

NSIF MERCHANDISING PERFORMANCE TESTING COMMITTEE REPORT

December 6-7, 1976  
 Holiday Inn West  
 St. Louis, MO

## Committee members present:

D. Miller - MN (Chairman)	J. Lasley - MO
B. Zobel - IL (Acting Secretary)	C. Messner - KS
J. Foster - MO	A. Moening - MN
B. Hinds - MO	R. Paul - MO
A. Keppy - IA	L. Rus - IL

The committee spent considerable time discussing a list of priorities to better inform and educate commercial and purebred producers about the NSIF standardized testing guidelines and the proper use of test data gathered. The short and long term goals established by the committee were:

1. Develop pamphlets for the commercial producer and the purebred breeder.
2. Design and adopt a uniform logo for NSIF and use by participants of the NSIF testing programs.
3. Establish an awards and recognition program to recognize individuals outstanding in the testing field.

Preliminary recommendations for pamphlet topics included the following:

1. Purebred Pamphlet. For use by the purebred breeder participating in central station and on-farm testing programs using NSIF recommended guidelines. This pamphlet would include a very condensed version of the NSIF guidelines to provide an overall understanding of the program's content and application of data collected. This pamphlet would likewise explain the value of data collected on individuals expressed as a ratio for comparisons of individuals within a herd. The pamphlet should encourage breeders to present actual data to their commercial customers (at 230 lbs.) so that the customer may select for the specific traits he is interested in. (For example: loin eye, backfat, average daily gain, feed efficiency.) The purebred pamphlet may also include a "words that say nothing" section similar to that which

is presented in the Beef Improvement Federation (BIF) pamphlet designed for the same purpose. Seasonal differences in test data will also be included to explain data variances.

2. Commercial Producer (Buyer) Pamphlet. For use by commercial customers considering breeding stock purchases for NSIF purebred breeder participants. The pamphlet will focus on the "dollar and cents" aspects of the program, explaining the value of consistent test data as it applies to a commercial operation and the potential monetary return the producer can expect from selection based on these figures. It will also include an example outlining the value of a tested boar with good figures using perhaps \$2 corn and \$30 hogs as a starting point. The possibility of a sliding scale concept should be explored. The pamphlet will encourage producers to demand 230-lb. test data from the breeding stock suppliers. These pamphlets would be distributed through central test stations and purebred breeders for potential commercial customers as a service. Dr. Howard Miller of Mississippi State University and Dr. Irv Omtvedt of the University of Nebraska were recommended as authors of this pamphlet.

The adoption of a universal logo to be used for advertising herds and test stations participating in the NSIF testing programs was undertaken. It was decided and presented at the annual meeting, that the logo should incorporate parts of the two logos now used. The committee recommended that the sketch of a boar run in a solid color with the letters NSIF reversed out of it would serve the intended purpose. The words "National Swine Improvement Federation" should be set in type and placed under the feet of the pig to identify the organizational letters--NSIF. Larry Rus will provide a camera-ready copy of the finished logo.

The possibility of developing an awards program to recognize individuals (college, Extension, commercial and purebred producers, et.al.) and test stations for their outstanding contributions to testing in the swine industry and/or the establishment and use of testing programs was discussed. Using the BIF format, award areas to consider include: Commercial Producer of the Year; Seedstock Producer of the Year; Organization of the Year; and a Long-Term Contribution Award. The committee suggested nominations could be submitted by various organizations from these four basic areas. The matter was tabled for future consideration and development.

Submitted by,

D. Miller, Chairman  
B. Zobel, Acting Secretary