

Telling the World About Modern Pig Production

Jon Hoek

VP of Pig Production

Belstra Milling Company

219-313-5644

jon@belstramilling.com



Belstra Milling Company



- Mix & Deliver 120,000 Tons Feed/Yr.
- 66% Pigs 32% Dairy 2% Other
- 125 Full/15 Part-time Employees in farms and mill



- Design, Construct, Manage and Support Pig Farms
- Five Gilt Multipliers for PIC
- One Tour Farm for Fair Oaks Pig Adventure
- 14,000 Sows, Produce 400,000 pigs/yr.
- Contract Finish Pigs with 10 local producers



WHY?





Affluence

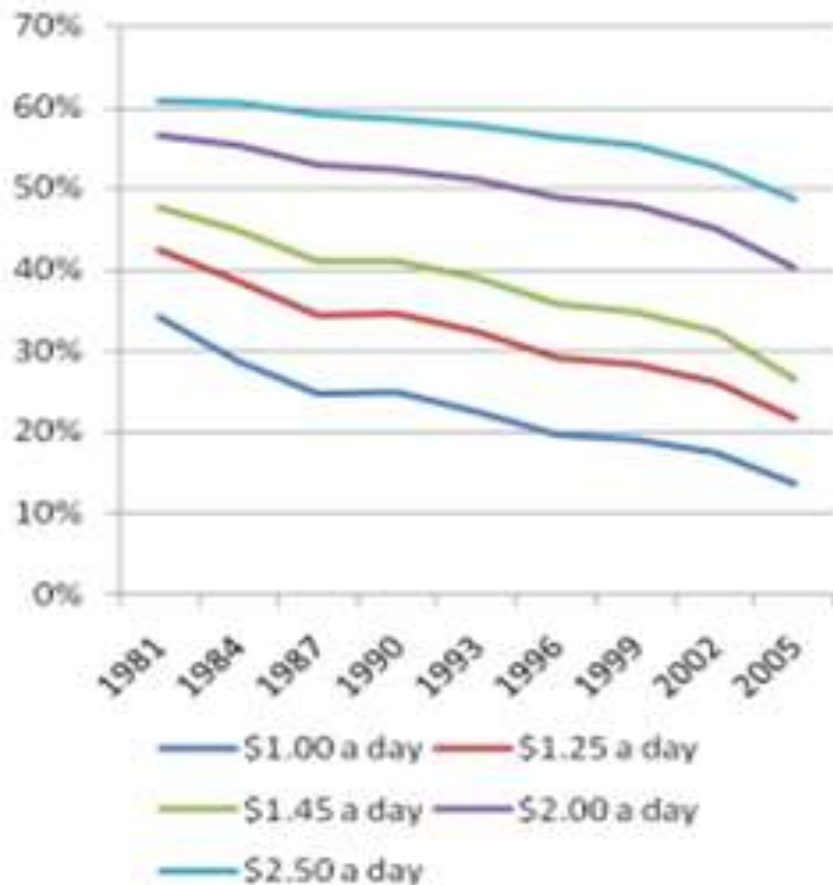
Urbanization

Necessity

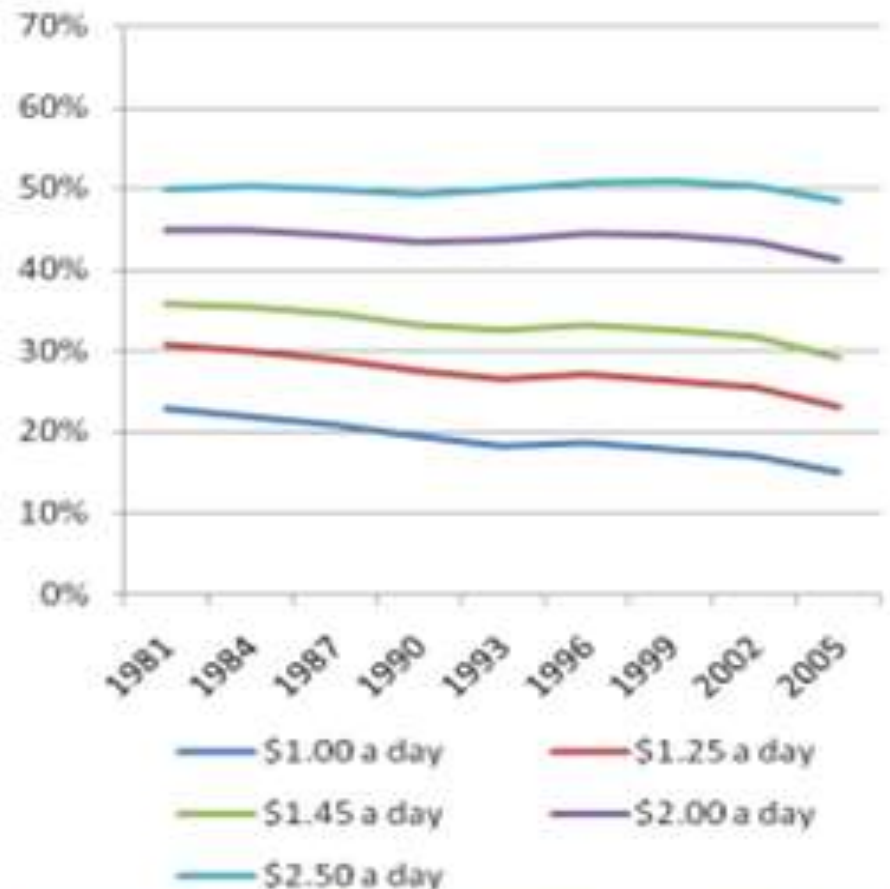


AFFLUENCE

Poverty levels over time world population (%)

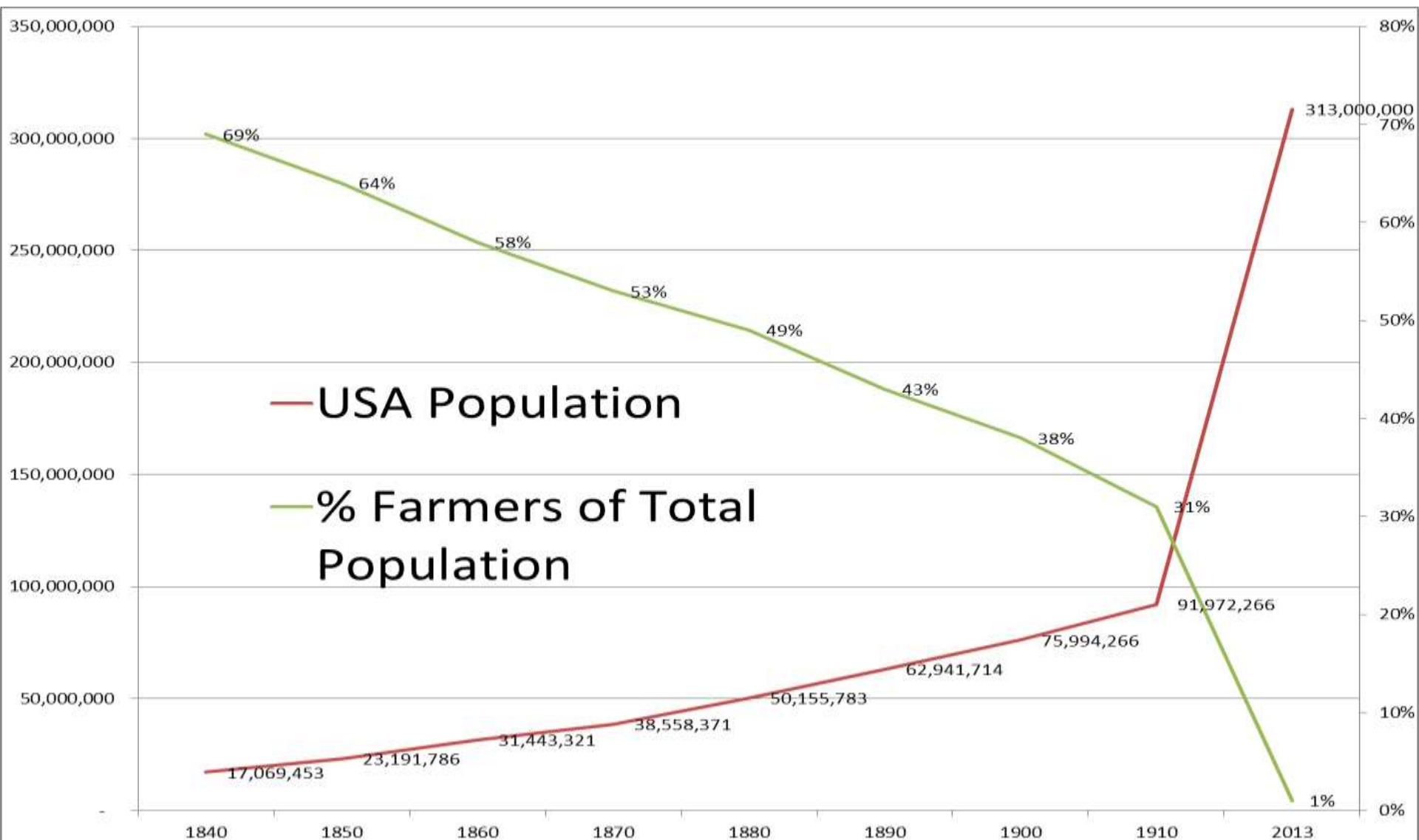


Poverty levels over time excluding China



Source: World Bank Development Indicators 2008

URBANIZATION (USA)



NECESSITY

World Population

2,555,982,611

4,076,419,207

7,130,013,742

1950

1975

2013

Facilities

Nutrition

Production

Environment

Swine Health

Technological Advancement



PROFESSIONAL ACTIVISM VS. VOCATION

*Factory farming now dominates all of our food production.
This industry has a lot to hide —*

***its practices are so egregious that it must actively work to
prevent people from learning about them.***

http://www.farmsanctuary.org/about/position/progress_for_animals.html



Pig Farming

- Its not just a job it's a;

Vocation-

- a particular occupation, business, or profession; calling.
- a function or station, esp. a religious life, to which one is called by God.



Embracing the Legacy



Vocation Gives Us Permission
Transparency Is The Verification



WHAT DOES IT LOOK LIKE?



THE FAIR OAKS CHALLENGE

- Need a farm of relevant size
- Be willing and able to address current industry issues
- The farm must have private ownership other than Fair Oaks. i.e. It must make money to carry its weight



FAIR OAKS FARMS CAMPUS



FAIR OAKS
FARMS™

PROPOSED MASTER SITE PLAN

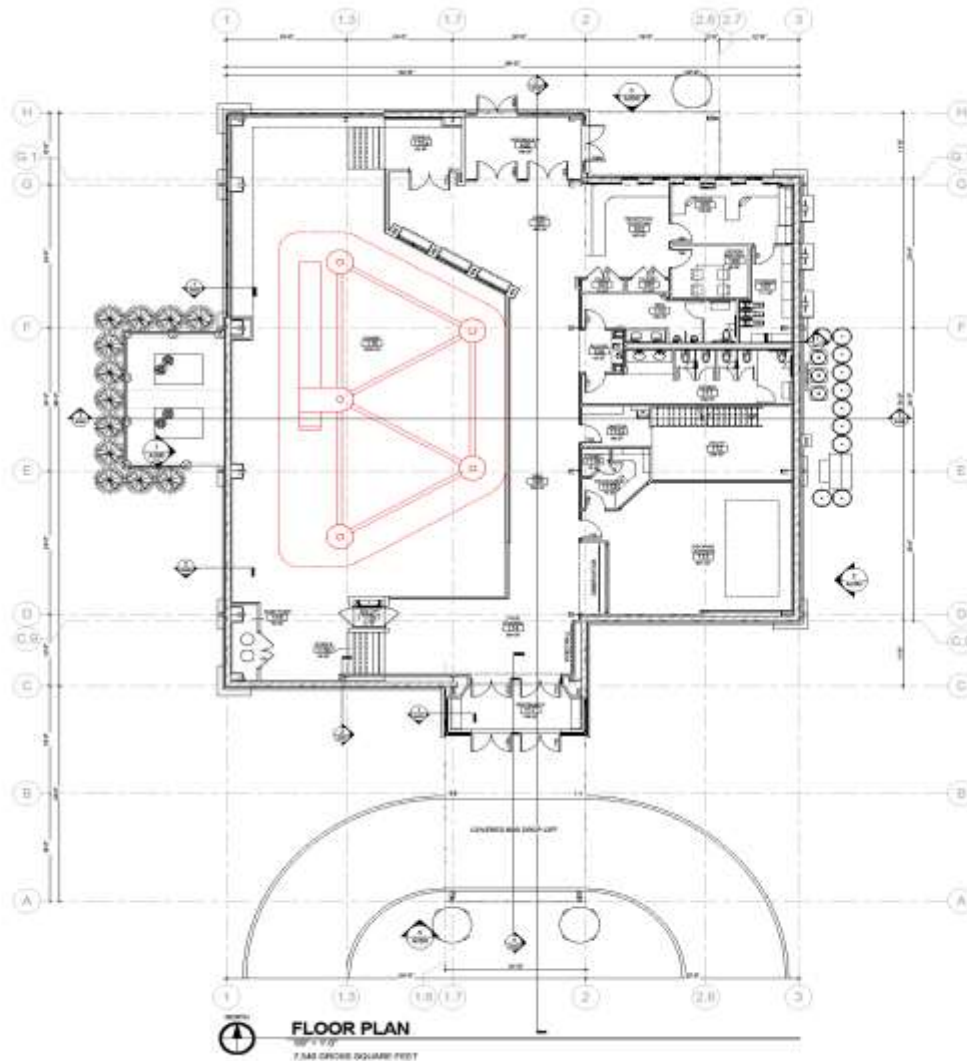
0 60 120 240 480 SCALE 1" = 60'



PORK EDUCATION BUILDING



PORK EDUCATION BUILDING



DO A DIVISION OF SHEVCHATTERY INC.	
DESIGN ORGANIZATION Planning Architecture Engineering Interior Design	
137 Franklin Street Suite 201 Villavieja, Indiana 46201 317.435.1400 www.dodesigning.com	
DATE 02-26-2014	ISSUED FOR CODE REVIEW
DATE 02-26-2014	REVISION
PROJECT NAME INDIANA PORK PRODUCERS ASSOCIATION PIG & PORK EDUCATION CENTER at FAIR OAKS FARMS FAIR OAKS, INDIANA	
FLOOR PLAN	
PROJECT NO. 7121440	DATE
CONTRACT NO.	DATE
A101	

THE PIG ADVENTURE





YESTERDAY TODAY & TOMORROW



1600s

In the 1600s, pigs were raised on small farms and were used for food and as a source of income. They were also used for leather and other products.

1700s

In the 1700s, pigs were raised on small farms and were used for food and as a source of income. They were also used for leather and other products.



1800s

1800s

In the 1800s, pigs were raised on small farms and were used for food and as a source of income. They were also used for leather and other products.

1900s

In the 1900s, pigs were raised on small farms and were used for food and as a source of income. They were also used for leather and other products.

GOOD PIGS

At the University of Wisconsin, we have a long history of research and education in the field of pig production. Our research has helped to improve the health and productivity of pigs, and our education has helped to train the next generation of pig producers.

GOOD for the PEOPLE

The family dinner table is the heart of every community. As a family, we are committed to giving you the best there is to eat. We are committed to giving you the best there is to eat.

AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE.

FARROWING









Where does all the manure go?

(okay poop)

The poop can be pumped to a **DIGESTER**, where it is converted into electricity. We don't call it waste, because it isn't. All the manure at The Pig Adventure is pumped to the Fair Oaks Farms' digester to help power parts of the farm.

The manure can be pumped to a **DIGESTER**, where it is converted into electricity. We don't call it waste, because it isn't. All the manure at The Pig Adventure is pumped to the Fair Oaks Farms' digester to help power parts of the farm.

The manure can also be pumped to a **LAGOON SYSTEM**, where it goes through a nutrient digestion and storage process and distributed as fertilizer.

Feed in. Poop out.

A slatted floor like the one under your feet helps collect the pig manure. It is then transferred to 1 of 3 optional processes.



2,000,000



People's Reactions

- I had no idea!
- Is that a Pig?
- Are the pigs genetically modified?
- They are so cute!
- Can I take one home!
- The Farrowing Crate

98%



RURAL SOCIAL SCIENCE

Analyzing the Perceptions of the General Public with Regard to Meat Production in the US: A Spotlight on Pork Production and the Impacts of the Fair Oaks Farms' (FOF) Pig Adventure

Purdue Center for Animal Welfare Science

- Dr. Candace Croney

Purdue Department of Agricultural Economics

- Dr. Nicole Widner



The background features abstract, flowing waves in shades of red, orange, and yellow, creating a dynamic and energetic feel. The waves are layered, with some appearing more prominent than others, and they curve across the frame.

MESSAGES

Amazing People



AMAZING PIG



AMAZING PURPOSE



CREATING A SUCCESSFUL MARRIAGE

Endless Education

Booked Tours 2013

- Illinois Pork Leadership Institute Gayler Family Reunion
- Burge Family Outing
- Premier Childcare and Learning Center
- Will County Farm Bureau Pig and Dairy Buffet Indiana Pork Group
- Abbott Trailways tours
- Overland Tours
- Havana National Bank Freedom Club
- Evelyns excursions
- Lafayette YMCA
- Abbott Trailways Tours
- Purdue Industry Tour
- Porter County Special Olympics
- Dolly's Home Childcare
- National Pork Board Environmental Committee
- Zoetis Animal Health
- St. Josephs College Social Club
- Future Farmers of America
- McDonalds
- Monsanto
- Midwest IFAMA

Quality Performance

Pig Adventure Performance		
PSY		30.9
Farrowing Rate		86%
Total Born		14.3
Born Alive		13.3
PWM		9%
Pigs weaned/sow		11.9
Mortality		10%



QUESTIONS?

Thank You

Jon Hoek

VP Pig Production
Belstra Milling Co.

