

# NATIONAL SWINE REGISTRY

## ANNUAL REPORT

NSR SUMMER SPECTACULAR

LANDRACE

YORKSHIRE

STAGES

AMERICA'S BEST GENETICS

WORLD PORK EXPO

NATIONAL JUNIOR SWINE ASSOCIATION

EASTERN REGIONAL

HAMPSHIRE

DUROC

SEEDSTOCK EDGE

LITTER RECORDINGS

# 2011

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## NSR Staff

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Jessica Goyette
- Hampshire/Landrace/DNA Secretary  
Whitney Hosier
- Eastern Field Representative  
Ralph Doak
- Northwest Field Representative  
Michael Lackey
- Southwest Field Representative  
Brian Anderson

# To active members of the NATIONAL SWINE REGISTRY



**Dr. Clint Schwab**  
Chief Executive Officer

One thing that can definitely be said is that 2011 was an interesting year for the National Swine Registry. As members of the organization, you've been part of some very exciting changes and opportunities, and witnessed some of the fluctuations and vulnerabilities that affect our association – all of which make us quickly realize the need and value for progressive leadership and a strong fiscal foundation.

One of the fundamentals that we constantly need to be reminded of is that NSR is a service-based organization. When we get down to it, that's the reason the organization exists. And if we lose sight of that fundamental purpose, the membership resources that we utilize to operate on a yearly basis are less effective – and in essence, the value of the 'stock' that each member has in the organization is dependent on how those resources are utilized. In that light, we are fortunate to have an executive committee that sees that picture, as there's not a meeting that occurs where the discussion doesn't revolve around a valid attempt to add long-term value to that service package.

Until Darrell Anderson's retirement in 2011, the National Swine Registry has had one leader since its inception. That's a feat in itself – for the organization and its leadership. It's likely a reason why we're all so comfortable with what we do and how we do it. But it's also a testament to how Darrell performed as a leader of the organization. Our industry has changed a great deal – and we've done a great job adapting to those changes. Through his 25 years at the wheel, he's steered us through dramatic turns in our industry and has left people like myself with a solid foundation to build on.

One thing that's certain, however, is that the pace and the people have changed ... and so will the process. We're all part of a very dynamic industry, and the total number of people who are born in it, were raised in it, and have a career in it is becoming less and less all the time. From 2000 to 2010, we witnessed a nearly 70 percent increase in our 'new membership base,' or those who have been a member of the purebred business for five years or less. This is clearly a huge opportunity for NSR, but also demonstrates how our membership base has changed over the past decade. To coincide with this, you will see in the following information that NSR had a good year in its largest revenue generator, litter recordings, which represents the largest increase in eleven years.

One additional item that you will notice in the enclosed report is that the NSR is comprised of a very diverse membership, but can generally be categorized by two vastly different business structures generally described by the 'showpig' and 'commercial' sectors. The inherent opportunity that this allows is for NSR to develop a service package that specifically meets the needs of either group – and potentially adds a whole new level of organization and focus to how we create opportunities for the NSR membership.

The NSR leadership, whether that's the executive committee or the individual breed boards, has established and maintained a continuously vibrant organization. Whether it's examples of the success of NSJA, the rapid expansion of membership outside of our borders, or the increasing relevance of purebreds in the commercial industry, we have a considerable foundation to build on and accelerate the trend we're on. In late 2011, we conducted a membership survey as a first step in developing our platform for growth and sustainability from this point on. We received a tremendous response, and the results from this effort will guide the NSR leadership in addressing the following general challenges:

- A) Working together in one organization
- B) Addressing the needs of showpig producers
- C) Capitalizing on our commercial competitive advantage
- D) Realizing the youth program's full potential

Finally, it is my pleasure to present the following information as a combined annual report of the National Swine Registry, an LLC partnership comprised of the United Duroc Swine Registry, the Hampshire Swine Registry, the American Landrace Association, and the American Yorkshire Club. As we embark on our 19th year as a partnership of individual breed associations, we remain in a strong financial position, and continue to develop and pursue viable opportunities that will build on the relevance and image of the American purebred swine industry. As always, we invite you to share any concerns or comments regarding the National Swine Registry and its programs and services.

Best Regards,

A handwritten signature in dark ink, appearing to read 'Cl-Schwab', written in a cursive style.

Dr. Clint Schwab  
Chief Executive Officer

# NSR GOVERNANCE STRUCTURE

## Executive Committee



- **Chairman:** Jim Grimm, Iowa | Yorkshire Representative
- **Vice Chairman:** Dave Kilmer, Ind. | Hampshire Representative
- Carl Stein, Mo. | Duroc Representative
- Bret Goff, Ind. | Duroc Representative
- Terry Shaffer, Ind. | Duroc Representative
- Jerry Brink, Iowa | Hampshire Representative
- Jay Winter, Texas | Hampshire Representative
- Russell Whewell, III. | Landrace Representative
- Chuck Olsen, S.D. | Yorkshire Representative
- Garry Childs, Ga. | Yorkshire Representative



### Duroc Board of Directors

- **President:** Bill Isler, Ohio | term expires in 2011\*
- **Vice President:** Bill Range, Ill. | term expires in 2013
- Terry Shaffer, Ind. | term expires in 2011\*
- Carl Stein, Mo. | term expires in 2012\*
- Bret Goff, Ind. | term expires in 2013\*
- Ron Nelson, S.D. | term expires in 2013
- Cody McCleery, Texas | term expires in 2014\*



### Landrace Board of Directors

- **President:** Bill Tempel, Ind. | term expires in 2011\*
- **Vice President:** Lance Westcamp, Ohio | term expires in 2013
- Steve Moeller, Ohio | term expires in 2011
- Rachele Bailey, Calif. | term expires in 2012
- Scott Lawrence, Ind. | term expires in 2012
- Tom Knauer, Wis. | term expires in 2013\*
- Mike Grohmann, Ill. | term expires in 2013



### Hampshire Board of Directors

- **President:** Ron Iverson, Iowa | term expires in 2012\*
- **Vice President:** Jerry Brink, Iowa | term expires in 2011
- Ken Starks, Okla. | term expires in 2011\*
- Ben Moyer, Ohio | term expires in 2013\*
- Jesse Heimer, Mo. | term expires in 2013
- Jay Winter, Texas | term expires in 2013
- Dave Kilmer, Ind. | term expires in 2014\*



### Yorkshire Board of Directors

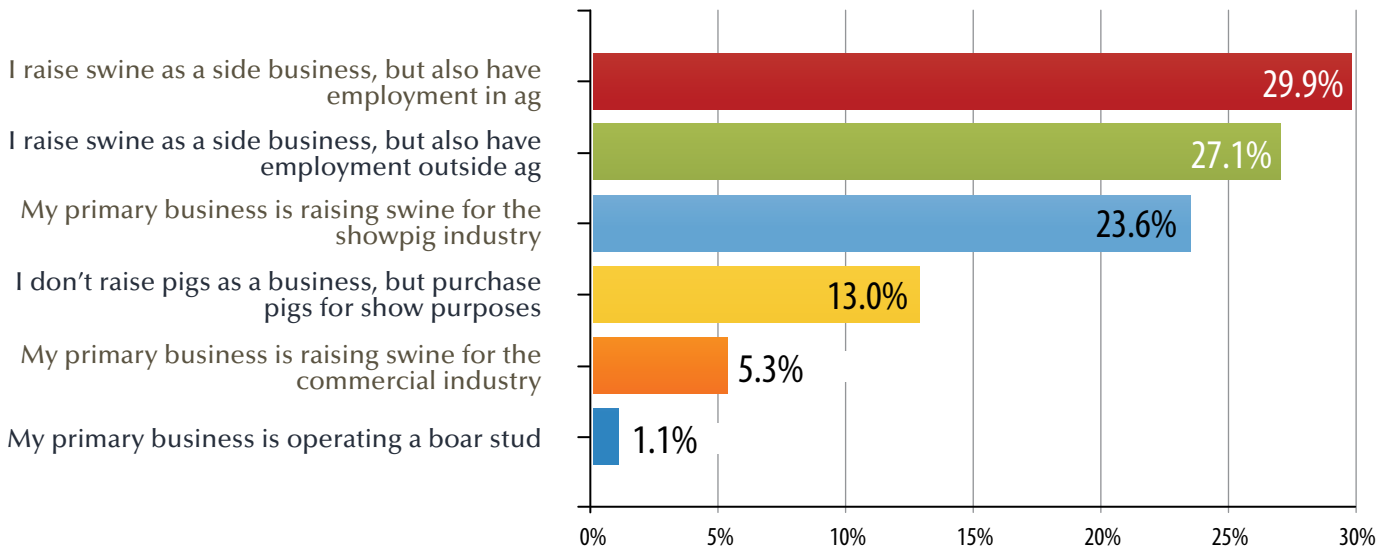
- **President:** Jim Ifft, Ill. | term expires in 2011\*
- **Vice President:** Larry Moore, Okla. | term expires in 2012\*
- Jim Grimm, Iowa | term expires in 2012\*
- Wayne Huinker, Iowa | term expires in 2013
- Tracy Lorenzen, Ill. | term expires in 2014
- Garry Childs, Ga. | term expires in 2014\*

\*denotes second term

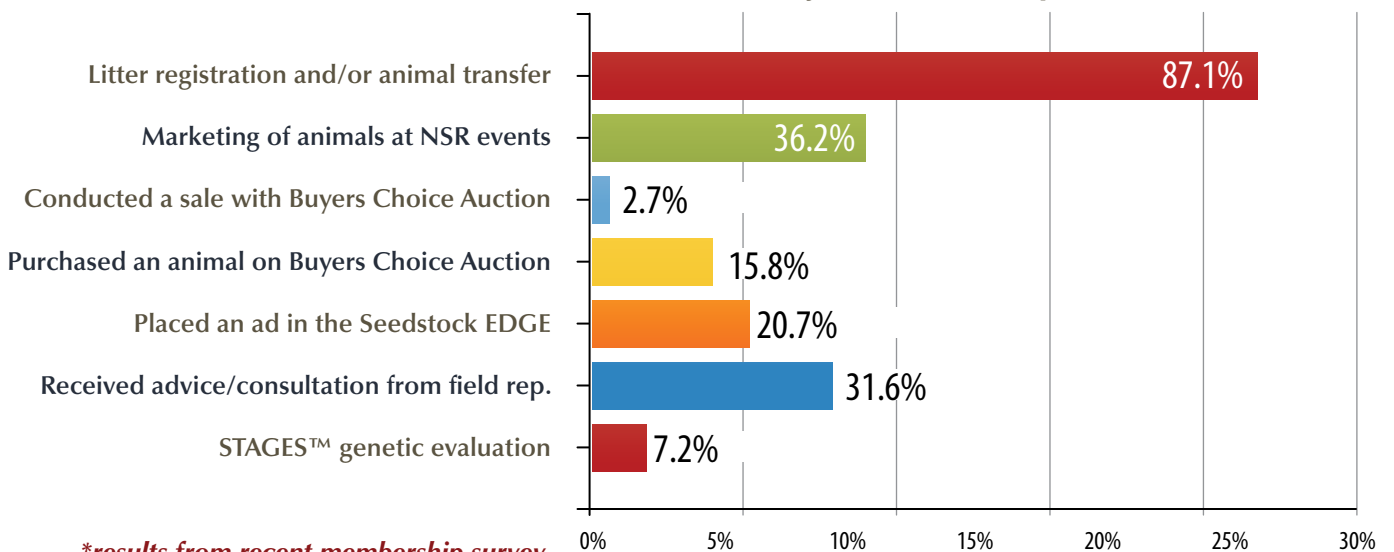
# NSR STRUCTURE



Demographics of participants of the purebred swine industry\*



NSR services used by those involved in purebred swine business\*



\*results from recent membership survey

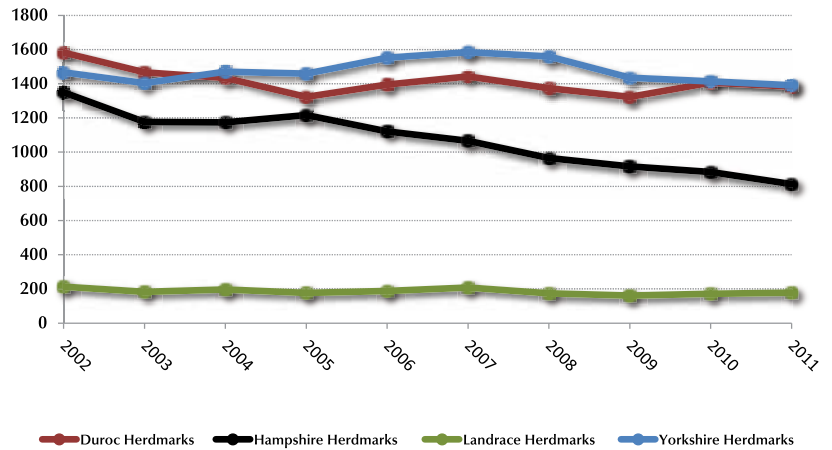
# NSR MEMBERSHIP ACTIVITY TRENDS

## Litter recording and transfer summary

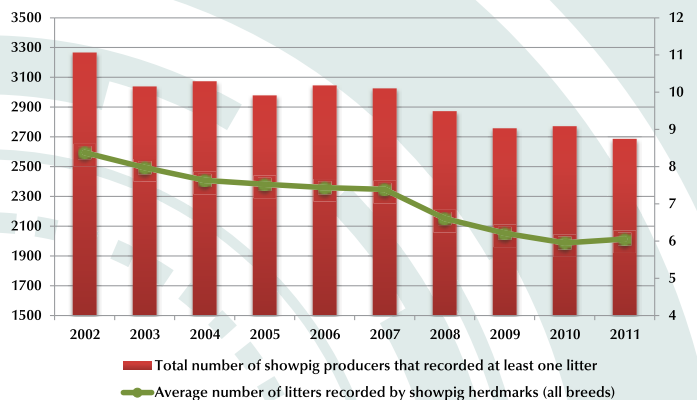
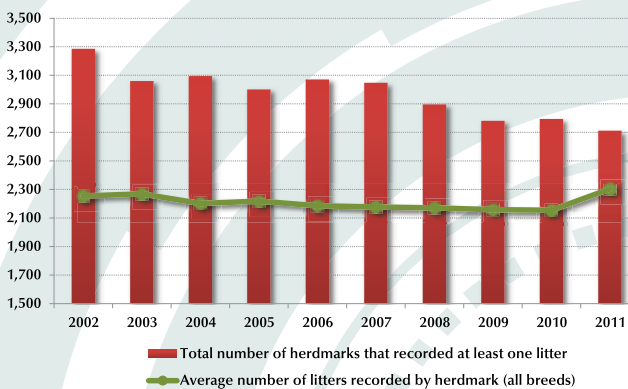
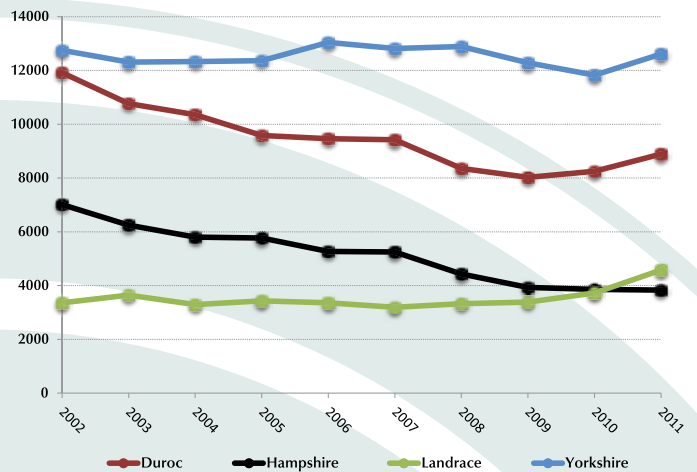
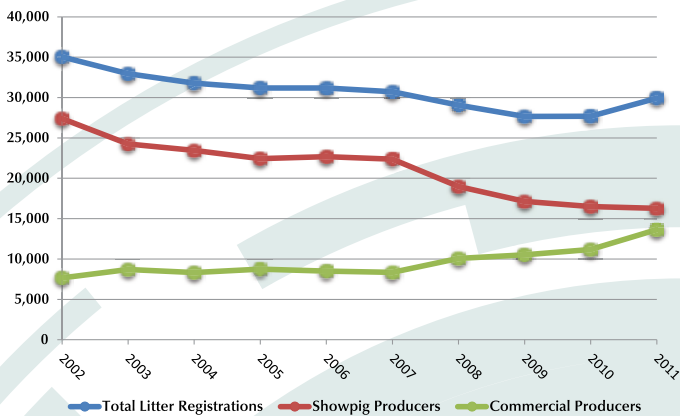
|              | Litters       |               |           |
|--------------|---------------|---------------|-----------|
|              | 2010          | 2011          | % Change  |
| Duroc        | 8,252         | 8,887         | 8%        |
| Hampshire    | 3,860         | 3,831         | -1%       |
| Landrace     | 3,724         | 4,574         | 23%       |
| Yorkshire    | 11,822        | 12,610        | 7%        |
| <b>Total</b> | <b>27,658</b> | <b>29,902</b> | <b>8%</b> |

|              | Transfers     |               |            |
|--------------|---------------|---------------|------------|
|              | 2010          | 2011          | % Change   |
| Duroc        | 10,324        | 10,584        | 3%         |
| Hampshire    | 6,110         | 6,080         | 0%         |
| Landrace     | 1,066         | 4,084         | 283%       |
| Yorkshire    | 11,266        | 11,983        | 6%         |
| <b>Total</b> | <b>28,766</b> | <b>32,731</b> | <b>14%</b> |

## 10-year trend: Number of firms that recorded at least one litter within a year



## 10-year litter recording trends



# TOP LITTER RECORDING FIRMS

## Duroc

| Rank | Firm                           | Litters |
|------|--------------------------------|---------|
| 1    | Waldo Farms, NE                | 1442    |
| 2    | Whitshire/Hamroc, IN           | 694     |
| 3    | Cedar Ridge Farms, Inc., IL    | 382     |
| 3    | Compart's Boar Store, Inc., MN | 382     |
| 5    | Huinker Durocs, Ltd., IA       | 189     |
| 6    | Shaffer Superior Genetics, IN  | 183     |
| 7    | Stein & Stewart Genetics, MO   | 168     |
| 8    | Forkner Farms, MO              | 157     |
| 9    | Isler Genetics, OH             | 150     |
| 10   | Nelson Brothers, SD            | 87      |
| 11   | R.W. Genetics, TX              | 82      |
| 12   | Shaffer's Gold Rush, IN        | 76      |
| 12   | Parrish Farms, OH              | 76      |
| 14   | Drake Purebred Farms, IN       | 74      |
| 14   | ISU Swine Breeding, IA         | 74      |
| 16   | Dean Zehr & Sons, IL           | 62      |
| 17   | Jack Rodibaugh & Sons, IN      | 53      |
| 18   | Beyers Farms, IL               | 49      |
| 19   | Chuck Real, TX                 | 44      |
| 19   | David Martin, IA               | 44      |
| 21   | The Maschhoffs, LLC, IL        | 40      |
| 22   | JJ Genetics, IN                | 39      |
| 23   | Elen & Troy Skaar, MN          | 37      |
| 24   | Jack Rodibaugh & Sons, IN      | 35      |
| 25   | Chuck & Ben Olsen, SD          | 31      |

## Hampshire

| Rank | Firm                                | Litters |
|------|-------------------------------------|---------|
| 1    | Earl L. Cain & Family, IA           | 229     |
| 2    | Babcock Genetics, Inc., WI          | 113     |
| 3    | Young & Guard, IN                   | 110     |
| 4    | Whitshire/Hamroc, IN                | 74      |
| 5    | Peter Farms, IL                     | 66      |
| 6    | Kilmer Swine Farms, IN              | 63      |
| 7    | Drake Purebred Farms, IN            | 60      |
| 8    | Forkner Farms, MO                   | 56      |
| 8    | Cedar Ridge Farms, Inc., IL         | 56      |
| 10   | Marland Farms, IA                   | 48      |
| 11   | Heimer Hampshires, MO               | 43      |
| 11   | Jerry Brink, IA                     | 43      |
| 13   | Steve & Derek Earnhart Families, IN | 40      |
| 13   | Penner Genetics, Inc., NE           | 40      |
| 15   | Shaffer's Gold Rush, IN             | 38      |
| 16   | Brent Bolen, IL                     | 36      |
| 17   | Ron & Marcia Iverson, IA            | 31      |
| 18   | Swenson Bros. Hampshires, IL        | 30      |
| 19   | Franklin Feeser, MD                 | 27      |
| 19   | Troy Walker, IN                     | 27      |
| 21   | Ronald Warrick & Family, IA         | 26      |
| 22   | Range & Theobald, IL                | 25      |
| 23   | H & H Hampshires, OH                | 24      |
| 24   | George & Mike Watson, IN            | 23      |
| 24   | Grimm Purebreds, IA                 | 23      |

## Landrace

| Rank | Firm                           | Litters |
|------|--------------------------------|---------|
| 1    | Whitshire/Hamroc, IN           | 1663    |
| 2    | Cedar Ridge Farms, Inc., IL    | 1029    |
| 3    | Waldo Farms, NE                | 348     |
| 4    | The Maschhoffs, LLC, IL        | 262     |
| 5    | Bill & Angie Tempel, IN        | 255     |
| 6    | Compart's Boar Store, Inc., MN | 228     |
| 7    | Forkner Farms, MO              | 145     |
| 8    | Shaffer Superior Genetics, IN  | 133     |
| 9    | Isler Genetics, OH             | 37      |
| 10   | Autumn Rose, LLC, IN           | 34      |
| 10   | Drake Purebred Farms, IN       | 34      |
| 12   | Vista Brook Farms, KY          | 20      |
| 13   | McGrew Showpigs, IL            | 18      |
| 14   | Sage & Sierra Stephens, TX     | 18      |
| 15   | Kent Brattain & Family, IN     | 16      |
| 16   | Orin Allen, IL                 | 13      |
| 17   | Jim Moest, IL                  | 10      |
| 18   | Aimee & Lynsee Shaffer, IN     | 9       |
| 18   | Grant Lazarus III, PA          | 9       |
| 20   | Keith Wilson, IA               | 7       |
| 20   | Jay Rulon & Family, IN         | 7       |
| 20   | Russell Whewell, IL            | 7       |
| 23   | Shaffer's Gold Rush, IN        | 6       |
| 23   | Brandon Ogle, IL               | 6       |
| 23   | Wilson Brothers, PA            | 6       |

## Yorkshire

| Rank | Firm                          | Litters |
|------|-------------------------------|---------|
| 1    | Whitshire/Hamroc, IN          | 2847    |
| 2    | Cedar Ridge Farms, Inc., IL   | 1135    |
| 3    | Waldo Farms, NE               | 656     |
| 4    | Compart Boar Store, Inc., MN  | 502     |
| 5    | Shaffer Superior Genetics, IN | 302     |
| 6    | Lorenzen Farms, IL            | 234     |
| 7    | Bill & Angie Tempel, IN       | 228     |
| 8    | Wayne Huinker, IA             | 202     |
| 9    | Forkner Farms, MO             | 153     |
| 10   | Grimm Purebreds, IA           | 136     |
| 11   | Jack Rodibaugh & Sons, IN     | 134     |
| 12   | Peter Farms, IL               | 126     |
| 13   | Steve Cobb & Family, AR       | 110     |
| 14   | Ricker Yorkshires, OH         | 105     |
| 15   | Real Hog Farm, TX             | 101     |
| 16   | Drake Purebred Farms, IN      | 100     |
| 17   | Michigan State University, MI | 99      |
| 18   | Isler Genetics, OH            | 98      |
| 19   | Shipleigh Swine Genetics, OH  | 92      |
| 20   | Chuck & Ben Olsen, SD         | 79      |
| 21   | R.W. Genetics, TX             | 77      |
| 22   | Jim Moest, IL                 | 72      |
| 23   | Jack Rodibaugh & Sons, IN     | 61      |
| 23   | Oklahoma State University, OK | 61      |
| 25   | Maynard Hahn & Family, IN     | 60      |

# TOP TRANSFERS BY FIRM

## Duroc

| Rank | Firm                         | Transfers |
|------|------------------------------|-----------|
| 1    | Cedar Ridge Farms, Inc., IL  | 741       |
| 2    | Beyers Farms, IL             | 161       |
| 3    | Shaffer's Gold Rush, IN      | 158       |
| 4    | Huinker Durocs, Ltd., IA     | 148       |
| 5    | Jack Rodibaugh & Sons, IN    | 129       |
| 6    | JJ Genetics, IN              | 128       |
| 7    | Parrish Farms, OH            | 120       |
| 8    | Nelson Brothers, SD          | 92        |
| 9    | David Martin, IA             | 80        |
| 10   | Drake Purebred Farms, IN     | 78        |
| 11   | Stein & Stewart Genetics, MO | 76        |
| 11   | Shipleigh Swine Genetics, OH | 76        |
| 13   | Chuck & Ben Olsen, SD        | 70        |
| 14   | R.W. Genetics, TX            | 68        |
| 15   | Nilson Durocs, MN            | 65        |

## Hampshire

| Rank | Firm                         | Transfers |
|------|------------------------------|-----------|
| 1    | Earl L. Cain & Family, IA    | 201       |
| 2    | Peter Farms, IL              | 104       |
| 3    | Marland Farms, IA            | 93        |
| 4    | Shaffer's Gold Rush, IA      | 84        |
| 5    | Young & Guard, IN            | 83        |
| 6    | Kilmer Swine Farms, IN       | 74        |
| 7    | Drake Purebred Farms, IN     | 72        |
| 8    | Penner Genetics, Inc., NE    | 71        |
| 9    | Cailyn & Payton Hines, MI    | 68        |
| 10   | George & Mike Watson, IN     | 63        |
| 11   | Heimer Hampshires, MO        | 59        |
| 12   | Kole Clark, GA               | 55        |
| 13   | Peter's Hamps & Showpigs, IN | 54        |
| 14   | Brent Bolen, IL              | 54        |
| 15   | David Hanson & Family, IN    | 49        |

## Landrace

| Rank | Firm                           | Transfers |
|------|--------------------------------|-----------|
| 1    | Cedar Ridge Farms, Inc., IL    | 3,141     |
| 2    | Kent Brattain & Family, IN     | 57        |
| 3    | McGrew Showpigs, IL            | 31        |
| 3    | Vista Brook Farms, KY          | 31        |
| 5    | Sage & Sierra Stephens, TX     | 29        |
| 5    | Brandon Ogle, IL               | 29        |
| 6    | Drake Purebred Farms, IN       | 26        |
| 7    | Mark Hosier & Family, IN       | 24        |
| 8    | Compart's Boar Store, Inc., MN | 21        |
| 9    | Aimee & Lynsee Shaffer, IN     | 20        |
| 10   | Orin Allen, IL                 | 18        |
| 11   | Evan & Nash Arthur, IN         | 17        |
| 12   | Behrmann Hog Farm, IL          | 14        |
| 12   | Bill & Angie Tempel, IN        | 14        |
| 13   | Ross A. Stock, IL              | 13        |

## Yorkshire

| Rank | Firm                           | Transfers |
|------|--------------------------------|-----------|
| 1    | Cedar Ridge Farms, Inc., IL    | 627       |
| 2    | Shipleigh Swine Genetics, OH   | 340       |
| 3    | Jack Rodibaugh & Sons, IN      | 293       |
| 4    | Lorenzen Farms, IL             | 235       |
| 5    | Ricker Yorkshires, OH          | 213       |
| 6    | Thompson Brothers Genetics, OH | 201       |
| 7    | Steve Cobb & Family, AR        | 198       |
| 8    | Grimm Purebreds, IA            | 174       |
| 9    | Chuck & Ben Olsen, SD          | 165       |
| 10   | Drake Purebred Farms, IN       | 113       |
| 11   | Wayne J. Huinker, IA           | 108       |
| 12   | Goff Select Swine Genetics, IN | 86        |
| 13   | Hilman B. Schroeder, WI        | 83        |
| 14   | Caleb Neier, IN                | 80        |
| 15   | Oklahoma State University, OK  | 75        |

# TOP JUNIOR RECORDERS

## Duroc

| Rank | Junior recorder            | Litters |
|------|----------------------------|---------|
| 1    | Elen & Troy Skaar, MN      | 37      |
| 2    | Casey & Roy McCleery, TX   | 29      |
| 3    | Sage & Sierra Stephens, TX | 28      |
| 4    | Ethan Frantz, KS           | 21      |
| 5    | Blake Danner, IN           | 15      |

## Hampshire

| Rank | Junior recorder           | Litters |
|------|---------------------------|---------|
| 1    | Cailyn & Payton Hines, MI | 21      |
| 2    | Kole Clark, GA            | 20      |
| 3    | Caisey DeOrnellas, OH     | 18      |
| 4    | Cain Kids, IA             | 17      |
| 4    | Trevor Peters, IN         | 17      |

## Landrace

| Rank | Junior recorder            | Litters |
|------|----------------------------|---------|
| 1    | Sage & Sierra Stephens, TX | 18      |
| 2    | Orin Allen, IL             | 13      |
| 3    | Wilson Brothers, PA        | 6       |
| 4    | Mark Banister, OH          | 5       |
| 5    | Dresbach Girls, OH         | 4       |

## Yorkshire

| Rank | Junior recorder                             | Litters |
|------|---|---------|
| 1    | Colton Quaka, IL                            | 53      |
| 2    | Austin Thompson, KS                         | 17      |
| 3    | Kole Clark, GA                              | 15      |
| 4    | Brandon Lee Johnson, IN                     | 13      |
| 5    | Hope, Chris, Gracie & Reagan Flaspohler, IN | 11      |



# TOP SOW PRODUCTIVITY DATA CONTRIBUTORS BY FIRM

## Duroc

| Rank | Firm                                | SPI Litters |
|------|-------------------------------------|-------------|
| 1    | Waldo Farms, NE.....                | 1,288       |
| 2    | Whitshire/Hamroc, IN.....           | 550         |
| 3    | Cedar Ridge Farms, Inc., IL.....    | 297         |
| 4    | Compart's Boar Store, Inc., MN..... | 234         |
| 5    | Shaffer Superior Genetics, IN.....  | 169         |

## Hampshire

| Rank | Firm                           | SPI Litters |
|------|--------------------------------|-------------|
| 1    | Earl L. Cain & Family, IA..... | 218         |
| 2    | Young & Guard, IN.....         | 110         |
| 3    | Kilmer Swine Farms, IN.....    | 60          |
| 4    | Peter Farms, IL.....           | 57          |
| 4    | Drake Purebred Farms, IN.....  | 57          |

## Landrace

| Rank | Firm                             | SPI Litters |
|------|----------------------------------|-------------|
| 1    | Whitshire/Hamroc, IN.....        | 1,469       |
| 2    | Cedar Ridge Farms, Inc., IL..... | 949         |
| 3    | Waldo Farms, NE.....             | 341         |
| 4    | Bill & Angie Tempel, IN.....     | 250         |
| 5    | The Maschoffs, LLC, IL.....      | 225         |

## Yorkshire

| Rank | Firm                                | SPI Litters |
|------|-------------------------------------|-------------|
| 1    | Whitshire/Hamroc, IN.....           | 2,481       |
| 2    | Cedar Ridge Farms, Inc., IL.....    | 1,019       |
| 3    | Waldo Farms, NE.....                | 631         |
| 4    | Compart's Boar Store, Inc., MN..... | 472         |
| 5    | Shaffer Superior Genetics, IN.....  | 296         |

# TOP POSTWEANING DATA CONTRIBUTORS BY FIRM

## Duroc

| Rank | Firm                                | Records |
|------|-------------------------------------|---------|
| 1    | Waldo Farms, NE.....                | 2,692   |
| 2    | Compart's Boar Store, Inc., MN..... | 1,473   |
| 3    | Whitshire/Hamroc, IN.....           | 1,298   |
| 4    | The Maschoffs, LLC.....             | 603     |
| 5    | Forkner Farms, MO.....              | 453     |

## Hampshire

| Rank | Firm                             | Records |
|------|----------------------------------|---------|
| 1    | Babcock Genetics, Inc., WI.....  | 464     |
| 2    | Whitshire/Hamroc, IN.....        | 201     |
| 3    | Forkner Farms, MO.....           | 171     |
| 4    | Penner Genetics, Inc., NE.....   | 48      |
| 5    | Cedar Ridge Farms, Inc., IL..... | 25      |

## Landrace

| Rank | Firm                             | Records |
|------|----------------------------------|---------|
| 1    | The Maschoffs, LLC, IL.....      | 2659    |
| 2    | Whitshire/Hamroc, IN.....        | 2463    |
| 3    | Bill & Angie Tempel, IN.....     | 1359    |
| 4    | Waldo Farms, NE.....             | 1079    |
| 5    | Cedar Ridge Farms, Inc., IL..... | 1054    |

## Yorkshire

| Rank | Firm                                | Records |
|------|-------------------------------------|---------|
| 1    | Whitshire/Hamroc, IN.....           | 2827    |
| 2    | Compart's Boar Store, Inc., MN..... | 2160    |
| 3    | Cedar Ridge Farms, Inc., IL.....    | 1639    |
| 4    | Waldo Farms, NE.....                | 1428    |
| 5    | Bill & Angie Tempel, IN.....        | 1241    |

# STATE RANK BY LITTER RECORDINGS

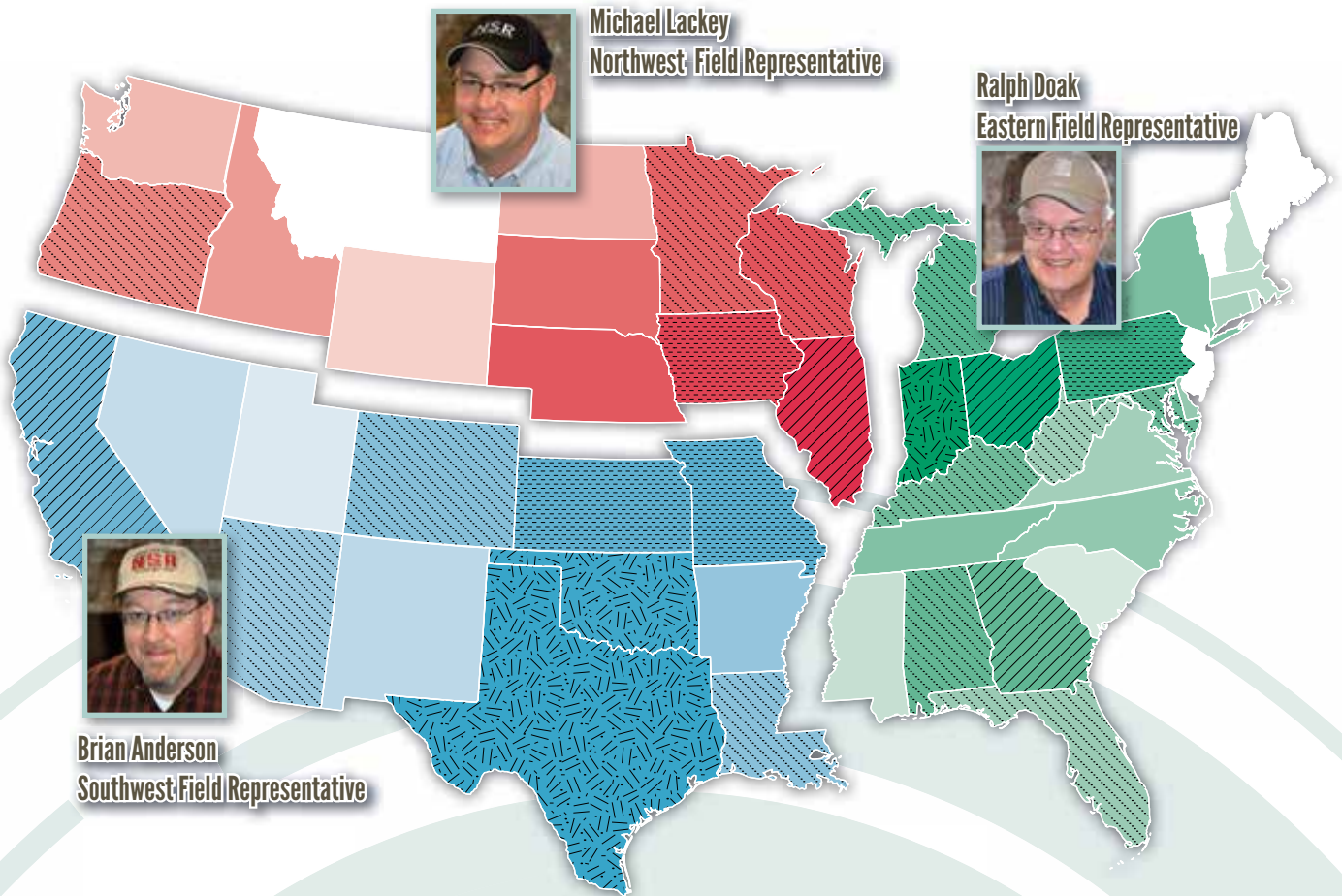
| Rank | State     | Duroc | Hampshire | Landrace | Yorkshire | TOTAL |
|------|-----------|-------|-----------|----------|-----------|-------|
| 1    | Indiana   | 2,361 | 982       | 1,477    | 3,210     | 8,030 |
| 2    | Illinois  | 1,003 | 625       | 1,353    | 2,195     | 5,176 |
| 3    | Nebraska  | 1,007 | 81        | 350      | 781       | 2,219 |
| 4    | Iowa      | 733   | 565       | 10       | 777       | 2,085 |
| 5    | Ohio      | 548   | 330       | 80       | 920       | 1,878 |
| 6    | Minnesota | 521   | 86        | 232      | 692       | 1,531 |
| 7    | Texas     | 708   | 124       | 50       | 410       | 1,292 |
| 8    | Missouri  | 343   | 193       | 147      | 254       | 937   |
| 9    | Oklahoma  | 395   | 92        | 0        | 346       | 833   |
| 10   | Wisconsin | 170   | 210       | 7        | 221       | 608   |

| Rank | State        | Duroc | Hampshire | Landrace | Yorkshire | TOTAL |
|------|--------------|-------|-----------|----------|-----------|-------|
| 11   | Pennsylvania | 140   | 52        | 19       | 200       | 411   |
| 12   | South Dakota | 157   | 52        | 0        | 158       | 367   |
| 13   | Kansas       | 161   | 41        | 6        | 116       | 324   |
| 14   | Michigan     | 63    | 55        | 2        | 154       | 274   |
| 15   | Georgia      | 41    | 53        | 1        | 100       | 195   |
| 16   | California   | 57    | 28        | 12       | 85        | 182   |
| 17   | Arkansas     | 14    | 16        | 0        | 133       | 163   |
| 18   | Maryland     | 39    | 56        | 1        | 31        | 127   |
| 19   | Kentucky     | 24    | 18        | 20       | 62        | 124   |

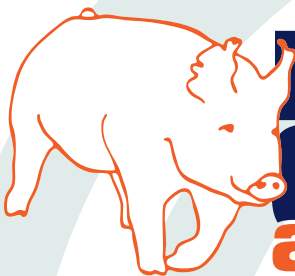
# FIELD STAFF

The National Swine Registry employs three field staff members plus a summer intern. These staff members represent NSR at activities throughout the United States. These events include breeding animal shows and sales, junior shows and other swine industry activities. They assist members in designing marketing plans and promote the members' breeding programs. They serve as the 'eyes and ears' for the National Swine Registry and its membership. They are available to provide ring service for sales (breeding animal and weanling prospect).

The NSR field representatives are continuously on the move within their territories, and also assist in other territories as needed. A brief overview of their 2011 activities include: 514 herd visits; 142 days at NSR sponsored events; 78 days dedicated to the Marketing & Communications Department; and 95 days at other swine related activities. The field representatives worked a total of 65 sales and drove 109,961 miles in 2011. They averaged 2.25 nights per week away from home. The intern made 60 visits, spent 44 nights out and drove 7,765 miles, plus spent 14 days attending NSR/NJSA summer events.



## BUYER'S CHOICE AUCTION



**BUYER'S  
CHOICE**  
auction

[www.NSR-BuyersChoiceAuction.com](http://www.NSR-BuyersChoiceAuction.com)

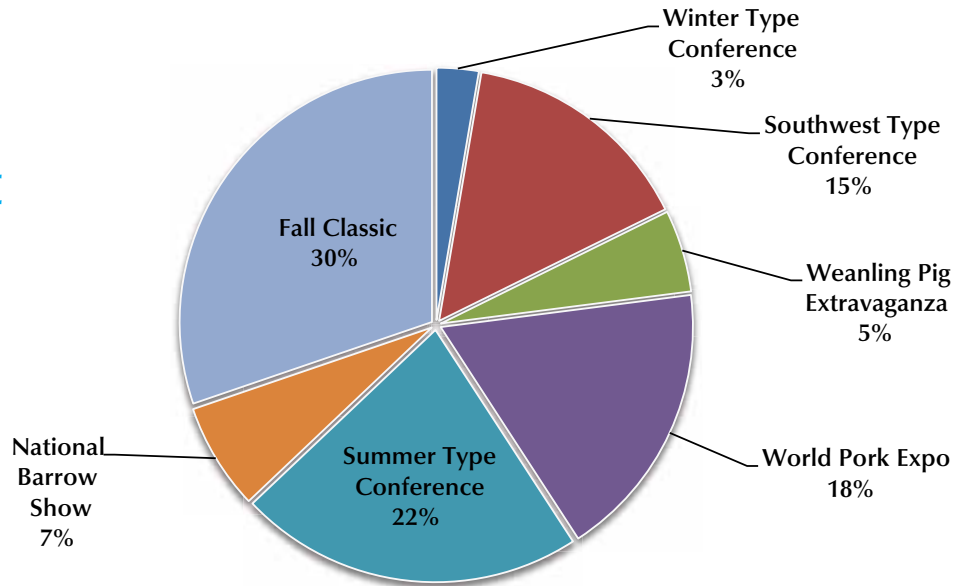
NSR launched an innovative online auction service Buyers Choice Auction. This unique online auction program offers the 'Big Board' option and also 'Proxy Choice' bidding. This service offers the NSR membership a venue to promote and merchandise boars, gilts, bred gilts and prospect pigs online. In 2011, 42 sales were conducted with a total of 665 head sold for a total of \$640,000. This service has moved in-house at NSR and the NSR has dedicated a person (Katie Maupin) to manage the Buyers Choice Auction.

# SHOWS & SALES

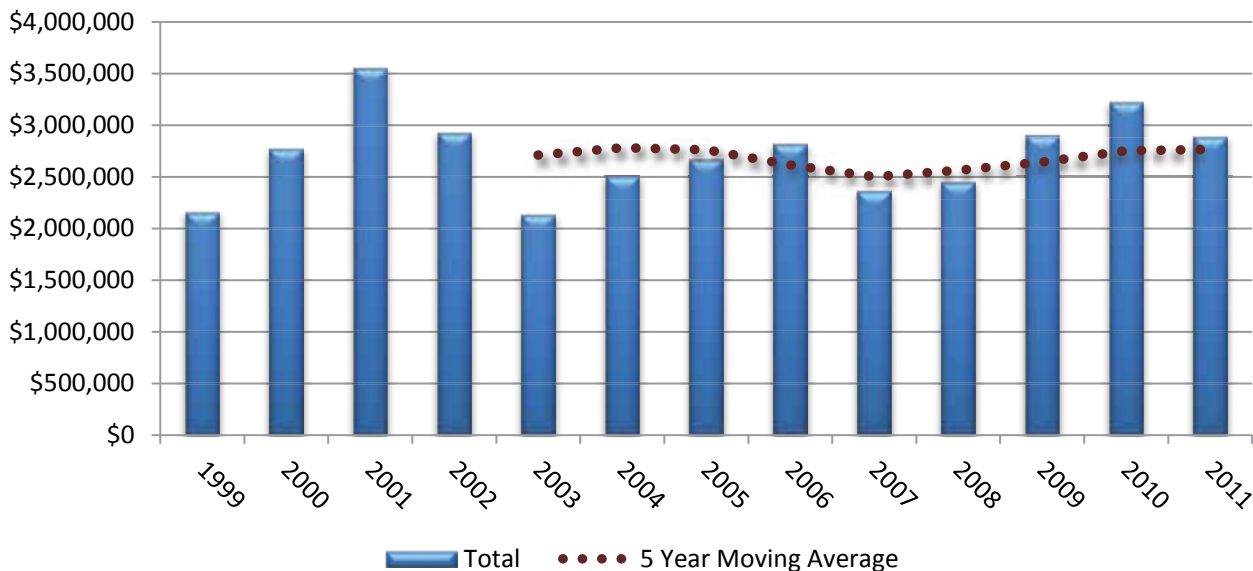


The NSR manages five national type conferences and co-sponsors one event. The Winter Type Conference (January), Southwest Type Conference (March), World Pork Expo (June), NSR Summer Spectacular (July) and the Fall Classic (November) are managed by the NSR. The National Association of Swine Records (NASR) manages the National Barrow Show® (September). The NSR also manages the National Weanling Pig Extravaganza (April) and the Weanling Pig Event (November) at the Fall Classic. These events provide a source of the breeds' top genetics and offer members the opportunity to merchandise their products. These events create enthusiasm for breed improvement.

## Breakdown of 2011 sale gross by conference



## Annual sale gross totals



# MARKETING & COMMUNICATIONS

The Marketing & Communications Department of NSR enhances the value, influence and image of purebred Duroc, Yorkshire, Hampshire and Landrace breeds of swine, while providing various mediums for NSR members and industry leaders to promote their elite purebred genetics and products.

## Print Media

### Seedstock EDGE

*Seedstock EDGE* is the official publication of the National Swine Registry. Published nine times a year, *Seedstock EDGE* reaches an average audience of 4,500\* producers and is the primary medium of communication between NSR and its members. It also serves as a premier tool for breeders to promote their business and their elite purebred genetics.



Special issues of *Seedstock EDGE* include: the March and September Showpig issues, the April/May International issue, the June Youth issue, the August Boar Stud issue, and the December Female Focus issue. The June Youth issue reaches an average

audience of 11,800\*, with distribution to all members of NJSA, in addition to the regular NSR mailing list.

\*These numbers represent an average from the past 5 years.

### Seedstock EDGE 2011 Review

New features introduced into each issue of *Seedstock EDGE* included:

- **DigiLink:** Each editorial feature now includes a corresponding “DigiLink” which electronically links to additional content related to each story.
- **QR codes:** QR codes are placed on all NSR and NJSA house ads for shows and events. Each code links directly to the NSR website page for the corresponding event.
- **Ringside:** This new, one-page feature appears in each issue. It highlights different aspects of swine exhibition and provides tips and advice from industry experts.
- **Blast from the Past:** This special section also appears in each issue and highlights historical events, shows, ads and animals. Often, these features are excerpts from past issues of the four breed magazines.

### Advertising

*Seedstock EDGE* advertising was down in 2011 compared to 2010 and 2009. This is a concerning trend, and one that will be addressed by providing new forms of digital advertising.

|      | Total pages of advertising | Ad % of magazine | Advertising revenue | Field service revenue |
|------|----------------------------|------------------|---------------------|-----------------------|
| 2009 | 797                        | 59%              | \$525,134           | \$22,400              |
| 2010 | 715                        | 54%              | \$471,801           | \$18,300              |
| 2011 | 682                        | 45%              | \$451,554           | \$15,300              |

### Printing Costs

Printing costs increased in 2011 compared to 2010 and 2009.

|      | Total pages printed | Printing costs |
|------|---------------------|----------------|
| 2009 | 1,360               | \$149,808      |
| 2010 | 1,324               | \$150,197      |
| 2011 | 1,340               | \$165,434      |

### GeneLink

*GeneLink* is an NSR publication produced once a year, focusing on the utilization of purebred genetics in the commercial swine industry. For the past several years, NSR has partnered with *National Hog Farmer* to distribute *GeneLink* to over 20,000 swine industry enthusiasts across the U.S. The publication also reaches an international audience through distribution at trade shows throughout the world.

### GeneLink 2011 Review

The 2011 issue of *GeneLink* proved to be the most successful yet, in terms of advertising revenue and quality content. It was again poly-bagged with the *National Hog Farmer*, and delivered to 19,500 customers. The costs of printing and co-bagging with *NHF* continue to outweigh the income, however, and this project does end up being a cost-center, not a profit-maker.

|      | GeneLink page count | Pages of advertising | Ad % of magazine | Advertising revenue |
|------|---------------------|----------------------|------------------|---------------------|
| 2009 | 28                  | 14                   | 50%              | \$12,780            |
| 2010 | 36                  | 18                   | 50%              | \$14,500            |
| 2011 | 36                  | 23                   | 64%              | \$19,000            |

### Custom Printing

The Marketing & Communications Department can help members plan and develop custom marketing projects that fit their specific promotional needs. Custom print projects include, but are not limited to, sale flyers, business cards, and boar stud catalogs.

Overruns, or fliers, of any ad that is printed in *Seedstock EDGE*, are also available with each issue if ordered before the press deadline. This is a great way for members to get information out regarding a specific sale or special event without having the extra cost of custom design and print coordination.

### Custom Printing 2011 Review

This year, the pricing and delivery structure for custom printing projects was revamped to better streamline inner-office accountability and project management. The number of projects was up significantly, as was revenue, compared to years past.

Projects this year included boar stud catalogs, flyers and brochures, printer coordination services, press release writing and business card and logo design.

|      | # of Projects                       | NSR Revenue |
|------|-------------------------------------|-------------|
| 2004 | 12                                  | \$3,000     |
| 2005 | 15                                  | \$3,000     |
| 2006 | 22                                  | \$7,857     |
| 2007 | 14                                  | \$3,802     |
| 2008 | 11                                  | \$2,170     |
| 2009 | 19                                  | \$4,435     |
| 2010 | 25                                  | \$6,800     |
| 2011 | 37 (51 including NSR/NJSA projects) | \$14,008    |

## Electronic Media

It is no secret that the demand for and popularity of online communication is increasing at an exponential rate. To remain relevant, it is important for our department to explore the various electronic and social media tools available, and utilize the ones most effective in distributing NRS's message to both its members and the public.

### NSR Website

The NSR website, [www.nationalswine.com](http://www.nationalswine.com), provides association news and information from NSR. You will also find entry forms, rules and results for all NSR and NJSA sales and shows on the website. Here, you can also access online pedigrees and AI certificates.



Breeders can promote their operations on the NSR website through Breeder Links, which link directly to a business or personal website. Breeder Links are \$100/year.

### Social Media

Currently, the Marketing & Communications Department uses

various social media tools to provide live updates from shows and sales, share candid photos from NSR events, and communicate industry news. These electronic media platforms allow our team to diversify the ways we communicate with the public and reach a wider audience, while representing NSR members and serving as an advocate for the purebred swine industry.

### Blogs

Currently, the department maintains and manages content for three blogs:

**National Swine Registry** | The general National Swine Registry blog is a place for our team to keep you up-to-date on what's happening with NSR. Whether it's a recent international trip, an upcoming event, or stories about NSR members, this is a great forum for keeping up with the latest in NSR news.

**NSR Fieldview** | On NSR Fieldview, the NSR Fieldmen share their thoughts from the road as they travel across their respective territories doing herd visits. This is a great place to keep up with fellow producers and learn about great pigs coming into the industry.

**NSR Shows & Sales** | New in 2012, the NSR Shows & Sales blog is where we post results live from all NSR shows and sales. The blog features candid photos from the ring and information on class champions, as well as breed champions and reserve champions for each division. Sales results are also posted live, with high-sellers being featured for each breed.

### Facebook

There are currently two Facebook pages associated with NSR, one for National Swine Registry and one for National Junior Swine Association. These are maintained by the Marketing & Communications staff, as well as the Junior Activities staff.

### Twitter

Twitter is currently utilized as a medium to promote new posts on each of the three blogs, rather than a forum for creating and sharing original content. In the future, this is an area where NSR could expand user interaction, both within and outside of the swine industry.

### Shutterfly

This web-based photo-sharing platform allows members to download any of the candid photos taken during NSR and NJSA events digitally, free of charge. It also provides the option to order prints of the pictures. At last count, more than 2,000 visitors had used the NSR/NJSA Shutterfly site.

### E-blasts

The Constant Contact e-blast listserv is continuing to grow – at last count we had more than 12,000 opt-in, swine-specific subscribers. These subscribers are divided into different interest categories such as NJSA, Shows & Sales, and Press Releases. Developing and growing the e-blast listserv will continue to be a goal for our association.

### Social Media 2011 Review

The most exciting update in the realm of social media is the increased amount of show reporting this year. As a department, we have developed a set of standard expectations and turnaround time on publishing and distributing show results and content.

### “e-Pinnacle”

This year, NJSA and the Marketing & Communications Department worked together to convert and redesign the print version of “The Pinnacle” to an all-new, all-digital format called the “e-Pinnacle.” The “e-Pinnacle” is the official publication of the NJSA and can be found under the NJSA section of the NSR website. This digi-mag allows NJSA members and parents to learn more about upcoming shows and events, keep up-to-date on news from the swine industry, and see photos of NJSA members in action.

# NATIONAL JUNIOR SWINE ASSOCIATION

**NJSA Mission Statement:** To provide a network uniting purebred swine enthusiasts through a youth organization that offers competitive opportunities to reward excellence, enhance educational opportunities, promote the value of pure genetic lines, and develop leadership skills at both the state and national level.

## NSR Youth Advisory Board

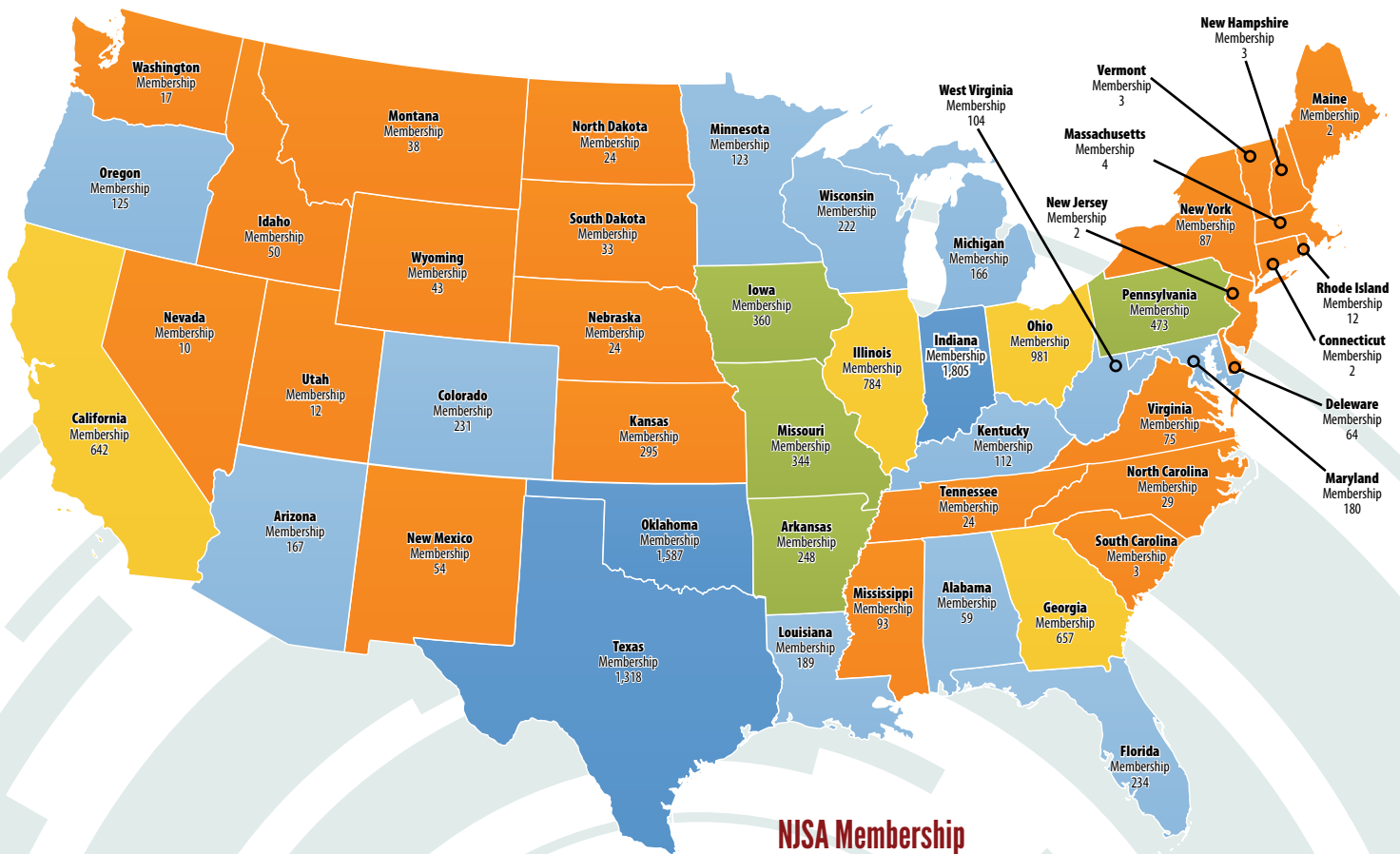
- **Chairman:** Jim McCoy
- Warren Beeler
- Terry Shaffer
- Everett Forkner
- James Backman
- Ed Tice
- Brett Kaysen

## 2011-2012 NJSA Junior Board of Directors

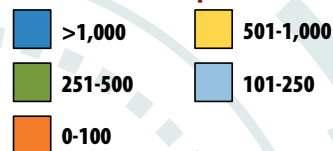
- **President:** Mackenzie Langemeier, TX
- **Vice President:** Kaylee Miller, Ind.
- **Secretary:** Kayla Meyer, Ill.
- **Western Region Director:** Corey Carpenter, Calif.
- **Central Region Director:** Greg Krahn, Wis.
- **Eastern Region Director:** Tonya Fender, Ohio
- **Eastern Region Director:** Matt Morrison, N.Y.
- **At-Large Director:** David Ammann, Ill.
- **At-Large Director:** Amy Newnum, Ind.

## Current NJSA Membership

- 12,413 Members
- 52 States
- 3 Countries



## NJSA Membership



## 2011 NJSA Shows & Events

| Event                                       | Date            | Location                         | Numbers  |
|---|-----------------|----------------------------------|--|
| <b>Southeast Regional</b>                   | January 21-23   | Perry, Ga.                       | 278 Exhibitors (down 68 from 2010)<br>279 Gilts (down 102 from 2010)<br>334 Barrows (down 28 from 2010)<br>606 Total Head (down 137 from 2010) |
| <b>NJSA Boot Camp</b>                       | March 19        | Virginia Tech University, Va.    | NJSA member's ages 8-12 years-old<br>Cancelled due to lack of participation  |
| <b>Western Regional</b>                     | March 11-13     | Turlock, Calif.                  | 86 Exhibitors (down 10 from 2010)<br>172 Gilts (up 23 from 2010)<br>72 Barrows (up 24 from 2010)<br>246 Total Head (up 43 from 2010)           |
| <b>National Youth Leadership Conference</b> | April 29-May 1  | Minneapolis, Minn.               | NJSA member's ages 14-21 years-old<br>33 Participants (down 35 from 2010)  |
| <b>WPX Junior National</b>                  | June 7-11       | Des Moines, Iowa                 | 648 Exhibitors (up 17 from 2010)<br>985 Gilts (up 79 from 2010)<br>802 Barrows (down 30 from 2010)<br>1,784 Total Head (up 43 from 2010)       |
| <b>National Junior Summer Spectacular</b>   | June 28-July 2  | Louisville, Ky.                  | 680 Exhibitors (down 23 from 2010)<br>1,016 Gilts (down 19 from 2010)  |
| <b>Southwest Regional</b>                   | September 2-4   | Chickasha, Okla.                 | 199 Exhibitors (down 34 from 2010)<br>235 Gilts (down 38 from 2010)<br>196 Barrows (down 52 from 2010)<br>431 Total Head (down 90 from 2010)   |
| <b>NBS® Junior Barrow Classic</b>           | September 10-11 | Austin, Minn.                    | 128 Exhibitors (up 19 from 2010)<br>303 Barrows (up 72 from 2010)  |
| <b>Eastern Regional</b>                     | October 7-8     | Harrisburg, Penn.                | 105 Exhibitors (down 32 from 2010)<br>151 Gilts (down 40 from 2010)  |
| <b>Regional Leadership Conference</b>       | December 3      | Oklahoma State University, Okla. | NJSA member's ages 12-18 years-old<br>53 Youth Participants (up 11 from 2009)<br>44 Adult Participants (up 41 from 2009)                       |



### NJSA Sponsorship Campaign

In the fall of 2011, NJSA and the Marketing & Communications team launched an exciting new collaborative project – creating an updated and revised sponsorship campaign for the National Junior Swine Association. This partnership was a true synergistic project of the two departments, capitalizing on the strengths and talents of both teams.

#### The process included:

1. Identifying previous donor demographics
2. Brainstorming new donor benefits (including digital and multi-media offerings)
3. Renaming and restructuring donor categories and benefits to include three groups:
  - 1) Friends of NJSA
  - 2) NJSA Allies
  - 3) NJSA Visionaries
4. Creating a campaign tagline and theme – “Raising pigs. Raising kids. Raising your future!”
5. Writing promotional text copy to describe NJSA and sponsorship program
6. Designing logos and branding for the campaign
7. New “auction-style” sponsorship campaign for procuring all new, high-level sponsorship opportunities

The outcome of the campaign was an all-new strategy and processes for streamlining new sponsorships, and one that will hopefully ease the workload, while increasing the efficacy and impact of the NJSA sponsorship program.



# GENETICS & TECHNOLOGY



The day-to-day responsibilities of the Genetics & Technology group continue to evolve as the needs of the NSR memberships continue to evolve. Currently, these include five general categories: 1) oversight and development of the STAGES™ program and consultation to commercial oriented members utilizing its capabilities; 2) coordinating international marketing opportunities of U.S. purebred genetics and providing technical services to NSR; 3) providing technical assistance for domestic and international commercially-oriented clientele of NSR members; 4) oversight and development of DNA testing protocols for NSR registered animals; and 5) development of software to improve services provided to the NSR membership.

## Genetics Advisory Committee

This committee is comprised of the leading applied swine geneticists in academia. The function of this committee is to serve the NSR commercial-oriented members through interaction and support provided to the Genetics & Technology Department, especially in the development of STAGES™.

## Hiring of an NSR Internal Programmer – October 2011

While the benefits of this hiring are shared across all departments at NSR, the Genetics & Technology Department will be sure to benefit greatly. During the final months of 2011, significant progress was made in the creation of a web-based, contemporary group reporting and general STAGES™ summary tool. After a number of requests for specialized or updated reports, it was decided to create a web-based application that will, generally speaking, allow NSR members to query the STAGES™ database for all the reports necessary to assist in their genetic programs.

## Post-doctorate position at Michigan State University

A project, funded by increased AI certificates, was approved and budgeted by the Executive Committee at the December 2010 meeting to be hired in 2011. Unfortunately, the timing did not work to hire a highly qualified candidate that could begin in 2011. Fortunately, however, a strong candidate was hired and began work on the project in February 2012. This project is working with the new 60K genotyping technology to develop a reduced panel that would allow for breed purity tests and serve to eliminate the need for test matings on AI sires. The goal is to create a panel for all breeds that includes all of the current tests (i.e. parentage) and relevant traits of importance in a single DNA-based tool.

## Commercial herds contributing to an increase in commercial oriented litters

A strong increase in the number of commercial-oriented litters served as the foundation to the overall increase in the number of litters recorded by NSR members in 2011. These additional litters occurred both domestically and internationally. 2011 continued the increase in the number of litters recorded in China from 2009 and 2010 to over 2,400.

## Current research projects

### Additional Research

Outside of the post-doctorate position and corresponding research, there were several additional research projects initiated with universities. Dr. Allan Schinckel and a graduate student are working to revise the adjustment factors for NBA, NW, and Litter Weaning that are used to adjust data for STAGES™ analysis. Dr. Tom Baas and a PhD student at Iowa State University are working to evaluate the phenotypic effects of sow lactation feed intake and genetic parameters to potentially improve economically important intake measures.

## International Efforts

### General

The international market was very good to the many NSR members this year, and as a result was good for NSR. Not only was there the increase in litter records to over 2,400, but also somewhere around 7,500 purebred animals were exported to various countries. The dramatic increase in numbers of animals exported stems from two major occurrences: first, South Korea broke with FMD late 2010 and after culling nearly a third of the population began re-stocking through imports in May; and second, the Chinese border (Closed since April 2009) finally re-opened to the first shipment from the U.S. in July of 2011. Vietnam and the Philippines have also shown strength and appear headed for continued growth in the coming years.

### Activities

In 2011, 12 combined international trips were made by the Genetics & Technology staff. The activities consist of tradeshow booths, technical/promotional seminars, U.S. Embassy visits, customer visits, etc., throughout the world, but mostly focusing on Asia – China, South Korea, Philippines, Thailand, Vietnam, and Ukraine in 2011.

### Consulting Contract

As part of a 650 head shipment to the Philippines, a consulting contract was signed with Cavite Pig City. The purpose of the contract and the general format, is to combine the genetic sources of US purebred breeders with the technical capabilities of the Genetics & Technology Department into a complete genetic service package.





# INDIVIDUAL BREED BALANCE SHEETS Dec. 31, 2011

|                                   | Duroc     | Hampshire | Landrace | Yorkshire   |
|-----------------------------------|-----------|-----------|----------|-------------|
| Cash                              | \$499     | \$733     | \$1,045  | \$5,555     |
| Accounts Receivable / (Payable)   |           |           |          | \$3,333     |
| Income Tax Receivable / (Payable) | \$2,083   | \$2,919   | \$584    | \$2,919     |
| Investments                       | \$40,967  | \$205,916 | \$31,904 | \$191,186   |
| Investment in NSR                 | \$193,747 | \$195,530 | \$28,232 | \$196,406   |
| Property and Equipment            |           |           |          | \$747,754   |
| Net Assets                        | \$237,296 | \$405,098 | \$61,765 | \$1,147,153 |

# NATIONAL SWINE REGISTRY, LLC BALANCE SHEETS Dec. 31, 2011

| Assets   | 2011             | 2010             |
|--|------------------|------------------|
| <b>Current Assets</b>                              |                  |                  |
| Cash   | \$25,673         | \$110,817        |
| Accounts Receivable                                | \$162,077        | \$164,491        |
| Supplies Inventory, at Cost                        | \$21,410         | \$34,258         |
| Prepaid Expenses                                   | \$69,017         | \$22,612         |
| <b>Total Current Assets</b>                        | <b>\$278,177</b> | <b>\$332,178</b> |
| Investments, at Market Value                       | \$169,028        | \$268,741        |
| Other Investments, at Cost                         | \$30,000         | \$30,000         |
| <b>Property and Equipment</b>                      |                  |                  |
| Muscle Quality Equipment                           | \$8,097          | \$8,097          |
| Office Equipment                                   | \$94,158         | \$89,733         |
| Computer Software                                  | \$453,193        | \$254,410        |
| Computer Equipment                                 | \$106,803        | \$109,555        |
| Vehicles   | \$208,718        | \$192,569        |
| Accumulated Depreciation                           | (\$416,448)      | (\$312,648)      |
| <b>Total Investments, Property &amp; Equipment</b> | <b>\$454,521</b> | <b>\$341,716</b> |
|  | <b>\$931,726</b> | <b>\$972,635</b> |

| <b>Liabilities</b>                             | <b>2011</b>      | <b>2010</b>      |
|--|------------------|------------------|
| <b>Current Liabilities</b>                     |                  |                  |
| Current Portion of Capital Lease Obligation    | \$2,076          | \$1,514          |
| Accounts Payable                               | \$127,425        | \$45,680         |
| Deferred Revenue                               | \$133,691        | \$123,375        |
| <b>Accrued Expenses</b>                        |                  |                  |
| Taxes Other Than Income                        | \$5,895          | \$5,968          |
| Pension  | \$37,643         | \$33,371         |
| <b>Total Current Liabilities</b>               | <b>\$306,730</b> | <b>\$209,908</b> |
| Capital Lease Obligation, Less Current Portion | \$11,080         | \$13,156         |
| <b>Total Liabilities</b>                       | <b>\$317,810</b> | <b>\$223,064</b> |
| <b>Members' Equity</b>                         |                  |                  |
| United Duroc Swine Registry                    | \$193,748        | \$233,970        |
| American Yorkshire Club                        | \$196,407        | \$237,465        |
| Hampshire Swine Registry                       | \$195,531        | \$236,589        |
| American Landrace Association                  | \$28,230         | \$41,547         |
|  | \$931,726        | \$972,635        |
| <b>Total Members' Equity</b>                   | <b>\$613,916</b> | <b>\$749,571</b> |

# NATIONAL SWINE REGISTRY, LLC

## SCHEDULE OF OPERATING REVENUE AND EXPENSE

Dec. 31, 2011

| <b>General Services Revenue</b> | <b>2011</b> | <b>2010</b> |
|---------------------------------|-------------|-------------|
| Maintenance Fees                | \$133,575   | \$129,900   |
| AI Certificates                 | \$163,020   | \$127,825   |
| STAGES                          | \$2,636     | \$2,235     |
| Senior Membership               | \$2,850     | \$2,132     |
| International Consulting        | \$44,169    |             |
| Rent - ABA                      | \$5,400     | \$3,600     |
| Investment Income               | \$6,972     | \$5,625     |
| Finance Charges                 | \$16,332    | \$16,632    |

|   |                    |                    |
|---|--------------------|--------------------|
| Miscellaneous                             | \$3,860            | \$4,841            |
| <b>Total - General Services Revenue</b>   | <b>\$378,814</b>   | <b>\$292,790</b>   |
| <b>Publications Revenue</b>               | <b>2011</b>        | <b>2010</b>        |
| Advertising                               | \$467,825          | \$486,500          |
| Web Page Links                            | \$4,400            | \$3,425            |
| Subscriptions and Seedstock Source        | \$45,604           | \$55,710           |
| <b>Total - Publication Revenue</b>        | <b>\$517,829</b>   | <b>\$545,635</b>   |
|   |                    |                    |
| <b>Publications Production Costs</b>      | <b>2011</b>        | <b>2010</b>        |
| Printing                                  | \$157,323          | \$135,502          |
| Photo Finishing                           | \$1,424            | \$1,398            |
| Professional Photography                  | \$7,789            | \$7,823            |
| Travel                                    | \$5,020            | \$2,787            |
| Mailing                                   | \$42,095           | \$38,869           |
| Supplies                                  | \$7,533            | \$5,153            |
| Salaries                                  | \$134,019          | \$142,634          |
| GeneLink Polybag (NHF)                    | \$17,170           | \$17,170           |
| Miscellaneous                             | \$6,429            | (\$3,168)          |
| IT/Website Allocation                     | \$27,872           | \$35,945           |
| Field Staff Allocation                    | \$109,998          | \$120,732          |
| <b>Total Publication Production Costs</b> | <b>\$516,672</b>   | <b>\$504,845</b>   |
| <b>Publications Revenue minus Expense</b> | <b>\$1,157</b>     | <b>\$40,790</b>    |
|   |                    |                    |
| <b>Supplies</b>                           | <b>2011</b>        | <b>2010</b>        |
| Revenue - Gross Sales                     | \$26,336           | \$26,536           |
| Cost of Sales - Purchases                 | \$33,916           | \$13,511           |
| <b>Supplies Revenue minus Expenses</b>    | <b>(\$7,580)</b>   | <b>\$13,025</b>    |
|   |                    |                    |
| <b>Shows and Sales Revenue</b>            | <b>2011</b>        | <b>2010</b>        |
| Gross Sales                               | \$3,253,825        | \$3,322,014        |
| Entry Fees                                | \$349,693          | \$345,379          |
| NISA Donations                            | \$229,611          | \$198,407          |
| <b>Total Shows and Sales Revenue</b>      | <b>\$3,833,129</b> | <b>\$3,865,800</b> |

| <b>Shows and Sales Expenses</b>           | <b>2011</b>        | <b>2010</b>        |
|---|--------------------|--------------------|
| Cost of Shows                             | \$688,485          | \$646,963          |
| Consignor Payments                        | \$2,737,425        | \$2,772,710        |
| Field Staff Salary and Expense Allocation | \$79,013           | \$86,957           |
| Office Staff Salary Allocation            | \$104,307          | \$99,728           |
| <b>Total Shows and Sales Expenses</b>     | <b>\$3,609,230</b> | <b>\$3,606,358</b> |
| Shows and Sales Revenue minus Expenses    | \$223,899          | \$259,442          |
| <b>Field Staff Revenue</b>                | <b>2011</b>        | <b>2010</b>        |
| Insurance Service Fees                    | \$5,762            | \$10,764           |
| Sales Service Fees                        | \$15,900           | \$15,900           |
| <b>Total Field Staff Revenue</b>          | <b>\$21,662</b>    | <b>\$26,664</b>    |
|   |                    |                    |
| <b>Field Staff Expenses</b>               | <b>2011</b>        | <b>2010</b>        |
| Training                                  | \$900              | \$1,403            |
| Field Staff Payroll                       | \$205,290          | \$229,990          |
| Travel                                    | \$69,705           | \$71,841           |
| Telephone                                 | \$12,293           | \$9,969            |
| Miscellaneous                             | \$2,996            | \$2,327            |
| Publication Allocation                    | (\$109,998)        | (\$120,732)        |
| Shows and Sales Allocation                | (\$79,013)         | (\$86,957)         |
| <b>Total Field Staff Expenses</b>         | <b>\$102,173</b>   | <b>\$107,841</b>   |
| Field Staff Revenue minus Expenses        | (\$80,511)         | (\$81,177)         |
|   |                    |                    |
| <b>Pedigree Revenue</b>                   | <b>2011</b>        | <b>2010</b>        |
| Litter Registrations                      | \$442,147          | \$418,042          |
| Transfers                                 | \$71,574           | \$66,699           |
| Miscellaneous                             | \$54,785           | \$55,962           |
| <b>Total Pedigree Revenue</b>             | <b>\$568,506</b>   | <b>\$540,703</b>   |
| <b>Pedigree Expenses</b>                  | <b>2011</b>        | <b>2010</b>        |
| Pedigree Salaries                         | \$417,227          | \$398,911          |
| Postage                                   | \$41,964           | \$39,870           |
| Registration Supplies                     | \$4,215            | \$2,128            |
| General Supplies                          | \$4,506            | \$4,480            |
| Office Staff Salary Allocation            | (\$104,307)        | (\$99,728)         |
| <b>Total Pedigree Expenses</b>            | <b>\$363,605</b>   | <b>\$345,661</b>   |
| Pedigree Revenue minus Expenses           | \$204,901          | \$195,042          |

| <b>NSR Promotion Expense</b>                   | <b>2011</b>      | <b>2010</b>      |
|--|------------------|------------------|
| Advertising                                    | \$8,302          | \$5,286          |
| Awards   | \$2,422          | \$5,197          |
| Trade Show                                     | \$5,398          | \$8,831          |
| Pedigreed Barrow Premiums                      | \$1,380          | \$850            |
| International Marketing                        | \$8,743          | \$30,586         |
| NISA Pinnacle                                  | \$13,137         | \$25,075         |
| Video Production                               |                  | \$3,030          |
| <b>Total NSR Promotion Expense</b>             | <b>\$39,382</b>  | <b>\$78,855</b>  |
| <b>Research and Development Expenses</b>       | <b>2011</b>      | <b>2010</b>      |
| Genetic and Technology Salaries                | \$155,193        | \$116,286        |
| Genetic Advisory Committee                     | \$2,841          | \$3,126          |
| DNA Testing                                    | (\$25,108)       | (\$2,463)        |
| Genetic and Technology Misc.                   | \$2,681          | \$3,548          |
| Travel - G&T Staff                             | \$23,659         | \$22,733         |
| Research Funds                                 | (\$28,335)       | (\$29,264)       |
| <b>Total Research and Development Expenses</b> | <b>\$130,931</b> | <b>\$113,966</b> |
|  |                  |                  |
| <b>Occupancy Expense</b>                       | <b>2011</b>      | <b>2010</b>      |
| Electric                                       | \$7,414          | \$7,695          |
| Gas  | \$1,272          | \$1,838          |
| Water  | \$7,904          | \$259            |
| Pest Control                                   | \$297            | \$297            |
| <b>Total Occupancy Expense</b>                 | <b>\$16,887</b>  | <b>\$10,089</b>  |
|  |                  |                  |
| <b>Officers Expense</b>                        | <b>2011</b>      | <b>2010</b>      |
| Travel   | \$25,543         | \$26,978         |
| Miscellaneous                                  | \$2,216          | \$2,607          |
| <b>Total Officers Expenses</b>                 | <b>\$27,759</b>  | <b>\$29,585</b>  |

| <b>Administrative and General Expense</b>        | <b>2011</b>      | <b>2010</b>      |
|--|------------------|------------------|
| Office Supplies                                  | \$19,709         | \$22,118         |
| Office Equipment Rental                          | \$20,761         | \$12,012         |
| Computer Equipment Maintenance                   | \$59,585         | \$53,996         |
| Office Equipment Repair                          | \$5,475          | \$2,170          |
| Janitor  | \$9,722          | \$8,652          |
| Trash Removal                                    | \$1,455          | \$1,537          |
| Telephone  | \$2,911          | \$7,745          |
| Software Labor                                   | \$1,095          | \$2,380          |
| Interest   | \$4,479          | \$1,102          |
| Legal and Accounting                             | \$33,413         | \$31,526         |
| Depreciation                                     | \$88,735         | \$40,854         |
| Bank Charges                                     | \$45,598         | \$32,932         |
| Bad Debt Expense                                 | \$1,391          | \$696            |
| Insurance  | \$123,315        | \$132,515        |
| Auto Insurance                                   | \$6,395          | \$7,162          |
| Committee Expense                                | \$47,470         | \$40,346         |
| Annual Meeting                                   | \$11,933         | \$10,065         |
| Membership Fees and Dues                         | \$9,498          | \$8,424          |
| Miscellaneous Employee Expense                   | \$23,501         | \$7,584          |
| Pension  | \$35,768         | \$31,496         |
| FICA   | \$68,133         | \$65,715         |
| Web Page   | \$7,017          | \$17,046         |
| Long Range Strategic Plan                        | \$1,030          |                  |
| Building Rent                                    | \$20,000         | \$20,000         |
| Magazine Allocation                              | (\$27,872)       | (\$35,945)       |
| <b>Total Administrative and General Expenses</b> | <b>\$620,517</b> | <b>\$522,128</b> |
|  |                  |                  |
| <b>Tax Expense</b>                               | <b>2011</b>      | <b>2010</b>      |
| Unemployment Taxes                               | \$5,936          | \$3,186          |
| Miscellaneous Taxes                              | \$44             | \$19             |
| <b>Total Tax Expense</b>                         | <b>\$5,980</b>   | <b>\$3,205</b>   |





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