



*Tis the Season for Giving*



## REFLECTING ON 2016 AND THE CHALLENGES AND OPPORTUNITIES IT PRESENTED FOR NUTRIQUEST AND THE INDUSTRY.

*by Steve Weiss, President*

For NutriQuest, we had a great year of growth and investment in research and people. We conducted over 50 research trials during the year aimed at improving existing technologies and further advancing technologies in our pipeline, and are excited about the new products in store for us in 2017. We've developed world class research capabilities that we're very proud of; and especially proud of our research collaboration partnership with New Horizon Farms. I'd invite you to view the short video outlining our swine research approach and capabilities at: <http://nutriquest.com/nutriquest-research/>.

We also added 11 people to the NutriQuest team. I continue to be in awe of the talented group that we have assembled and the potential that it provides NutriQuest to continue to make a significant, positive impact on our industry.

It's been a difficult operating year for pork producers as hog prices have been depressed in light of record hog supplies. With new plant capacity coming on line in 2017, we knew there would be some serious bumps in the road – there was no way that growth in hog supply was going to coincide perfectly with when the doors opened to the new plants – but thankfully record harvests brought low grain prices and led to margins that have been red, but have not meant massive red ink.

Pressures on the production sector on antibiotics, animal rights and technologies continue. For me, it got rather personal when the Prestage Foods plant proposed in my home town, Mason City, Iowa, was rejected after three grueling public hearings following initial unanimous approval. I had a "front row seat" as the people I admire – pork producers – were maligned by activists who spread misinformation, fear and hatred – yes, hatred – in successfully convincing city leadership to ultimately reject the proposal.

As producers and allied industry during this process, we didn't show up enough. We were outnumbered. We also didn't have a consistent enough and targeted enough message and, frankly, were too kind and respectful to the activists who were very unkind and disrespectful to us. It was difficult to see Iowa pork producers after working a long day have to show up to

### AT A GLANCE

**REFLECTING ON 2016.....PG1**

**HAPPY NEW YEAR .....PG2**

*\*\*NUTRIQUEST® NEWS is published when there is a topic warranting your attention. Our intention is to respect the value of your time and not bother you with topics of limited value.*

### Look for the NutriQuest® Team in 2017

The NutriQuest® team continues to participate in many swine, dairy and poultry trade shows and conferences throughout the year. We have compiled a list of events where our team will be present. Feel free to give us a call to arrange a meeting during one of these upcoming events.

#### WE LOOK FORWARD TO SERVING YOU!

**SOUTH DAKOTA PORK CONGRESS**  
(January 11-12, Sioux Falls, SD)

**MINNESOTA PORK CONGRESS**  
(January 17-18, Minneapolis, MN)

**IOWA PORK CONGRESS**  
(January 25-26, Des Moines, IA)

**INTERNATIONAL PRODUCTION AND PROCESSING EXPO**  
(January 31-February 2, Atlanta, GA)

**AASV ANNUAL MEETING**  
(February 25-28, Denver, CO)

**MIDWEST ANIMAL SCIENCE MEETING**  
(March 13-15, Omaha, NE)

**WORLD PORK EXPO**  
(June 7-9, Des Moines, IA)

**ISU SWINE DAY**  
(June 29, Ames, IA)

**NATIONAL PORK INDUSTRY CONFERENCE**  
(July 9-12, Wisconsin Dells, WI)

**CARTHAGE SWINE CONFERENCE**  
(August 29, Macomb, IL)

**ALLEN D. LEMAN SWINE CONFERENCE**  
(September 16-19, St. Paul, MN)

**K-STATE SWINE DAY**  
(November, Manhattan, KS)

**PASSION FOR PIGS**  
(TBD, Columbia, MO)

2

a meeting that lasted into the wee hours and defend (defend!?) their way of life...all this while activists who typically didn't work a long day would march to the podium and often use misinformation and intimidation in their rants at the podium. And they won. Mason City lost.

As producers, we really are poor advocates for our industry.

Caring for our animals, our people and the environment are the most important elements of producing safe, affordable protein for the world. We do this every day, better than anyone in the world, in what is a difficult business. We deploy significant capital resources and people resources to care for animals 24/7 in an industry where we play no role in determining the price of our output and our primary inputs. And in addition to this tremendous price risk, we manage biological/disease risk, animal rights activist risk, the risk of threats to technology, among others. We do this with our heads down, trying to do the right thing every day, in this profession that is noble. You work hard and do the right things every day, and everything should work out well, right? Unfortunately, today, that isn't enough.

We need to be better advocates. We have to tell our story, because others are trying to tell it...misrepresenting it for their own agendas. At NutriQuest, we are passionate about playing our part in this effort – being involved in industry efforts around antibiotics education and in exposing the agenda of animal rights activists. We are also increasingly involving ourselves in engagement in social media. NutriQuest has set some aggressive internal goals for increased advocacy, to be a significant contributor in joining Elanco and several global protein companies in the One Health initiative of making one billion social media impressions in 2017. Together as an industry, we can do this. We must do this. Can you do your part?

Happy New Year from the NutriQuest team, and a heartfelt thank you for your support of our business and for being engaged in such a noble profession. It is a privilege to work with you.

Steve Weiss, President

# Happy New Year

Enjoy a Free Meat Cooking Temperature Guidelines Magnet

Send Me a Magnet



**Chef Recommended**

**MEAT TEMPERATURES**

Beef, Veal & Lamb		
	Serve Temperatures*	
Rare	120 - 130°F	49 - 54°C
Medium Rare	130 - 135°F	54 - 57°C
Medium	135 - 145°F	57 - 63°C
Medium Well	145 - 155°F	63 - 68°C
Well	155°F - up	68°C - up
Pork		
	137°F	58°C
	145°F	63°C
	150°F - up	66°C - up
	145°F	63°C
	140°F	60°C
Poultry		
Whole or Pieces	165°F	74°C
Ground	165°F	74°C
Ground Meat		
USDA - Done	160°F	71°C

\*Pull Meat - Let It Rest

Remember to remove meat from heat prior to reaching your ideal internal temperature. Internal temperature of meat will rise during rest period.

USDA recommendation: 165°F (74°C) for beef, lamb, veal and pork; 167°F (74°C) for poultry.

Restores: USDA - Thermoworks

**NutriQuest.**

STAY IN THE CONVERSATION.

"LIKE" US ON FACEBOOK, FOLLOW US ON TWITTER & CONNECT WITH US ON LINKEDIN.

