

**NATIONAL
SWINE
REGISTRY**

2017
Annual Report



nationalswine.com

TO THE ACTIVE MEMBERS OF THE NATIONAL SWINE REGISTRY



Mike Paul
Chief Executive Officer

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 American Yorkshire Club, Hampshire Swine Registry, United Duroc Swine Registry and the American Landrace Association. This marks the 19th year that all four breeds have operated under the NSR umbrella, as the American Landrace Association officially joined on Jan. 1, 1998. The Yorkshire, Duroc and Hampshire associations each represent a 30 percent interest in the financial affairs of the NSR, while Landrace are represented at 10 percent. Collectively, these four breeds represent more than 80 percent of the purebred hog registrations in the country, and are incorporated into the breeding schemes utilized by commercial swine production throughout the world.

The lifeblood of this organization is the result of the dedication and commitment demonstrated by the members recognized in this report. In this report, you will find a listing of the top junior and senior recorders for each breed, as well as the top STAGES™ recorders and state activity comparisons. Our STAGES™ genetic evaluation program continues to grow, with records in excess of 2.5 million. The international markets are an intricate part of our membership, and we look forward to new opportunities in coming years. The National Junior Swine Association (NJSA), currently, has more than 11,572 members from 49 states plus four countries, and is recognized as one of the largest youth organizations in animal agriculture. The *Seedstock EDGE* is recognized as one of the leading publications in the livestock industry and offers an outstanding venue for the membership to promote their genetic programs services.

The structure of the National Swine Registry is such that nearly all the income and expenses accrue to and flow through the organization. Therefore, this report includes an income and expense report for the NSR, but only the balance sheets for each of the individual breed associations. The American Yorkshire Club, Hampshire Swine Registry and United Duroc Swine Registry each contributed \$150,000 to the initial formation of the NSR, while the American Landrace Association contributed \$50,000. The breed's equity in the NSR is adjusted each year, depending on the profit or loss experienced by

the NSR. In addition to their equity in the NSR, each breed still maintains their own investment portfolio of cash reserves and are reflected on the balance sheet for each of the associations. As you can see, the NSR experienced a positive cash position in 2017. Several key staff members left our employment in 2017. We were blessed to have found several outstanding individuals that will contribute to future endeavors at the NSR. The talented individuals who make up the NSR staff have the desire to make a difference within the pedigreed swine industry. With a dedicated membership and staff, we will continue to develop programs and opportunities that benefit the NSR/NJSA membership in upcoming years.

Your NSR Executive Committee has aggressively pursued and endorsed changes in the NSR operating structure, and wants input and suggestions from you – the membership. We invite you to share any comments and/or concerns you may have about programs, services or information presented throughout this report.

Sincerely,



Michael A. Paul
CEO

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DUROC SECRETARY
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NSR GOVERNANCE STRUCTURE



Dusty Cain, Iowa
Chairman



Brett Beyers, Ill.
Vice Chairman



Scott Lawrence, Ind.



Steve Cobb, Ark.



Wayne Huinker, Iowa



Ron Iverson, Iowa



Cody McCleery, Texas



Jim McCoy, Ohio



Bill Range, Ill.



Dr. Mike Tripp, Okla.

2017 NSR Executive Committee

- **CHAIRMAN:** Dusty Cain, Iowa 641.203.2257
- **VICE CHAIRMAN:** Brett Beyers, Ill. 815.848.3549
- Steve Cobb, Ark. 870.219.7281
- Wayne Huinker, Iowa 563.380.1372
- Ron Iverson, Iowa 641.236.3713
- Scott Lawrence, Ind. 260.564.0595
- Cody McCleery, Texas 817.613.6666
- Jim McCoy, Ohio 740.572.0271
- Bill Range, Ill. 618.973.1070
- Dr. Mike Tripp, Okla. 580.513.0723

2017 NJSA Youth Advisory Board

- **CHAIRMAN & ACADEMIA REP.:**
Jodi Sterle, Iowa
- **VICE CHAIRMAN & AT-LARGE REP.:**
Jon Althaus, Ill.
- **EXECUTIVE COMMITTEE REP.:**
Brett Beyers, Ill.
- **NJSA ALUMNI REP.:** Aimee Inskeep, Ind.
- **NJSA ALUMNI REP.:** Doug Albright, Mich.
- **INDUSTRY REP.:** Craig Spray, Ind.
- **AT-LARGE REP.:** Daniel Hendrickson, Ind.
- **AT-LARGE REP.:** Randy Bowman, Ill.
- **EX-OFFICIO REP.:** Brett Kaysen, Colo.

2017 NJSA Jr. Board of Directors

- **PRESIDENT:** Angie Ruffoni, Calif.
- **VICE PRESIDENT:** Lexi Delaney, Iowa
- **SECRETARY:** Lindsey Robinson, Mo.
- Kevin Rogers Jr., Ariz.
- Katherine Ramage, Ind.
- Taylor Conley, Pa.
- Dalton Smith, Ind.
- Adrian Austin, Ill.
- Whitney Whitaker, Calif.
- Hannah Frobose, Ohio
- Jake Sterle, Iowa
- Caleb Grohmann, Ill.
- Morgan Mench, Ind.
- Haley Stark, Fla.



2017 Duroc Board of Directors

(l to r): John Huinker, Iowa; Joe Roberts, Mo.; Don R. Smith, Ohio; Chad Hill, Texas; Doug Albright, Mich.; Brett Beyers, Ill.; and Steve Rodibaugh, Ind.

- **PRESIDENT**
Don R. Smith, Ohio Term Ends 2017
- **VICE PRESIDENT**
Doug Albright, Mich.Term Ends 2019
- Chad Hill, TexasTerm Ends 2019
- John Huinker, Iowa Term Ends 2017*
- Joe Roberts, Mo. Term Ends 2018*
- Steve Rodibaugh, Ind.Term Ends 2017*
- Brett Beyers, Ill.....Term Ends 2019*

*denotes second term



2017 Hampshire Board of Directors

(l to r): Dusty Cain, Iowa; Kyle Baade, Neb.; Brad Mortensen, Mich.; Jim McCoy, Ohio; Mike Day, Okla.; Mike Watson, Ind.
Not Pictured: Kevin Wendt, Ohio

- **PRESIDENT**
Dusty Cain, IowaTerm Ends 2018*
- **VICE PRESIDENT**
Brad Mortensen, Mich. Term Ends 2017
- Kyle Baade, Neb..... Term Ends 2019
- Mike Day, Okla..... Term Ends 2019
- Jim McCoy, OhioTerm Ends 2019*
- Mike Watson, Ind. Term Ends 2017
- Kevin Wendt, Ohio Term Ends 2017



2017 Landrace Board of Directors

(l to r): Nick Siedelmann, Iowa; Lynsee Shaffer-Pullen, Ind.; Jonas McGrew, Ill.; Mark Korb, Ohio; and Sam Malcolm, Ind.;
Not Pictured: Freddie Grohmann, Ill. & Chris Compart, Minn.

- **PRESIDENT**
Lynsee Shaffer-Pullen, Ind.Term Ends 2019*
- **VICE PRESIDENT**
Nick Siedelmann, Iowa Term Ends 2018
- Chris Compart, Minn.Term Ends 2017*
- Freddie Grohmann, Ill. Term Ends 2017
- Mark Korb, Ohio Term Ends 2019
- Sam Malcolm, Ind. Term Ends 2018
- Jonas McGrew, Ill..... Term Ends 2019

*denotes second term



2017 Yorkshire Board of Directors

(l to r): Brady Crone, Ind.; Steve Cobb, Ark.; Dr. Mike Tripp, Okla.; Garry Childs, Ga.; Matt Rohrig, Iowa; Dan Burzlaff, Iowa; and Broc Thompson, Ohio

- **PRESIDENT**
Dr. Mike Tripp, Okla.Term Ends 2018*
- **VICE PRESIDENT**
Brady Crone, Ind. Term Ends 2017*
- Dan Burzlaff, IowaTerm Ends 2018*
- Garry Childs, Ga.Term Ends 2017*
- Steve Cobb, Ark. Term Ends 2019
- Matt Rohrig, IowaTerm Ends 2019*
- Broc Thompson, Ohio..... Term Ends 2017

TOP LITTER RECORDING FIRMS

Duroc

Rank	Firm	Litters
1	Shaffer Genetics, INT'L	975
2	The Maschhoffs, IL	772
3	Cedar Ridge Genetics, IL	478
4	Whiteshire, INT'L	348
5	Compart's Boar Store, MN	342
6	Waldo Genetics, NE	334
7	Zehr Farms, IL	231
8	Shaffer Genetics, IN	138
9	Truline Genetics, MO	137
10	Jack Rodibaugh & Sons, IN	118
11	Stewart's Duroc Farm, IA	114
12	Whiteshire-Hamroc, IN	101
13	Shipley Swine Genetics, OH	98
14	Howard Parrish, OH	92
15	Huinker Durocs Ltd, IA	83
16	Isler Genetics, OH	76
17	Albright Swine Farms, MI	69
17	Jerry Huffington, IL	69
18	Beyers Farms, IL	60
19	RW Genetics Inc., TX	53
19	David Martin, IA	53
19	Drake Purebred Farms, IN	53
19	Chuck & Ben Olsen, SD	53
20	Shaffer's Goldrush, IN	44
21	Kent Brattain & Family, IN	41

Landrace

Rank	Firm	Litters
1	The Maschhoffs, IL	2,600
2	Shaffer Genetics, INT'L	1,350
3	Cedar Ridge Genetics, IL	721
4	Whiteshire, INT'L	488
5	Waldo Genetics, NE	296
6	Compart's Boar Store, MN	179
7	Whiteshire-Hamroc, IN	147
8	Shaffer Genetics, IN	111
9	Truline Genetics, MO	95
10	Malcolm & Whiteshire LLC, IN	23
11	Drake Purebred Farms, IN	21
11	Kent Brattain & Family, IN	21
12	Korb Farms Inc., OH	16
13	Lance & Mitchell Westcamp, OH	15
14	McGrew Showpigs, IL	11
15	Behrmann Hog Farm, IL	10
16	Tom Knauer Family, WI	7
16	Oneil Family, IN	7
16	Flach Farms, IL	7
17	WinTex Farms, TX	6
17	Vista Brook Farms, KY	6
18	Isler Genetics, OH	5
18	Grant Lazarus III, PA	5
18	Brian Mitchem & Family, IN	5
19	Burkhalter Showpigs, IN	4
19	Peyton Hill, OK	4
19	John Vaubel & Family, OH	4

Hampshire

Rank	Firm	Litters
1	Earl Cain & Family, IA	205
2	Young & Guard, IN	119
3	Heimer Hampshires, MO	63
4	Truline Genetics, MO	60
5	Kyle & Laura Baade, NE	56
5	Jerry D Brink, IA	56
6	Babcock Genetics, WI	53
7	Brent Bolen, IL	52
8	Drake Purebred Farms, IN	48
8	Grimm Purebreds, IA	48
9	Marland Farms, IA	46
9	Steve & Derek Earnhart Families, IN	46
10	Shaffer's Goldrush, IN	44
11	Whiteshire-Hamroc, IN	39
12	Whiteshire, INT'L	38
13	Kilmer Swine Farms Inc., IN	37
14	Joe Lancaster, OK	28
14	Colton Williams, MO	28
14	Kent Brattain & Family, IN	28
15	George & Mike Watson, IN	26
16	Swenson Brothers Hampshires, IL	25
17	Austin Jostberns, MI	24
17	Bowen Hamps & Yorks, IL	24
18	Robert Meeker, IL	23
19	Iverson Farms, IA	22
19	Walsh Family Farm LLC, WI	22

Yorkshire

Rank	Firm	Litters
1	Shaffer Genetics, INT'L	3,262
2	The Maschhoffs, IL	2,206
3	Whiteshire, INT'L	1,149
4	Cedar Ridge Genetics, IL	556
5	Waldo Genetics, NE	413
6	Compart's Boar Store, MN	405
7	Isler Genetics, OH	201
8	Puretek Genetics, IN	184
9	Whiteshire-Hamroc, IN	174
10	Shaffer Genetics, IN	171
11	Wayne J Huinker, IA	168
12	Truline Genetics, MO	137
13	Shipley Swine Genetics, OH	120
14	Ricker Yorkshires, OH	116
14	Michigan State University, MI	116
15	Jack Rodibaugh & Sons, IN	93
16	Chuck & Ben Olsen, SD	91
17	Steve Cobb & Family, AR	71
18	Charles Real, TX	67
19	Kuhlow Girls Showpigs, WI	61
19	Grimm Purebreds, IA	61
20	Oklahoma State University, OK	60
21	Thompson Brothers Genetics, OH	58
21	Eddie E Robinson, MO	58
22	Drake Purebred Farms, IN	49

TOP TRANSFERS BY FIRM

Duroc

Rank	Firm	Transfers
1	Beyers Farms, IL.....	203
2	Howard Parrish, OH.....	180
3	Kaden Butts, WI.....	122
4	Albright Swine Farms, MI.....	105
5	Stewart's Duroc Farm, IA.....	99
6	Huinker Durocs Ltd., IA.....	97
7	Shipleigh Swine Genetic, OH.....	96
8	Kent Brattain & Family, IN.....	86
9	Chuck & Ben Olsen, SD.....	84
10	Bill & Jana Range, IL.....	80
11	Shaffer's Goldrush, IN.....	78
12	Kyle & Lynsee Pullen, IN.....	77
12	Eggers & Sampson Showpigs, IA.....	77
13	Mike Johnson & Guy Jackson, IN.....	75
13	Tres Amigos Showpigs, IN.....	75
14	Kurtis Kolb, IL.....	74
15	Adam Beck & Family, IN.....	72
16	Brent Bolen, IL.....	69
17	Stein & Stewart Genetics, MO.....	68
18	Jack Rodibaugh & Son, IN.....	67
18	David Martin, IA.....	67
19	Jack Rodibaugh & Sons, IN.....	64
20	Nathan Weisinger, IA.....	59
21	Nilson Durocs, MN.....	58
22	Platt Showpigs, IN.....	57
22	Brock Herren, OK.....	57

Landrace

Rank	Firm	Transfers
1	Kent Brattain & Family, IN.....	66
2	Kolton Olaf Knauth, IL.....	43
3	Shaffer Genetics, IN.....	37
4	Clint Thayer, IN.....	36
5	McGrew Showpigs, IL.....	31
5	Lance & Mitchell Westcamp, OH.....	31
6	Maddie Fugate, IL.....	30
7	Korb Farms Inc., OH.....	28
7	Chad Mauck, IN.....	28
8	Comparts Boar Store, MN.....	22
8	Behrmann Hog Farm, IL.....	22
8	Tegan Walker, IN.....	22
9	Ashley/Garrett Crowder, IN.....	21
10	Flach Farms, IL.....	17
11	Knauth Showpigs, IL.....	16
11	Alexis Hernandez, CA.....	16
12	Small Town Genetics, CA.....	15
13	Daulton Family Show, OH.....	14
13	Sam Scher, IN.....	14
13	Nathan & Ben Lenig, IN.....	14
14	Trent Hart, OH.....	13
14	Cash Lehrman, SD.....	13
15	Burkhalter Showpigs, IN.....	12
15	Little Farms Inc., IA.....	12
15	Mark & Sandy Ottenwalter, CA.....	12

Hampshire

Rank	Firm	Transfers
1	Earl Cain & Family, IA.....	133
2	Heimer Hampshires, MO.....	118
3	Peter Farms, IL.....	105
4	Brent Bolen, IL.....	94
5	Shaffer's Goldrush, IN.....	90
6	Young & Guard, IN.....	86
7	Kent Brattain & Family, IN.....	82
8	Marland Farms, IA.....	80
9	Cade Fecke, IL.....	78
10	Kyle & Laura Baade, NE.....	75
11	John Graber & Family, OH.....	73
12	Walsh Family Farm, WI.....	71
13	Grimm Purebreds, IA.....	66
14	Kilmer Swine Farms Inc., IN.....	65
15	George & Mike Watson, IN.....	61
15	Austin Joostberns, MI.....	61
16	Peters Hamps & Showpigs, IN.....	57
17	Drake Purebred Farm, IN.....	56
18	Hurliman Brothers, IL.....	54
19	Autrey Showpigs, IN.....	49
20	Plain Vu Genetics, IN.....	46
21	Jake & Kaylee Keppy, IA.....	40
22	Braxton Funkhouser, IN.....	38
23	Tegan Walker, IN.....	37
24	Bowen Hamps & Yorks, IL.....	32
25	Joe Lancaster, OK.....	31
25	Alex Denny, IL.....	31

Yorkshire

Rank	Firm	Transfers
1	Shipleigh Swine Genetic, OH.....	226
2	Ricker Yorkshires, OH.....	195
3	Chuck & Ben Olsen, SD.....	182
4	Thompson Brothers, OH.....	106
5	DJ & Amara Sanders, WI.....	102
6	Grimm Purebreds, IA.....	93
7	Jack Rodibaugh & Sons, IN.....	79
8	Cade Fecke, IL.....	76
9	Steve Cobb & Family, AR.....	74
10	Shaffers Goldrush, IN.....	66
11	Platt Showpigs, IN.....	65
12	Wayne J Huinker, IA.....	64
13	Hahn Genetics, IN.....	62
14	Oklahoma State University, OK.....	61
14	Chad Day, IN.....	61
15	Mark & Sandy Ottenwalter, CA.....	59
16	Final Drive Genetics, IN.....	55
16	Hilman B Schroeder, WI.....	55
16	Genetic Edge/Moyer, OH.....	55
17	George Watson & Family, KY.....	53
17	William John Hilty Jr., PA.....	53
17	Adam Beck & Family, IN.....	53
18	Jared Frueh, IL.....	51
18	Boyum Genetics, MN.....	51
19	Kilee & Peyton Blehm, OK.....	48

TOP JUNIOR RECORDERS

Duroc

Rank	Junior Recorder	Litters
1	The Cain Kids, IA.....	59
2	Kaden Butts, WI.....	56
3	Hope/Gracie/Reagan Flaspohler, IN.....	35
4	Abigail E Bartholomew, TN.....	30
5	Ty Jones, KY.....	21

Hampshire

Rank	Junior Recorder	Litters
1	Cade Fecke, IL.....	66
2	Braxton Funkhouser, IN.....	24
3	Tegan Walker, IN.....	22
4	Kole Clark, GA.....	16
4	Riley & Ethan Wendt, OH.....	16

Landrace

Rank	Junior Recorder	Litters
1	Kolton Olaf Knauth, IL.....	16
2	Tegan Walker, IN.....	13
3	Maddie Fugate, IL.....	10
4	Ty Jones, KY.....	6
4	Chad Mauck, IN.....	6

Yorkshire

Rank	Junior Recorder	Litters
1	Hope/Gracie/Reagan Flaspohler, IN.....	45
2	Cade Fecke, IL.....	42
3	Lindi Loos, NE.....	20
4	Reagan Titus, IL.....	18
5	Morgan/Ashley/Cole Vanderheiden, IA.....	17

TOP SOW PRODUCTIVITY DATA CONTRIBUTORS BY FIRM

Duroc

Rank	Firm	Spi Litters
1	Shaffer Genetics, INT'L.....	652
2	Cedar Ridge Genetics, IL.....	359
3	The Maschhoffs, IL.....	333
4	Compart's Boar Store, MN.....	260
5	Waldo Genetics, NE.....	259

Hampshire

Rank	Firm	Spi Litters
1	Earl Cain & Family, IA.....	146
2	Young & Guard, IN.....	63
2	Truline Genetics, MO.....	49
4	Drake Purebred Farms, IN.....	41
5	Grimm Purebreds, IA.....	37

Landrace

Rank	Firm	Spi Litters
1	Shaffer Genetics, INT'L.....	1,048
2	Cedar Ridge Genetics, IL.....	601
3	The Maschhoffs, IL.....	465
4	Waldo Genetics, NE.....	271
5	Whiteshire, INT'L.....	256

Yorkshire

Rank	Firm	Spi Litters
1	Shaffer Genetics, INT'L.....	2,210
2	Whiteshire, INT'L.....	694
3	The Maschhoffs, IL.....	475
4	Cedar Ridge Genetics, IL.....	448
5	Waldo Genetics, NE.....	373

TOP POSTWEANING DATA CONTRIBUTORS BY FIRM

Duroc

Rank	Firm	Records
1	Shaffer Genetics, INT'L.....	4,113
2	The Maschhoffs, IL.....	1,780
3	Compart's Boar Store, MN.....	1,155
4	Whiteshire, INT'L.....	941
5	Waldo Genetics, NE.....	921

Landrace

Rank	Firm	Records
1	Shaffer Genetics, INT'L.....	4,029
2	The Maschhoffs, IL.....	2,305
3	Whiteshire, INT'L.....	1,516
4	Cedar Ridge Genetics, IL.....	1,068
5	Waldo Genetics, NE.....	991

Hampshire

Rank	Firm	Records
1	Babcock Genetics, WI.....	132
2	Whiteshire, INT'L.....	74
3	Truline Genetics, MO.....	62
4	Whiteshire-Hamroc, IN.....	61
5	Mitchem Family Swine Farm, IN.....	30

Yorkshire

Rank	Firm	Records
1	Shaffer Genetics, INT'L.....	8,686
2	Whiteshire, INT'L.....	2,749
3	The Maschhoffs, IL.....	2,291
4	Waldo Genetics, NE.....	1,470
5	Cedar Ridge Genetics, IL.....	1,261

DUROC NATIONAL PREMIER SIRE

Firm: Upperhand Genetics, IN.....RWWF6 Attention 37-1
Bred by: RW Genetics and Wolf Family, TX

TOP LANDRACE AI AWARD

Firm: Upperhand Genetics, IN..... Certificates: 153

TOP HAMPSHIRE AI AWARD

Firm: Hi Point Genetics, IL..... Certificates: 520

TOP YORKSHIRE AI AWARD

Firm: Genetic Edge, OH..... Certificates: 645

STATE RANK BY LITTER RECORDINGS

Rank	STATE	Duroc	Hampshire	Landrace	Yorkshire	TOTAL
1	Indiana	3,171	1,075	2,397	6,348	12,991
2	Illinois	2,293	534	3,395	3,336	9,024
3	Ohio	702	303	64	967	2,036
4	Iowa	753	558	24	683	2,018
5	Texas	797	103	46	340	1,286
6	Minnesota	482	59	179	550	1,270
7	Nebraska	399	84	297	477	1,257
8	Missouri	334	254	97	292	977
9	Oklahoma	539	97	7	289	932
10	Wisconsin	238	148	14	172	572
11	Kansas	183	86	5	142	416
12	Michigan	135	54	5	188	382
13	South Dakota	125	50	2	149	326
14	Pennsylvania	103	68	11	133	315
15	California	83	19	12	80	194
16	Colorado	76	6	5	71	158
17	Georgia	51	41	2	62	156
18	Kentucky	43	10	12	81	146
19	Arkansas	33	8	0	87	128
20	Maryland	40	38	0	38	116
21	Oregon	35	13	0	20	68
22	Tennessee	42	0	0	12	54
23	New York	24	6	0	18	48
24	Florida	7	9	0	32	48
25	Louisiana	28	5	0	11	44
26	West Virginia	8	8	1	15	32
27	Alabama	5	0	0	23	28
28	Mississippi	17	3	0	3	23
29	North Carolina	7	8	0	8	23
30	Delaware	13	4	0	4	21
31	North Dakota	5	0	3	5	13
32	Arizona	8	1	1	2	12
33	New Mexico	11	0	0	0	11
34	New Hampshire	9	0	0	1	10
35	Virginia	3	0	0	7	10
36	Idaho	0	0	0	7	7
37	Nevada	2	1	0	3	6
38	Connecticut	2	1	3	0	6
39	Maine	3	0	0	0	3
40	Utah	1	0	0	2	3
41	Washington	0	0	1	2	3
42	Montana	2	0	0	0	2
43	South Carolina	1	0	0	1	2
44	Alaska	1	0	0	0	1
45	Wyoming	0	0	0	1	1
TOTAL		10,814	3,654	6,583	14,662	35,713

GENETICS & TECHNOLOGY

LITTER RECORDING

Year	Yorkshire	Landrace	Duroc	Hampshire	W Duroc
2010	11,822	3,724	8,252	3,860	
2011	12,607	4,573	8,887	3,831	
2012	15,072	5,770	9,104	3,768	
2013	14,033	6,492	8,488	3,824	316
2014	13,652	6,576	8,375	3,504	336
2015	13,611	3,950	10,222	3,629	269
2016	12,726	3,879	10,762	3,721	201
2017	14,659	6,585	10,806	3,651	203

Year	Total	Show	Commercial	Domestic Commercial	International
2010	27,658	16,463	11,195	9,743	1,452
2011	29,898	16,076	13,822	11,673	2,149
2012	33,714	15,928	17,786	14,586	3,200
2013	33,153	15,754	17,399	14,469	2,930
2014	32,443	14,974	17,469	13,313	4,156
2015	31,681	16,173	15,508	9,714	5,794
2016	31,289	16,948	14,341	7,133	7,208
2017	35,904	16,499	19,405	12,071	7,334

DOMESTIC ACTIVITIES

- Iowa Pork Congress, January
 - » Great timing and location to provide commercial members key updates
- American Association of Swine Veterinarians: Feb. 25 – 28, Denver, CO
 - » “Impact of piglet birthweight on post-weaning performance and system profitability”
- World Pork Expo
 - » New for 2017 – 1 booth space inside VI Building and a tent outside
 - » Most traffic we’ve seen in several years
- National Pork Industry Conference: July 9 – 12, Wisconsin
 - » ~750 attendees learning important swine industry news; health and management, economics, diversification, international trade, nutrition, networking
- National Swine Improvement Federation: Dec. 1 – 3, Chicago, IL
 - » In conjunction with North American PRRS Symposium

GENETICS & TECHNOLOGY

INTERNATIONAL PROMOTION & MARKETING



- USLGE Annual Meeting
Columbus, OH | February (3 days)
- VIV Asia
March 15-17 | Bangkok (7 days)
- Philippine Hog Raisers Convention
March 30-April 1 | Manila (7 days)
- China selection team visit to
Commercial member | April 18
- China Animal Husbandry Expo
May 18-20 | Qingdao (10 days)
- ABG seminar in Chengdu
- Cochran Fellowship Program
June 11-16 (6 days)
 - » Training for 6 Chinese Swine producers in the US
- Livestock Exporters Association
Annual Meeting | July 19-20
- USLGE BOD Meeting | Aug. 24-25 at
the new office in Madison, WI
- China | Sept. 6-17 (12 days)
 - » Technical service visits to partner herds and prospects (9), seminar presentation
- Leman China | Oct. 22 – 24
Nanjing (Yvette only)
- India | Oct. 28-Nov. 4 (8 days)
 - » Agribusiness Trade Mission organized by US Embassy Ag Trade Office
- Vietnam | Nov. 12-18 (7 days)
 - » Seminar in Ho Chi Minh and Hanoi co-sponsored by NSR, NE Department of Agriculture, International Nutrition

TECHNOLOGY & RESEARCH UPDATE

TECHNOLOGY

- Updates to STAGES™ Reporting Site & Mating Planner
- Updates to show entry pages – including an updated information page for each event
- Updated Duroc genetic evaluation
 - » Increased off-test weight, combined post-weaning and meat quality traits, updated programming
- Transition to Digital Swine progressing
 - » On-line portal redesign, testing in progress
 - » Show and Sale Program integration
 - » Performance data inclusion

RESEARCH

- Michigan State University
 - » Continued DNA Breed Profile analysis for Yorkshire and Landrace
 - » DNA Breed Profile testing validation for Hampshire and Duroc
- Purdue University
 - » Comparison of selection indexes using US or Chinese economic values
 - » Impact of including feed intake on Terminal Sire Index rankings
- PureTek Genetics
 - » Impact of sire-specific mortality on commercial swine profitability – utilizing Commercial Test Herd data

NATIONAL JUNIOR SWINE ASSOCIATION



MEMBERSHIP

- 11,572 Members
- 49 States (Minus NJ)
- 4 Countries (USA, UK, Belgium, Ghana)
- Top states with most membership:
 1. Indiana – 1,672
 2. Oklahoma – 1,603
 3. Texas – 1,458
 4. Illinois – 767
 5. Ohio – 732
 6. Iowa – 395

NJSA RAISING PIGS.
RAISING KIDS.
RAISING OUR
future!

What Your Money Does

All facets of NJSA activities depend on donor support. In turn, the youth purebred swine industry is a driving force behind the sustainability of many purebred operations and corporate businesses.

As a partner, you create an avenue for youth to support the swine industry and your business, as well as provide the next generation of leaders to shape our future.

Your donation will go to:

- Scholarships • Educational events
- Show awards • Show operations expenses
- Junior Board development

FUNDRAISING EFFORTS:

Calendar Sales

- 2015: \$22,825
- 2016: \$24,590
- 2017: \$24,080

Super Semen Auction

- 2013: \$14,286, 42 lots
- 2014: \$16,341, 48 lots
- 2015: \$15,990, 38 lots; all online
- 2016: \$16,765, 53 lots; all online
- 2017: \$13,001, 41 lots; all online

Participation Fee

- 2013-2014 Show Year: \$46,200
- 2014-2015 Show Year: \$50,775
- 2015-2016 Show Year: \$57,530
- 2016-2017 Show Year: \$57,050
- 2017-2018 Show Year: \$10,590 (June 21-November 30, SWR, ER, WR)

Sponsorship

- 2015: 8 month period with correct classes and subclasses that makes it easier to keep track of show expenses and income.
 - » Sponsorship: \$178,802.61
 - » Booth Rental and Scales: \$37,051
- 2016: Started fundraising for 2016 in October 2015.
 - » Sponsorship: \$211,912.30
- 2017 Started fundraising for 2017 in October 2016.
 - » Sponsorship: \$230,102.17
 - » \$221,185.50 Collected

NJSA SHOWS & EVENTS

LOOKING BACK: 2017

National Youth Leadership Conference

- Oklahoma City, Oklahoma
- Oklahoma State University
- NJSA Members 14-21 years old
- Numbers:
 - » 63 Youth Participants
 - » 13 Chaperons

WPX Junior National

- June 4-10, 2017
- Des Moines, Iowa
- Numbers Exhibited:
 - » 1,050 Exhibitors
 - » 1,700 Gilts
 - » 800 Barrows
 - » 2,500 Total
 - » 32 States Represented

National Junior Summer Spectacular

- July 3-8, 2017
- Louisville, Kentucky
- Numbers Exhibited:
 - » 620 Exhibitors
 - » 691 Gilts
 - » 315 Barrows
 - » 1,006 Total
 - » 23 States Represented

Southwest Regional

- September 1-3, 2017
- Woodward, Oklahoma
- Numbers Exhibited:
 - » 161 Exhibitors (Up 11 from 2016)
 - » 268 Gilts
 - » 117 Barrows
 - » 385 Total (Up 48 from 2016)
 - » 14 States Represented

NBS® Junior Classic

- September 9-10, 2017
- Austin, Minnesota
- Numbers Exhibited:
 - » 203 Exhibitors
 - » 165 Jr. Breeding Gilts
 - » 310 Jr. Market Hogs
 - » 475 Total (Up 144 from last year!)
 - » 15 States Represented

Eastern Regional

- October 5-7, 2017
- Hamburg, New York
- Numbers Exhibited:
 - » 166 Exhibitors
 - » 209 Jr. Breeding Gilts
 - » 102 Jr. Market Hogs
 - » 311 Total
 - » 14 States Represented

Western Regional

- November 30th- December 3, 2017
- Paso Robles, California
- Numbers Exhibited:
 - » 148 Exhibitors
 - » 242 Jr. Breeding Gilts
 - » 124 Jr. Market Hogs
 - » 366 Total (Up 170 from 3/16)
 - » 5 States Represented

Southeast Regional

- Jan. 25-29, 2017
- Perry, Ga.
- Numbers Exhibited:
 - » 321 Exhibitors
 - » 476 Jr. Breeding Gilts
 - » 311 Jr. Market Hogs
 - » 787 Total
 - » 19 States Represented

*The **NJSA** thanks you for your support!*
nationalswine.com/njsa/sponsorship • 765.463.3594

MARKETING & COMMUNICATIONS



2017 was a interesting year. The M&C Department was finally up to full strength and I believe we have a great crew in place! In 2017 the social media presence of the NSR grew by leaps and bounds and I would like to congratulate Cassie Godwin on a job well done! Rachel Dotson has stepped in to her role as production manager well and has done an outstanding job of keeping the magazine on track every issue.

I am thankful for the team I have in place and I promise you more great work to come in 2018!

SEEDSTOCK EDGE POSITION PAGE AUCTION

The annual position page auction was held on Tuesday, Oct. 24, 2017, on *showpig.com*. The auction was a success and between the cost of the ad plus the amount bid in the auction, the sale generated \$9,651/issue guaranteed ad revenue for *Seedstock EDGE*.

2018 POSITION PAGE ADVERTISER BIDS

Inside Front Cover: Shipley Swine Genetics	\$350
Opposite Inside Front Cover: Tom Moyer & Family	\$375
After Table of Contents: Shaffer's Goldrush	\$50
Pick Your Own Page: Schenken Genetics	\$50
Opposite Mike Paul's Editorial: Olsen Yorkshires	\$50
Pick Your Own Page: True North Technologies	\$50
Pick Your Own Page: Sullivan Supply.....	\$50
Opposite Index: Southern Gold.....	\$50
Opposite Inside Back Cover: Cain Super Sires	\$100
Inside Back Cover: Triple B	\$301
Back Cover: Cobb, Steve & Family	\$725

SOCIAL MEDIA

Our social media presence has continued to grow, month after month. I believe we are getting the information out there that our membership needs.



2017 SOCIAL MEDIA REACH **225,366**

MARKETING & COMMUNICATIONS

WALTON WEBCASTING EDUCATION PARTNERSHIP

Besides broadcasting some of our shows, the NSR has an opportunity to utilize Walton Webcasting's video production services to produce the "NSR Minute". This is a new and exciting way to distribute NSR information to our membership. Look for new content throughout 2018!



SEEDSTOCK MEDIA SERVICES

The Seedstock EDGE staff strives to meet all of your advertising needs. Whether it's an ad in the magazine, boar stud catalog, sale flyer or e-blast, we are committed to helping you create a marketing mix that adds value to your program and grows your business.

MAGAZINE ADVERTISING

- Circulation of more than 3,500
- Subscribers in 48 states and Mexico
- Extra distribution to national shows and sales and bonus mailings to more than 13,500 NJSA members in the June youth issue, and Midwest and Southwest FFA chapters in spring and fall showpig issues.
- 80 percent of responders in a recent survey say they read every issue
- 89 percent keep every issue for a year or more; 62 percent never get rid of them
- 86 percent share the magazine with more than one person

PRINT SERVICES

- Poly-bag your advertising piece with Seedstock EDGE
- Insert a fold-out advertisement in the Seedstock EDGE
- Design and mail your printed piece such as your catalogs and flyers
- Purchase the NSR mailing list
The National Swine Registry has more than 3,500* potential customers on our mailing list.

ONLINE SERVICES

- Design and distribute your e-blast
The National Swine Registry has more than 15,000 potential customers on our e-lists for you to advertise your sale, service or product.
Send us your advertisement or have us build it for you, and enjoy the benefits of reaching more people in less time than ever before!
- Sponsored Facebook® advertisement
Increase your Facebook® reach! Let us help you get the word out about an upcoming event such as a sale or open house. By posting on the Seedstock EDGE Media Facebook® page, you will be able to expand your digital reach to our followers.



NATIONAL SWINE REGISTRY, LLC
BALANCE SHEETS | DEC. 31, 2017

ASSETS	2017	2016
CURRENT ASSETS		
Cash	\$1,254,840	\$1,060,459
Certificates of Deposit	\$265,666	\$16,596
Accounts Receivable	\$250,261	\$276,742
Inventory, at Cost	\$29,944	\$36,837
Prepaid Expenses	\$52,408	\$39,894
TOTAL Current Assets	\$1,853,119	\$1,430,528
Investments, at Market Value	\$169,502	\$146,704
PROPERTY AND EQUIPMENT		
Muscle Quality Equipment	\$8,097	\$8,097
Office Equipment	\$105,105	\$105,105
Computer Software	\$629,351	\$630,760
Computer Equipment	\$124,119	\$147,565
Vehicles	\$172,090	\$156,751
Accumulated Depreciation	(\$894,078)	(\$910,166)
Property and Equipment – NET	\$144,684	\$138,112
TOTAL Assets	\$2,167,305	\$1,715,344
LIABILITIES		
CURRENT LIABILITIES		
Accounts Payable	\$27,385	\$18,982
Deferred Revenue – Account	\$72,366	\$66,721
Deferred Revenue – NJSA	\$44,075	\$55,000
Deferred Revenue – Shows	\$63,230	\$51,940
Deferred Revenue – Other	\$3,413	\$1,010
Accrued Expenses	\$45,868	\$21,809
Total Current Liabilities	\$256,337	\$215,462
MEMBERS' EQUITY		
United Duroc Swine Registry	\$613,786	\$490,460
American Yorkshire Club	\$512,357	\$389,031
Hampshire Swine Registry	\$616,405	\$493,079
American Landrace Association	\$168,420	\$127,312
TOTAL Members' Equity	\$1,910,968	\$1,499,882
TOTAL Liabilities and Equity	\$2,167,305	\$1,715,344

NATIONAL SWINE REGISTRY, LLC
SCHEDULE OF OPERATING REVENUE & EXPENSE
DEC. 31, 2017

	2017	2016
SHOWS & SALES		
Sale Income	\$4,268,442	\$3,959,891
Entry Income	\$247,670	\$262,756
Sponsorships	\$7,950	\$7,950
TOTAL – Shows & Sales Revenue	\$4,524,062	\$4,230,597
Sale Consignments	\$3,635,339	\$3,349,273
Show Expenses	\$326,987	\$311,749
TOTAL – Shows & Sales Expenses	\$3,962,326	\$3,661,022
OPERATIONAL PROFIT – Shows & Sales	\$561,736	\$569,575
Administration – Allocated	\$439,447	\$418,175
NET – Shows & Sales	\$122,289	\$151,400
NATIONAL JUNIOR SWINE ASSOCIATION (NJSA) FUND DEVELOPMENT		
Sponsorship & Fundraising	\$350,538	\$328,964
Entry Income	\$334,282	\$320,175
TOTAL – NJSA Fund Development Revenue	\$684,820	\$649,139
Show Expenses	\$388,278	\$366,613
Show Premiums	\$153,331	\$146,530
Sponsorship Deliverables	\$12,570	\$13,020
Affiliate Events	\$17,241	\$20,515
Wages	\$169,283	\$107,396
Fundraising Expenses	\$42,904	\$32,152
Junior & Youth Advisory Board	\$20,681	\$14,400
TOTAL – NJSA Fund Development Expenses	\$804,288	\$700,626
OPERATIONAL LOSS	(\$119,468)	(\$51,487)
NJSA FUND DEVELOPMENT	(\$119,468)	(\$51,487)
Administration – Allocated	\$102,441	\$91,985
NET – NJSA FUND DEVELOPMENT	(\$21,909)	(\$143,472)

NATIONAL SWINE REGISTRY, LLC
SCHEDULE OF OPERATING REVENUE & EXPENSE
DEC. 31, 2017

	2017	2016
PEDIGREE		
Litter Registrations	\$1,103,010	\$849,370
Transfers	\$182,366	\$88,454
Membership & Maintenance Fees	\$144,350	\$143,895
Contract Pedigrees	\$82,619	\$83,061
TOTAL – Pedigree Revenue	\$1,512,345	\$1,164,780
Registration Supplies	\$6,576	\$10,227
Bad Debt	-	\$16,590
Wages	\$205,636	\$181,123
TOTAL – Pedigree Expenses	\$212,212	\$207,940
OPERATIONAL INCOME – Pedigree	\$1,300,133	\$956,840
Administration – Allocated	\$559,895	\$564,506
NET – Pedigree	\$740,238	\$392,334
GENETICS & TECHNOLOGY		
Export Pedigrees & Check-Off	\$24,470	\$15,864
Booth Sponsorship	\$11,967	\$18,431
Research Funds	\$85,851	\$83,346
DNA Testing	\$150,240	\$108,845
Custom Programming	\$10,000	\$25,000
TOTAL – Genetics & Technology Revenue	\$282,528	\$251,486
Export Pedigrees & Check-Off	\$2,326	\$824
China Expenses	\$43,160	\$50,485
America's Best Genetics Expenses	\$14,932	\$21,439
Research Expenses	\$96,177	\$132,093
DNA Testing	\$145,984	\$174,422
Custom Programming	-	-
TOTAL – Genetics & Technology Expenses	\$302,579	\$379,263
OPERATIONAL INCOME (LOSS) – Genetics & Technology	(\$20,051)	(\$127,777)
Administration - Allocated	\$100,236	\$128,090
NET – Genetics & Technology	(\$120,287)	(\$255,867)

NATIONAL SWINE REGISTRY, LLC
SCHEDULE OF OPERATING REVENUE & EXPENSE
DEC. 31, 2017

	2017	2016
MAGAZINE & COMMUNICATIONS		
Advertising	\$366,797	\$444,026
Custom Projects	\$70,159	\$82,560
Subscriptions & Seedstock Source	\$42,880	\$46,152
TOTAL – Magazine & Communications Revenue	\$479,836	\$572,738
Printing & Production	\$147,479	\$150,434
Photography	\$10,316	\$11,698
Mailing	\$30,538	\$34,583
Travel	\$2,337	\$872
Custom Projects	\$54,943	\$63,182
Wages	\$131,359	\$126,780
TOTAL – Magazine & Communications Expenses	\$376,972	\$387,549
OPERATIONAL INCOME – Magazine & Communications	\$102,864	\$185,189
Administration - Allocated	\$212,108	\$227,020
NET – Magazine & Communications	(\$109,244)	(\$41,831)



NATIONAL SWINE REGISTRY, LLC
SCHEDULE OF OPERATING REVENUE & EXPENSE
DEC. 31, 2017

	2017	2016
ADMINISTRATION		
Investment Income	\$23,574	\$12,030
Finance Charges	\$10,070	\$11,750
Sale Service	\$19,000	\$21,100
Prior Year Income Earned	\$7,528	\$5,777
Miscellaneous	\$2,437	\$3,299
TOTAL – Administration Revenue	\$62,609	\$53,956
Fieldman Wages & Travel Expenses	\$222,247	\$201,675
Staff Wages	\$439,885	\$405,285
Employee Benefits	\$204,121	\$189,690
Employee Payroll Taxes	\$83,949	\$76,413
Staff Expenses	\$15,575	\$13,424
Insurance	\$44,044	\$41,031
Utilities	\$12,182	\$11,336
Telephone	\$18,401	\$17,734
Repairs & Minor Equipment	\$21,190	\$23,454
IT Support & Maintenance	\$82,257	\$79,762
Postage	\$30,391	\$34,202
Professional Fees	\$31,572	\$21,846
Bank & Investment Fees	\$52,075	\$47,353
Annual Meeting & Board Expenses	\$46,470	\$41,707
Building Rent	\$20,000	\$20,000
Grounds Maintenance	\$15,183	\$16,402
Membership	\$4,690	\$4,445
Sponsorship	\$1,250	\$8,500
Supplies	\$16,857	\$15,225
Depreciation	\$55,032	\$64,264
Pedigree Subscription	\$38,943	\$45,000
Long Range Strategic Planning	\$4,454	\$90,747
Bad Debts	\$14,505	\$11,866
Miscellaneous	\$1,463	\$2,371

NATIONAL SWINE REGISTRY, LLC
SCHEDULE OF OPERATING REVENUE & EXPENSE
DEC. 31, 2017

	2017	2016
TOTAL – Administration Expenses	\$1,476,736	\$1,483,732
NET – Administration for Allocation	\$1,414,127	\$1,429,776
Allocation to Shows & Sales	(\$439,447)	(\$418,175)
Allocation to NJSA Fund & Development	(\$102,441)	(\$91,985)
Allocation to Pedigree	(\$559,895)	(\$564,506)
Allocation to Research & Genetics	(\$100,236)	(\$128,090)
Allocation to Magazine & Communications	(\$212,108)	(\$227,020)
-		
COMPANY TOTALS		
TOTAL REVENUE	\$7,546,200	\$6,922,696
TOTAL EXPENSES	\$7,135,113	\$6,820,132
NSR TOTAL NET INCOME	\$411,086	\$102,564



get social

- Facebook | National Junior Swine Association
- Snapchat | National Swine Registry or nsr_njsa
- Instagram | National Swine Registry or nsr_njsa
- Twitter | @NationalSwine
- Blog | nationalswine.com/blog/
- YouTube | NationalSwineReg

ONLINE BILL PAY

nationalswine.com > **Click ONLINE BILL PAY**

BENEFITS:

- Pay your NSR invoice or statement with the convenience of our online payment portal.
- Avoid finance charges.
- Immediate transaction approval
- Save a stamp
- Avoid postal service delays
- Accepting





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