

## World Pork Expo Planners Gearing Up For Mid-June Event

DES MOINES, IOWA — With special emphasis on pork's role in a healthful, nutritious diet, organizers of the industry's premier event have moved preparations for the 1989 World Pork Expo into high gear.

More than 75,000 pork producers, families, exhibitors, international visitors and consumers are expected to attend the 1989 Expo, set at the Illinois State Fairgrounds in Springfield from Sunday through Tuesday, June 18-20.

An auction of pork cuts from the 1988 Illinois State Fair Grand Champion Barrow highlighted a community briefing in Springfield late last year. The event raised more than \$9,000 for cardiovascular research at the University of Illinois and Southern Illinois University schools of medicine.

"We were pleased with the response by the Springfield community, as well as pork industry, business and government leaders from the state of Illinois and across the United States," said Ernie Barnes, Expo coordinator. "The kick-off event in Springfield underscored the pork industry's ongoing effort to provide consumers with lean, nutritious products. Helping producers develop those products is one of the Expo's central themes."

World Pork Expo is a presentation of the National Pork Producers Council (NPPC) in association with the National Pork Board. Assisting those two organizations with plans for the second annual event are distinguished representatives of the Illinois pork industry as well as state civic and business leaders.

Members of the 1989 World Pork Expo Board of Governors include Dwayne O. Andreas, chairman and chief executive of Archer-Daniels-Midland; John Block, president of the National-American Wholesale Grocers Association and former U.S. secretary of agriculture; George Brauer, an Illinois pork producer; Willard Bunn III, president of the Marine Bank; Mike Ditka, head coach of the Chicago Bears; Dr. Stanley Ikenberry, president of the University of Illinois; Illinois Congresswoman Lynn Martin, and Governor James Thompson.

"The Board's task is to offer guidance so the Expo meets the needs of both producers and the general public," Barnes noted. "That's a big job, considering the many components that must be brought together for one three-day event."

### Focus on information, education

Since the primary goal of World Pork Expo is to promote the efficient production of high quality pork, producer education through trade exhibits and seminars is a continuing emphasis.

During the 1988 Expo in Des Moines, more than 900 exhibit spaces were taken by 476 agribusinesses. Expo '89 will be even larger, with more than 1,100 booths available to showcase the products and services of companies from around the world. Various indoor trade show areas, plus outdoor space for large machinery and equipment, will cover more than 100,000 square feet.

A classroom training opportunity will be available, too, in the ExpoCollege, a series of seminars and hands-on demonstrations to help pork producers "brush up" on money saving ideas and the latest

technologies available for more efficient production.

Among topics are porcine biotechnology, farm health and safety, international pork production, swine health, lean meat merchandising and marketing. ExpoCollege is sponsored for the second year by MSD AGVET, the animal health division of Merck & Company, Inc.

Also promoting practical information exchange is the ExpoCollege Technology Center, where university Extension swine experts will share ideas on application of new technology with producers. Displays, computer simulations and demonstrations will be offered on such subjects as carcass evaluation, genetics and swine health. An added event for youth is the Pork Scholarship Aptitude Test (SAT). Youth can earn a college scholarship by scoring highest on swine practice computer tests.

The health and safety of producers will be considered, too, at the Farm Family Health and Safety Center, sponsored by both American Cyanamid Co. and Pioneer Hi-Bred International, Inc.

### Genetic challenges

On the subject of experiments, scientists agree that results are more fact-filled the second time around. That's why meat scientists, pork producers and packers are looking forward to completion of "Pork Challenge II."

The 1988 "Challenge" offered valuable analysis of production efficiency and product quality of today's commercial hogs. This year's data will aid producers as they analyze future breeding decisions.

Pork Challenge is a cooperative program of the NPPC, the Minnesota Pork Producers Association and Iowa State University. Pitman-Moore, Inc. is underwriting the research again in 1989.

The basis for genetic improvement in pork production is high quality breeding stock. Producers interested in upgrading their herds' genetics will have that opportunity during the 1989 Expo.

The 1988 Expo brought major breed shows and sales together for the first time. Live swine shows featuring the major breeds will again be part of the event. The shows and sales drew strength from their combined numbers and several records were set and even better numbers are expected this year. Producers can also view hybrid companies' stock and exotic swine from around the globe.

Producers also can test their ability to judge their hogs' value to packers during the Pork Value Contest. Sponsored for a second year by "Hogs Today" magazine, the contest is open to all visitors, with prizes awarded to the top-placing judges. The grand prize is a pickup truck provided by Purina Mills.

Another test, albeit in a lighter vein, will be the "Squeal of Fortune Raffle," a game show especially developed for producers by sponsor Moorman Manufacturing Co. Prizes to be raffled off include a new car.

And for the second year at the Expo, Pork All-Americans from across the United States will be honored for their achievements and contributions to the industry during a program sponsored by Fermenta Animal Health.

### Visitors from far and near

While Springfield is conveniently located for many pork producers, some Expo visitors may wish to leave the driving to someone else. Free bus transportation to the host city from selected sites throughout the Midwest will be provided again in 1989.

Detailed information on boarding sites, routes and schedules will be available later this spring from Kent Feeds, Inc., underwriter of the service.

As its name suggests, World Pork Expo attracts visitors from beyond the U.S. borders. More than 900 international guests attended the 1988 Expo, and more are expected this year.

To help foster the exchange of information among producers and allied industries throughout the world, an International Guests Center will be located on the Expo grounds. Sponsored by The Upjohn Company, the Center will provide a wide range of services to foreign visitors.

More than 100 media representatives attended the 1988 Expo and similar numbers are expected at Springfield. The World Pork Expo News Center will assist print, radio and television reporters, editors and photographers with their coverage of the event. Jointly provided by Hoechst-Roussel Agri-Vet Company and NOR-AM Chemical Company, the news center facilities will feature a media workroom, interview area and lounge.

Several media companies are participating directly in the 1989 Expo. "National Hog Farmer" will again sponsor the Non-Patented Inventions Contest, an opportunity for pork producers to show off their mechanical talents. "The Hog Producer" will provide the official Expo program, and "Iowa Farmer Today" will provide preventive promotion and a telephone hotline with the latest information on Expo events and activities.

### Entertainment, too

This year's Expo will find producers, consumers, sponsors and exhibitors united to share ideas, expand their knowledge and explore new opportunities. But they'll still find time to have a little fun with their work.

A variety of pork recipes will be demonstrated by a host of experts involved in packing, retailing and the hospitality industry at the Pork Products Showcase, sponsored by Elanco Products Company. Open all three days of the Expo, Pork Products Showcase will include cutting and cooking seminars illustrating pork's versatility.

Some of the best fun will come at the Great Pork BarbeQlossal™. More than 35,000 people attended this taste of cooking skills contest during the 1988 Expo, where the preparation and serving of 13 tons of barbecued pork earned a listing in the Guinness Book of World Records. The 150-foot-long "Big Grill" will again be the center of attention.

The 1989 Great Pork BarbeQlossal, again sponsored by Pfizer Agricultural Division, is expected to deliver the same excitement and flavor during the Springfield Expo's opening day. The official WPX barbecue sauce, Cookies Bar "B" "Q" Sauce, will spice up the samples available to the public.

Opening day events will conclude with a major musical act, yet

## Beef Briefs



by  
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It really is amazing to me that we can still be talking about the pros and cons of frame size in beef cattle after almost 20 years of such discussions. More recently though, the discussion has been because selection on frame size, particularly in show steers, has moderated.

As an extension livestock agent in Missouri a few years ago, I had the job of weighing and measuring about 1,000 calves yearly for that state's performance testing program. Through the efforts of Dr. John Massey, Missouri was a leader in using frame size as a selection tool in beef cattle. Many of us who worked with John are still unsure why frame size became such an absolute measure of performance. Dr. Massey was always quick to point out that frame scores were made to help a breeder in two ways: to estimate the mature weight of an animal, and to describe weight as lean, fat, or fill. That was all it was intended to tell us, and that is all it still tells us. Frame score was not intended to be a single trait for selection nor was it intended to tell us anything about efficiency or profitability.

My own research in this area, which I did while at the University of Georgia, showed the trait is moderately to highly heritable, which means we cannot expect hybrid vigor for frame size in a crossbreeding program. Secondly, like most other traits, there is as much variation in frame size within a breed as there is across breeds.

One of the early bits of university research in this area found that taller calves would grow faster and be leaner at a given body weight endpoint. That is not really surprising considering the composition of the gain in cattle of those sizes. Further study showed that steers fed to the same compositional endpoint will have similar efficiency of feed utilization. Nothing was ever said about whether one would make any more money than the other. However, as a means of classifying different levels of gain, the original study labeled them as 1 through 5, with 5 being the tallest. Since 5 is a bigger number than 3, then 5 is better than 3, right? The industry appeared to agree with that statement and the race was on.

In the beginning there probably

to be named. Topping off the evening will be a fireworks extravaganza sponsored by the Adolph Coors Company. And throughout the Expo's three-day run, the best in bluegrass and country music will be featured alongside acts by local entertainers.

was a need to increase the mature size of our cattle, which indirectly leads to animals having a leaner body composition over a wider range of weight. With the frontal attack from the consumer on fats in the diet, it was probably a lucky thing the industry was using larger cattle. As late as the early 1980s the average frame size in the industry was still no more than four, so "all these big cattle" were in truth not really there. More recently, though, the commercial cattleman has indicated it has gone far enough and has begun to discriminate against the larger-framed "show bull." I even heard a club calf salesperson (okay—I mean a steer jockey) say some calves were too tall for him to use. Imagine that!

As with any livestock species that has been heavily selected for one or two traits, something will have to be compromised. For the swine breeders a few years ago, the selection for extreme leanness led to poor structure and a loss in reproductive efficiency. For cattle breeders, it appears some natural thickness and proper bone structure has been reduced.

What's next? The selection seems to be headed toward more muscling and milk production. We should take a lesson from the hog breeders about the former one before going too far, and we should really examine the costs and benefits of the second.

There is one constant in the whole process, and that is change will occur. Let's just hope it leads to better cattle that make more money.

### CATTLEMAN'S CONFERENCE

I want to again take this opportunity to invite you to attend the 1989 PA Beef Cattle Conference on March 17-18, at the Altoona Sheraton in Altoona, Pa. The program is completed and registration information is available by contacting me or a representative of the Pennsylvania Cattleman's Association.

The program will feature several topics about the health and management of the cow herd at weaning, a telecaution of feeder calves, an address from the president of the National Cattleman's Association, and other programs of interest to the industry.

"The first World Pork Expo more than met the expectations of those involved in organizing the event," Barnes concluded. "We're looking forward to another successful program in Springfield this June."



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