

2018



**NATIONAL
SWINE
REGISTRY**

TO THE ACTIVE MEMBERS OF THE



Clay Zwilling
Chief Executive Officer

It is my pleasure to present the following information as compiled in the 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. The Yorkshire, Hampshire, and Duroc associations each represent a 30 percent stake in the financial affairs of the NSR, while the Landrace are represented by 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 structure of the NSR is such that nearly all of the income and expenses accrue to and flow through the organization. Therefore, this report includes income and expense reports for the NSR, but only balance sheets for the individual breed associations. Each breed's equity in the association is adjusted each year depending on profit and loss experienced by the association.

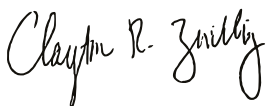
2018 can be summarized as a constant motion of change. New staff, new policies and changing economic times have differentiated 2018 from some others over the past 25 years. The National Junior Swine Association (NJSA) continues to drive enthusiasm and exponential growth in youth participating in the exhibition of purebred swine. With almost 10,574 members, the NJSA is recognized as the largest junior livestock association in the country. Moreover, the growth of education and development in this organization continues to add value to the talent pool of the greater swine industry. Additionally, commercial producers play an integral role in the sustained success of the NSR. Through programs like STAGES™ and the development of relationships with strategic partners internationally, the NSR continues to evaluate and add value to this sector of our business. The Seedstock EDGE staff continues to make progress in the field of digital and social marketing campaigns as demonstrated through our highly recognized social media platforms and newly developed digital marketing programs. Finally, I would be remiss if we did not recognize the diligent and critical work of our pedigree department. From frontline interaction with the membership to rigorous data processing, the lifeblood of our association continues to be the importance of breed promotion, lineage and integrity.

THE NATIONAL SWINE REGISTRY

In summary, I humbly invite you as members to study the status of the association carefully. The key to success for the NSR has been and always should be, an actively engaged membership who has ownership and stake in the greater organization. Moving forward, NSR intends to refocus towards a member centric approach through improved communication strategies and transparency.

A heartfelt thank you goes out to each of our staff for your exceptional efforts and commitment to the NSR membership. Your work ethic, professional service, and resiliency does not go unnoticed. Additionally, thank you to our dedicated breed boards and executive committee members for your leadership and service to the largest swine breed registry in America.

Wishing each and all a profitable and successful 2019,



Clay Zwilling
Chief Executive Officer
National Swine Registry

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NSR GOVERNANCE STRUCTURE



(l to r): Bill Range, Dusty Cain, Dr. Mike Tripp, Lynsee Shaffer-Pullen, Jim McCoy, Dan Burzlaff, Brett Beyers, Cody McCleery, Kyle Baade
 Not pictured: Steve Cobb

2018 NSR Executive Committee

- **CHAIRMAN:** Dusty Cain, Iowa 641.203.2257
- **VICE CHAIRMAN:** Brett Beyers, Ill. 815.848.3549
- Kyle Baade Neb. 402.239.2229
- Dan Burzlaff, Iowa 563.357.1957
- Steve Cobb, Ark. 870.219.7281
- Cody McCleery, Texas 817.613.6666
- Jim McCoy, Ohio 740.572.0271
- Bill Range, Ill. 618.973.1070
- Lynsee Shaffer-Pullen, Ind. 765.717.9924
- Dr. Mike Tripp, Okla. 580.513.0723

2018 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.

2018 NJSA Jr. Board of Directors

- **PRESIDENT:** Hannah Frobose, Ohio
- **VICE PRESIDENT:** Whitney Whitaker, Calif.
- **SECRETARY:** Adrian Austin, Ill.
- Hannah Seymore, Calif.
- Taylor Conley, Pa.
- Kai Taipin, Ore.
- Kevin Rogers, Ariz.
- Dalton Smith, Ind.
- Jake Sterle, Iowa
- Payke Brown, Kan.
- Katherine Ramage, Ind.
- Emily Lightner, Fla



2018 Duroc Board of Directors

(l to r): Brett Beyers, Joe Roberts, Chad Hill, Don R. Smith, Jayson Butts, Doug Albright, Darrell Drake

NAME	STATE	TERM EXPIRES*
President: Don R. Smith	Ohio	2020*
Vice President: Doug Albright	Michigan	2019
Joe Roberts	Missouri	2018*
Brett Beyers	Illinois	2019*
Chad Hill	Texas	2019
Jayson Butts	Wisconsin	2020
Darrell Drake	Indiana	2020

*denotes second term



2018 Hampshire Board of Directors

(l to r): Dusty Cain, Jim McCoy, Mike Day, Mike Watson, Kyle Baade

NAME	STATE	TERM EXPIRES*
President: Dusty Cain	Iowa	2018*
Vice President: Kyle Baade	Nebraska	2019
Mike Day	Oklahoma	2019
Jim McCoy	Ohio	2019*
Mike Watson	Indiana	2020*

*denotes second term



2018 Landrace Board of Directors

(l to r): Lynsee Shaffer-Pullen, Freddie Grohmann, Nick Siedelmann, Jonas McGrew, Russell Pedrett, Mark Korb
Not Pictured: Sam Malcolm

NAME	STATE	TERM EXPIRES*
President: Lynsee Shaffer-Pullen	Indiana	2019*
Vice President: Nick Siedelmann	Iowa	2018
Sam Malcolm	Indiana	2018
Mark Korb	Ohio	2019
Jonas McGrew	Illinois	2019
Russell Pedrett	California	2020
Freddie Grohmann	Illinois	2020

*denotes second term



2018 Yorkshire Board of Directors

(l to r): Steve Cobb, Dr. Mike Tripp, Dan Burzlaff, Broc Thompson, Kevin Ricker, Ben Olsen, Matt Rohrig

NAME	STATE	TERM EXPIRES*
President: Dr. Mike Tripp	Oklahoma	2018*
Vice President: Broc Thompson	Ohio	2020*
Dan Burzlaff	Iowa	2018*
Steve Cobb	Arkansas	2019
Matt Rohrig	Iowa	2019*
Ben Olsen	South Dakota	2020
Kevin Ricker	Ohio	2020

*denotes second term

TOP LITTER RECORDING FIRMS

Duroc

Rank	Firm	Litters
1	Shaffer Genetics, INT'L	916
2	Cedar Ridge Genetics, IL	400
3	Compart's Boar Store, MN	382
4	Waldo Genetics, NE	305
5	Whiteshire-Hamroc, IN	202
6	Zehr Farms, IL	146
7	Shaffer Genetics, IN	127
8	Truline Genetics, MO	112
9	Jack Rodibaugh & Sons, IN	108
10	RW Genetics Inc, TX	107
11	Huinker Durocs Ltd, IA	96
12	Stewarts Duroc Farm, IA	92
13	Howard Parrish, OH	88
14	ShipleY Swine Genetics, OH	79
15	Isler Genetics, OH	78
16	Albright Swine Farms, MI	62
17	Beyers Farms, IL	58
18	Drake Purebred Farms, IN	50
19	Charles Real, TX	49
20	Nathan Weisinger, IA	41
21	Eggers & Sampson Showpigs, IA	39
22	Vaughn Jackson, OK	38
23	David Martin, IA	37
24	Thompson Brothers Genetics, OH	36
25	Chuck & Ben Olsen, SD	35

Hampshire

Rank	Firm	Litters
1	Earl Cain & Family, IA	173
2	Shaffer's Goldrush, IN	63
3	Marland Farms, IA	54
4	Steve & Derek Earnhart Families, IN	51
5	Heimer Hampshires, MO	50
6	Kyle & Laura Baade, NE	44
6	Truline Genetics, MO	44
8	Drake Purebred Farms, IN	42
8	Brent Bolen, IL	42
10	Young & Guard, IN	41
11	Kilmer Swine Farms Inc., IN	39
12	Swenson Brothers Hampshires, IL	31
13	Colton Williams, MO	30
14	Joe Lancaster, OK	28
14	Bowen Hamps & Yorks, IL	28
16	Walsh Family Farm LLC, WI	27
16	Kent Brattain & Family, IN	27
18	George & Mike Watson, IN	26
19	Jerry D Brink, IA	24
19	Glenn Saddoris, IL	24
21	Whiteshire-Hamroc, IN	22
21	Sharrett Family Farms, OH	22
23	Lockman Genetics, KS	20
24	Day Farms Hamps, OK	19
25	Harvey Show Stock, IN	16

Landrace

Rank	Firm	Litters
1	Shaffer Genetics, INT'L	1,837
2	Cedar Ridge Genetics, IL	753
3	Waldo Genetics, NE	375
4	Compart's Boar Store, MN	218
5	Whiteshire-Hamroc, IN	197
6	Truline Genetics, MO	95
7	Shaffer Genetics, IN	39
8	Kent Brattain & Family, IN	20
9	McGrew Showpigs, IL	18
10	Tom Knauer Family, WI	17
10	Drake Purebred Farms, IN	17
12	Lance & Mitchell Westcamp, OH	15
13	Korb Farms Inc., OH	14
14	Malcolm & Whiteshire LLC, IN	11
15	Russell Whewell, IL	9
15	Cornerstone Ventures LLC, TX	9
15	Little Farms Inc., IA	9
18	Vista Brook Farms, KY	6
18	Behrmann Hog Farm, IL	6
20	Showtime Sires, IL	5
20	Grant Lazarus III, PA	5
22	Isler Genetics, OH	4
22	Orin Allen, IL	4
22	Flach Farms, IL	4
22	Oneil Family, IN	4

Yorkshire

Rank	Firm	Litters
1	Shaffer Genetics, INT'L	3,277
2	Cedar Ridge Genetics, IL	759
3	Waldo Genetics, NE	587
4	Compart's Boar Store, MN	407
5	Isler Genetics, OH	223
6	Whiteshire-Hamroc, IN	196
7	PureTek Genetics, IN	192
8	Wayne J. Huinker, IA	170
9	Ricker Yorkshires, OH	114
10	Michigan State University, MI	103
11	Truline Genetics, MO	96
12	Chuck & Ben Olsen, SD	91
13	Thompson Brothers Genetics, OH	79
14	ShipleY Swine Genetics, OH	75
15	Jack Rodibaugh & Sons, IN	74
16	Charles Real, TX	72
16	Kuhlow Girls Showpigs, WI	72
18	Shaffer Genetics, IN	68
19	Steve Cobb & Family, AR	53
20	George Watson & Family, KY	45
21	D.J. & Amara Sanders, IL	43
22	Genetic Edge/Moyer, OH	42
23	Eddie E. Robinson, MO	41
24	McCulloh Family, IA	40
24	Marland Farms, IA	40
24	Hilman B. Schroeder, WI	40

TOP TRANSFERS BY FIRM

Duroc

Rank	Firm	Transfers
1	Beyers Farms, IL	209
2	Kaden Butts, WI	183
3	Blake Danner, IN	132
4	Shipleay Swine Genetics, OH	107
5	Howard Parrish, OH	103
6	RW Genetics, TX	101
7	Albright Swine Farms, MI	94
8	Kent Brattain & Family, IN	92
9	Huinker Durocs Ltd., IA	91
10	Kyle & Lynsee Pullen, IN	89

Landrace

Rank	Firm	Transfers
1	Kolton Olaf Knauth, IL	68
2	McGrew Showpigs, IL	54
3	Kent Brattain & Family, IN	50
4	Chad Mauck, IN	43
5	Maddie Fugate, IL	40
6	Korb Farms Inc., OH	39
6	Compart's Boar Store Inc., MN	39
7	Sam Scher, IN	38
8	Nathan & Ben Lenig, IN	33
9	Mark & Sandy Ottenwalter, CA	31
10	Hadley & Oakley Cooper, OK	28

TOP POSTWEANING DATA CONTRIBUTORS BY FIRM

Duroc

Rank	Firm	Records
1	Shaffer Genetics, INT'L	4,770
2	Compart's Boar Store, MN	1,533
3	Cedar Ridge Genetics, IL	983
4	Waldo Genetics, NE	753
5	Whiteshire-Hamroc, IN	530

Landrace

Rank	Firm	Records
1	Shaffer Genetics, INT'L	4,514
2	Cedar Ridge Genetics, IL	1,944
3	Compart's Boar Store, MN	979
4	Waldo Genetics, NE	866
5	Whiteshire-Hamroc, IN	730

DUROC NATIONAL PREMIER SIRE

Firm: Crossroad Genetics, Olson Farms, and Marty Fordice and Family OAB6 Stand Tall
Bred by: Blane Olson

TOP LANDRACE AI AWARD

Firm: Upperhand Genetics, IN Certificates: 131

TOP HAMPSHIRE AI AWARD

Firm: Hi Point Genetics, IL Certificates: 345

TOP YORKSHIRE AI AWARD

Firm: Upperhand Genetics, IN Certificates: 440

Hampshire

Rank	Firm	Transfers
1	Shaffer's Gold Rush, IN	118
2	Young & Guard, IN	103
3	Kyle & Laura Baade, NE	99
4	Earl L. Cain & Family, IA	85
5	Walsh Family Farm, WI	83
5	Brent Bolen, IL	83
6	Cade Fecke, IL	81
7	Kilmer Swine Farms, Inc., IN	75
8	Kent Brattain & Family, IN	66
9	Day Farms Hamps, OK	65
9	Heimer Hampshires, MO	65
10	Marland Farms, IA	57

Yorkshire

Rank	Firm	Transfers
1	Shipleay Swine Genetics, OH	198
2	Ricker Yorkshires, OH	179
3	DJ & Amara Sanders, IL	153
4	Chuck or Ben Olsen, SD	129
5	Jack Rodibaugh & Sons, IN	104
6	Thompson Brothers Genetics, OH	100
7	Platt Show Pigs, IN	85
8	Cade Fecke, IL	82
9	Adam Beck & Family, IN	79
10	Jack Rodibaugh & Sons, IN	39

Hampshire

Rank	Firm	Records
1	Truline Genetics, MO	116
2	Whiteshire-Hamroc, IN	66
3	Cedar Ridge Genetics, IL	28
4	Mitchem Family Swine Farm, IN	18

Yorkshire

Rank	Firm	Records
1	Shaffer Genetics, INT'L	9,260
2	Cedar Ridge Genetics, IL	1,577
3	Compart's Boar Store, MN	1,521
4	Waldo Genetics, NE	1,278
5	Whiteshire-Hamroc, IN	918

TOP JUNIOR RECORDERS

Duroc

Rank	Junior Recorder	Litters
1	The Cain Kids, IA.....	77
2	Kaden Butts, WI.....	55
3	Hope/Gracie/Reagan Flaspohler, IN.....	32
4	Abigail E Bartholomew, TN.....	28
5	Blake Danner, IN.....	21

Hampshire

Rank	Junior Recorder	Litters
1	Cade Fecke, IL.....	43
2	Tegan Walker, IN.....	41
3	Cole & Ashlyn Igo, MO.....	20
4	Braxton Funkhouser, IN.....	17
5	Riley & Ethan Wendt, OH.....	16

Landrace

Rank	Junior Recorder	Litters
1	Ty Jones, KY.....	17
2	Tegan Walker, IN.....	16
3	Kolton Olaf Knauth, IL.....	14
4	Maddie Fugate, IL.....	11
5	Chad Mauck, IN.....	10

Yorkshire

Rank	Junior Recorder	Litters
1	Hope/Gracie/Reagan Flaspohler, IN.....	48
2	Cade Fecke, IL.....	43
3	Tegan Walker, IN.....	27
4	Ruth Ann Carity, OH.....	18
4	Paul Oliver, GA.....	18

TOP SOW PRODUCTIVITY DATA CONTRIBUTORS BY FIRM

Duroc

Rank	Firm	Spi Litters
1	Shaffer Genetics, INT'L.....	744
2	Cedar Ridge Genetics, IL.....	361
3	Comparr's Boar Store, MN.....	324
4	Whiteshire-Hamroc, IN.....	194
5	Waldo Genetics, NE.....	178

Hampshire

Rank	Firm	Spi Litters
1	Earl Cain & Family, IA.....	155
2	Marland Farms, IA.....	41
3	Drake Purebred Farms, IN.....	39
4	Truline Genetics, MO.....	36
5	Young & Guard, IN.....	33

Landrace

Rank	Firm	Spi Litters
1	Shaffer Genetics, INT'L.....	1,701
2	Cedar Ridge Genetics, IL.....	698
3	Waldo Genetics, NE.....	300
4	Comparr's Boar Store, MN.....	204
5	Whiteshire-Hamroc, IN.....	202

Yorkshire

Rank	Firm	Spi Litters
1	Shaffer Genetics, INT'L.....	3,104
2	Cedar Ridge Genetics, IL.....	705
3	Waldo Genetics, NE.....	481
4	Comparr's Boar Store, MN.....	305
5	Islar Genetics, OH.....	204

Show CENTER



The official National Swine Registry App. Show Center is the one stop shop for all NSR and NJSA event schedules, reminders, announcements, catalogs and much more!

Some important features!

 ANNOUNCEMENTS	 RESULTS	 SALE CATALOG	 SHOW CATALOG
 EXHIBITOR LETTER	 RULES & REGS	 SCHEDULE	

STATE RANK BY LITTER RECORDINGS

Rank	State	Duroc	Hampshire	Landrace	Yorkshire	TOTAL
1.	Indiana	2,794	921	2,349	4,947	11,011
2.	Illinois	1,300	448	843	1,326	3,917
3.	Ohio	642	289	73	926	1,930
4.	Iowa	779	430	26	594	1,829
5.	Nebraska	377	83	376	664	1,500
6.	Minnesota	528	55	219	545	1,347
7.	Texas	814	108	60	339	1,321
8.	Oklahoma	540	83	9	269	901
9.	Missouri	287	246	95	264	892
10.	Wisconsin	223	111	29	202	565
11.	Kansas	179	71	3	129	382
12.	Michigan	109	41	3	155	308
13.	South Dakota	107	25	1	140	273
14.	Pennsylvania	91	59	11	100	261
15.	California	97	15	17	79	208
16.	Kentucky	44	18	23	106	191
17.	Colorado	61	13	2	56	132
18.	Georgia	41	36	1	48	126
19.	Maryland	39	33	-	24	96
20.	Arkansas	24	4	1	62	91
21.	Oregon	39	7	2	21	69
22.	Tennessee	46	3	-	14	63
23.	New York	14	10	-	26	50
24.	Louisiana	36	3	-	10	49
25.	Florida	13	8	-	28	49
26.	West Virginia	12	12	1	12	37
27.	North Carolina	16	10	-	5	31
28.	Alabama	6	-	1	17	24
29.	New Mexico	1	17	-	-	18
30.	Delaware	12	2	-	3	17
31.	Mississippi	12	2	-	3	17
32.	Washington	12	-	1	2	15
33.	North Dakota	7	1	1	4	13
34.	Virginia	5	1	-	5	11
35.	Arizona	5	-	-	4	9
36.	Idaho	1	-	-	6	7
37.	Montana	3	-	-	3	6
38.	New Hampshire	5	-	-	-	5
39.	Utah	3	1	-	1	5
40.	South Carolina	4	-	-	-	4
41.	Maine	3	-	-	1	4
42.	Nevada	1	-	-	2	3
43.	Connecticut	1	-	-	-	1
44.	Wyoming	1	-	-	-	1
		9,334	3,166	4,147	11,142	27,789

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
2018	11,039	4,101	9,323	3,151	186

Total	Total	International	Domestic Commercial	Show	Commercial
2010	27,658	1,452	9,743	16,463	11,195
2011	29,898	2,149	11,673	16,076	13,822
2012	33,714	3,200	14,586	15,928	17,786
2013	33,153	2,930	14,469	15,754	17,399
2014	32,443	4,156	13,313	14,974	17,469
2015	31,681	5,794	9,714	16,173	15,508
2016	31,289	7,208	7,133	16,948	14,341
2017	35,904	7,334	12,071	16,499	19,405
2018	27,800	6,030	6,116	15,654	12,146

DOMESTIC ACTIVITIES

- Commercial membership meetings
 - » Iowa Pork Congress
 - » World Pork Expo
- Herd visit to each commercially-oriented member
- Technical support meetings
 - » Two member customer/prospect meetings (including 1 top 5 producer) – highlighting STAGES™ genetic evaluation system and value of inclusion of commercial records in genetic improvement
- American Association of Swine Veterinarians Conference :: San Diego, Calif. March 3-6
 - » “Impact of sire-specific mortality on commercial swine profitability”
- National Pork Industry Conference :: Wisconsin, July 8-11
 - » Discussion with organizers about the possibility of involving NJSA in some way for 2019
- National Swine Improvement Federation Annual Meeting :: Nashville Nov. 28-30

GENETICS & TECHNOLOGY

INTERNATIONAL PROMOTION & MARKETING

- USLGE Annual Meeting :: Las Cruces, N.M., Feb. 20-24
- USLGE Annual Board of Directors meeting :: Kentucky, Sept. 12-13
- VIETNAM
 - » International Livestock and Dairy Expo (ILDEX) :: March 11-17
- PHILIPPINES
 - » Hog Raisers Convention :: April 12-14 (NSR contractor)
- CHINA
 - » China Animal Husbandry Expo :: May 15-20
 - Agribusiness Trade Mission in Guangzhou and Shenzhen :: May 21-25
 - » Technical service/genetic review visits :: June 17-23
 - » VIV China Trade Show :: Sept. 17-19 (Yvette)
 - Ultrasound Training/Audit Conference and Member Technical Service Meeting :: cancelled due to African Swine Fever (ASF)
 - » Leman China Conference :: Oct. 19-21 (Yvette)
- Livestock Exporters Association Annual Meeting :: Washington, D.C., July 18-19
 - » Interaction with USDA/APHIS (veterinarians) personnel specific to the markets we have open and those we are looking to open
- SOUTH AFRICA
 - » Agribusiness Trade Mission :: Oct. 27-Nov. 3
 - » Business-to-business meetings with officials from 11 southern African countries
- EuroTier :: Nov. 10-17

TECHNOLOGY UPDATE

- Development of test server for Pedigree applications
- Development of reporting system for generation of DNA testing letters
- Purebred Terminal Evaluation (PTE-STAGES280) – Duroc, Hampshire, White Duroc; 280 lb off-test weight; Inclusion of pH and marbling
- Upgrade of Online reporting – inclusion of STAGES280 results
 - » Genetic Evaluation Summary
 - » EPD Search
- Continued maintenance and upgrades for online entry forms

CHINESE LITTER RECORDING

- 2014: 4,156
- 2015: 5,434
- 2016: 7,208
- 2017: 7,334
- 2018: 6,030



USLGE FUNDING UPDATE

- Utilized ~\$58,000 of \$66,900 in FY2018 (MAP and FMD)
 - » USLGE provided booth for ILDEX Vietnam and Eurotier, raw booth space for CAHE; equivalent of ~\$15,000
- \$70,000 allocated for FY19
- Export Check-off Update

Year	Check-off	Export Pedigrees	Total
2012	\$51,729	–	\$51,729
2013	\$20,536	–	\$20,536
2014	\$18,759	–	\$18,759
2015	\$15,247	\$7,195	\$22,442
2016	\$10,024	\$8,340	\$18,364
2017	\$9,810	\$16,660	\$26,470
2018	\$15,670	\$10,360	\$26,030



(top) Dr. Mike Lemmon and Mr. Scott Lawrence of Whiteshire-Hamroc Genetics, Indiana, visit with Cochran Fellowship participants from Southwest China. The fellows spent 10 days in the U.S. receiving training in swine genetics, nutrition, meat quality, ventilation and manure management. The group was joined by Mr. Shawn Shen from the Foreign Agricultural Service’s Agricultural Trade Office in Chengdu, China and NSR Director of China Operations Ms. Yvette Zhou.

(left) Mr. Benjamin Petlock, Agricultural Attaché with the U.S. Embassy in Hanoi, Vietnam, provides opening comments about the state of the Vietnamese swine business during a technical seminar co-sponsored by the NSR, International Nutrition, and the Nebraska Department of Agriculture.

NATIONAL JUNIOR SWINE ASSOCIATION



- **10,574 Members**
- **49 States** (Minus Hawaii)
- **3 Countries**
- **Top states with most membership:**
 1. **Indiana – 1,603**
 2. **Oklahoma – 1,374**
 3. **Texas – 1,345**
 4. **Ohio – 695**
 5. **Illinois – 605**

**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*

Calendar Sales

- 2016: \$24,590
- 2017: \$24,080
- 2018: \$12,000

Super Semen Auction

- 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
- 2018: \$11,405 :: 30 lots; all online

Participation Fee

- 2014-2015 Show Year: \$50,775
- 2015-2016 Show Year: \$57,530
- 2016-2017 Show Year: \$57,050
- 2017-2018 Show Year: \$10,590
- 2018-2019 Show Year: \$22,275
(June 20, 2018-March 11, 2019)

Sponsorship

- 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
- 2018 Started fundraising for 2018 in October 2017.
 - » Sponsorship Pledged: \$241,710
 - » Sponsorship Collected: \$241,210

NJSA SHOWS & EVENTS

Southeast Regional

- Jan. 24-28, 2018
- Perry, Ga.
- Numbers Exhibited:
 - » 455 Exhibitors
 - » 594 Jr. Breeding Gilts
 - » 333 Jr. Market Hogs
 - » 927 Total (*up 140 head from 2017*)
 - » 23 States Represented

National Youth Leadership Conference

- April 13-15, 2018
- Chicago, Ill.
- NJSA Members 14-21 years old
- Numbers:
 - » 41 Youth Participants
 - » 6 Chaperons

WPX Junior National

- June 3-9, 2018
- Des Moines, Iowa
- Numbers Exhibited:
 - » 1,167 Exhibitors
 - » 1,916 Gilts
 - » 884 Barrows
 - » 2,800 Total
 - » 32 States Represented

National Junior Summer Spectacular

- July 2-7, 2018
- Louisville, Kentucky
- Numbers Exhibited:
 - » 630 Exhibitors
 - » 698 Gilts
 - » 305 Barrows
 - » 1,005 Total (*down 1 head from 2017*)
 - » 23 States Represented

Southwest Regional

- Aug. 31-Sept. 2, 2018
- Woodward, Oklahoma
- Numbers Exhibited:
 - » 170 Exhibitors
 - » 282 Gilts
 - » 124 Barrows
 - » 406 Total (*up 21 from 2017*)
 - » 12 States Represented

NBS® Junior Classic

- Sept. 8-12, 2018
- Austin, Minnesota
- Numbers Exhibited:
 - » 200 Exhibitors
 - » 191 Jr. Breeding Gilts
 - » 234 Jr. Market Hogs
 - » 225 Total
 - » 11 States Represented

Eastern Regional

- Oct. 4-7, 2018
- Hamburg, New York
- Numbers Exhibited:
 - » 167 Exhibitors
 - » 261 Jr. Breeding Gilts
 - » 106 Jr. Market Hogs
 - » 367 Total (*up 56 head from 2017*)
 - » 13 States Represented

Western Regional

- Nov. 29-Dec. 2, 2018
- Paso Robles, California
- Numbers Exhibited:
 - » 179 Exhibitors
 - » 289 Jr. Breeding Gilts
 - » 164 Jr. Market Hogs
 - » 453 Total (*up 87 head from 2017*)
 - » 10 States Represented

*The **NJSA** thanks you for your support!*
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MARKETING & COMMUNICATIONS



OVER 17,000 FOLLOWERS

National Junior Swine Association
National Swine Registry
Seedstock EDGE Media



OVER 3,500 FOLLOWERS

@NationalSwine



OVER 7,000 FOLLOWERS

National Swine Registry
@nsr_njsa



OVER 600 FRIENDS

National Swine Registry
@nsr_njsa



NationalSwineReg



nationalswine.com/blog/

Make sure to follow us!

SmugMug

Income from Seedstock Media ring shots = \$3,066



14 videos uploaded on Facebook

Digital marketing generated \$2,500 in 2018

80% read every issue

89% keep every issue for a year or more

86% share with more than one person

62% never get rid of them

Seedstock EDGE
magazine
The official publication of the National Swine Registry

Circulation of more than 3,100

LOOKING FORWARD TO 2019

2019 Webcasts

- WTC/Southeast Regional
NEW for 2019!
- World Pork Expo
- STC/NJSS
- Fall Classic

We have also offered rotating banners for \$500 each or \$1,500 for the four (4) webcasts in 2019.

NSR NEWSLETTER

The National Swine Registry has started to produce a weekly newsletter to the membership that contains important, up-to-date information for the upcoming week. Make sure to sign up to receive E-News at the bottom of the NSR home page.



NSR SHOW APP

The National Swine Registry's new app, Show Center, has launched! The app will be used at all NSR and NJSA shows to send reminders, post a detailed agenda, provide show and sale catalogs and much more! Make sure you download the app before the next NSR event.

SEEDSTOCK EDGE 2019 SCHEDULE

JAN./ FEB./ MARCH

Spring Showpig Issue
Jan. 4 - Advertising Deadline
Jan. 31 - Mail Date

APRIL/MAY

Feb. 27 - Advertising Deadline
March 28 - Mail Date

JUNE

Youth Issue
April 24 - Advertising Deadline
May 24 - Mail Date

JULY

June 12 - Advertising Deadline
June 28 - Mail Date

AUGUST

Boar Stud Issue
July 12 - Advertising Deadline
Aug. 5 - Mail Date

SEPT./ OCT.

Fall Showpig Issue
Aug 21 - Advertising Deadline
Sept. 13 - Mail Date

NOV./DEC.

Female Focus Issue
Oct. 9 - Advertising Deadline
Nov. 13 - Mail Date

Show
CENTER
NATIONAL SWINE REGISTRY

NATIONAL SWINE REGISTRY, LLC
BALANCE SHEETS | DEC. 31, 2018

Assets	2018	2017
CURRENT ASSETS		
Cash	\$1,291,757	\$1,254,840
Certificates of Deposit	\$372,890	\$265,666
Accounts Receivable	\$251,210	\$250,261
Inventory, at Cost	\$27,484	\$29,944
Prepaid Expenses	\$55,873	\$52,408
TOTAL Current Assets	\$1,999,214	\$1,853,119
Investments, at Market Value	\$158,632	\$169,502
PROPERTY AND EQUIPMENT		
Muscle Quality Equipment	\$8,097	\$8,097
Office Equipment	\$105,105	\$105,105
Computer Software	\$642,391	\$629,351
Computer Equipment	\$142,855	\$124,119
Vehicles	\$157,666	\$172,090
Less Accumulated Depreciation	(\$901,259)	(\$894,078)
Property and Equipment – NET	\$154,855	\$144,684
TOTAL Assets	\$2,312,701	\$2,167,305
LIABILITIES		
CURRENT LIABILITIES		
Accounts Payable	\$72,715	\$27,385
Deferred Revenue – Account	\$65,802	\$72,366
Deferred Revenue – NJSA	\$45,165	\$44,075
Deferred Revenue – Shows	\$63,590	\$63,230
Deferred Revenue – Other	\$3,413	\$3,413
Accrued Expenses	\$151,150	\$45,868
Total Current Liabilities	\$401,835	\$256,337
MEMBERS' EQUITY		
United Duroc Swine Registry	\$613,755	\$613,786
American Yorkshire Club	\$512,327	\$512,357
Hampshire Swine Registry	\$616,374	\$616,405
American Landrace Association	\$168,410	\$168,420
TOTAL Members' Equity	\$1,910,866	\$1,910,968
TOTAL Liabilities and Equity	\$2,312,701	\$2,167,305

NATIONAL SWINE REGISTRY, LLC
SCHEDULE OF OPERATING REVENUE & EXPENSE
DEC. 31, 2018

	2018	2017
SHOWS & SALES		
Sale Income	\$3,070,410	\$4,268,442
Entry Income	\$231,459	\$247,670
Sponsorships	\$7,950	\$7,950
TOTAL – Shows & Sales Revenue	\$3,309,819	\$4,524,062
Sale Consignments	\$2,597,642	\$3,635,339
Show Expenses	\$288,450	\$326,987
TOTAL – Shows & Sales Expenses	\$2,886,092	\$3,962,326
OPERATIONAL PROFIT – Shows & Sales	\$423,727	\$561,736
Administration – Allocated	\$431,335	\$439,447
NET – Shows & Sales	(\$7,608)	\$122,289
NATIONAL JUNIOR SWINE ASSOCIATION (NJSA) & FUND DEVELOPMENT		
Sponsorship & Fundraising	\$345,104	\$350,538
Entry Income	\$366,360	\$334,282
TOTAL – NJSA & Fund Development Revenue	\$711,464	\$684,820
Show Expenses	\$440,475	\$388,278
Show Premiums	\$166,829	\$153,331
Sponsorship Deliverables	\$7,223	\$12,570
Affiliate Events	\$30,939	\$17,241
Wages	\$136,896	\$169,283
Fundraising Expenses	\$32,387	\$42,904
Junior & Youth Advisory Board	\$19,940	\$20,681
TOTAL – NJSA Fund Development Expenses	\$834,689	\$804,288
OPERATIONAL LOSS – NJSA & Fund Development	(\$123,225)	(\$119,468)
Administration – Allocated	\$113,645	\$102,441
NET – NJSA & Fund Development	(\$236,870)	(\$221,909)

NATIONAL SWINE REGISTRY, LLC
SCHEDULE OF OPERATING REVENUE & EXPENSE
DEC. 31, 2018

	2018	2017
PEDIGREE		
Litter Registrations	\$1,017,626	\$1,103,010
Transfers	\$184,835	\$182,366
Membership & Maintenance Fees	\$136,800	\$144,350
Contract Pedigrees	\$75,812	\$82,619
TOTAL – Pedigree Revenue	\$1,415,073	\$1,512,345
Registration Supplies	\$6,316	\$6,576
Wages	\$207,294	\$205,636
TOTAL – Pedigree Expenses	\$213,610	\$212,212
OPERATIONAL PROFIT – Pedigree	\$1,201,463	\$1,300,133
Administration – Allocated	\$764,031	\$559,895
NET – Pedigree	\$437,432	\$740,238
GENETICS & TECHNOLOGY		
Export Pedigrees & Check-Off	\$24,444	\$24,470
Booth Sponsorship	\$12,000	\$11,967
Research Funds	\$98,083	\$85,851
DNA Testing	\$182,133	\$150,240
Custom Programming	\$10,000	\$10,000
TOTAL – Genetics & Technology Revenue	\$326,660	\$282,528
Export Pedigrees & Check-Off	\$765	\$2,326
China Expenses	\$40,000	\$43,160
America's Best Genetics Expenses	\$14,854	\$14,932
Research Expenses	\$82,255	\$96,177
DNA Testing	\$165,173	\$145,984
TOTAL – Genetics & Technology Expenses	\$303,047	\$302,579
OPERATIONAL PROFIT (LOSS) – Genetics & Technology	\$23,613	(\$20,051)
Administration - Allocated	\$108,626	\$100,236
NET – Genetics & Technology	(\$85,013)	(\$120,287)

NATIONAL SWINE REGISTRY, LLC
SCHEDULE OF OPERATING REVENUE & EXPENSE
DEC. 31, 2018

	2018	2017
MAGAZINE & COMMUNICATIONS		
Advertising	\$325,494	\$366,797
Custom Projects	\$53,461	\$70,159
Subscriptions & Seedstock Source	\$35,539	\$42,880
TOTAL – Magazine & Communications Revenue	\$414,494	\$479,836
Printing & Production	\$142,252	\$147,479
Photography	\$8,209	\$10,316
Mailing	\$23,668	\$30,538
Travel	\$4,815	\$2,337
Custom Projects	\$42,288	\$54,943
Wages	\$127,671	\$131,359
TOTAL – Magazine & Communications Expenses	\$348,903	\$376,972
OPERATIONAL INCOME – Magazine & Communications	\$65,591	\$102,864
Administration - Allocated	\$173,635	\$212,108
NET – Magazine & Communications	(\$108,044)	(\$109,244)

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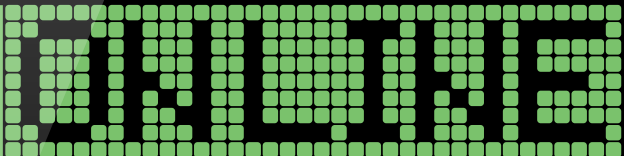
national-swine-registry.myshopify.com

NATIONAL SWINE REGISTRY, LLC
SCHEDULE OF OPERATING REVENUE & EXPENSE
DEC. 31, 2018

	2018	2017
ADMINISTRATION		
Investment Income (Losses)	\$(1,871)	\$23,574
Finance Charges	\$8,877	\$10,070
Sale Service	\$14,800	\$19,000
Prior Year Income Earned	\$-	\$7,528
Miscellaneous	\$2,172	\$2,437
TOTAL – Administration Revenue	\$23,978	\$62,609
Fieldman Wages & Travel Expenses	\$200,724	\$222,247
Staff Wages	\$518,479	\$439,885
Employee Benefits	\$223,033	\$204,121
Employee Payroll Taxes	\$87,849	\$83,949
Staff Expenses	\$19,727	\$15,575
Insurance	\$49,054	\$44,044
Utilities	\$12,905	\$12,182
Telephone	\$19,335	\$18,401
Repairs & Minor Equipment	\$18,745	\$21,190
IT Support & Maintenance	\$89,250	\$82,257
Postage	\$28,480	\$30,391
Professional Fees	\$62,950	\$31,572
Bank & Investment Fees	\$61,580	\$52,075
Annual Meeting & Board Expenses	\$39,866	\$46,470
Building Rent	\$20,000	\$20,000
Grounds Maintenance	\$16,935	\$15,183
Membership	\$5,280	\$4,690
Sponsorship	\$1,500	\$1,250
Supplies	\$15,616	\$16,857
Depreciation/Loss on Disposal	\$57,063	\$55,032
Pedigree Subscription	\$45,000	\$38,943
Long Range Strategic Planning	\$-	\$4,454
Bad Debts	\$20,060	\$14,505
Miscellaneous	\$1,819	\$1,463

NATIONAL SWINE REGISTRY, LLC
SCHEDULE OF OPERATING REVENUE & EXPENSE
DEC. 31, 2018

	2018	2017
TOTAL – Administration Expenses	\$1,615,250	\$1,476,736
NET – Administration for Allocation	\$1,591,272	\$1,414,127
Allocation to Shows & Sales	(\$431,335)	(\$439,447)
Allocation to NJSA & Fund Development	(\$113,645)	(\$102,441)
Allocation to Pedigree	(\$764,031)	(\$559,895)
Allocation to Research & Genetics	(\$108,626)	(\$100,236)
Allocation to Magazine & Communications	(\$173,635)	(\$212,108)
-		
COMPANY TOTALS		
TOTAL REVENUE	\$6,201,488	\$7,546,200
TOTAL EXPENSES	\$6,201,591	\$7,135,113
NSR TOTAL NET INCOME (LOSS)	(\$103)	\$411,086



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