



Season 5, Episode 1: Iowa Swine Day Event

Janae Metzger, Owner and HR Manager, Pig Hill Co., discusses on how to establish a winning culture on your farm and **Stacie Matchan**, Program Specialist, Iowa State University, shares about the history of Iowa Swine Day and what to look forward to this year.

Culture

Janae Metzger, owner and HR manager of Pig Hill Co., defines culture as a sense of belonging and explains that it is an atmosphere created by the team based on their feelings. In Janae’s opinion, the “Golden Rule” is what other organizations can employ to have a great culture. She spends much of her time “putting herself in her employee’s shoes” by visiting with individuals trying to understand why there is an issue with performance, engagement, etc. She also takes the time to orientate new hires on company offerings, introductions, and even assists international hires with personal matters such as bank accounts, social security cards, housing, etc.

Winning Culture

There are 3 different pillars that Pig Hill Co. uses to establish a winning culture. These pillars are 4DX, EOS, and surveys. The 4DX (4 Disciplines of Execution) focuses on the widely important goals, acting on lead measures, a compelling score board, and a cadence of accountability. The 4DX is also a book that helps establish the importance of execution and measuring success. The EOS (Entrepreneurial Operating System) focuses on the accountability chart, establishing goals, writing a vivid vision, and implementing level 10 meetings. Surveys are both presented in an index model and a state interview model. Both surveys are presented to the company twice a year, but the state interview model presents more open-ended questions. These surveys are where the company can have feedback and know where to focus their efforts. The company engages “buy-in” focusing on the vivid vision by breaking it down and presenting it to the teams asking them for input on where they should be in the next three years. This helps keep the team engaged and want to contribute to the success.

History of Iowa Swine Day

This year marks the 13th year for the Iowa Swine Day Conference. This conference began 2012 when a producer approached Dr. John Patience asking why he had to go out of state to attend a swine day conference. This conference is put together by a planning committee made up of producers and allied industry that come together to plan for the upcoming conference. They brainstorm topics and speakers that they think are going to be a “hot topic” that needs to be addressed the following summer.

Iowa Swine Day 2024

This conference accommodates a wide audience consisting of producers, academia, veterinarians, and allied industry. The morning plenary session has broad topics that can be applied to the whole audience, where the afternoon break-out sessions are focused on each audience base. This year’s program also features a preconference symposium focusing on soybean meal and BBQ social, the day prior, July 24th. The plenary session consists of Ross Bernstein talking about the “Champion’s Code”, sustainability, and Prop 12 auditing. The break-out sessions are broken out into 4 categories that focus on current topics, herd health, labor, and Iowa State research updates. If you would like to attend the upcoming Iowa Swine Day on July 25, visit ipic.iastate.edu/iowaswineday.html to register, view the program, watch conference recordings, and navigate resources for the conference.

To Listen to this full podcast please visit: <https://globalagnetwork.com/pigx/podcast/season-5-episode-1-iowa-swine-day-event>

