



### Greg Gunthorp

A 4th generation pasture pork producer from LaGrange, Indiana, Greg returned to the family farm to be rewarded with less than the price his grandfather earned in the Depression. Tired of being a price taker, Greg and his wife began a

journey of connecting people with food, their food. As obstacles arose, problems became opportunities. Today, there's room for each their 3 children in the operation and they now employ over 20 people full time.

### Jonny Hunter

What do you do with a degree in English and Masters in Public Affairs? Become a founding owner, partner and chef in the Underground Food Collective in Madison.



Today the collective includes a processing, retail meats, catering, restaurant and prepared home meals and employs 100 people. Everything is sourced from local farms. The goal is to create delicious food. Interest and demand for local foods is growing, a growing the supply chain allows his on other similar business to continue to grow.



### Kelly Maynard

Outreach Specialist with the UW Center for Cooperatives and UW Center for Integrated Agricultural Systems. She focuses on development of and ongoing education and support for agricultural cooperatives. The

University of Wisconsin Center for Cooperatives provides assistance to existing cooperatives, to groups interested in pursuing cooperative business activities, and to businesses considering conversion to cooperative ownership. UWCC staff can help groups compare business structures and determine whether the cooperative structure is right for them.



### Pasture Pig Resources

Forages for Swine—<http://extension.missouri.edu/publications/DisplayPub.aspx?P=G2360>

Pasture Based Swine Management— <http://www.clt.astate.edu/dkennedy/index.htm>

Profitable Pork— <http://www.sare.org/Learning-Center/Bulletins/Profitable-Pork>

The US Pork Niche Market Phenomenon—<https://www.leopold.iastate.edu/files/pubs-and-papers/2006-08-united-states-pork-niche-market-phenomenon.pdf>

Pasture-based Farrow-to-Finish Outdoor Hog Enterprise Budget <https://ag-econ.ncsu.edu/wp-content/uploads/2015/11/PastureFtFBudgetDocPrintFinal.pdf>

Genetics and Considerations for Scaling Up From Small-scale Production - <http://www.uvm.edu/~pasture/Documents/2014Moellerswine.pdf>

Essentials of Extensive Swine Productions Systems— <http://www.uvm.edu/~pasture/Documents/Rozeboom2013.pdf>

## Pasture Pork Production



Saturday, April 1, 2017

9 a.m. —3 p.m.

Iowa County Health & Human Services Building

303 West Chapel Street

Dodgeville, WI

Registration—\$25.00 due March 24th

Tel: (608)930-9850

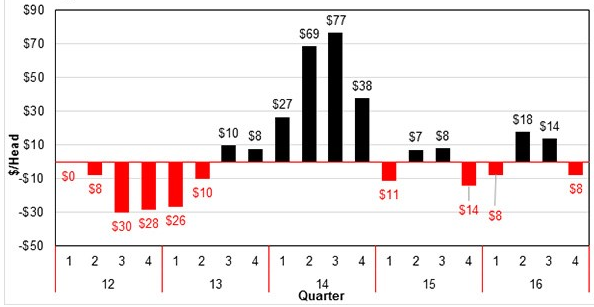
# Pasture Pork Production— Healthy Food, Healthy Farms, Healthy Communities

Pastured Pork  
Registration—\$25.00

By March 24th

Payable to : UWEX

Figure 1: Estimated Profit/Loss Per Head



## Program Agenda

- 9:00 Registration
- 9:30 Opening Introductions
- 9:45 Key Note—Greg Gunthorp
- 10:30 Breeding Systems—Gene Schriefer
- 11:15 Producing Pigs on Pasture that Consumers Will Pay For—Greg Gunthorp
- 12:00 Lunch—
- 1:00 The (r)evolution of the local food scene and demand for pork—Jonny Hunter
- 2:00 Stronger Together - Creating a Cooperative—Kelly Maynard
- 3:00 Adjourn & Networking

Commodity hog production is an income roller coaster. When margins are slim, significant volume is required to meet a farm families needs. When margins are negative, volume only makes things worse.

As commodity hog production has become more integrated, the only path to farm ownership is exceptionally deep pockets, marriage or inheritance.

Pastured Pigs, Free Range Hogs, Pre-industrial Pork, whatever you want to call it, consumers are paying for a unique product that is not readily available in their local grocery store. They are paying at a price that can help sustain a farm family and provide a path to entry into the pork business. This wider margin means new producers can enter the swine business.

Demand for artisan pork is increasing and there are 4 million Wisconsin consumers that DON'T live in our rural communities. Can we access this group? Can we increase the supply to meet consumer demand without re-creating \$40 hogs? What are the obstacles and how can they be overcome?



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Name(s): \_\_\_\_\_

Address : \_\_\_\_\_

Farm Name : \_\_\_\_\_

Phone : \_\_\_\_\_

E-mail : \_\_\_\_\_

Breed: \_\_\_\_\_

Number of Sows: \_\_\_\_\_

### UW-Extension

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