Wisconsin Association of Meat Processors and also works in the family-owned Haen Meat Packing Inc. plant in Kaukauna.

He is the middleman who often gets the blame for the failure to pass on the low prices.

"We are at the mercy of the market, too," he said. "We pay a little more than what the market is and people are buying pork. Pork prices are down and we are selling more. But I have never seen anything like this. Hog farmers ask me what it is all about and I say I don't know."

When hogs become mature, they have to be sold. All they do once they become mature is consume food. Hog producers, unlike many other commodities, can't hold back.

"We are backed up on hogs waiting to be butchered, because the farmers have to get rid of them," Haen said.

Mike Salter of Black Creek raises hogs as a sideline. He can weather the low prices but he can't explain them.

"It's just numbers," he said. "And the packing plants have all the control. They are making good money on this."

According to Bob Prosi, a trader on the Chicago Mercantile Ex-

change, the low pork prices are due mostly to events abroad.

"It is a combination of record production and a drop in exports to Japan and Europe," he said. "All these things combined to make hog producers increase their production and suddenly the foreign market disappeared."

Agriculture committee to meet with meat packers in Green Bay

JAN SHEPEL

MADISON

The Assembly's Committee on Agriculture announced Thursday (Jan. 14) that it would hold a session in Green Bay next week, to explore the problems faced by the Wisconsin livestock and meat industry.

It was the first day of the Assembly's session in Madison, and committee chair Al Ott (R-Forest Junction) took the opportunity to hold an early morning session with his entire agriculture committee, which includes some new faces. They got a briefing on next week's meeting as well as some of the other issues facing agriculture.

Ott said next week's meeting, Jan. 20 in Green Bay, will include a tour and discussion of issues with Packerland Packing; a tour of Maplewood Meats, which is a state-inspected meat plant; and then an afternoon hearing at the Comfort Suites Inn from 1:30 to 3:30 p.m. The hotel is located at 1951 Bond Street, next to the Rock Gardens Supper Club where the committee will have lunch.

Ott's staff said the public is welcome to attend; however, there will be limited public input, since the committee wants to cover as many policy issues as possible. After policy presentations are through, they said there may be time for some public input.

The policy questions include perspectives from local, state and federal regulators on meat inspection issues, intrastate shipment of meat and hog kill-floor capacity in the state and the nation. Another issue to be covered will include HACCP -- the hazard analysis critical control point concept of new federal meat and food safety policies.

For more information on the meeting, contact Rep. Ott's office in Madison at (608) 266-5831.

W: State Farmer
1/15/99



John Roemer/Press-Gazette

Rep. Al Ott, R-Forest Junction, left, Norval Dvorak, retired vice president of Packerland Packing Co. and Rep. Barb Gronemus, D-Whitehall, talk Wednesday at Packerland Packing. The Assembly Agriculture Committee met in Green Bay Wednesday after touring Packerland Packing and Maplewood Meats.

Inspection rules may open meat markets

Area specialty companies stand to gain

By THOMAS CONTENT
PRESS-GAZETTE

Federal rules designed to make meat safer to eat may be costly to comply with, but they could end up opening new markets for Wisconsin meat processors.

Viewpoints on the new food handling and sanitation rules were a choice topic during a special meeting of the state Assembly Agriculture Committee Wednesday at the Comfort Suites in Green Bay.

By next year, Wisconsin's hundreds of small meat processors must comply with rules requiring changes in either how animals are slaughtered, how sanitation procedures are documented, or both.

The new rules were enacted by the U.S. Food Safety and Inspection Service after a major outbreak of illnesses in several west-

ern states in 1993, blamed on the presence of E. coli bacteria in fast-food restaurant meat.

The U.S. Department of Agriculture has long opposed a ban on the interstate trade of state-inspected meats.

But the federal department's position on that has now changed, said Terry Burkhardt, director of the state Meat Safety and Inspection Bureau, and Agriculture Secretary Dan Glickman has indicated he will introduce a bill in Congress to remove the ban.

"With a level playing field for everybody, if everybody is meeting the same standard, then why should we continue to ban interstate shipment," Burkhardt said.

The move could open markets for sausage and specialty meat companies near the Illinois, Michigan and Minnesota state lines.

"We're like the microbrewery of

meat products," said Dennis Buege, meat extension specialist with the University of Wisconsin in Madison. "Wisconsin probably has a lot more to gain through this than any state in the country."

Roger Van Hemelryk of Maplewood Meats said he considers the new food handling standards as another assurance to consumers that the Howard specialty meats company sells high-quality meats, just as a five-star rating shows a restaurant serves top-notch food, he said.

"Quality makes a difference for our customers," he said. "Quality and freshness is the only way to go."

Committee members spent part of Wednesday touring Maplewood Meats and Packerland Packing, and discussing industry concerns with representatives of both companies.

Action on emergency loans expected today

By THOMAS CONTENT
PRESS-GAZETTE

The Legislature's Joint Finance Committee is expected to act today to enable hog farmers to receive loans to help them after this year's hog price crisis.

If that occurs, banks will be able to make loans to cash-strapped farmers as early as next week.

Under the measure, farmers crippled by the lowest hog prices in decades would have until July

to apply for up to \$50,000 in emergency loans, backed by the Wisconsin Housing and Economic Development Authority.

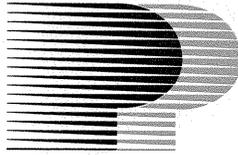
The move follows a decision last week by Gov. Tommy Thompson to declare a state of emergency for Wisconsin hog farmers.

The Assembly Agriculture Committee was considering a similar measure during a meeting in Green Bay Wednesday but put off its action on the bill after committee Chairman Al Ott, R-Forest

Junction, heard from state Rep. John Gard, R-Peshigo, that the Joint Finance Committee was planning a special meeting on the issue today.

Hog farmers who do not qualify for commercial loans could borrow up to \$50,000 from the program for three years. Interest would be the prime rate plus 1 percent. The state would guarantee 90 percent of the loans.

Wisconsin has about 4,400 hog farmers.



**Packerland
Packing**

Rec'd
1-22-99
Please circulate
a copy of this letter
and attachments
to all As. Ag Comm.
members. + others.
APM

January 21, 1999

MR AL OTT, CHAIRMAN
ASSEMBLY AGRICULTURE COMMITTEE
STATE CAPITOL BUILDING
MADISON, WI

Dear Mr. Ott, members of the Agriculture Committee and all those in attendance at your meeting at Packerland on January 21:

It was great being able to host you. We hope you enjoyed the tour and visit with us as much as we enjoyed having you. As you were able to observe, our C.E.O., Mr. Vesta, is a strong proponent for Wisconsin Livestock Agriculture.

I'm attaching some additional comments we had prepared but didn't have the time to present. My instructions from Mr. Vesta this morning were to aggressively pursue the revitalization project upon my return from Romania on February 6th. You may rest assured we shall do so. In the meantime, it is much consolation to know that the Assembly Agriculture Committee is taking an aggressive interest in returning Wisconsin to its position of agricultural prominence. We at Packerland look forward to working with you and in helping to identify and unify support for the constructive revitalization programs.

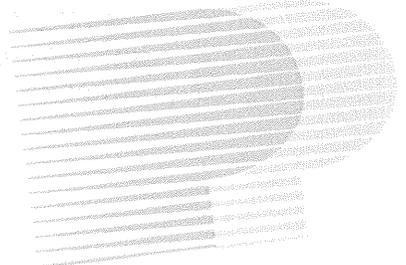
Stay in touch with us as well.

Cooperatively yours,

Norval Dvorak
52

Norval Dvorak
Consultant to the Food Industry at Packerland

enc.



Revitalizing Wisconsin's Livestock Agriculture

Years have been spent in discussing the problems of our livestock agriculture. In the meantime, we have lost half of our Wisconsin farmers. Our livestock agriculture continues to decline in importance while that of other States forges ahead. Wisconsin has adopted the toughest environmental legislation in the US with very little thought to its economic impacts or, for that matter, reasonability. Land use planning is left to literally every township of every county with little thought to uniformity or effect. Our land is one of our prime resources. A well-balanced agriculture surrounded by a prosperous urban sector is a totally achievable result.

One can only conclude that a smaller and smaller percentage of our population are farmers and the agricultural voice is becoming increasingly weak. Generations now have no roots or relatives on farms and have no concept of the economic environment in which our agriculture tries to flourish.

As urbanization and country living come into conflict with farms, livestock production, environmental concerns, land use planning, and food safety issues, bridging the sectors of our society becomes increasingly difficult.

In putting together a program for the "Revitalization of the Wisconsin Livestock Agriculture", we wish not only to address the questions as we see them, but want to begin proposing the initiative to cope with them.

Let's look ahead at our immediate problems:

Over capacity of slaughter plants will force foreclosures.

An excess of slaughter capacity will force several beef plants to close in 1999. The industry already has at least 25% over capacity. This figure will grow in 1999 and 2000 as the national cattle herd shrinks. There's about 18% over-capacity in fed cattle slaughter, according to CBW estimates. This may increase sharply this year if, as analysts forecast, fed steer and heifer slaughter declines 1M head from 1998. Cow killers will feel the biggest impact. There may be as much as 50% over-capacity in that sector already. Cow slaughter declined 9% in 1998 from 1997, putting intense pressure on plants to operate efficiently. Cow slaughter is set to decline another 4% this year. This plus the introduction of mandatory

HACCP Jan. 25 in all but the smallest meat plants could cause quite a number of small plants to close their doors, say observers.

All beef processors will feel margin pressure as wholesale beef prices remain constrained by the record level of competing meats, notably pork. ... the industry currently has capacity to kill about 44M head annually. Commercial slaughter in 1999 will likely be below 35M head. Analysts' forecasts vary from 34.236M to 35.1 head. The lower figure implies over-capacity of 28%.

Cattle Buyers Weekly

January 11, 1999

So some beef plants will close just as hog slaughtering plants closed prior to the present hog glut and price scenario. Will our Wisconsin plants be forced to close because of a lack of cattle supply, lack of production efficiency?

We hope not!

There are some answers. We can begin now to develop and fund some pilot projects that demonstrate the how-to of developing commercial calf starting and raising operations to feeder weight. These alliances can be supported by commercial feed companies, farmers, University extensions, packers, and legislators.

These calves then need to be fed in Wisconsin in commercial feed lots to market weight under uniform feeding and management practices. Is this possible? Yes. Packerland is currently beginning to do this with Land O Lakes and a farmer in such an alliance. More needs to be done. Credit may have to be provided for such undertakings to induce commercial beef raising and commercial feed lot feeding. Can this be environmentally friendly? Of course. It is in other states, we just haven't made the commitment. Now is the time to start.

Industry Must Market Beef Better

Until the industry fixes the quality-consistency-convenience notion, it doesn't have much to entice consumers back, says economist Mike Sands, Sparks Companies. Only then can the industry start to grow new beef markets. It has to get beyond the point it just lays beef in the meat case. It's done this in about the same way for 50 years, he says. The industry will have to do a better job of packaging and marketing beef. One of Sands' concerns relates to lack of quality. The foodservice sector is taking more and more quality beef. This leaves retailers with lower and more variable quality beef to sell. That's partly the reason for loss of demand. The industry

has a window when supplies are tightening to make some real changes, he says. Alliances like Farmland-U.S. Premium Beef are a step in the right direction. There will be more rather than less formula-type pricing. It's critical, if producers are serious about quality, to hang their cattle on the trail and put their name on them, he says. The industry must develop a tenderness measure, an objective grading system and a new pricing mechanism for live cattle.

Cattle Buyers Weekly
January 11, 1999

It is not only in the interest of the producer or farmer but the Consumer that we do a better job of positioning meat in the market place. The Consumer will be the ultimate beneficiary of this improvement in quality and food safety. This, however, represents a need for our industry to lean on our university for the applied research and outreach which it had so well at one time, but has been hampered by the lack of funds needed to move us into this 21st Century. Let's define the project and then fund it.

To Revitalize the Meat Industry Means We Must Accept Changes!

The production of dairy and meat foods becomes more commercialized, and it will, thus also shall our environmental problems relating to the disposal of animal wastes and odors emanating from those wastes. These are problems that we must collectively address as a State Department of Natural Resources, Department of Agriculture, University, agricultural infra structure, producers, and consumers. As in the whole area of providing for the educating and training of human resources, the University must be enlisted and funded to play a leading role. We must hire the faculty, the life sciences people to provide the technology in bioengineering, genetics, and the allied sciences as well as the marketing and land tenure people who will allow us to resolve the problems of mans need for compatibility with his environment.

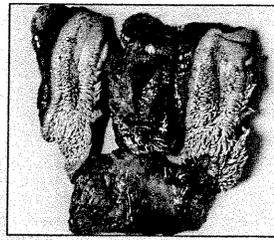
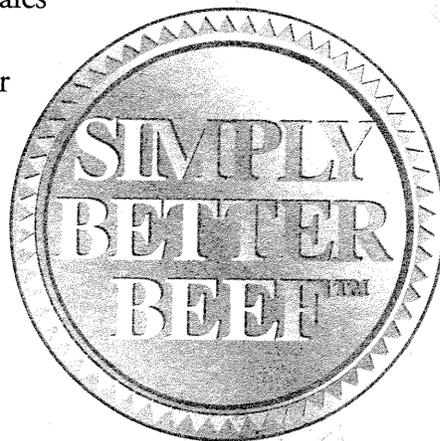
This will be the decade of great technological changes in the meat packing industry. Steam pasteurization, hot water cabinets and organic acid rinses, steam vacuuming, irradiation, moving this technology closer upstream to producers downstream closer to consumers will challenge every aspect of this change. Much of the consumer education will have to be left to an impartial, well trained University extension service to handle the public relations of the industry.

We offer these thoughts or solutions to be assimilated with others in the meat processing industry, along with other agribusiness's. Together, we must compose the programs that will be palatable to the general public and will be acceptable to our legislature who are so vital in being a part of the new Revitalized Wisconsin Livestock Agriculture.

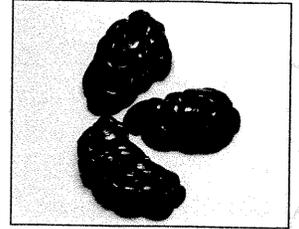
VARIETY MEATS

Packerland Packing Company's attention to detail and commitment to quality is visible with every product we produce. Our Variety Meat program is recognized as an industry leader for its consistent quality, adherence to specifications and tough, durable packaging. Packerland offers a full range of Variety Meats that will help you increase your profitability by expanding your in-case selection. Packerland prides itself in its ability to generate customer-specific Variety Meats programs. On the back of this sheet you'll find a full list of available Variety Meat products.

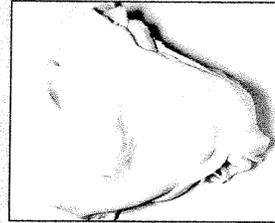
Call your Packerland sales representative today for more information or to place an order.
1-800-753-2333



OXLIPS



KIDNEYS



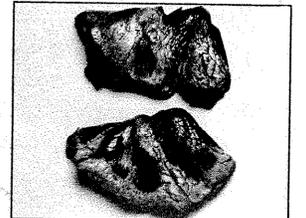
SCALDED TRIPE



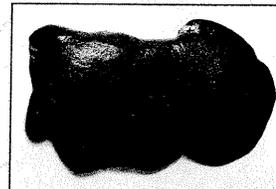
BEEF FEET



WEASAND MEAT



TRIMMED HEART
BONE REMOVED



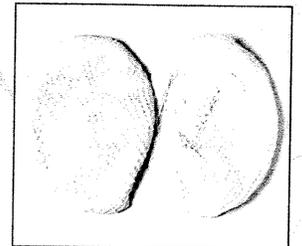
LIVER



OXTAILS



HEAD & CHEEK
MEAT



HONEYCOMB TRIPE



SWISS CUT TONGUES



Packerland
Packing

Offal Product List

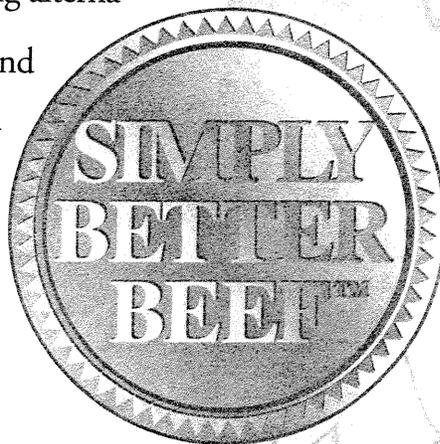
VARIETY MEATS

| Product | Code | Pcs/Box | Wgt(Lbs)/Box |
|---------------------------------|------|----------|----------------|
| Beef Feet | 1371 | 7 | 25 |
| #2 Beef Feet | 1378 | 7 | 25 |
| Head Meat | 1301 | -- | 60 |
| Cheek Meat | 1307 | -- | 60 |
| Weasand Meat | 1318 | -- | 60 |
| Bone Removed Hearts | 1303 | -- | 60 |
| Trimmed Heartmeat | 1316 | -- | 60 (I.W.) |
| Trimmed Heartmeat | 1302 | -- | 60 (Bulk Pack) |
| Heart Cap Meat | 1320 | -- | 60 |
| Bull Frys | 1305 | -- | 25 |
| Oxtails | 1306 | -- | 25 |
| Oxlips | 1308 | -- | 60 |
| Premium Oxlips | 1374 | -- | 60 |
| Tongue Trimmings | 1309 | -- | 60 |
| Skinned & Deveined Steer Livers | 1361 | 2 | -- |
| Skinned & Deveined Cow Livers | 1328 | 2 | -- |
| Premium Steer Livers | 1363 | 2 | -- |
| Regular Cow Livers | 1326 | 2 | -- |
| Swiss Tongues | 1313 | 8 | 25 |
| #1 White Tongues | 1351 | 8 (I.W.) | -- |
| #1 Spotted Tongues | 1311 | 8 (I.W.) | -- |
| #2 Tongues | 1317 | 8 (I.W.) | -- |
| Scalded Tripe | 1341 | -- | 60 |
| Honeycomb Tripe | 1373 | -- | 10 |
| Spleens | 1319 | -- | 60 |
| Small Intestines | 1436 | -- | 30 (Bulk Pack) |
| Beef Brains | 1366 | -- | 30 |
| Kidneys | 1390 | -- | 30 |

GROUND BEEF

Packerland Packing's Ground Beef program is among the finest and most uniform in the industry. Packerland Ground Beef is a blend of fresh, lean cow meat and beef trimmings from Fed Steers. Our blend produces Ground Beef with consistent flavor and taste, as well as a lean, rich red color. Our blend will assist you in attracting loyal customers and repeat sales. Our quality assurance team and in-house laboratory guarantee that only the freshest, most wholesome Ground Beef will be delivered to Packerland customers. On the back of this sheet you'll find a full list of available Ground Beef products, including several lean content options, a full complement of primal derivatives, and a variety of packaging alternatives. Call your Packerland sales representative today for more information or to place an order.

1-800-753-2333



COARSE GRIND



GROUND SIRLOIN



GROUND ROUND



GROUND CHUCK



FINE GROUND BEEF



Ground Beef Program

GROUND BEEF

| Product | 8/10 Lbs. Tubes/Box | | 4/10 Lbs. Tubes/Box | | 8/5 Lbs. Tubes/Box | 6/10 Lbs. Tubes/Box | |
|-----------------------|------------------------|--------|------------------------|--------|-----------------------|------------------------|--------|
| | Coarse | Fine | Coarse | Fine | Fine | Coarse | Fine |
| Lean Grind | | | | | | | |
| 73/27 | 779560 | 779572 | 799560 | 799572 | --- | 789560 | --- |
| 75/25 | 779562 | 779575 | 799562 | 799575 | --- | --- | --- |
| 80/20 | 779565 | 779580 | 799565 | 799580 | 789581 | 789565 | --- |
| 81/19 | 779563 | 779583 | 799563 | 799583 | 789583 | --- | --- |
| 82/18 | --- | --- | --- | --- | 789582 | --- | --- |
| 83/17 | 779564 | 779584 | 799564 | 799584 | --- | --- | --- |
| 85/15 | 779566 | 779586 | 799566 | 799586 | 789586 | --- | --- |
| 90/10 | 779567 | 779588 | 799567 | 799588 | --- | 789567 | --- |
| 91/9 | 779568 | 779587 | 799568 | 799587 | --- | --- | --- |
| 93/07 | 779561 | 779581 | 799561 | 799581 | 789571 | --- | --- |
| 100 | | 779582 | | | | | |
| Primal Grinds | | | | | | | |
| Ground Chuck | | | | | | | |
| 81/19 | 779599 | 779590 | 799599 | 799590 | --- | --- | 789590 |
| 83/17 | 779595 | --- | 799595 | 799549 | --- | 789595 | --- |
| 85/15 | 779601 | --- | 799601 | 799550 | 789602 | --- | --- |
| Ground Round | | | | | | | |
| 83/17 | 779592 | --- | 799592 | 799551 | --- | --- | --- |
| 85/15 | 779593 | 779540 | 799593 | 799552 | 789594 | 789593 | --- |
| 87/13 | 779589 | --- | 799589 | 799553 | --- | 789589 | --- |
| 90/10 | 779591 | --- | 799591 | 799554 | --- | 789591 | --- |
| 93/7 | | 779543 | | | | | |
| Ground Sirloin | | | | | | | |
| 83/17 | 779597 | --- | 799597 | 799555 | --- | --- | --- |
| 85/15 | 779598 | 779520 | 799598 | 799556 | --- | --- | --- |
| 90/10 | 779596 | --- | 799596 | 799557 | 789599 | --- | --- |
| 93/07 | 779602 | 779558 | 799602 | 799558 | --- | --- | --- |
| 95/05 | -- | --- | 799603 | 799559 | --- | --- | --- |

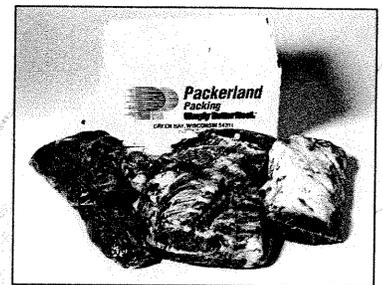
SUPREME VALU S[®]

Cutting tests show that Packerland Packing's Supreme Valu program can help you increase profits, improve labor productivity and build customer loyalty. Supreme Valu starts with top-quality, grain-fed beef subprimals that are processed under the most stringent quality assurance standards in the industry. We also add value by trimming the product to an 1/8 inch fat cover specification. With Supreme Valu you get consistent quality, freshness and higher yields. On the back of this sheet you'll find a full list of available Supreme Valu products. Call your Packerland sales representative today for more information or to place an order.

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SUPREME VALU S[®]



CHUCK & RIB



LOIN



ROUND



Supreme Valu

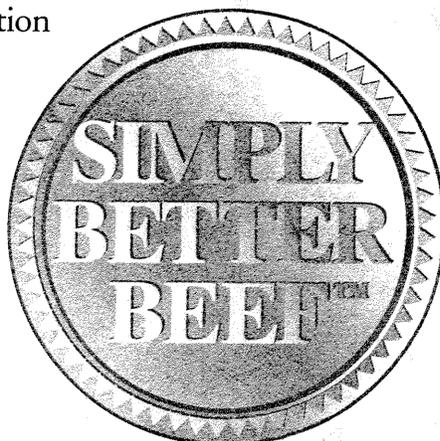
SUPREME VALU[®]

| Product | CHOICE | | SELECT | | Pcs/Bag | Bags/Box | |
|---|--------|--------|--------|--------|----------------------------|----------------------|------------|
| | Reg | Sm Box | Reg | Sm Box | | Reg | Sm Box |
| Bone In Ribeye, Lip on 2x2 | 800980 | -- | -- | -- | 1 | 4 | -- |
| Bone In Ribeye, Lip on 1x1 | 800990 | 800999 | 840990 | 840999 | 1 | 4 | 1 |
| Ribeye, Lip on 1/2" x 1/2" | 801210 | 801219 | 841210 | 841219 | 1 | 6 | 2 |
| Ribeye, lip on - 1x1 | 801230 | 801239 | 841230 | 841239 | 1 | 4 | 2 |
| Ribeye, lip on - 2x2 | 801240 | 801249 | 841240 | 841249 | 1 | 6 | 2 |
| Chuck Shoulder Clod, B/R | 801400 | 801409 | 841400 | 841409 | 1 | 4 | 2 |
| Shoulder Clod Peeled - Blade Removed | 801410 | 801419 | 841410 | 841419 | 1 | 4 | 2 |
| Shoulder Clod, 2 pc. | 801420 | 801429 | 841420 | 841429 | 1 SC, 1TB | 3 SC, 3TB | 2SC, 2TB |
| Short Cut Shoulder Clod | 801430 | 801439 | 841430 | 841439 | 1 | 4 | 2 |
| Chuck - Top Blade | 801440 | 801449 | 841440 | 841449 | 1 | 15 | 9 |
| Shoulder Clod Trimmed | 801450 | 801459 | 841450 | 841459 | 1 | 4 | 1 |
| Boneless, 2 pc. Chuck N/O | 801500 | - | 841500 | - | 1 | 1- 18x28 1- 18x32 | - |
| Semi Boneless Chuck N/O Bias Cut | 801526 | - | 841526 | - | 1SC, 1 T.blade | 2 | - |
| Bone In Chuck Eye Roll N/O | 801600 | - | 841600 | - | 1 | 2 | - |
| Chuck Roll Neck Off (No Net) | 801610 | 801619 | 841610 | 841619 | 1 | 4 | 1 |
| Special Trim Brisket | 802050 | -- | -- | -- | 1 | 8 | -- |
| Brisket Flat | 802060 | 802069 | 842060 | 842069 | 1 | 10 | 6 |
| 161 Round w/ peeled knuckle | 806100 | - | 846100 | - | 1- Round 1- Knuckle | 2 | - |
| 161 Round, Rump on, with Peeled Knuckle | 806101 | - | 846101 | - | 1 Round 1 Knuckle | 2 | - |
| Knuckle of Round Peeled | 806700 | 806709 | 846700 | 846709 | 1 | 6 | 2 |
| Top Round Cap/ S. Mus. Off | 806800 | 806809 | 846800 | 846809 | 1 | 3 | 2 |
| Denuded Top Round | 806850 | 806859 | 846850 | 846859 | 1 | 4 | 3 |
| Trimmed Top Round | 806860 | 806869 | 846860 | 846869 | 1 | 3 | 2 |
| Trimmed Top Round Side Muscle Off | 806870 | 806879 | 846870 | 846879 | 1 | 3 | 2 |
| Flat of Round - Strap on | 807030 | 807039 | 847030 | 847039 | 1 | 4 | 3 |
| Flat of Round | 807040 | 807049 | 847040 | 847049 | 1 | 5 | 3 |
| Eye of Round | 807060 | 807069 | 847060 | 847069 | 1 | 12 | 6 |
| Short Loin 0x1 | 807360 | 807369 | 847360 | 847369 | 1 | 2 | 1 |
| Boneless Strip Loin 0x1 | 808040 | 808049 | 848040 | 848049 | 1 | 4 | 3 |
| Boneless Strip Loin 1x1 10 Up | 808050 | 808059 | -- | -- | 1 | 4 | 3 |
| Boneless Strip Loin 1x1 | 808060 | 808069 | 848060 | 848069 | 1 | 4 | 3 |
| Top Sirloin Butt Cap Off(Hearts) | -- | 808429 | -- | 848429 | 2 | -- | 3 |
| Top Sirloin Cap Muscle | - | 808439 | - | 848439 | 4 | - | 3 |
| Cap-Off Top Sirloin Butt | 808440 | 808449 | 848440 | 848449 | 1 TB, 3 CM | 6 TB, 2 CM | 3 TB, 1 CM |
| Top Sirloin Butt, 13 dn | 808450 | 808459 | -- | -- | 1 | 5 | 3 |
| Top Sirloin Butt | 808460 | 808469 | 848460 | 848469 | 1 | 5 | 3 |
| Flank Steaks | - | 809309 | - | 849309 | 2 | - | 8 |
| Short Ribs Center Cut 8" | 809750 | 809759 | 849750 | 849759 | 4 | 4 | 2 |
| Top Sirloin Butt Cap Off Hearts No Grade | -- | 838429 | -- | -- | 2 | -- | 3 |
| Top Sirloin Cap Muscle No Grade | -- | 838439 | -- | -- | 4 | -- | 3 |
| Cap-Off Top Sirloin Butt (No grade) | 838440 | 838449 | - | - | 1- Top Butt 3- Cap Meat | 6 TB, 2CM | 3TB, 1CM |
| Flat of Round HEB | -- | -- | 847050 | 847059 | 1/2 | 8 | 6 |
| 191 Butt Tenderloin Peeled (Utility) | -- | 879109 | -- | -- | 2 | -- | 6 |
| Bone In Strip Loin | 807903 | -- | 847903 | -- | 1 | -- | 4 |

SMALL BOX

In response to today's ergonomic and worker compensation claim issues, Packerland Packing has developed an extensive "Small Box" beef program. This convenient packaging concept offers a reduced number of pieces per case, which reduces heavy lifting. Also, with the Packerland "Small Box" program, you can order smaller quantities of seasonal items to satisfy all your customer needs. If you are a distributor, our "Small Box" program allows you to broaden your customer base to include those who want smaller quantities. If you are a retailer, you can purchase smaller lots of less popular items and merchandise a broader mix, without overstocking. For a full listing of available "Small Box" products see the reverse side of this sheet. Call your Packerland sales representative today for more information or to place an order.

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CHUCK & ROUND



RIB & LOIN



Small Box Program

| Product | Choice Code | Select Code | Pcs/Bag | Bags/Box |
|---------------------------------|-------------|-------------|---------|----------|
| Chuck Roll | 651614 | 641614 | 1 | 1 |
| Short Ribs 123B | 659754 | -- | 6 | 2 |
| Bl Ribeye lipon 2x2 | 650998 | 640998 | 1 | 2 |
| 109 Ribs 20 DN | 650931 | -- | 1 | 1 |
| 109 Ribs 20/24 | 650941 | -- | 1 | 1 |
| Ribeye lip on 12 DN | 651256 | 641256 | 1 | 2 |
| Ribeye lip on 12 UP | 651233 | 641233 | 1 | 2 |
| Short Loin 1x1 | 657323 | 647323 | 1 | 1 |
| PSMO 5 DN | 658938 | 648938 | 1 | 4 |
| PSMO 5 UP | 658948 | 648948 | 1 | 4 |
| Flank Steaks | 659307 | 649307 | 8 | 2 |
| Strip 2x3 12 DN | 658016 | 648016 | 1 | 2 |
| Strip 2x3 12/15 | 658036 | 648036 | 1 | 2 |
| Strip 1x1 12 DN | 658028 | 648028 | 1 | 2 |
| Strip 1x1 12 UP | 658029 | 648029 | 1 | 2 |
| Bnls Top Sirloin Butt 12 DN | 658416 | 648416 | 1 | 2 |
| Bnls Top Sirloin Butt 12/15 | 658436 | 648436 | 1 | 2 |
| Btm Sirloin Flap | 659727 | 649727 | 3 | 3 |
| Top Round | 656825 | -- | 1 | 1 |
| Bottom Round | 657005 | 647005 | 1 | 1 |
| Peeled Knuckle | 656725 | 646725 | 1 | 2 |
| Cap Off Top Round | 656841 | 646841 | 1 | 2 |
| Eye of Round | 657066 | 647066 | 1 | 6 |
| Flat of Round | 657035 | 647035 | 1 | 3 |
| B.I. Center Cut Hind Shank | 659810 | 649810 | 1 | 5 |
| Inside Skirts | 659734 | 639734-NR | 6 | 2 |
| Outside Skirt | 659743 | -- | 4 | 4 |
| Peeled Outside Skirt | 659744 | 639744-NR | 10 Lbs. | 4 |
| 80/20 Coarse Ground Beef (4-10) | 799565 | -- | 1 | 4 |
| 90/10 Coarse Ground Beef (4-10) | 799567 | -- | 1 | 4 |
| 80/20 Fine Ground Beef (4-10) | 799580 | -- | 1 | 4 |

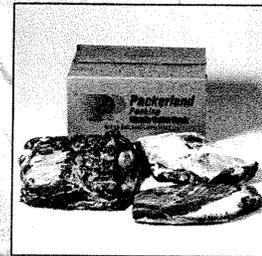
SMALL BOX

UTILITY PRODUCTS

At Packerland Packing, we keep the same high production standards in force for our Utility Products that we do for our Fed Steer program. Packerland Utility Products come from well-muscled animals, finished with a high-energy feed ration. Therefore, our Utility Products are consistently lean and tender. Packerland quality assurance and lab personnel continuously inspect and test the cleanliness and sanitation of our production areas. Rest assured that you are getting only the highest quality Utility Products when you buy from Packerland. On the back of this sheet you'll find a full list of available Utility Products. Call your Packerland sales representative today for more information or to place an order.
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UTILITY PRODUCTS



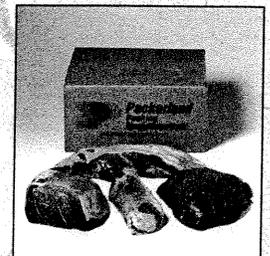
CHUCK



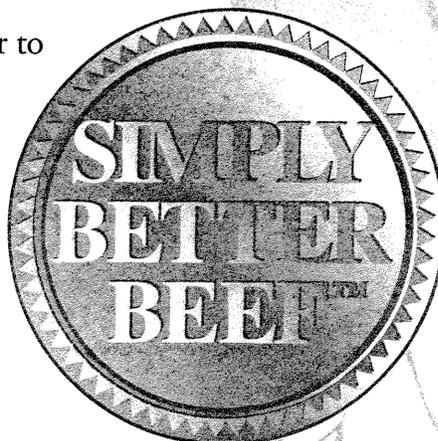
RIB



LOIN



ROUND



Utility Product List

| Product | Code | Pcs/Bag | Bags/Box | Bag Size |
|------------------------------|--------|---------|----------|-------------------|
| Ribeye Roll 6/DN | 271211 | 1 | 12 | 13x26 |
| Ribeye Roll 6/UP | 271231 | 1 | 7 | 13x26 |
| Ribeye Roll 7/DN | 271205 | 1 | 12 | 13x26 |
| Ribeye Roll 7/10 | 271265 | 1 | 8 | 13x26 |
| Ribeye Roll 9/UP | 271285 | 1 | 7 | 13x26 |
| Ribeye Roll 10/UP | 271286 | 1 | 7 | 13x26 |
| Ribeye Roll 2" LP 10/DN | 271242 | 1 | 7 | 13x26 |
| Ribeye Roll 2" LP 10/UP | 271251 | 1 | 6 | 13x26 |
| Bull Ribeye | 271295 | 1 | 6 | 13x26 |
| Trim Briskets | 272011 | 1 | 8 | 13x26 |
| Pld Knuckle of Round | 276725 | 1 | 6 | 15x20 |
| Cap Off Top Rounds 6/10 | 276841 | 1 | 6 | 15x20 |
| Cap Off Top Rounds 10/16 | 276842 | 1 | 5 | 15x20 |
| Cap Off Top Rounds 16/UP | 276852 | 1 | 5 | 15x20 |
| Denuded Inside Rounds | 276851 | 1 | 6-8 | 15x20 |
| Denuded Eyes - 100% Trim | 277027 | 4 | 4 | 16x22 |
| Bnls 2 Pc Chuck | 271505 | 1 | 2 | 22x36&18x28 |
| Bnls Arm Bone Chuck | 272604 | 1 | 3 | 22x36,18x28,18x32 |
| Eye of Round | 277021 | 1 | 14 | 9x22 |
| Trimmed Flat of Round | 277040 | 1 | 5 | 13x26 |
| Heel of Round (Gastronemius) | 277031 | 5 | 4 | 16x22 |
| Boneless Shoulder Clods | 271414 | 1 | 3 | 18x28 |
| Chuck Tenders | 271624 | 5 | 4 | 16x22 |
| Bnls Strip Loin 2x2 | 278075 | 1 | 6 | 13x26 |
| Bnls Strip Loin 1x1 7/DN | 278017 | 1 | 7 | 13x26 |
| Bnls Strip Loin 1x1 7/9 | 278028 | 1 | 6 | 13x26 |
| Bnls Strip Loin 1x1 9/UP | 278071 | 1 | 5 | 13x26 |
| Shortloins 1x1 16/DN | 277322 | 1 | 4 | 17x30 |
| Shortloins 1x1 16/20 | 277323 | 1 | 3 | 17x30 |
| Shortloins 1x1 20/UP | 277320 | 1 | 3 | 17x30 |
| Shortloin 2x2 | 277325 | 1 | 3 | 17x30 |
| Top Sirloin Butt 12/DN | 278441 | 1 | 6 | 15x20 |
| Top Butt Heart | 278420 | 2 | 6 | 15x20 |
| Top Sirloin Butt 12/UP | 278421 | 1 | 5 | 15x20 |
| Top Sirloin Butt Peeled | 278419 | 1 | 6 | 15x20 |
| 190 Tenderloins 3/DN | 279011 | 3 | 9 | 9x30 |
| 190 Tenderloins 3/4 | 279021 | 1 | 18 | 9x30 |
| 190 Tenderloins 4/UP | 279031 | 1 | 15 | 9x30 |
| 191 Butt Tenderloin | 279115 | 2 | 12 | 11x20 |
| Short Tenderloin | 279206 | 3 | 9 | 9x30 |

| | | | | |
|--------------------------|--------|-------------------|-----------|-------|
| Bottom Sirloin Flap | 279727 | 6 | 4 | 14x24 |
| B.I. Short Rib | 279754 | 6 | 4 | 14x26 |
| Bone In Shanks | 279809 | 1 | 6 | 13x26 |
| Rib Lifter Meat | 279711 | 1 (approx. 15lbs) | 5 | 16x22 |
| Pectoral Meat | 279724 | 1 (approx. 12lbs) | 5 | 15x20 |
| Pld Btm Srl Triangle | 278515 | 6 | 6 | 11x20 |
| Inside Skirts | 279734 | 6 | 5 | 15x20 |
| Outside Skirts | 279743 | 4 | 8 | 9x30 |
| Peeled Outside Skirts | 279744 | 6 | 10 | 13x26 |
| Flank Steaks | 279311 | 8 | 5 | 15x20 |
| Boneless Beef 65 | 279851 | | 60 lb Box | |
| Boneless Beef 65 | 379851 | | Barrel | |
| Boneless Beef 65 | 479851 | | Combo | |
| Boneless Beef 73 | 279860 | | 60 lb Box | |
| Boneless Beef 73 | 379860 | | Barrel | |
| Boneless Beef 73 | 479860 | | Combo | |
| Boneless Beef 75 | 279861 | | 60 lb Box | |
| Boneless Beef 75 | 379861 | | Barrel | |
| Boneless Beef 75 | 479861 | | Combo | |
| Boneless Beef 85 | 279866 | | 60 lb Box | |
| Boneless Beef 85 | 379866 | | Barrel | |
| Boneless Beef 85 | 479866 | | Combo | |
| Boneless Beef 90 | 279867 | | 60 lb Box | |
| Boneless Beef 90 | 379867 | | Barrel | |
| Boneless Beef 90 | 479867 | | Combo | |
| Boneless Bull Meat | 279869 | | 60 lb Box | |
| Boneless Bull Meat | 379869 | | Barrel | |
| Boneless Bull Meat | 479869 | | Combo | |
| Bnls 100% Sm Pcs of Beef | 279888 | | 60 lb Box | |
| Bnls 100% Sm Pcs of Beef | 479888 | | Combo | |
| Bnls 100% Eyes and Flats | 179887 | -- | 60 lb Box | |
| Bnls 100% Eyes and Flats | 279858 | Approx. 15lb | 4 | 16x22 |
| Bnls 100% Eyes and Flats | 279887 | -- | 60 lb Box | -- |
| Bnls 100% Eyes and Flats | 379887 | | Barrel | |
| Bnls 100% Eyes and Flats | 479887 | | Combo | |
| Bnls 100% Beef Strips | 279868 | 4 | 5 | 14x24 |
| Bnls Shank Meat | 279821 | 30 lb | 2 | 18x28 |
| Bnls Shank Meat | 279820 | | 60 lb Box | |
| 190 Tenderloins 3 DN | 679011 | 1 | 12 | 9x30 |
| 190 Tenderloin 3/4 | 679021 | 1 | 8 | 9x30 |
| 190 Tenderloin 4 UP | 679031 | 1 | 8 | 9x30 |
| 190 Tenderloin 4 UP | 679032 | 1 | 4 | 9x30 |

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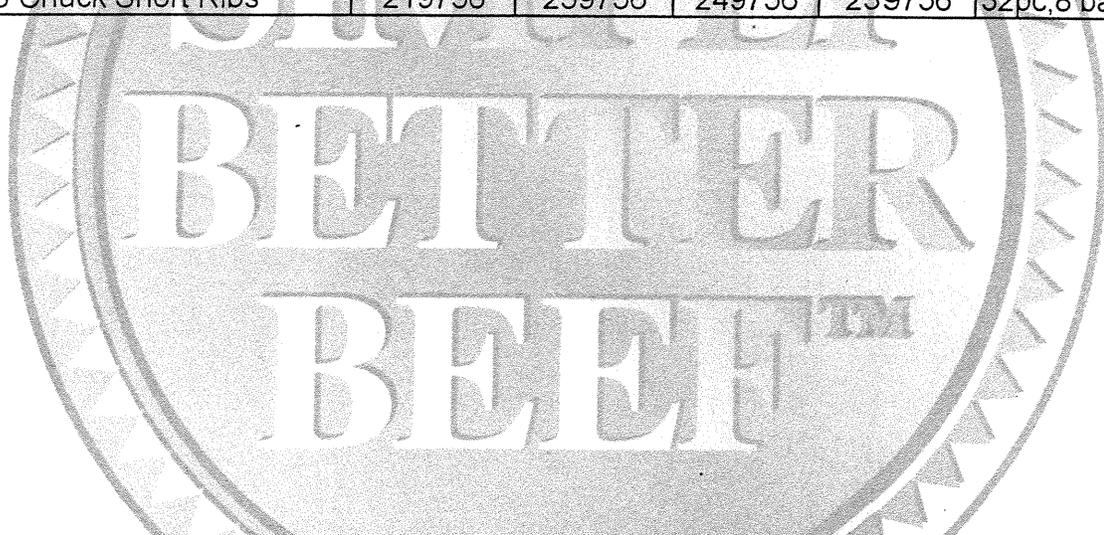
Regular Box Beef Program

| Product | Code | | | | Pcs per Box | Ave Wgt |
|-----------------------|---------|--------|--------|---------|---------------|---------|
| | Prime | Choice | Select | No Roll | | |
| 107 Ribs | 210771 | --- | 240771 | 230771 | 2 | 53 |
| 107 Ribs 25/DN | --- | 250761 | --- | --- | 2 | 53 |
| 107 Ribs 25/UP | --- | 250771 | --- | --- | 2 | 53 |
| 109 Ribs 20/DN | 210931 | 250931 | 240931 | 230931 | 3 | 56 |
| 109 Ribs 20/24 | ^210941 | 250941 | 240941 | 230941 | 2 | 45 |
| 109 Ribs 24/UP | 210961 | 250961 | 240961 | 230961 | 2 | 52 |
| B.I. Ribeye 2X3 | 210997 | 250997 | 240997 | 230997 | 4 | 68 |
| Rib Roll 2" Lip 12/DN | 211232 | 251256 | 241256 | 231256 | 6 | 65 |
| Rib Roll 2" Lip 12/UP | 211233 | --- | --- | --- | 5 | 70 |
| Rib Roll 2" Lip 12/15 | --- | 251295 | 241295 | 231295 | 5 | 68 |
| Rib Roll 2" Lip 15/UP | --- | 251296 | 241296 | 231296 | 5 | 82 |
| Ribeye Roll 10 DN | 211225 | 251228 | 241228 | 231228 | 7 | 70 |
| Ribeye Roll 10 UP | 211230 | 251230 | 241230 | 231230 | 6 | 78 |
| Short Loin 2X3 | 217406 | --- | --- | --- | 3 | 59 |
| Short Loin 2X3 23/DN | --- | 257403 | 247403 | 237403 | 3 | 59 |
| Short Loin 2X3 23/UP | --- | 257404 | 247404 | 237404 | 3 | 59 |
| BNLS Strips 2X3 12/DN | 218016 | 258016 | 248016 | 238016 | 6 | 62 |
| BNLS Strips 2X3 12/15 | 218036 | 258036 | 248036 | 238036 | 5 | 67 |
| BNLS Strips 2X3 15/UP | 218057 | 258057 | 248057 | 238057 | 4 | 64 |
| B.I. Strip 2X3 | 217906 | --- | 247906 | 237906 | 4 | 66 |
| B.I. Strip 2X3 12/DN | --- | 257906 | --- | --- | 4 | 66 |
| B.I. Strip 2X3 12/UP | --- | 257908 | --- | --- | 4 | 66 |
| B.I. Strip 4X6 16/DN | 217536 | 257536 | 247536 | 237536 | 3 | 60 |
| B.I. Strip 4X6 16/UP | 217538 | 257538 | 247538 | 237538 | 3 | 60 |
| Top Butts 12/DN | 218416 | 258416 | 248416 | 238416 | 6 | 66 |
| Top Butts 12/15 | 218436 | 258436 | 248436 | 238436 | 5 | 68 |
| Top Butts 15/UP | 218446 | 258446 | 248446 | 238446 | 4 | 63 |
| B.I. Top Butt | --- | 258406 | 248406 | 238406 | 4 (NR-3) | 70 |
| Tri Tip | --- | 258514 | 248514 | 238514 | 24pc, 4 bags | 60 |
| Tri Tip Peeled | 218515 | 258515 | 248515 | 238515 | 36pc, 6 bags | 60 |
| Ball Tip 2/DN | --- | 258525 | --- | 238525 | 50pc, 5 bags | 69 |
| Ball Tip 2/UP | --- | 258535 | --- | 238535 | 32pc, 4 bags | 76 |
| PSMO Tenders 5/DN | 218938 | 258938 | 248938 | 238938 | 16 | 71 |
| PSMO Tenders 5/UP | 218948 | 258948 | 248948 | 238948 | 12 | 74 |
| Butt Tenders Peeled | --- | 259106 | 249106 | 239106 | 24pc, 12 bags | 63 |
| Flank Steaks | --- | 259307 | 249307 | 239307 | 32pc, 4 bags | 65 |
| Rib Lifter Meat | --- | 259711 | --- | 239711 | 5 Bags | 75 |
| Pectoral Meat | --- | 259724 | --- | 239724 | 5 Bags | 70 |
| Clod Rolls | --- | 251414 | 241414 | 231414 | 3 | 69 |
| Chuck Rolls | --- | 251614 | 241614 | 231614 | 3 | 85 |
| Chuck Rolls-Neck Off | 211615 | 251615 | 241615 | --- | 3 | 62 |

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| | | | | | | |
|----------------------------|--------|--------|--------|--------|----------------|-------|
| Scotch Tenders | --- | 251624 | 241624 | 231624 | 20pc,4 bags | 67 |
| BNLS Chux Neck Meat | --- | 251555 | 241555 | --- | 5 Bags | 75 |
| 3 Way BNLS Chux | --- | 252604 | 242604 | 232604 | 1pc, 3 bags | 90/95 |
| 2 PC. BNLS Chux | --- | 251505 | 241505 | 231505 | 2 | 71 |
| 2 PC. BNLS Chux- Neck Off | --- | 251507 | 241507 | 231507 | 2 | 54 |
| Semi BNLS Chux- Neck Off | --- | 251525 | 241525 | --- | 2 | 55 |
| B.I. Blade Chux- Neck Off | --- | 251515 | 241515 | 231515 | 2 | 76 |
| Briskets Not Sized | --- | --- | 242032 | --- | 7 | 62 |
| Briskets 8/DN | --- | 252012 | --- | 232012 | 9 | 62 |
| Briskets 8/UP | --- | 252022 | --- | 232022 | 6 | 61 |
| 160 Rounds | -- | 256005 | 246005 | 236005 | 1pc, 2 bags | 65 |
| 161 Rounds | --- | 256105 | 246105 | 236105 | knux cryo sep. | 58 |
| 167 Knux Cap on | --- | 256705 | 246705 | 236705 | 5 | 61 |
| Peeled Knuckles | --- | 256725 | 246725 | 236725 | 6 | 65 |
| Top Rounds 20/DN | 216815 | 256815 | 246815 | 236815 | 4 | 72 |
| Top Rounds 20/UP | 216825 | 256830 | 246825 | 236825 | 3 | 67 |
| Top Rounds 20/23 | --- | 256825 | --- | --- | 3 | 64 |
| Cap Off Top Rnd 10/16 | --- | 256843 | 246843 | 236843 | 5 | 76 |
| Cap Off Top Rnd 16/UP | --- | 256852 | 246852 | 236852 | 4 | 80 |
| GooseNecks | --- | 257005 | 247005 | 237005 | 3 | 75 |
| Flats | --- | 257035 | 247035 | 237035 | 5 | 63 |
| Trim Flats | --- | 257037 | 247037 | 237037 | 5 | 60 |
| Eye Round | --- | 257066 | 247066 | 237066 | 12 | 62 |
| Heel Round | --- | 257015 | 247015 | 237015 | 20pc,4 bags | 79 |
| Flap Meat | 219727 | 259727 | 249727 | 239727 | 24pc,4 bags | 66 |
| Inside Skirts | --- | 259734 | --- | 239734 | 24pc,4 bags | 64 |
| Outside Skirts Skin On | --- | 259743 | --- | 239743 | 32pc,8 bags | 60 |
| Outside Skirts Peeled | --- | 259744 | --- | --- | 60pc,10bags | 60 |
| Short Ribs | --- | 259754 | 249754 | 239754 | 24pc,4 bags | 62 |
| Beef Backribs - Whole (Fz) | --- | 159782 | --- | 139782 | Approx.13pc | 55 |
| Beef Backribs - Whole | --- | 259782 | --- | 239782 | 12 | 50 |
| Beef Backribs - Split (Fz) | --- | 139781 | --- | --- | 20 Lb. Box | 20 |
| Pastrami (Navel) Pieces | --- | 259842 | --- | 239842 | 16pc,4 bags | 62 |
| BNLS Chuck Short Ribs | 219756 | 259756 | 249756 | 239756 | 32pc,8 bags | 65 |



NOTES FOR MEETING WITH LEGISLATORS

I would like to take this opportunity to thank the members of the Wisconsin Legislative Agricultural Committee for having come to Packerland's facility in Green Bay, Wisconsin to observe it and its operations. We likewise welcome the opportunity to discuss with you our industry problems and want you to know that this is a first since the day of the company's incorporation in 1960.

It is not by accident that you are here. You, as we, have become very alarmed at the retrogression of Wisconsin's livestock agriculture, its numerous problems, and the search for some solutions. Let us leave you with some background on Packerland and how it fits into this State's livestock agriculture:

1. Packerland is the ⁵4th largest cattle slaughterer and beef processor in the US with the sales of over one billion dollars.
2. It has processing plants in Green Bay, its largest, and Michigan, Arizona, and Nebraska, and processes about 5,500 - 6,000 head of cattle daily.
3. It markets beef cuts and by-products not only in the US but in 25 foreign countries.
4. Although it processes numerous breeds of cattle, its primary market niche is the cull dairy cow and the Holstein fed steer. The Holstein fed steer is, by the way, the most cherished in Japan because of its high degree of marbling and good eating qualities.
5. It may be of interest to you to know that Wisconsin has the largest concentration of meat processors of any State East of the Mississippi River and the greatest concentration is in Green Bay, Wisconsin.
6. The livestock processing industry and Packerland have a ^{great} good economic impact on the total beef production as well as on the infra structure of transportation and the direct employment of some 2,000 people in this City.

What do we view as the problems as we go into this next century? Problems that are not only ours but those of the farmers of this State as well as the consumer citizenry of this State.

Problem One is the same that every farmer has: Survival.

Let's relate this to an allied industry. In 1957, we were raising and marketing 2.85 million hogs per year in Wisconsin. We are now down to 700,000. In 1967, the Wisconsin Feeder Pig Marketing Cooperative marketed 1,200,000 feeder pigs. Today it is extinct and the industry is virtually extinct. We are losing our position in the dairy industry, our dairy cow numbers continue to decline from 2.56 million head then, to 1.36 million head now. That's over a 40% decline in 40 years. It also means that there are 40% less calves born, the males of which are the great bulwark of the Wisconsin fed cattle industry. It is quite obvious that the decline of our dairy numbers sends out the clarion call to Packerland - your supply source of fed cattle is being dangerously threatened and thus your future is threatened.

Problem Two: To be competitive, Packerland and the Wisconsin processing industry, require not only a uniform supply of fed cattle, but cattle of a uniform quality. In the last ten years, our cattle quality uniformity has actually decreased rather than improved. The practices of starting and feeding Holstein steers to market weight must be handled and developed as a business as it is in other states, or it shall perish just as has the hog industry in Wisconsin. We must develop a professional attitude in this State toward calf-starting and raising and the commercial feeding of them to market weight. This will require the full cooperation of feed companies, University personnel, Wisconsin Department of Agriculture involvement, DNR, and Environmental regulatory people involvement as well as credit people, if it is to be successful. We can choose to ignore this problem, but I can assure you that the result shall be the same as it has been in the hog business. This shall await the decision of the consumers, educators, regulators, and legislators of this state. Doing nothing is not an answer.

Problem Three: We're upbeat about this State. We think the fed Holstein niche is one of the best that any industry has. The University has helped us develop this breed as a prime beef breed with some enviable characteristics. It marbles well even to a prime grade, it has good eating qualities, has 25% less exterior fat (waste) than the traditional beef breeds. It has been elevated to a reputable status that it did not enjoy ten or twenty years ago. We must do an even better job of selling it. We cannot do this alone as Packerland. Yet, the breed is very vital to this State's economy.

We need greater University and Department of Agriculture support in doing the research, both theoretical and applied to be done on an impartial basis to isolate and identify those desirable eating qualities that make beef an attractive eating experience. These identified qualities must then be maximized and presented to the consumers so they're inclined to eat more beef. Its nutritional qualities and health attributes need to be documented in order that the whole industry, from farmer to consumer, can benefit from them. This is a public concern, not just a producer or packer concern.

Problem Four: Environmental concerns will not be swept under the rug. They cannot be wished away. Large commercial hog raising, broiler operations, dairy and cattle feeding operators generate large amounts of excrement with resulting odors that are offensive to those who choose to live in rural neighborhoods or small villages, even though they want the joys of country living. So they must be coped with, and today have a high priority.

At Packerland, we have developed one of the nation's most successful anaerobic digestors to handle plant waste. It has become a very viable producer of methane gas, which we use to power our boilers. The anaerobic bacteria virtually destroy all pathogens and odors. This system needs to be explored to see how it might be applicable to commercial farm wastes. Do we still have problems? Yes. We have not found a solution to the disposal of the tons of paunch manure generated each day from the cattle slaughtering process. It is a problem we have had for twenty years that we need to address. Again, we hope that our University research people will be able to discover the bacteriological or mechanical process that could turn a liability into an asset that would benefit the total agricultural and non-agricultural sectors of our society.

The problems of point and non-point pollution will continue to trouble us and challenge us. All of us are polluters; the problem is one of public interest as well as private.

Problem Five: The issues of Food Safety. These are of concern to all sectors of our society. It is questionable if the answers will be found in the laboratories of the private meat companies of this state. We don't have the resources. Yet we do have great vulnerabilities. It is in the research laboratories of our Universities in this and other States that we must look for the answers; for the technological breakthroughs that still await discovery and

in some cases application. This whole area requires an abundance of consumer education. An education that can best be handled by objective and impartial public institutions. There is a danger in private funding of University research replacing public funding for fear that that impartiality may be compromised. Frankly, we can't afford that.

Packerland is in a good position to evaluate our problems in this State for we have similar plants and operations in three other States. We need to see in Wisconsin, a closer liaison developing between the producer, processor, University, Department of Agriculture, Department of Natural Resources, and Legislature, so that we can move ahead together. This is not an impossible task for it is being done in States around us. It shall, however, become a commitment of necessity if we are to revitalize our agriculture to its former position of leadership and greatness.

REVITALIZATION OF A LIVESTOCK INDUSTRY - MICHIGAN'S STORY

M. G. Hogberg and F. L. Poston
College of Agriculture and Natural Resources
Michigan State University

Every individual, organization or industry will face at least one crisis during their existence. How will they respond during this time of crisis? Will they turn and walk away or will the leadership rise and take charge of the situation? How an individual or industry responds will have a marked impact on the future of that individual or industry.

WHY IT HAPPENED

During the mid-1980's, Michigan's livestock industry was facing several challenges that could have a major impact on the future of animal agriculture in the state. Consolidation of animal agriculture had already taken place with the poultry industry in the state. Michigan's dairy and swine industries were frantically trying to determine what size and structure of industry was needed to be competitive in the years ahead. In addition, Michigan's livestock industry was being accused of polluting the water and air, thus being looked upon as an environmental liability. At the time the automobile industry, Michigan's largest industry, was in the middle of a depression which had severely eroded income to the State of Michigan. State government and universities were dramatically cutting back.

Michigan State University was having its share of problems also. For many decades, Michigan's animal agriculture had enjoyed an extremely close relationship with Michigan State University to the point that the industry relied on the research results and extension efforts to remain competitive. Budget cuts had eroded the operating budgets, faculty and staff. As operating funds became almost non-existent, resourceful faculty sought grants for their research and extension programs. Granting agencies and reviewers replaced the livestock industry as the clientele of the faculty, thus creating a major disconnect between the faculty and the livestock industry in the state. Research faculty had quit communicating with the livestock industry and no longer directed their efforts on problems faced by the Michigan livestock producer. A major disconnect also existed between the extension agents in the field and extension specialists in the departments. Extension agents generally did not have the depth of expertise to address those issues of highest importance to the progressive producer nor did they have the time to acquire this expertise as their job responsibilities were quite broad and general. The stature of agriculture on the campus of Michigan State University had eroded away from its once position of leadership within the university community.

HOW IT HAPPENED

When the animal industries came asking for assistance and help to solve the environmental issues and give direction for restructuring the livestock industry in the state to make it more competitive, the faculty and staff of the university were not in a position to respond. Budget reductions had

long eliminated the needed expertise and operating funds necessary to resolve the issues at hand. A Committee on Animal Agriculture, representing the leadership of the various animal agriculture commodity organizations, was formed to address the problems associated with manure management issues. This committee gave the challenge of defining generally acceptable manure management practices for the State's Right to Farm legislation to Michigan State University. This was viewed as being the most scientific and unbiased source of information to develop these guidelines. At the same time, the External Advisory Committee to the Department of Animal Science was determined to strengthen animal agriculture and help the university get the funds to do so. The environmental and restructuring issues were a defining moment of crisis. These issues became the galvanizing event that would bring the various livestock commodity groups together to work for a common cause. Before the initiative was finalized, all of agriculture would be united together with a common objective. The leaders of the livestock industry saw the necessity of getting further resources to Michigan State University so many of the important issues could be studied and solutions found. With encouragement from the Michigan Legislature, strengthening animal agriculture quickly became an economic development opportunity to diversify the State's economy so it would not be as dependent upon the auto industry. A Steering Committee consisting of Jack Laurie, President of Michigan Farm Bureau, Tom Reed, CEO of Michigan Livestock Exchange, Elwood Kirkpatrick, President of Michigan Milk Producers Association and Frank Merriman, President of Michigan Association of Agricultural Organizations and Cooperatives was formed and began to work diligently. An advisory committee was also established with representatives from all livestock commodity organizations, marketing organizations and the Michigan Department of Agriculture. These Steering and Advisory Committees were important in defining the plan and then selling it to the legislature as well as the university administration.

Developing the plan was a critical step in the process. There had to be acceptance and buy-in by both the livestock industries as well as the faculty and extension agents at Michigan State University. The first step was to identify the problems facing animal agriculture in Michigan that prevented the various animal industries from being competitive. Faculty developed a white paper for each species listing the economic potential and feasibility along with the constraints and opportunities that existed for that commodity. These white papers were then presented to the Steering Committee as well as to the appropriate commodity organizations for discussion, review and revision. Once the white paper on each commodity group was revised and agreed upon, the next step was to inventory the faculty expertise and physical facilities to see what changes were necessary to meet the objectives set forth in the white papers. Needed changes in physical facilities, organizational structure, expertise among the faculty and operating funds were identified. Faculty in the Department of Agricultural Economics developed a paper outlining the economic benefits to Michigan through additional jobs and income generated in the state. The plan was approved by the Steering Committee.

Several objectives of the Animal Initiative were identified. These were as follows.

1. Modernize animal industry facilities at Michigan State University.
2. Attract top faculty to Michigan State University.
3. Expand programmatic support for animal agriculture.
4. Revitalize research programs toward Michigan's needs.

5. Strengthen Extension's impact on animal agriculture.
6. Strengthen the teaching of tomorrow's animal agriculture leaders.
7. Expand agriculture's contribution to Michigan's economy.

These objectives and the plan on how to resolve the important issues lead to an initiative of \$70 million for new and/or remodeled facilities and an additional \$4.2 million for programmatic support for new faculty positions, extension field agent positions, support staff and operating dollars. Through the efforts of everyone involved, the funds for the facilities were approved in 1992 and the programmatic support funds approved in 1994 by the Michigan Legislature.

RESULTS

In addition to the funding of the facilities and programmatic support, an initiative needs to be evaluated on the changes and impacts. Many changes that have come about because of the animal initiative and more are anticipated in the future. One of the first changes was a total restructuring of field staff into an Area of Expertise (AoE) concept. There was a need to restructure the Extension field staff so that they could narrow their area of expertise and be able to answer questions of a more complex nature. A paper by Leholm, et.al.¹ describes the changes and outcomes of this restructuring. Currently, fourteen dairy AoE agents, seven beef/sheep AoE agents and five swine AoE agents blanket the state. These agents spend all of their programming time associated with their respective species. Individual species AoE Teams have formed consisting of AoE agents and campus-based faculty to share expertise and work on priority problems together. This has had a significant impact on reconnecting our Extension field staff and campus-based faculty. Specific commodity advisory committees have been formed with external clientele. These advisory committees meet with faculty and extension AoE agents to work together to establish the applied research and extension priorities for each commodity area. The dairy team has expanded on this to include local partnering groups for each of the fourteen dairy AoE agents regions. Each of these local partnering groups has representation on the statewide MI-MSU Dairy Industry Committee. This has been an important time to reconnect the campus-based faculty with the livestock industry.

An Animal Industry Coalition has been formed within the university to provide programmatic leadership for the applied research and extension efforts. This coalition consists of the Director of the Agricultural Experiment Station, the Director of Michigan State University Extension, two Regional Extension Directors and five Department Chairs associated with animal agriculture (Animal Science, Agricultural Economics, Food Science and Human Nutrition, Agricultural Engineering and Large Animal Clinical Sciences). The Coalition functions primarily to allocate funds for research and extension projects each year. An added benefit is make sure that the organizational structure of the university allows for the various Teams to function efficiently. By meeting together, many of the past problems of different goals and agendas that existed between campus and the field no longer exist. Improved communications among the Coalition has solved these problems.

Communications between the university and the industry have also improved greatly. AoE Teams of Beef, Dairy, Swine, Sheep and Horse publish quarterly newsletters to their respective

industries. These newsletters contain the latest research results and solutions for many industry problems. This reconnectedness of the faculty with the industry has also helped to reduce the time line for technology transfer. Communication has also been important to the Michigan Legislature. When the funding started, a brief two page newsletter was published and sent to the industry as well as the legislature keeping everyone up on the latest outcomes and accomplishments. This has helped maintain interest and enthusiasm as well as keeping those people informed to the positive impacts that have been created.

Another important involvement has been the inclusion of an industry representative on each search committee for faculty as well as AoE agent positions. Industry representatives serve several important roles on these search committees. They have helped sort out candidates who can and want to communicate with the industry, their presence on the committee also serves notice to the candidates that the industry is interested in the position and they can serve as an important liaison to the industry once the new agent or faculty member come onboard.

Several key Alliances have been formed to bring the major components of the industries together to collectively move the industries ahead. Alliances have been formed within the pork, beef and sheep industries. Common threads among these alliances is that they consist of the commodity group, state government (Department of Agriculture), Farm Bureau, Marketing organization, meat packer, retailer, Agri-business Association, Corn Growers Association, Soybean Growers Association and Michigan State University. These alliances have helped the entire industry to look at the bigger picture and to work collectively toward improving the overall efficiency. Each member has certain expertise that is needed. Michigan State University is looked upon to conduct the research and educational needs as defined by the alliances. This is truly a team effort. No longer do we have the various groups working independently and often in different and sometimes conflicting directions.

PRINCIPLES OF INITIATIVES

Several principles have surfaced during the Animal Initiative in Michigan that are important if these initiatives are to be successful. If an initiative is to start there needs to be recognition by agricultural leaders of an identifiable crisis as well as opportunities that exist if the crisis can be addressed. This is usually initiated by a small group of visionary leaders who see the problem and the opportunities that exist if the problem can be resolved. This group of visionary leaders are important in building recognition of the crisis and opportunity within a larger group. In most initiatives or movements there is a galvanizing event that can be identified. These galvanizing events serve as a focal point for action by members of this larger body. Next there needs to be the building of an initiative. It is important at this time that the ownership of the initiative is in the hands of the industry and not the university. In our situation, we developed a series of white papers for each species that we used with the industry to look at the constraints as well as the opportunities for that commodity. This helped greatly to gain industry support and leadership for the initiative.

After the industry has recognized the initiative the next step is to gain acceptance and support within the university. This is the point where issues such as university priorities, academic

freedom, and internal "turf" protection must be addressed. It is especially important that the university recognize that society, or some part of society, expects or needs something from the university. Likewise, there needs to be the willingness on the part of the university, government and industry to establish collaborative relationships. Once these processes are in place, a real initiative is in place.

The legislative process is the next step. Agricultural leadership, not the university, must carry this effort and develop the relationship with the legislature. Part of this relationship is to recognize the outputs/benefits of the initiative and what can be the expectations. Will it improve the economic, environmental or societal situation? Why is this initiative important to society? Unity among the agriculture community is essential at this point as the tendency is for various groups to splinter and push their own priorities. Agriculture is not blessed with a large constituency that can afford lack of unity. If agriculture can not unite behind a common program or initiative the legislative process will be very difficult.

Once the funding objective is reached, the tendency for everyone is to relax and feel that the job is completed. Everyone forgets about the promises made or the problems to resolve. This may be the most important time for developing accountability and to insure that those programs that were deemed important do indeed happen. Now is the time for faculty and staff to shoulder the burden and get to work. Buy-in early on by faculty is important so this part of the process is not missed. It is also just as important to keep the clientele and legislature informed on the progress that is being made. Newsletters and legislative staff tours are important activities that make sure that people can chart the impact of this initiative. Accountability is becoming an ever important ingredient in our ability to maintain our integrity. Demonstrating that we can and do what we say we will do will go a long way to sustaining our programs.

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"Fed Holstein" Beef Production for Profit

Packerland Packing Company

BY NORVAL DVORAK AND GENE STAATS

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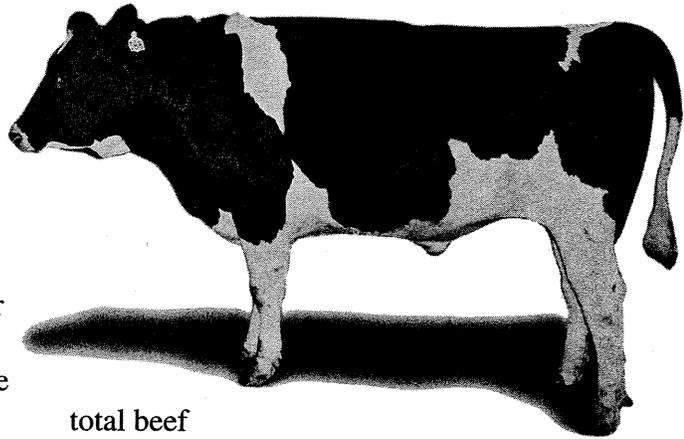
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"Fed Holstein" Beef Production for Profit

The cliché of "producing for a market" was probably never more relevant in the beef business than today. Dietary and health concerns have made the consumer very conscious of the undesirable effect of excess animal fats in their diets. Retailers have moved from 1/2 inch trim of outside fat on meat cuts to 1/4 inch, and in some cases to total trim. Lean is in, fat is out. Yet the consumer simultaneously is letting it be known that he or she wants a USDA Choice grade product that has the flavor and juiciness that marbling provides. It is those eating characteristics that continue to make beef "The Meat of Choice."

Meat scientists unanimously recommend that genetic selection and timely marketing be used to reduce fat deposition in finished cattle. We cannot knife-trim the excess fat from yield grade 4's and 5's, for those yield grades still leave us with undesirable amounts of intermuscular, or seam, fat. We need to breed it off and monitor length of the finishing period to avoid the excessive deposition of fat.

Packerland Packing Company's corporate niche is the slaughter and fabrication of High-Energy-Fed Holstein steers. These steers represent the largest single source of yield grade 1 and 2 carcasses in the beef marketplace. Our fabricated Holstein products have 25-30% less fat than do those from traditional beef breeds. They are not knife-trimmed, they are genetically trimmed. Fed Holsteins will probably never make up more than 15% of the total fed beef supply because of the ratio of Holstein cows to beef cows, but they are and shall continue to be an influential factor in the



total beef supply. Packerland Packing is the nation's largest supplier of High-Energy-Fed Holstein Choice Beef. We are totally committed to procuring these cattle and marketing this beef!

We acknowledge that we cannot hope to succeed without a strong commitment to producers so that they are profitable in raising and feeding Holsteins to our market specifications. The following recommendations are not infallible but are a genuine attempt to guide producers into practices that will be helpful in making their operations successful and profitable.

Calf Health Management from Birth to Weaning

I. Purchase only healthy, strong calves.

Prefer to purchase only calves that have had colostrum within the first few hours after birth. Colostrum is the first milk produced after calving, and it contains antibodies that protect the calf against most of the diseases present in his environment until he can develop his own immune system. Often calves that have a dry navel may likely have been fed colostrum milk since they are at least a couple of days old. In any event, buy only calves that

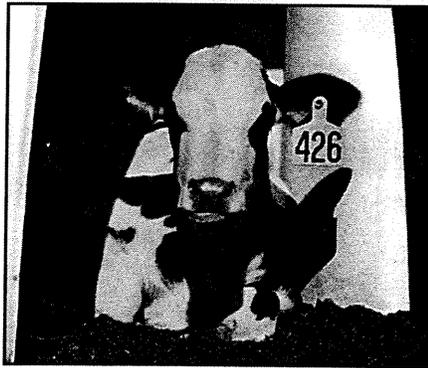
appear bright-eyed and agile. Larger calves are usually more desirable but healthy calves weighing less than 100 lbs. can be profitable purchases. There is a blood globulin test that can be conducted by your local veterinarian that shows whether or not the calf has had colostrum.

II. Transport the calf home in a draft-free, clean truck or trailer.

III. Calf facilities should provide a dry, draft-free environment for the calves.

See your local Extension Agent for detailed plans of facilities for calf rearing. Ask for "Dairy Freestall Housing and Equipment Handbook" (MidWest Plan Service, Chapter 3. Replacement Heifers), "Calf Hutch-Building and Using"

(UW Ext. Bull. A2823), "Housing Dairy Replacements" (UW Ext. Bull. A3307) and "Natural Ventilating Systems" (MidWest Plan Service-33).



A. Confinement facilities

1. An effective ventilation system is necessary to prevent respiratory problems. Check air movement and quality at the level of the calf's nose—that is where it counts. A general guideline is to move 7 to 10 cubic feet of air per minute per calf in winter and 60 cubic feet per minute in summer. Direct inlet air downward along walls, making sure drafts are not created. Use care in selecting ventilation systems—some work better than others.
2. Control the temperature and humidity. We recommend that the temperature in the calf-starting barn be kept between 55 and 65 degrees. To do this, use a heater that will provide 150 watts per calf and the equivalent of 3 inches of

expanded polystyrene insulation in the ceiling and 2 inches in the walls. Healthy calves can stand cold temperatures. However, these calves are highly stressed and many get sick during the starting period and therefore chill easily, so temperature control is important.

3. Use well-designed pens that are comfortable for the calf and allow for easy feeding and cleaning. Non-porous surfaces allow for more complete cleaning and disinfection.

B. Hutches

1. Potential advantages of hutches include less facility expense, portability which allows for re-location to minimize disease carryover between calf groups, inversion of hutch so all surfaces can be dried and exposed to the cleansing effects of the sun's ultraviolet radiation, better air quality and avoidance of nose-to-nose contact among calves.
2. Potential disadvantages are handling of liquids in a freezing environment and the need for a more expensive, higher-fat milk replacer to obtain acceptable calf growth rates in a freezing environment.

IV. Practice a strict sanitation program.

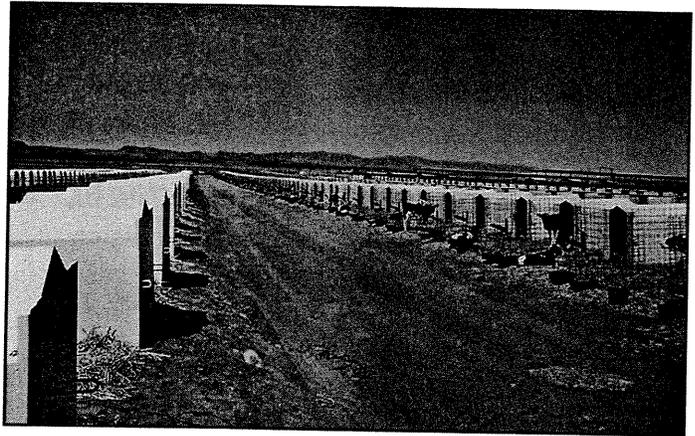
Many find management easiest when they practice an all-in-all-out system where all pens are filled with calves as rapidly as possible and the entire group of calves is marketed at the same time. This allows pens to be disinfected between groups, and gives the operator a rest between critical periods. Some have two sets of floors and/or pens. They then exchange sets of equipment between groups after disinfecting and leaving the equipment outside for one cycle of calves. It is a good idea to have the pens in pairs so they can be moved more easily. The pen floor and pail areas are where disease organisms will be concentrated. The following sanitation

procedures provide some guidelines in preventing an overwhelming disease buildup.

- A. Use a high-pressure sprayer to wash the entire calf barn with water plus detergent. Then dry out the building by running fans.
 - B. Wash facilities with a disinfectant, and dry again.
 - C. Leave the facility empty for 7 to 10 days before starting another group of calves. If you had a disease outbreak in the last group of calves, wait four weeks before starting again. Some calf growers routinely leave the calf barn empty during July and August to let it dry out and break the disease cycle.
 - D. In addition to the above procedures, the calf pails should be rinsed daily with a detergent and then many rinse them with dairy disinfectant. It is a good idea to number calf pails and assign a pail to each individual calf to reduce the possibilities of spreading disease.
 - E. It is desirable not to have over 50 to 70 head per housing unit for maximum disease control and ease of filling and emptying.
- V. Develop and follow a disease prevention and treatment program with your veterinarian.**

You should work with a local veterinarian who is experienced with raising calves. This experience should enable the veterinarian to design a calf health and treatment program that is effective in your area. Do not wait until a disease outbreak occurs to develop this program. However, do not use antibiotics or other drugs as a substitute for strict sanitation and good management.

Sickness occurs when the body's normal defenses are overwhelmed by stress in combination with disease-causing organisms. Calves are likely to be challenged during shipment and marketing due to missed feedings, inclement weather, contact with other calves and exposure to contaminated buildings and trucks. Nutrition, vaccination,



sanitation and calf management practices should be designed to combat these challenges. In spite of excellent programs, some calves will get sick due to these challenges or an unwillingness to adapt to milk replacer. Restoring these calves to good health is an uphill battle at best, regardless of what drugs are used. The best bet is to prevent sickness and the buildup of disease organisms by strict sanitation. Implement good feeding and facility management practices and treat calves at the first sign of sickness.

Place an eartag in each calf so that an accurate record of medication given to each calf can be kept. Such records will help you and your veterinarian solve health problems more effectively.

As an aid for early disease detection, many calf raisers will take temperatures of all calves for the first 7–10 days after calves arrive. A temperature change usually occurs hours before outward symptoms such as drooping ears and a warm, dry nose appear. A good practice is to begin treatment at the first sign of sickness and continue for two days after the calf's temperature is below 103.5 degrees F. If over 50% of the calf group have elevated temperatures, all calves should be treated for 5–7 days to prevent a mass outbreak; then discontinue and treat individual cases.

Scours is a common killer of young calves and is caused by bacteria, viruses or parasites. Symptoms of scours are diarrhea and dehydration which result in afflicted calves having a gaunt appearance and a rough hair coat. The basic principles for treating scours are to