



# New York Pork Producers

A Quartley Newsletter For Today's Pork Producers

Spring Edition 2016

## UPCOMING YOUTH EVENTS

February 20, 2016	NJSA Bootcamp-Ames, Iowa
April 8-10, 2016	National Youth Leadership Conference- Lexington, Kentucky
June 3-5, 2016	WNY Hog & Lamb Preview Classic-Hamburg, New York
June 6-11, 2016	WPX Junior National- Des Moines, Iowa
July 4-9, 2016	NJSA Summer Spectacular- Louisville, Kentucky
August 27-31, 2016	Empire Market Hog Contest-Syracuse, New York

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Youth, try this easy pork recipe! Ask a parent or guardian to help you.

### Bacon Wrapped Cheesy Apple Rolls

#### **Ingredients:**

- Package of pre-cooked bacon
- 1 apple
- 1 Tablespoon brown sugar
- Pinch of salt
- 8 slices cheddar cheese
- 1 can refrigerated crescent rolls



#### **Directions:**

- 1) Preheat oven to 375 degrees.
- 2) Line cookie sheet with parchment paper.
- 3) In a medium bowl, combine sliced apple, brown sugar, and a pinch of salt. Mix together.
- 4) Separate crescent dough in to eight (8) triangles. Cut each triangle in half to total 16 triangles.
- 5) Place one cheese slice and one apple slice in each triangle. Wrap crescent dough around apple and cheese.
- 6) Wrap one slice of bacon around each roll. Tuck bacon ends in to the bottom of roll.
- 7) Bake 12 minutes until golden brown.
- 8) Serve warm and enjoy!

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### **2016 Empire Swine Youth Scholarship Contest**

Date: August 27-31, 2016    Where: NYS Fairgrounds Syracuse, NY

*The theme for this year's ESYS contest is "Olympics"*

New York Pork Producers Co-op. Inc. is proud to help sponsor and administer this educational program at the NY State Fair. We hope that you will consider both contribution and participation.

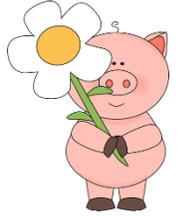
Contributions can be made at the following levels: Gold (\$1000) Silver (\$500) Bronze (\$250) Contributor (\$100) or Patron (<\$100)

Please send contributions to: New York Pork Producers Co-op. Inc. 5146 Transit Rd. Depew, NY 14043

Please make checks payable to: New York Pork Producers Co-op. Inc.    In memo: 2016 Empire Swine Youth Scholarship

*More information to follow about Empire Swine Youth Scholarship.*

Letter from the NY Pork Producer President



New York Pork Producers Members:

It is 2016! Can you believe it? I do not know where time goes anymore. I hope your New Year is off to an exciting start! May it be filled with success, prosperity, luck, family, and so much more. On my farm, my family and I had a 2015 filled with ups and downs but at the end of the day we were reminded of just how much we have to be thankful for and how grateful we are to have each other and a brand new slate to create as we change our calendars. This fresh slate was accompanied by goals for each of us and our family. Did you family set goals and resolutions? If you did, did they include; challenging other producers to get their Pork Quality Assurance Plus certification, encouraging youth and adults in our states swine industry to join the New York Pork Producers Cooperative, or maybe asking a fellow producer with freezer pork customers to join the expanding Meat Suite website. If you didn't include topics similar to these, goals are constantly evolving into something bigger and better. As producers in a small pork producing state it is our responsibility to hold each other accountable and do the right thing. Expand or set goals and encourage others to take steps to make our industry better for the future!

When we discuss making our industry better for the future, I am excited to reflect on a very successful Annual Meeting that worked to do just that. The Annual Meeting was held in Waterloo, New York on January 16, 2016 and led by James Luckman. We heard from speakers representing all aspects of the industry including; Bill Winkelman of the National Pork Board, Cody McKinley of The National Pork Producers Council, Jon Cloud of Dancing Pigs, Todd Wolff of Zoetis, and Mark James of New York Farm Bureau. The information shared would help any producer return home and make improvements to their operation. I thank the presenters and the very engaged attendees for making the event a success. If you were unable to attend this year, mark your calendars for next year because we have some big things planned!

Our meeting is not the only meeting and trade show of the winter season. During this time our schedules are filled with tradeshow, industry updates, and opportunities to mingle inside and outside of New York State. The information and relationships that can be acquired through attendance is game changing so be sure to commit to attending some events that work for you. With this being said, I have one reminder. Biosecurity cannot be forgotten. While attending these events wear clean, fresh clothes and shoes that you would not wear into your barns. Be sure to shower in and out of events to avoid bringing anything home that could harm your herd. A good car or truck wash before pulling back onto your property is another thought. You can never be too safe and practicing strong biosecurity no matter the size of your farm could make all the difference.

It is my pleasure to serve you as The New York State Pork Producers President again in 2016. My fellow board members and I are here to help you! What information do you need? What would you like to get out of your membership? What would you like to see different this year? Please share what you are looking for by e-mailing info@newyorkpork.org or stopping by one of our board meetings. I can also be contacted directly at 585-330-6889.

Let's make this the best year yet.  
A safe, healthy and knowledgeable year for our pigs and ourselves, Happy New Year.

Ed Keller

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Showcase your operation on the New York Pork Producers trade show presentation. Show fairgoers and other operators what you are doing to successfully raise high quality New York Pork through photos! We all know a photo can say a thousand words, so please submit images of your pride and joy today. Submit to info@newyorkpork.org



Welcome to MeatSuite!

Nancy Glazier, Extension Specialist, NWNY Team, Cornell Cooperative Extension

The meat marketing website, MeatSuite.com, has expanded across the state. MeatSuite.com is a free online directory of livestock farms selling meat in bulk quantities. MeatSuite is a project of Cornell Cooperative Extension Tompkins and Steuben Counties to promote direct, local, meat sales and is currently funded by the New York Farm Viability Institute. Efforts are underway right now to recruit farmers to the site. Additional farms are being added regularly.

MeatSuite started in 2012 in 9 counties and is adding 16 counties in targeted outreach. You can still participate if your county is not targeted; those 16 will have targeted consumer outreach. MeatSuite is designed to increase freezer trade sales of local meat by connecting farms with consumers. Farms can create profiles featuring contact information, prices, photographs, and descriptions of products, practices, and more. Consumers visit the site to search for farms that match their buying preferences.

The directory is FREE for farms and consumers. Creating a profile is an easy way to reach new potential customers and expand your farm's online presence. MeatSuite offers you an opportunity to explain to consumers why your farm is unique. The directory is open to all meat products raised on your farm. Take some time and look at other profiles; this will give you ideas for developing your profile. There are many terms and claims (breeds, pricing, types of feeds, etc.) to describe your farm and practices. Under the tab, Learn More, there are pages to help you, and also to help consumers. There are instructions posted under the About tab, then How to Sign up. It works best to develop your profile first then enter it into the site.

Each profile will be reviewed prior to posting. Remember, sales are all on a bulk basis, such as quarters or halves. Prices include processing and must be posted. If you use more than one processor, use the higher cost in calculating your price per pound. For rabbit and poultry, list price as \$/lb for the whole animal or \$/animal. You must list a price for each product! "TBD" or "contact for price" is not acceptable. Products without prices will not be listed on your farm profile. Stay away from false claims; your reputation is at stake.

While we cannot guarantee that MeatSuite will generate sales for you, we encourage you to take a few minutes to join. It's easy, fast, and free, and the more farms that join, the more consumers will see MeatSuite as a great shopping resource. It is another tool in the marketing toolbox. There is also a MeatSuite Facebook page, too.

Matt LeRoux, CCE Tompkins County has done comparative pricing of bulk and retail cuts with grocery stores in the Ithaca area. For example, bulk prices save consumers \$150-200 for the equivalent of a mixed quarter of beef. By selling meat in bulk, a farmer can utilize a USDA or New York licensed processor.

For questions regarding the site, send an email to [contact@meatsuite.com](mailto:contact@meatsuite.com).

After farms get listed, the next step will be to promote the site to consumers. There will be some workshops across the state to promote the site and bulk meat purchasing, plus postcards to distribute.

See you on MeatSuite!



## UPCOMING EVENTS

February 4-5, 2016	WNY Farm Show	Hamburg, NY
March 3-6, 2016	Pork Forum	Indianapolis, IN
March 15, 2016	Board of Directors Meeting	Larry's Steak House Batavia, NY 6:00 pm
May 17, 2016	Board of Directors Meeting	Abigail's Waterloo, NY 6:00 pm
June 3-5, 2016	WNY Hog & Lamb Preview	Hamburg Fairgrounds Hamburg, NY
July 19, 2016	Board of Directors Meeting	Larry's Steak House Batavia, NY 6:00 pm
August 9-11, 2016	Empire Farm Days	Rodman Lott & Sons Farm Seneca Falls, NY
August 10-21, 2016	Erie County Fair	Hamburg, NY
August 25-Sept. 5, 2016	NY State Fair	Syracuse, NY

**If any member would like to attend a Board meeting, please call or email the office  
Thank you.**

**NEW YORK PORK PRODUCERS COOPERATIVE, INC.  
BOARD OF DIRECTORS**

<b>PRESIDENT:</b>	Ed Keller	1654 Phelps Rd.	Corfu	NY	14036	(585) 330-6889
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