Knowing each other's minds: Japanese and American experts share knowledge

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Knowing each other's minds:
Japanese and American experts share knowledge

by

Lee Stanley Tesdell

A dissertation submitted to the graduate faculty
in partial fulfillment of the requirements for the degree of
DOCTOR OF PHILOSOPHY

Major: Rhetoric and Professional Communication
Major Professors: Rebecca E. Burnett and David L. Wallace

Iowa State University
Ames, Iowa

1999

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This is to certify that the Ph.D. thesis of
Lee Stanley Tesdell
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DEDICATION

I dedicate this dissertation to my wife Bahjeh and our sons, Omar and Ramsey.
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I would like to acknowledge my parents, Loren and Margaret, for passing on to me their interest in world cultures. In addition I would like to recognize my friends, colleagues, mentors, and family from Japan, Canada, Turkey, Egypt, Germany, Czechoslovakia, England, Iceland, Palestine, Jordan, Syria, China, Holland, Belgium, and Saudi Arabia who encouraged my interest in cross-cultural communication. Last but not least, the rigorous mentoring of my committee members, particularly Rebecca and David, helped me to complete this difficult but worthwhile dissertation project.
ABSTRACT

International communication is often examined through the lens of miscommunication and grounded in the simplistic notion that effective international communication requires learning culture-wide rules. Culture-wide generalizations, however, don’t work beyond the most elementary level. In fact, international communication is often characterized by understanding rather than miscommunication—knowledge sharing that may be influenced by interlocutors having similar knowledge and common purposes.

In my dissertation I explore the question of what contributes to the ability of technical experts from different cultures to communicate with each other. In order to get at this question of knowledge sharing, I analyzed transcripts of face-to-face meetings between a Japanese Ministry of Agriculture official, Tatsuya Go, and six Iowa farmers. These face-to-face meetings focused on shared technical information about livestock production and marketing. Contextual factors such as shared technical background and common purposes played an important role in my analysis of four categories of findings, each responding to a research question.

In response to my first question—What characterizes knowledge sharing in agreement episodes?—I found that (a) knowledge sharing may characterize some international technical discourse; (b) Tatsuya Go initiated more disagreements than new topics; (c) topics fell into distinct categories: agricultural technology, agricultural policy and consumer preferences, combination of these
two categories, and off-topic; (d) requests for information and elaboration were crucial to knowledge sharing.

In response to my second question—What is the nature of the disagreements found in the transcripts?—I found that (a) Tatsuya Go initiated 22 (79%) of the disagreements, farmers initiated 5 (18%), and the researcher initiated one (4%); (b) Tatsuya Go initiated more disagreements than new topics; (c) topics in disagreement episodes fell into the same categories as in the agreement episodes—though in different percentages; and (d) 19 (76%) of disagreements were with actual interlocutors and 6 (24%) with fictive interlocutors.

In response to my third question—How are disagreements negotiated?—I found that interlocutors used elaboration and requests for information to negotiate meaning. In response to my fourth question—What is the outcome of the negotiation of disagreements about controversial technical knowledge?—I found that shared knowledge can be an outcome of disagreement.

In general, these findings challenge current literature about how knowledge is shared, how disagreements are negotiated, and how Japanese interlocutors engage in conflict.
CHAPTER ONE:
THE NEED TO EXTEND KNOWLEDGE
ABOUT INTERNATIONAL TECHNICAL COMMUNICATION

International communication interactions between individuals from
different cultures occur often and are carried out for various purposes. In my
dissertation I examine communication between a Japanese official and six Iowa
farmers, all of whom were intent on sharing information about agriculture. The
Japanese visitor’s goal was “knowing the minds” of the Iowa farmers, hence the
title of my dissertation: *Knowing Each Other’s Minds: Japanese and American
Experts Share Knowledge.*

My research builds on current international communication scholarship.
Much of that scholarship (e.g., Connor, 1996; Victor, 1992; Yamada, 1997) about
international communication is rooted in the belief that miscommunication and
misunderstanding are perhaps the best focal points for the study of international
communication. I turn the tables on this notion and begin with the
assumption—an assumption corroborated by my own international
communication experience—that international communication, at least in some
contexts, may be typified by successful sharing of knowledge rather than by

---

1 *International communication* shares space in the research literature with other terms, the most
common of which are *cross-cultural communication* and *intercultural communication*. There are
differences. *International communication* implies trans-national borders, whereas *cross-cultural* or
*intercultural* do not necessarily carry such geographical implications. *Cross-cultural* and
*intercultural communication* refer to either inter- or intra-national communication. I use
*international communication* in my research because there seem to be nation-state implications in
my data. Japan and the United States are major trading partners; communication between
interlocutors from the two countries is influenced by decisions made by national governments.
misunderstanding or miscommunication. I then examine the instances of controversy—disagreements—in the transcripts of conversations between the Japanese official and Iowa farmers in order to analyze the negotiation of those controversial elements rather than interpreting them as misunderstanding or miscommunication.

I believe in international communication as successful knowledge sharing for two reasons: (1) my own international communication experiences have taught me that once interlocutors get beyond their initial language awkwardness and discomfort, communication is not usually particularly difficult, and (2) current research on international communication does not make a convincing case that international communication events are indeed typified by miscommunication and misunderstanding. My study begins with the assumption that individual interlocutors often reach understandings about topics of technical knowledge. My research offers insights into one particular set of recent international communication events and examines the specific contextual factors in those events, but I believe my study will interest both workplace professionals and scholars of international communication.

The U. S. corporate workplace is becoming more and more international; thus, workplace professionals indicate that learning to be effective international

---

2 My position that communication occurs between individuals is supported by Spitzberg (1994) who writes, "Whether it is the negotiation of an arms treaty, or the settlement of a business contract, or merely a sojourner getting directions from a native, cultures do not interact, people do" (p. 347). For this reason, research about international communication necessarily examines interpersonal discourse, that is, communication between individuals from different cultures.
communicators is important. In Iowa, for example, workplace professionals not only believe that international communication skills are important to their success, but also perceive that they could be more effective in their trade-related international interactions (see Acker, Ralston, Schmidt, & Shelley, 1996). International communication scholars are also seeking to know more about international communication (Beamer, 1992; Hoft, 1995; Thrush, 1993; Varner & Beamer 1995; Victor, 1992; Weiss, 1992), generally agreeing that we need to know more about international communication strategies.

These scholars are interested in improving the teaching of these strategies both for university students and workplace professionals. One strong voice advocating increased attention to teaching international communication comes from Thrush (1993), who identifies two reasons to teach international communication in business communication courses: first, an increase in international business and, second, a U. S. work force that is no longer "monolingual, uni-cultural" (p. 272).

In this dissertation I address these and other concerns that professionals have about knowledge sharing across borders. More specifically, I examine American-Japanese professional communication, particularly knowledge sharing about agriculture. In the following section, taking Iowa as an example, I discuss needs that workplace professionals perceive and express about extending their international communication knowledge.
The need for international communication knowledge in the workplace

The need for increased knowledge about international communication is clearly acknowledged by workplace professionals. For example, large Iowa firms like Deere and Company, Pioneer Hi-Bred International, and Kemin Industries are interested in initiating and pursuing contacts with Japanese, Argentinean, Chinese, and Egyptian markets. Iowa business leaders (see Acker et al., 1996) ask about expanding and extending their international communications capabilities. At the same time, we can see that exports from Iowa are clearly increasing, thereby increasing the need for international contacts between Iowa and international firms, as indicated in Table 1.1.

### Table 1.1 Farm Goods and Factory Goods Exported from Iowa 1987–1997

<table>
<thead>
<tr>
<th>Year</th>
<th>Farm Goods (billions of $ U. S.)</th>
<th>Factory Goods (billions of $ U. S.)</th>
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<tbody>
<tr>
<td>1987</td>
<td>2.3</td>
<td>1.6</td>
</tr>
<tr>
<td>1988</td>
<td>2.8</td>
<td>2.0</td>
</tr>
<tr>
<td>1989</td>
<td>3.0</td>
<td>2.5</td>
</tr>
<tr>
<td>1990</td>
<td>3.2</td>
<td>2.6</td>
</tr>
<tr>
<td>1991</td>
<td>2.7</td>
<td>2.4</td>
</tr>
<tr>
<td>1992</td>
<td>3.0</td>
<td>2.7</td>
</tr>
<tr>
<td>1993</td>
<td>3.0</td>
<td>2.9</td>
</tr>
<tr>
<td>1994</td>
<td>2.4</td>
<td>3.4</td>
</tr>
<tr>
<td>1995</td>
<td>4.0</td>
<td>4.1</td>
</tr>
<tr>
<td>1996</td>
<td>4.7</td>
<td>4.6</td>
</tr>
<tr>
<td>1997</td>
<td>4.1</td>
<td>5.2</td>
</tr>
</tbody>
</table>

(Source: Iowa Department of Economic Development, IDED, 4/98)

In Table 1.1, Farm Goods and Factory Goods Exported from Iowa 1987–1997, we see that exports of Iowa's farm goods and factory goods are generally increasing. In 1997, a total of U. S. $9.3 billion was exported from Iowa: U. S. $4.1 billion (44%) was farm goods and U. S. $5.2 billion (56%) was factory
goods. Though *farm goods* in 1997 were a little less than half of all exports, the top three categories of *factory goods* are also largely agriculture-related (including farm machinery, processed food products, and agricultural chemicals); thus, the total agricultural exports from Iowa account for an even larger slice of the Iowa export pie than the $4.1 billion credited to the agricultural sector in 1997. These extensive exports from Iowa went to a number of different destinations. The top ten export destinations of 1996 Iowa factory exports were Canada, Japan, Germany, Netherlands, Mexico, Australia, United Kingdom, Belgium, France, and South Korea (*IDED*, 1997).

Iowa's business community has a strong interest in more specific how-to questions about international communication, as indicated in *International Educational Needs of Iowa Businesses: Report on the Results of a Survey* (*IENIB*) (Acker et al., 1996). Many of the 440 respondents from Iowa businesses wrote that they need better international communication strategies and asked for the assistance of Iowa State University in conducting international business. When asked about their needs in the next five years, Iowa business people in the IENIB study identified five critical areas related directly to international communication: electronic communication, export documentation, document translations, effective business correspondence, and training in culture-specific information. Their interest stems from Iowa's large export trade numbers—trade in both farm and factory goods.

Respondent elaborations on these five critical areas fall into two distinct categories: (1) managing needs for international communication and
(2) identifying barriers to international communication. In the first category—managing needs for international communication—professionals in Iowa businesses asked for more assistance in networking; language, technology, and writing training; and cross-cultural consulting. The second category—identifying barriers to international communication—professionals in Iowa businesses requested more cultural and language information (Acker, et al., 1996, pp. 13-14).

The need shown in the IENIB study is also represented on the academic side in the recent work by Clyne (1994) and Connor (1996). Clyne has noted that workplace discourse in a lingua franca (such as English) between speakers of various languages has been insufficiently studied. This dissertation speaks directly to the need that Clyne points out. Connor has called for more studies in cross-cultural genre-specific writing (p. 149). My dissertation also speaks to Connor’s call though I analyze transcript data from spoken interactions rather than written exchanges.

Clyne’s (1994) and Connor’s (1996) research informs my own dissertation. Specifically, I am building on Clyne’s work by examining similar issues of workplace communication between people from different cultural/national backgrounds. My dissertation also responds to Clyne’s and Connor’s calls for

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Clyne (1994) calls his research approach the interactive inter-cultural approach (p. 3). His research examines the spoken discourse of immigrants in Australian industrial. One of the most valuable contributions to international/intercultural communication research by studies like Clyne’s is that readers learn the importance of context in understanding how communication works between people from different cultural/national backgrounds.
more cross-cultural, genre-specific studies. The interactions of the professionals in my data might be called the discourse of agricultural information exchange. My study of American-Japanese discourse makes particular sense, then, for four reasons: (1) Japan-Iowa trading relations are vigorous and strong, given that Japan, in 1997, was Iowa's second largest international destination for Iowa goods after Canada; (2) Iowa businesses, because business with Japan is good, would like to know more about communicating with Japanese people; (3) international communication research literature is insufficient, as I point out in chapter two; and (4) pedagogy should be improved so that students have a better grounding in international communication.

In short, professionals—workplace and academic—are calling for additional research into international communication. To answer this call, I turn in the next section to an explanation of technical knowledge sharing and discourse moves, two key terms in my dissertation.

Knowledge sharing and discourse moves

Research that begins to answer questions that professionals have about international communication involves two key concepts: (1) knowledge sharing and (2) discourse moves. These concepts are important to the study of international communication, but despite their centrality to the enterprise of international communication, they are under researched.
Knowledge sharing

Knowledge sharing is the process by which information moves between or among individuals and is often a critical component of international communication. A good example comes from the sport of soccer where the Federation Internationale de Football Association (FIFA) sets the rules. Everyone who officiates, plays, and coaches soccer anywhere in the world works from the same set of rules officially known as the Laws of the Game (LOTG). Except for minor local differences that may be based on cultural and national differences in playing and officiating styles, this technical knowledge is accepted, shared, and adhered to by the international soccer community. The evidence for this universal acceptance of one set of rules is the success of the quadrennial World Cup, a competition held most recently in 1998 among 32 teams from four continents for the honor of being called the best national soccer team in the world.

Unlike with the LOTG, I do not expect to find near universal agreement in my data on matters discussed by the Japanese visitor and the Iowa farmers. Japanese and American preferences for certain kinds of agricultural products appear to be at a great variance from each other. For example, according to the Japanese visitor in my study, Japanese and American consumers do not prefer the same types of tofu or cuts of beef for particular dishes. Similarly, officials

\[\text{\textsuperscript{4}}\text{ FIFA periodically makes adjustments to the LOTG, so that the rules of the game are not for-ever static and unchangeable. In 1997, for example, several modifications were made that affected the goalkeeper and the safety of field players.}\]
from Japan and the United States may disagree on the meaning of fair tariff level. In addition, due to consumer preferences for fat color, Japanese and American farmers have different techniques for feeding meat animals. Such differences—"value differences"—may be rooted in cultural/national values. But the laws of the game (LOTG) for soccer are different from food preferences or fairness of tariff levels, which are more likely to be influenced by cultural and national political factors. While not all the instances of controversial knowledge sharing in my data are due to value differences, the controversies over value differences are perhaps the most intriguing.

**Discourse moves**

Discourse moves of elaboration, agreement, requests for information, disagreement, restatement, acknowledgment, and illustration are among the language tools that interlocutors use to exchange information and interact in purposeful conversation—that is, to share knowledge. These discourse moves are mediated by culture, so the discourse move of disagreement, for example, may be carried out somewhat differently—interlanguage pragmatics and international communication researchers tell us—by a Japanese interlocutor and an American interlocutor (Kubota, 1997; Victor, 1992; Yamada, 1997).

My interest in international communication disagreements stems from my interest in exploring the relationship between disagreements and knowledge sharing. I have chosen to study disagreements since the discussions that accompany them bring knowledge sharing into clear focus. In my own
international experiences I have noticed that disagreements occur over differences in opinion and controversial topics, but this does not mean that communication ends. On the contrary, the negotiation of these controversial topics may further communication and afford interlocutors opportunities to learn new knowledge. Therefore, while disagreements are sometimes thought of as barriers to communication, I examine the negotiation of those disagreements.

In addition, I distinguish my term "discourse moves" from the term "speech acts" since the term "discourse move" reflects my interest in rhetoric rather than Interlanguage Pragmatics (ILP). Discourse moves in my study refer to requests for information and elaboration and other related moves.

In the final section of chapter one I present my research questions; these research questions are grounded in my own international experiences and my critique of current international communication research.

My research questions about sharing technical knowledge

International communication researchers (Beamer, 1992; Varner & Beamer, 1995; Victor, 1992;) have recently examined cultural factors in international business communication but have left open the questions about (1) the negotiation of technical knowledge and (2) additional contextual factors that

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5 Discourse moves are similar to speech acts identified by Kreckel (1981), Takahashi and Beebe (1993), and Clyne (1994). Takahashi and Beebe, for example, researched the speech act of correction, that is, correcting an interlocutor on a point of factual error. Their research centers on "sociolinguistic variation in face-threatening speech acts" (Takahashi & Beebe, 1993, p. 138) also researched by Brown and Levinson (1987).
influence that negotiation of technical knowledge. In order to address these two important points, I examined face-to-face meetings between a Japanese Ministry of Agriculture official and six Iowa farmers, focusing on (1) how they shared technical information about agricultural production and marketing and (2) what factors outside of culture might play a role in that knowledge sharing. Here I explore this sharing of technical knowledge among the interlocutors, addressing four categories of research questions:

1. What characterizes knowledge sharing in agreement episodes? Specifically, what are the topics of the discourse? What percentages of the topics are initiated by the international visitor, the researcher, and the farmers? What discourse moves accompany the negotiation of non-controversial technical knowledge?

2. What is the nature of the disagreements found in the transcripts? That is, what is the distribution of disagreements among the three participants? What percentages of the disagreements are initiated by the international visitor, the researcher, and the farmers? What are the topics of disagreements? Who or what is disagreed with?

3. How are disagreements negotiated? That is, what discourse moves accompany the negotiation of controversial technical knowledge?

4. What is the outcome of the negotiation of disagreements about controversial technical knowledge?

I examine controversial technical knowledge sharing such as meat preferences and fair tariff levels because different interpretations of the same concept (value differences) lie at the core of controversy in international communication. Bremer and her coauthors in a 1994 publication (referred to in

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6 Yamada (1997) discusses such American-Japanese differences in opinion; in one of her examples, after explaining an episode between Mark and Masa, Yamada writes “Although the misunderstanding between Mark and Masa was repaired before it got out of hand, it is easy to see
Clyne, 1994, p. 24) maintain that these disagreements stem from “a pragmatic lack of understanding attributable to differences in cultural values.” Bremer and her coauthors suggest that “collaborative discourse” between the interlocutors may resolve these conflicts. I agree with Bremer and her colleagues, so in my dissertation I explore these conflicts and their resolutions.

The controversies that can develop from such value differences are increasingly important to world trade; for example, clear differences in opinion exist about the definition of such terms as level playing field for tariff considerations. Fairness, a concept closely related to the term level playing field, is an important and controversial concept; at the same time, what is fair to the Japanese government is not always fair to the United States government. I suggest that workplace professionals and scholars should be able to identify, understand, explore, and, where required, negotiate culture-specific value differences⁷ that pertain to their particular purpose for international

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⁷ In a recent example of value difference in international agribusiness, Montague Farms, Virginia, learned that their Japanese customer brought an unfamiliar definition of quality control to their trading relationship. Montague bought new bagging equipment to insure that each bag of soybeans weighed a minimum of 66 pounds. In an earlier shipment, the bags had averaged 66 pounds, but some were more and others less. Though Montague had met their accustomed definition of quality control, the farm’s product did not meet the Japanese definition of quality control and Montague had to buy the new bagging machinery to adjust to the Japanese firm’s requirements. (“Virginia farmers worm way into Japan’s bean market,” Iowa Farmer Today, 1998, January 10, p. 10.)
communication. The answers to my research questions may help these professionals to identify, understand, and negotiate value differences when they are engaged in sharing controversial technical knowledge in their own interactions.

In order to explore the discourse of international interlocutors—their value differences or any other aspect of their communication—I made a methodological decision to draw on data of actual international communication events. These events are appropriate data for two reasons: (1) the data allow for direct observation of international communication taking place and (2) the data allow me to analyze recent, authentic international communication discourse. Therefore, my dissertation is a qualitative study of authentic texts: transcripts of six international communication events that took place in 1997. I investigate the English language discourse of a Japanese visitor and Iowa farmers who share agricultural purposes and expertise. These transcribed conversations of about ten hours total more than 91,000 words.

In chapter two I take up the issue of whether a context-based approach to knowledge sharing in international communication is more useful, complete, and comprehensive than a culture-based approach. I propose that a number of contextual factors—cultural, rhetorical, and social/psychological—influence knowledge sharing among international interlocutors. I argue for two rhetorical factors: (1) purpose of the communication event: sharing technical knowledge and (2) interlocutor level of knowledge: how much do they know about the same subject?
In chapter three I present the methods I employed in my research. I include a detailed description of my data collection and its context, my transcribing and data management procedures, and coding rules and procedures. In chapter four, I answer the four research questions and illustrate those answers with discussions of examples from my transcripts. In chapter five, I explore implications and applications of my research and suggest areas for further study in international communication. My research into a critical area of international communication thereby answers the call to extend international communication knowledge for workplace professionals and scholars.¹

¹ This call to extend knowledge about international communication is also addressed by Varner and Beamer (1995), who write that "business communication is intercultural communication" (p. xi). Another call to learn more about communicating across cultures comes from Kohl, Barclay, Pinelli, Keene and Kennedy (1993) who remind us that there is in technical writing "a growing interest in international technical communication" (p. 62). In a comment on specific examples of international technical communication, Mackin (1989), a U. S. citizen with 20 years' experience in a major Japanese corporation, points to these interests: Japanese/English and English/Japanese documentation (p. 346).
To prepare the groundwork for answering my four research questions, in this chapter I take up the issue of whether or not a context-based approach to technical knowledge sharing in international communication is more useful, complete, and comprehensive than a culture-based approach. I propose that culture is but one of a number of contextual factors that influence technical knowledge sharing among international interlocutors. I build upon the narrow culture-based approach to develop a broader, more comprehensive context-based approach to technical knowledge sharing across cultures. I support my argument by developing the idea of context to include two specific factors: (1) purpose of the communication event: what are the interlocutors all interested in learning from each other, that is, sharing technical knowledge? and (2) interlocutor level of knowledge: how much do the conversants already know about the same subject?

To explain my context-based approach to international communication, I first turn to a workplace example of support. A bi-cultural (U. S., Paraguay), tri-lingual (English, Spanish, Portuguese) information management coordinator for a large U. S. agribusiness firm shows the importance of not only knowing about the other culture but also being able to weigh and consider rhetorical and social/psychological factors that influence international communication as well. He answered my question about how successful corporate international communication occurs:
Ah, then ah, be fair, be fair, what may apply to one area, one place, does not apply to the other. So don't take recipes. Recipes do not work. They do not work (R. Pous, personal communication, 1994, October 24.).

As this workplace professional implies, each international communication event has a unique context. He and other practitioners and scholars would agree that cultural factors play an important role in communication between people from different cultures. I therefore include cultural factors such as language; religion, belief systems, and values; customs; and national perspectives in my context-based approach. I agree with Porter and Samovar (1997) that culture is the deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving. (p. 12-13)

In order to account more fully for the factors at work in international communication events, I analyze my own transcripts of international communication events for additional contextual factors that influence international communication. (See Table 2.1.) I do not explore social/psychological or cultural factors since I concentrate only on rhetorical factors to develop international communication research.
Table 2.1 Selected factors comprising context-based approach

<table>
<thead>
<tr>
<th>Categories of factors affecting international communication</th>
<th>Specific factors affecting international communication</th>
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</thead>
<tbody>
<tr>
<td>1. Social/psychological</td>
<td>Gender, power relationships, and personality</td>
</tr>
<tr>
<td>2. Cultural/national</td>
<td>Language; religion, belief systems, and values; customs; and national perspectives</td>
</tr>
<tr>
<td>3. Rhetorical</td>
<td>Purpose of communication and level of knowledge about the subject</td>
</tr>
</tbody>
</table>

The first category is *social/psychological factors*. Included in this category are gender, power, and personality. I have witnessed these factors influencing the interactions of an international communication event and the outcome of those interactions. As a student in Egypt I observed that two university student colleagues—both Egyptian but one male and the other female—would use different communication strategies in communicating with me. The woman student would be less forward in public though this did not apply to all women. My male friend, on the other hand, would be much more self-assured.

Likewise I have seen power relationships between interlocutors from different countries strongly influence the communication between interlocutors, such as the communication between my Namibian student at Grand View College and me about grades on the one hand and about Namibia on the other. In the student-instructor relationship, the student clearly had less power than I did, and this influenced her communication strategies with me. For example, in the second situation, I lost my power advantage since I was requesting information about Namibia from that Namibian student. As a result, when she
spoke to me about Namibia, she was the expert. Our communication strategies reflected this change in power relationship.

Additionally, personality is an influential factor in international communication in such situations as overseas American students interacting with people from the surrounding culture. The outcome of communication is influenced by the personality of the students and of their interlocutors. Whether the students are taciturn or gregarious, for example, makes a difference in the outcome of their communication with people from the country of residence. I saw this happen in Germany on many occasions. The gregarious American students had richer and fuller relationships with German people than American students who stayed to themselves. This anecdote illustrates social/psychological factors that offer some promise for fruitful investigation; I do not investigate social/psychological factors in my dissertation except to say that the context for international communication is incomplete without them.

The second category of factors that affect international communication between individuals is what I call cultural/national factors. This category is the one that researchers have investigated most frequently. I include language in the cultural category since to use language is to represent thoughts, belief systems, and values. Similarly, factors such as national pride influence the reactions of interlocutors when engaged in international communication. Cultural/national factors have been carefully researched by anthropologists and international communication researchers and continue to offer potential for fruitful investigation. I do not investigate cultural/national factors in my dissertation
except to say that the context for international communication is incomplete without them.

The third category I call rhetorical factors. Included in this category are purpose and level of knowledge about the subject of discussion between international interlocutors. Purposes of international communication figure importantly in the interaction between interlocutors and range widely. An American tourist and a shopkeeper in Damascus bargaining over the price of a mother-of-pearl inlaid box, for example, require quite different communication strategies than if they were discussing political relationships between their respective governments. The level of knowledge about topics of discussion by the interlocutors in an international communication interaction also affects knowledge sharing. For example, two C++ computer programmers—one from Taiwan and the other from India—working at a U.S. software company, may share knowledge very effectively on the topic of programming languages, particularly if they have equal knowledge. On the subject of comparing automobile quality, however, they may not be able to communicate effectively if they have unequal amounts of knowledge about cars. The two rhetorical factors—purpose and level of knowledge—are the areas that I investigate in my dissertation.

My international communication experience teaches me that these three categories are interrelated. However social/psychological and cultural/national factors are only parts of the context for any international communication event;
ignoring rhetorical factors leads to an incomplete understanding of how international communication events work.

In spite of evidence for rhetorical influences on communication between people from different cultures, many international communication scholars and business communication textbook writers generally seem to believe that culture is the single key element in international communication. In the next section of this chapter I show that both scholars and textbook writers help to inform us about factors that are at play in international communication events. I then develop the culture-based approach into a more comprehensive context-based approach. This change, I believe, broadens our understanding of international communication to represent more accurately interactions between international interlocutors.

Representations of international communication in business communication textbooks

University textbooks and the instructors who use them are major sources of knowledge about international communication for university students, the managers and professionals of the future. The orientation or position that the authors of these business communication textbooks take and the relative importance the instructors place on international communication can furnish some evidence as to the relative quality and importance many students will attach to this topic. Here I examine the following four textbooks that are used in undergraduate business communication courses:
I selected these four texts for three reasons: (1) they are recent, (2) they are multi-
edition texts, and (3) they are widely adopted texts from major publishers.

In these business communication textbooks, numerous useful culture-
based insights into international communication exist. Locker’s recent edition of
Business and Administrative Communication (1998) contains the following
appropriately circumspect statement about the generalizability of cultural factors:

Learning to communicate with people from different backgrounds
shouldn’t be a matter of learning rules. Instead, use the examples in this
chapter to get a sense for the kinds of factors that differ from one culture to
another. Test these generalizations against your experience. And when in
doubt, ask. (p. 319)

Locker understands the complexity of international communication and
appropriately includes the idea that experience with international
communication should play a role in a student’s training. Similarly, in
International Business Communication (1992), Victor claims that his taxonomy
of variables is “likely to shift across cultures” (p. 14). Victor’s recognition of this
point reveals a certain sophistication of analysis in his differentiation of the variables of language and nonverbal behavior. While I would still maintain that the important rhetorical factors are missing, taxonomies like the one Victor proposes, are clearly useful in differentiating language from nonverbal behavior.¹

Like Locker's (1998) textbook, Victor's (1992) guide to international communication rightly also points out that experience is perhaps the ultimate teacher of international communication competence. Direct experience with international communication cannot help but teach students that all three of my categories presented in Table 2.1 (social/psychological, cultural/national, and rhetorical) influence those international communication interactions.

Victor (1992) writes correctly that experience in international communication is essential:

Finally, no amount of reading can entirely prepare an individual to conduct international business communication effectively. No one should consider himself or herself wholly competent in international business communication from reading this book or taking a training program or college course on the subject. Actual experience is needed. (p. 14)

While both Locker (1998) and Victor (1992) seem to ground their

¹ Victor (1992, p. 14) proposes seven variables that international communication students should learn as factors that shift across cultures. Victor's variables are language, environment and technology, social organization, contexting, authority conception, nonverbal behavior, and temporal conception.
understanding of international communication in culture to the exclusion of a wider context-based approach, their work is exemplified by useful and sophisticated analysis that helps us to understand international communication in all its complexity. Specifically, I mean that Locker and Victor do not adequately account for rhetorical factors such as purpose and level of expertise in international communication.

Locker (1998) and Victor's (1992) texts, however, are the high points in culture-based textbooks and international communication research. More commonly, the treatment of international communication in their texts and others is less appropriate for two reasons: (1) the authors' over reliance on the narrowly focused culture-based approach, and (2) some ill-informed culture tips and assorted cultural information. The international communication material in these texts is, therefore, in certain instances, insufficient and incorrect.

Researchers, theorists, teachers, and workplace professionals agree that professional communication students in U. S. universities should learn intercultural communication strategies. However, business communication textbooks have not always addressed this concern; the culture-based approach is sometimes employed exclusively in professional communication textbooks (Bovée and Thill, 1998; Lehman et al. 1996; Locker, 1998; and Treece and Kleen, 1998) and in academic research (Hoft, 1995; Victor, 1992) about international communication. (See Appendix C for complete details about each of these textbooks.) In this sense, textbooks have sometimes contributed to misunderstanding and prejudice.
One outrageous example of biased intercultural material was found in Treece's textbook, *Successful Communication for Business and the Professions* (1991). She writes, "To Arabs, work is a curse" (p. 431). As evidence she quotes Patai's *The Arab Mind* (1973): "In the Middle East, from pre-Biblical times down to the present, the ideal has always been to escape the curse of work, to earn, or rather acquire, riches through a stroke of luck, by finding a treasure, by finding favor in the eyes of a king, and so on" (p. 114). Treece's use of this particular quote shows that her discussion of intercultural issues is not well researched, since she relied on a single work for her claim, a work that is contradicted by other sources. The source itself is questionable since dispassionate observers would agree with Said (1978), Parr Professor of English at Columbia University and a widely published and respected author on the subject of Western perceptions about the East, that this particular work by Patai is racist (see note 134 in "Notes," p. 349). This case is an example not only of poor research, but also reliance on a questionable source. Happily, Treece dropped this claim from her 1994 edition and from her coauthored 1998 edition. In the next section I point out that the newest professional communication textbook editions contain less problematic culture-based material.

**Coverage of international communication in textbooks**

The very presence of intercultural/international communications material indicates that the authors know it is an important part of the business communication curriculum. Intercultural communication is accorded full-
chapter status in all four texts I examined; in fact, the coverage of intercultural in business communication textbooks has been expanded in two of the newest editions.

In Bovée and Thill's (1998) as well as in Treece and Kleen's (1998) newest editions, the numbers of pages devoted to international/intercultural communication has increased. While more pages do not necessarily mean higher quality, that change does signal increased attention to intercultural communication even though intercultural/international communication material accounts for only about 3-5% of the total text in each textbook.

Examples of increased coverage found in some of the books include five kinds of supplementary materials:

- bibliographies specifically for intercultural communications
- intercultural cases or exercises for students to solve
- intercultural sidebars containing specific examples of intercultural communication in business or pointing to particular issues related to but not covered in the text
- an instructor's manual for the textbook that includes teaching ideas for the chapter on intercultural communication

While I believe the move to increased coverage is a good idea, the coverage itself is in some cases insufficient and sometimes inaccurate.

Problems with accuracy

The four textbooks I have examined exhibit a problem stemming from their culture-based approach: the authors overgeneralize about cultures, leading
to a reductive portrayal of the way members of a given culture communicate. As Thrush (1993) has pointed out, generalizing is easy; therefore, cultures in textbooks are often stereotyped (p. 280). But certainly instructors want to avoid overgeneralizing and stereotyping since they do not want to mislead students.

Scollon and Scollon (1995) also refer to this problem:

The perennial paradoxical situation of the analyst of intercultural communication is that he or she must constantly look for areas of difference between people which will potentially lead to miscommunication, but at the same time he or she must constantly guard against both positive and negative stereotyping. (p. 161)

Stereotyping, while potentially a good point from which to begin a conversation about intercultural communications, may misinform business communication students. The following excerpt from Barna (1994), *Stumbling Blocks in Intercultural Communication*, is the original source for the

2 Stereotypes are central to this discussion of textbooks and intercultural communication. We may think of stereotypes in two different ways: (1) as useful starting points for learning about communication differences and (2) as barriers in actually communicating across cultures. In their chapter on intercultural communication, Lehman and co-authors (1996) point to five barriers to intercultural communication: stereotypes, timing, personal space, body language, and translation limitations. Why are these necessarily barriers? Couldn't stereotypes, as Beamer (1992) points out, be a useful beginning point for discussion about differences in ways of communicating between people from different cultures? What about differences in the way men and women use body language to communicate? Would two women, one a German and the other a South African, find body language to be a barrier in the same way that the German woman communicating with a South African man would? Would body language even be a barrier to the two women?
information in Bovée and Thill (1998), a widely used business communication text.

An Oregon girl in an intercultural communication class asked a young man from Saudi Arabia how he would nonverbally signal that he liked her. His response was to smooth back his hair; which to her was just a common nervous gesture signifying nothing. She repeated her question three times. He smoothed his hair three times. Then, realizing that she was not recognizing this movement as his reply to her question, automatically ducked his head and stuck out his tongue slightly in embarrassment. This behavior was noticed by the girl and she expressed astonishment that he would show liking for someone by sticking out his tongue. (p. 374)

The following text is from Bovée and Thill (1998):

Sometimes people from different cultures misread an intentional signal sent by body language; sometimes they overlook the signal entirely or assume that a meaningless gesture is significant. An Arab man indicates a romantic interest in a woman by running a hand backward across his hair; most Westerners would not understand the significance of this gesture. (p. 65)

These excerpts illustrate how careless research led to an overgeneralization about body language in Arab culture. In fact, overgeneralization occurred here on at least three levels. First, one Saudi Arabian man is taken to represent approximately 175 million Arab men (there
are approximately 250 million Arabic language speakers in the world today). This is clearly problematic, since the Arabic-speaking world includes 22 nations whose citizens vary from each other in dialect, religion, and customs. Second, I believe the Saudi Arabian student may not have even answered the Oregon girl's question. For example, the hair-smoothing gesture may have been a personal nervous reaction that had nothing to do with her question. Third, the teacher of the intercultural communication class is assuming that the Saudi Arabian man knew of a signal that would show his liking for a girl in public. This may not even be the case since such a signal probably does not exist in public Saudi culture. If such a signal does not exist, then Bovée and Thill (1998) mislead students by presenting inaccurate information about a whole culture based on an overgeneralization. If there is such a signal in Arab culture, the authors' statement is an overgeneralization. This kind of cultural portrayal may mislead an audience and damage intercultural communication.

Overgeneralizations are found in each of the textbooks I reviewed. For example, in a second overgeneralization, Bovée and Thill (1998) advise, "Don't give a gift of liquor in Arab countries" (p. 70). In fact, of the 22 Arabic-speaking countries only a few, such as Saudi Arabia, have a legal system that forbids alcohol. Again, appropriate qualification is in order; the quotation should more accurately read as follows: "In a few Arab countries like Saudi Arabia, people are forbidden to buy, sell, or use alcohol in public, so do not attempt to bring it into those countries. Alcohol might be an appropriate gift to a non-Muslim friend or client in countries such as Egypt, Syria, Iraq, Jordan, or Bahrain."
All of the textbook authors—Bovée and Thill (1998), Lehman and co-authors (1996), Locker (1998), and Treece and Kleen (1998)—should be able to think of exceptions to their overgeneralizations. An example from Locker (1998) invites such a response: "In Muslim countries, women and men are not supposed to have eye contact" (p. 338). Surely she means to say that in some Muslim countries direct eye contact is inappropriate in public—quite a different point. This statement about Muslims does not take into account differences between social classes, generations, and variations in customs from one Muslim country to another. For example, as a teacher in Jordan I often had direct eye contact with female students in class, but outside of class such a student would avert her gaze if I attempted to have direct eye contact.

In another clear example of overgeneralization, Treece and Kleen (1998) write that "Americans, like people in Britain and northern Europe, want their own 'bubble of space' and feel violated when others intrude without a special invitation. We also maintain greater personal distances, particularly in business and formal situations" (pp. 564-565). Which Americans? Is it the same for men and women? What about Hispanic-Americans, Native-Americans, or Chinese-Americans?

One result of overgeneralization about cultures is that it leads to inaccurate portrayals of people from those cultures; therefore, students and colleagues are misguided if such sweeping categorizations are perpetuated. While these four textbooks are informative on the level of discrete pieces of cultural information, unfortunately, the cultural information is not always
accurately presented. Finally, we can conclude that while international communication coverage is increasing in recent editions (the four texts devote from 3.4% to 5.6% of their space to international or intercultural communication topics), some information is inaccurate due to overgeneralization and inaccurate research.

As Barnlund (1994) points out, acquiring information about a culture other than one's own is helpful, but offers an incomplete picture of international communication as it occurs in the workplaces for which the textbook authors are preparing their students:

There are, of course, shelves of books on the cultures of the world. They cover the history, religion, political thought, music, sculpture, and industry of many nations. And they make fascinating and provocative reading. But only in the vaguest way do they suggest what it is that really distinguishes the behavior of a Samoan, a Congolese, a Japanese, or an American. Rarely do the descriptions of a political structure or religious faith explain precisely when and why certain topics are avoided or why specific gestures carry such radically different meanings according to the context in which they appear. (p. 28)

In the following section I continue my discussion about the predominance of the culture-based approach in international communication research.
Culture-based international communication research

In this section I critique the culture-based nature of much international communication research. The researchers whose work I examine tend to generalize communication differences across whole cultures. The claims of generalization may mislead students and workplace practitioners into thinking that a set of reliable culture-wide rules exists for communicating with all people from a particular culture.

Culture-based approach in international communication research

Knowing a lot about a culture—its language, beliefs, values, customs, and religion—clearly assists a professional communicator in communicating successfully with a member of that culture (Hoft, 1995; Beamer, 1992; Victor, 1992). Beamer (1992), for example, states the case for knowing about the culture: "acquiring knowledge and understanding of cultural factors is the key to successful communication across culture" (p. 302). In fact, based on my own personal experience and that of others, learning this information is just a first

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3 Culture-based and culture-wide are two quite different concepts. While I use both of these terms in this chapter, their meanings are quite disparate. Culture-based means that language-related characteristics of a person are assumed to be due to the person’s culture. Culture-wide, on the other hand, refers to a feature of language like a discourse move, for example, that is said to be common to all members of that culture. Culture-wide does not refer to the reason for a language feature.

4 These scholars, like the textbook writers, follow the cultural model, though in a more sophisticated way. That is, Victor (1992) and Hoft (1995) seem to recognize that there is context beyond culture but don’t explain how those factors actually function in international communication. While their taxonomy of cultural variables (refer to Table 2.2 and footnote on p. 23) is useful in pointing out important elements of those cultural factors that influence international communication, rhetorical concerns such as purpose of the communication and level of knowledge are missing.
step to conducting successful international communication. Cultural factors in international communication are well catalogued in the textbooks I critiqued in the previous section.

International communication events clearly can be mediated by cultural factors such as language, beliefs, values, customs, and religion. As Beamer (1992) writes, "culture governs communication behavior" (p. 291). Underscoring Beamer's point, Bennett (1996) illustrates one of those culturally mediated factors—gesturing:

Let’s say you have a very low-gesturing person trying to communicate with a high-gesturing person. As they come into contact with one another, they’re not saying, “Ahh, cultural difference.” On the contrary, they each think there is something wrong with the other. The high-gesturer thinks the low-gesturer has impaired self-esteem, undeveloped self-confidence, and a lack of leadership potential. The low-gesturer thinks the high-gesturer is dangerous, unpredictable, and immature. This is called a mutual negative evaluation and is the typical outcome of most international interaction where people don’t know about cultural differences. In actuality, each person is simply expressing his or her cultural conditioning. The high-gesturer is showing the training, “When you’re in public, show what a unique individual you are.” (p. 6)

Knowing this information—that members of certain cultures tend to be high-gesturing and others low-gesturing—would be helpful before engaging in an important professional communication event. This point about gesturing is a
good example of the usefulness of cultural information and is therefore correctly included in business communication textbooks.

While I agree that cultural influence on international communication is strong (the evidence from Victor [1992], and Beamer [1992], is compelling) as Scollon and Scollon (1995) show, culture is not the only influence at work:

For example, if two participants in a discourse are different from each other in their choice of deductive or inductive strategies for the introduction of topics, whether or not they are from different cultures, they will find themselves confused as to how to interpret what is being said by the other person. What is significant is not the difference in culture; it is the difference in that particular rhetorical strategy. (p. 162)

This example shows that the choice to use deductive or inductive strategies may not be culturally mediated, leading us to understand that there may be other non-cultural influences on international communication.

In the next section I first explain the culture-based approach in American-Japanese discourse research. Then I propose a context-based approach to international communication, taking into account factors that Scollon and Scollon (1995) and Barnlund (1994) have raised.

Culture-based approach in American-Japanese discourse research

Some authors of scholarly studies about American-Japanese communication also make culture-wide claims about Japanese discourse. While I recognize the necessity and importance of culture-wide research, I point out
that these studies do not adequately account for contextual factors in international communication. Scholars like Hinds (1983, 1987) and Kaplan (1987) have claimed that Japanese discourse seems to have unique and recognizable culture-wide patterns. By contrast, more recent research by Kubota (1997) challenges the case for generalizing across Japanese culture. In the following discussion I briefly three discourse features: backchannels, disagreement, and implicit meaning.

The first discourse feature, backchannel feedback like "'umhmm,' 'uhhuh,' 'yeh,' 'yerright' . . . , encourages the speaker to continue. These signals do not take the turn away from the speaker" (Hatch, 1992, p. 14). According to Yamada (1997), Japanese and Americans clearly use backchannels differently. "The Japanese call such vocalizations aizuchi, and the phrase, 'aizuchi o utsu' (hitting backchannels), images two blacksmiths hammering away in rhythmic ensemble" (p. 96).

Speaking about her own research into American-Japanese business meetings, Yamada (1997) found that the Japanese members gave twice as many backchannels as their American counterparts. Playing up their listenership and promoting togetherness, Japanese listeners indulged in backchannels because it [sic] is a primary strategy of listener talk that makes listeners, rather than speakers, the center of communication. (p. 96)
At the same time, Japanese backchannels may indicate only that the Japanese interlocutor is present and nothing more. The indication that Japanese interlocutors use backchannels more often and that backchannels mean different things in Japanese and American discourse is significant for international communication (Yamada, pp. 96–98). Hatch (1992) points out that all cultures and languages use backchannels, though “backchannel or feedback signals differ across settings and according to the roles of speakers” (p.15).

A second discourse feature is disagreement. Yamada (1997) says Japanese and Americans disagree differently. In a business discussion, Yamada claims, a Japanese person might soften a negative point “so that the overall image is one of ‘yes’” (p. 45). This difference between Japanese and American disagreeing may cause confusion for Americans who, like President Clinton during recent U.S.-Japan trade talks, have proposed that when Japanese trade negotiators say yes, they mean no. Yamada concludes that “‘yes’ and ‘no’ are not exactly equivalent in Japanese and in English” (p. 46).

A third discourse feature is implicitness. The way interlocutors make meaning from discourse may be more implicit in Japanese discourse than in American discourse according to Yamada (1997) and Nishida (1996). That is, the speaker in a conversation can be very clear and explain all the details of a plan or can offer clues and expect the audience to figure out the meaning on his/her own. Yamada and Nishida agree that Japanese tend to favor implicit meaning creation. “Understanding is often left up to the listener’s sasshi (guessing what
someone means) ability. The concept of *sasshi* is defined as conjecture, surmise, or guessing what someone means” (Nishida, p. 114).

Certainly, this discussion about discourse features (backchannels, disagreements, and implicit meaning) is useful since they are based on direct observations of language performance of Japanese and Americans. While I agree there are some culture-wide communication commonalities such as tendencies toward more or less implicitness, I also make the claim that context is a powerful determiner of communication strategies. The extent to which any of these broad cultural descriptions has bearing upon the interaction of a given Japanese and American communication event depends on the contextual factors for that event. In fact, these researchers (e.g., Hinds, 1983, 1987, Kaplan, 1987, Yamada 1997, and Nishida 1996) have, I believe, largely ignored the important influence of two crucial rhetorical factors—purpose and level of knowledge—on international communication.

**Purpose and level of knowledge: Rhetorical factors in international communication**

In this section I specifically discuss two rhetorical factors in international communication that the culture-based approach does not take into consideration: (1) purpose of the international communication event and (2) level of knowledge about the topic of conversation.
Purpose of communication event

Communication between two people changes according to the purpose of their communication. This is as true between two people from the same culture as it is between two people from Japan and America. For example, the discourse moves of an American ordering a meal from a Czech waiter in a Prague restaurant and the next day making a proposal to the Czech Minister of Industry for his firm to build a new power plant in Prague differ substantially. These two examples of international communication differ in a number of ways—the desire to get a good meal and the need to sign a contract—despite the same cultural influences (American/Czech) in both cases. The difference in purpose is the key to understanding the interaction of these people.

While international communication researchers have not paid much attention to context, socio-linguistics and pragmatics researchers have recognized its relevance to international communication. For example, Brown and Levinson (1987) write that in speaking about the politeness of indirect expression, “one has to be cautious in generalizing across contexts” (p. 142), and Hatch (1992) states that “backchannel or feedback signals differ across settings and according to the roles of speakers” (p. 15).

According to Bialystok (1993), pragmatic competence\(^5\) relies on

\(^5\) Pragmatic competence “entails a variety of abilities concerned with the use and interpretation of language in contexts” (Bialystok, 1993, p. 43).
the relation between a set of linguistic forms and the meanings intended by those forms in specific contexts. The representation that underlies this performance consists of a relation between a given meaning and a range of possible forms that give rise to that meaning. Selecting the appropriate form requires an assessment of contextual and social factors. (p. 51)

Clearly, purpose influences the communication event itself. In the following example, for instance, the communication strategies I used were definitely influenced by the purpose. When I interviewed Jordan's Crown Prince Hassan at a walk-for-charity event in 1979, the words I chose to speak with him were influenced by the fact that he was the second most politically powerful person in Jordan, after his brother, King Hussein. In addition, I was influenced as I wrote the subsequent newspaper article for the *Jordan Times* by the fact that the audiences for the English-language article were educated Jordanians, expatriates working in Jordan, and personnel in the Crown Prince's office. If I had been interviewing a Jordanian teacher in Amman, the difference in audience would dictate differences in subject matter, word choice, level of formality, length of communication, and style. In this particular case, having a lot of information about Jordanian/Arab culture at my fingertips was helpful, but context outside of culture was as important. I knew, for example, that the culture required an honorific salutation like "Sir" or "Your Majesty." However, since the interview took place outdoors in the countryside, in the company of a bodyguard and several other expatriates, other contextual elements influenced our
communication as much as culture did. Among these was purpose—to get his thoughts on the fundraising event we had all just taken part in so that I could write an article, take a photograph, and turn it in for publication at the *Jordan Times*. Other contextual factors that influenced the communication included Prince Hassan’s British public school background and his love of the outdoors. Clearly in this case a culture-based approach—knowing a lot about Jordanian-Arab culture—is not sufficient to explain the rhetorical interaction between us.

*Level of knowledge*

In this section I show how research into shared, common, and prior knowledge (see Table 2.2) supports my claim that the level of knowledge that interlocutors possess about a topic facilitates the sharing of knowledge in international communication. Once I establish the importance of level of knowledge in knowledge sharing, I then move to propose that purpose and level of knowledge are rhetorical factors that support the context approach.

<table>
<thead>
<tr>
<th>Type of knowledge</th>
<th>Researcher</th>
<th>Comments</th>
</tr>
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<tbody>
<tr>
<td>Shared knowledge</td>
<td>Kreckel (1981)</td>
<td>shared knowledge is negotiated common knowledge</td>
</tr>
<tr>
<td></td>
<td>Scollon and Scollon (1985)</td>
<td>knowledge sharing is facilitated if the interlocutors have some common experiences, vocabulary, or academic background</td>
</tr>
<tr>
<td></td>
<td>Stanat (1990)</td>
<td>sharing of information is rapid access to intelligence</td>
</tr>
<tr>
<td>Common knowledge</td>
<td>Kreckel (1981)</td>
<td>common knowledge is knowledge that pertains to transmission of messages in face-to-face communication</td>
</tr>
<tr>
<td>Prior knowledge</td>
<td>Flower and Hayes (1981)</td>
<td>prior knowledge of topic residing in long term memory aids writers in writing</td>
</tr>
<tr>
<td></td>
<td>Swider and Ye (1996)</td>
<td>prior knowledge helps people to do a new task</td>
</tr>
<tr>
<td></td>
<td>Heit (1994)</td>
<td>prior knowledge plays a role in people learning about new categories of information</td>
</tr>
</tbody>
</table>
What I am calling shared knowledge has been called information sharing in research on corporate communications. In the context of corporate communication, information from various sources is made available to employees. This sharing of information makes sense in the corporate context since the goal of a corporation, writes Stanat (1990), is "rapid access to intelligence" (p. 26).

Interest in shared knowledge appears not only in the fields of corporate communication, composition, psychology, and linguistics, but also in the field of international communication. Scollon and Scollon (1995) write,

When we are communicating with people who are very different from us, it is very difficult to know how to draw inferences about what they mean, and so it is impossible to depend on shared knowledge and background for confidence in our interpretations. (p. 12)

Common knowledge also aids in sharing technical knowledge. Knowledge sharing is facilitated if the interlocutors have some common experiences, vocabulary, or academic background. Scollon and Scollon (1995), therefore, also independently confirm the research I cited above (Flower & Hayes, 1981; Heit, 1994; Kreckel, 1981; Stanat, 1990; and Swider & Ye, 1996) and my personal observations about the importance of common knowledge.

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Stanat (1990), for example, develops this concept in her book, *The Intelligent Corporation: Creating a Shared Network for Information and Profit*. Stanat defines shared information as integrating internal and external information sources for the good of the corporation.
One reason that some interlocutors can more easily share knowledge is that they already have, as Kreckel (1981) suggests, a background of common knowledge. Kreckel's discussion of common and shared knowledge helps to explain the differences between the two terms—common and shared—and the influence that shared knowledge has on an interlocutor's understanding.

Common knowledge is knowledge about the same topic (pp. 26–27). Shared knowledge, writes Kreckel, is negotiated common knowledge (p. 27). Like Kreckel, I am interested in investigating common knowledge, "knowledge relevant for the transmission of messages in face-to-face communication" (p. 28).

Research into the role of knowledge that writers bring to their writing helps to explain the importance of prior knowledge. Flower and Hayes (1981) locate this knowledge of topic, as they call it, in the writer's long-term memory, that is "a storehouse of knowledge about the topic and audience . . ." (p. 371). I believe this prior knowledge of topic is critical to the success of knowledge...
sharing in international communication. Experimental psychologist Heit (1994) finds that prior knowledge plays a role in people learning about new categories of information. Heit's findings indicate that "when people learn about categories in a particular context, they are influenced both by what they observe in that context and by their prior knowledge" (p. 1276). Prior knowledge, then, can be helpful in learning about new categories, since people make associations between old categories and new ones.9 Research about shared, common, and prior knowledge clearly shows that level of knowledge plays a critical role in knowledge sharing between international interlocutors.

My study

In this chapter I have argued for a context-based approach to international technical communication, an approach that extends the culture-based approach to include rhetorical factors. This context-based understanding of international communication draws upon but is not limited to the culture-based interpretation and culture-wide generalizations of much current international communication research. My study of international communication explores

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9 Further understanding of the term shared knowledge comes from research into prior knowledge. The interlocutors in an international communication event in my study bring prior knowledge about agriculture with them to the "table." This prior knowledge plays a role in facilitating information exchange and sharing of knowledge. For example, Swider and Ye (1996) investigated the helpful role of prior knowledge in subjects' learning new computer software and found that prior knowledge helps people to do a new task. In my study, therefore, the interlocutors could more likely understand new agricultural concepts that are introduced into the conversation by one of the other interlocutors.
rhetorical purposes as part of a context-based approach to international technical communication.

The data for my study come from transcripts of farm visits by Tatsuya Go to six central Iowa farms. The Japanese visitor had already spent seven months in the United States interacting daily with Americans. His English was fluent, though not idiomatic, and he clearly took great interest and enjoyment in mastering U. S. English conversation.

As in the example of my 1979 Prince Hassan interview, in which the purpose of the interaction was critical to communication, Tatsuya Go's purpose in coming to Iowa determined much of what he did here, who he spoke with, and how he spoke with them. Tatsuya Go's intriguing purpose—"knowing the mind" of the Iowa farmers, and perhaps, in general, of "knowing the mind" of the American people—was clearly to learn about such matters as how Iowa farmers produce and market their meat and grain, how they manage animal waste, and how they manage animal health and nutrition on their farms.

Tatsuya Go's academic training was in veterinary medicine, so he shared a common professional background and technical knowledge about animal husbandry with the farmers. This commonality clearly played a role in the communicative effectiveness of the interlocutors in my data. Examples of this shared knowledge include such terms as marbling, farrowing house, Expected Progeny Differences (EPD's), and carcass basis.

This notion of shared knowledge helps us to understand that technical experts in agriculture, such as Tatsuya Go and the Iowa farmers he visited, would
have an easier time explaining to each other new concepts in agriculture when they already understood a number of other agricultural concepts. I would expect the level of knowledge and purpose of the visit to Iowa to play a role in the success of knowledge sharing between visitors and farmers.

On the other hand, a culture-based approach would suggest that the transcripts of Tatsuya Go’s visits with his farmer hosts would be fraught with potential misunderstandings due to the differences in culture and language that the culture-based approach warns us about. Such differences might encourage us to conclude that Tatsuya Go would be reluctant to disagree with his hosts or perhaps reticent to speak about his own perspective on agricultural topics. In fact, research I have cited earlier in this chapter makes such claims (Chaney & Martin, 1995; Victor, 1992; Yamada, 1997). I, however, explore factors outside of these culture-wide generalizations that also have influence on the communication between the interlocutors in my transcripts. I return to these two factors—purpose of the visit to Iowa and similar level of expertise about agriculture—in more detail in chapter three.
CHAPTER THREE: RESEARCH APPROACH, DATA COLLECTION AND MANAGEMENT, AND TRANSCRIPTION AND CODING PROCEDURES

Here I discuss the approach and methods I use to work with my data: 10 hours of transcribed conversation between a visiting Japanese Ministry of Agriculture, Forestry, and Fisheries official and six Iowa farmers. Specifically, I discuss my research approach (dissertation overview and use of authentic texts), data collection and management (data collection, primary data, secondary data, and researcher role and constraints on data management), and transcription and coding procedures (first, second, and third levels).

Dissertation overview

As pointed out in chapter one, international communication is often examined through the lens of miscommunication and grounded in the simplistic notion that effective international communication requires learning a set of culture-wide rules applicable to any communication context. Instead of beginning from the assumption that international communication is a potential minefield for miscommunication, I have assumed that international communication may usefully be characterized by knowledge sharing. Knowledge

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1 Generally speaking, translation is an issue in international communication that also figures importantly in current research about international communication. In the case of my transcripts the conversations were all in English, so translation was not a factor.

sharing, as I call this exchange of information in my own transcript data, typically seems to occur because the interlocutors share baseline knowledge—in this case about agriculture. In this dissertation I explore two of the components of technical knowledge sharing: a common purpose of the communication and a high level of expertise about agriculture. Further, my analysis focuses on the disagreements between interlocutors as instances where the negotiation of new knowledge becomes evident.

Specifically, I recorded, transcribed, and coded a number of international communication events. I investigate how controversial knowledge gets shared status because I believe the answers may provide new and useful insights about technical knowledge sharing in international communication, particularly in instances where the interlocutors disagree.

Use of authentic texts

Authentic texts—a transcripts of actual international communication events—offer an excellent data source to support claims that researchers make about international communication. Clyne (1994) makes the point that authentic texts are advantageous since they furnish "real data, spontaneous and unscripted. People are being themselves, saying what they actually say rather than what they think they would say" (p. 18). The analysis of transcripts of spoken language makes particular sense since, as Scollon and Scollon (1995) have pointed out,

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1 Ochs (1979, p. 43) and others use the term naturalistic speech.
"spoken communication is more fundamental" to professional communication than written communication (p. 51).

There is very little choice for the researcher who wants to do observation-based research, since there are few corpora of data available. The researchers must collect their own data. While there are studies, some from the field of interlanguage pragmatics (some of the authors published in Kasper & Blum-Kulka, 1993, for example, draw from the Cross-Cultural Speech Act Realization Project, 1989, corpus) and a few from international communication (Clyne, 1994, for example, recorded his own data from conversations among immigrant workers in Australian factories) that rely on observational data or authentic texts, they are the exception rather than the rule in the study of international technical communication. There are few collections of recent American-Japanese data, a key exception being Yamada's corpus (1997).4

Current scholarly work on international communication reflects a move to using authentic texts in research. Recent scholars who draw their evidence from actual international communication workplace events include Clyne (1994), Connor and Davis (1995), Yli-Jokippi (1996) and interlanguage pragmatics researchers such as Kasper and Blum-Kulka (1993). International communication scholars such as Victor (1992), Varner and Beamer (1995), Chaney and Martin (1995), and Hofst (1995) draw their evidence from sources

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4 In the field of discourse analysis, however, journals such as Language and Society and Journal of Pragmatics regularly publish research that draws on authentic text data.
including anthropological and linguistic research and certain amounts of anecdotal information.

My use of authentic texts—transcripts of conversations between a Japanese Ministry of Agriculture official and Iowa farmers—is appropriate to the study of international communication for three reasons. First, authentic texts are an accepted source of data among international communication researchers. Second, authentic texts are useful in building theory in two important ways: (1) authentic texts strengthen the researcher's claim since the data is the "real thing" and (2) authentic texts offer the researcher the possibility of discovering new knowledge. Flower (1989) asserts, for example, that observation-based research in composition studies has as one of its goals theory building. Similarly, Clyne (1994) writes that, like Tomic & Shuy (1987), he believes "research on language which is based on real-life situations leads to good theory" (p. 5).

I am particularly committed to basing my work on observed international communication events because, as I have studied and read in the field of international communication, I have learned that few studies rely on careful examination of actual events for their data. Anecdote is often the source of "information." Indeed, my own international communication experiences tell me that while a short visit to a new place is very informative and useful in learning about communicating with the people who live in that new place, I

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5 Flower (1989) adds, "In trying to construct a more comprehensive, more explanatory account, observation-based theory building draws on research for its heuristic power as well—going a step beyond the data in an attempt to honor the data" (p. 297).
hardly become an expert after a short stay there; thus the research questions for my dissertation could only be answered through an examination of authentic texts.

For example, my own 21-day trip to the People’s Republic of China in 1978 opened my eyes to, among other things, certain aspects of Chinese-American communication: (1) the importance of long-standing personal friendships between Chinese and Americans despite frosty diplomatic relationships at the diplomatic level and (2) the importance of power relationships among people in China particularly relating to their membership in the Communist Party. I had learned about only a few of the important factors that influence communication between Americans and Chinese and was in no way able to reach conclusions about Chinese-American communication. Because I learned about the importance of context, generalizing about Chinese-American communication was not realistic. While my three-week trip to the People’s Republic of China did indeed lead to new insights into communication across borders, it was only a first step.

In summary, I am using authentic text for three reasons: (1) Authentic texts have a precedent in the field of international communication, (2) authentic texts are useful in theory building, and (3) authentic texts are appropriate data sources for my research questions since I am building and developing my dissertation on current research.
Data collection: Participants, human subjects permission, and site selection

In my transcripts of audiotaped conversations the interlocutors are a Japanese visitor, Tatsuya Go; the Iowa farmers (Mike Helland and Clark Helland, Dick Snyder and Shirley Snyder, Tom Cory and Mary Cory, Wayne Reinhart, John Brannaman, and Paul Hill); and researcher, Lee Tesdell. In some cases more than one farmer took part in the discussion. For example, in one case a retired farmer, the father of the man we were visiting, took part in the conversation. In two other cases, both husband and wife, farming partners, took part in the conversation. In all cases, I obtained signed permission from the Japanese visitor and the Iowa farmers to use the data I collected from their conversations as required by the University Human Subjects Review Committee at Iowa State University. I use the names of the subjects from whom I gathered data because they gave me written permission to do so.

How were these participants chosen? I had been following a number of leads with Iowa agribusinesses that were to host international visitors. In March 1997 I was asked by Barbara Mathias of the Council for International Understanding (ICIU) in Des Moines if I would help arrange the eight-week itinerary of a Japanese visitor. I agreed immediately, and at my first meeting with Tatsuya Go I received permission to audio tape our visits to local agribusinesses and farms. The visitor's excellent English and pleasant personality made him a natural choice for international communication research. He was visiting Iowa to learn about our agriculture; specifically, he stated that he had come to "know the mind" of the Iowa farmer, hence the sub-title of my dissertation. The
visitor’s title was Unit Chief, Meat and Egg Division, Ministry of Agriculture, Forestry, and Fisheries. His academic degree is a D.V.M. from Hokkaido University in Sapporo, Japan. Tatsuya Go’s fortuitous visit made it possible for me to collect my transcript data.

I chose the farmers according to five criteria: (1) Did they meet Tatsuya Go’s expressed wish to find out about animal production on family farms in Iowa? (2) Were they willing and available to host Tatsuya Go? (3) Did I know them well enough or know an intermediary well enough to ask them for this substantial favor? (4) Did they raise livestock? (5) Was the farm within reasonable driving distance of Ames, Iowa, where Tatsuya Go had his temporary office?

We visited six farms whose names and main products are identified in Table 3.1. I draw on five kinds of data, all gathered from the Japanese visitor and the Iowa farmers in 1997. This data included primary data (transcripts of conversations between the Japanese visitor, Iowa farmers, and the researcher) and secondary data (a final report, e-mail messages, reflective transcripts, and reflective conversations).

<table>
<thead>
<tr>
<th>Date of visit and farm name</th>
<th>Type of farming operation</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1, 1997—Helland Farm</td>
<td>Hogs and row crops</td>
</tr>
<tr>
<td>April 4, 1997—Nelsgaard Farm</td>
<td>Hogs and row crops</td>
</tr>
<tr>
<td>April 8, 1997—Cory Farm</td>
<td>Cattle, sheep, and hay</td>
</tr>
<tr>
<td>April 10, 1997—Reinhart Farm</td>
<td>Cattle, sheep, and row crops</td>
</tr>
<tr>
<td>May 15, 1997—Amana Farms</td>
<td>Cattle, row crops, and specialty crops</td>
</tr>
<tr>
<td>May 27, 1997—Hill Farms</td>
<td>Turkeys, row crops, and commercial fertilizer</td>
</tr>
</tbody>
</table>

Since that time Tatsuya Go has been promoted within the same ministry.
Primary data: Transcripts of conversations between the Japanese visitor, Iowa farmers, and the researcher

These transcripts comprise more than 91,000 words from approximately 10 hours of conversation. The transcripts contain conversation about agricultural topics (these are “A” episodes) and conversation on various other topics (these are “O” episodes). The discussions were remarkably well-focused; over two-thirds of the topical episodes focused on agricultural issues.

I recorded the audiotapes with a hand-held cassette tape recorder. Since the recordings were made on site at the farms we were visiting, the tapes picked up some background sounds like hogs squealing, wind blowing, and machinery operating. In all but a few cases these background noises did not seriously hinder transcribing those particular parts of the conversation. Of the sound interferences, the wind on one particular tape was the most problematic.

In Table 3.2, I present transcript information. First, I present the transcript name and date. This information is necessary for identification purposes. The second category of information is topical episode count and percentage. These numbers refer to the number of agricultural and other topics episodes and the percentages that those numbers represent of the total transcript. The third category is word count and percentage. This refers to total number of words and percentages. The final category in Table 3.2 is a total word count for each transcript.
Table 3.2 Transcript information

<table>
<thead>
<tr>
<th>Transcript name and date of conversation</th>
<th>Topical episode count and percentage. A = agricultural and O = other</th>
<th>Word count * and percentage</th>
<th>Total word count for each transcript</th>
</tr>
</thead>
</table>
| Helland 4/1/97                          | A=35; 81.3%  
O=8; 18.6%                                | A=10,548; 95.6%  
O=477; 4.3%                                   | 11,025                               |
| Cory 4/4/97                              | A=33; 82.5%  
O=7; 17.5%                                | A=11,962; 95.4%  
O=570; 4.5%                                   | 12,532                               |
| Snyder 4/8/97                            | A=21; 67.7%  
O=10; 32%                                  | A=20,961; 84.1%  
O=3,940; 15.8%                                 | 24,901                               |
| Reinhart 4/10/97                        | A=17; 51.5%  
O=16; 48.48%                                | A=8,841; 80.2%  
O=2,178; 19.7%                                 | 11,019                               |
| Brannaman 5/14/97                       | A=13; 81%  
O=3; 19%                                   | A=13,820; 94.6%  
O=781; 5.3%                                    | 14,601                               |
| Hill 5/27/97                             | A=21; 75%  
O=7; 25%                                   | A=16,573; 96.6%  
O=570; 3.3%                                    | 17,143                               |
| Totals                                  | A=140; 73.2%  
O=51; 26.7%                               | A=82,705; 90.6%  
O=8,516; 9.3%                                   | 91,221                               |

* The word count was determined with Microsoft Word 6.0 for Macintosh “Word Count” function.

Secondary data: A final report, e-mail messages, reflective transcripts, and reflective conversations

In this section I describe each of the four secondary data sources I drew on for my dissertation. I used these data for background information purposes only, did not analyze them, and therefore did not include them in the appendices.

Written report by Tatsuya Go

Tatsuya Go sent me a copy of a report he wrote at the end of his year-long sabbatical in the United States. The primary audience for this status report on the U. S. pork industry is the Japanese government’s National Personnel Authority, Tatsuya Go’s sabbatical sponsor. Of course, his Iowa visit was an important part of that visit, so his reflections are appropriate to topics I mention in my dissertation.
E-mail messages between me and Tatsuya Go

I archived my regular e-mail correspondence with Tatsuya Go. These exchanges were often on the subject of arranging the next visit, time, and place to meet. I used this data source to check on events during Tatsuya Go’s visit to Iowa that I needed to refer to in the dissertation.

Transcripts of reflective taped sessions between me and Tatsuya Go and my own reflective journals

I taped conversations between Tatsuya Go and me about international communication events. During these sessions, I asked Tatsuya Go about communication styles in Japan, about topics like politeness, about implicitness and explicitness, about how English is taught in Japan, and about phrases or events during the visits I taped. I have about three hours of reflective sessions. These data assist me in two ways: (1) I can check for consistency with other data sources, and (2) I can learn about Tatsuya Go’s reflections about certain international communication issues.

I wrote reflective comments after every meeting with Tatsuya Go, a total of about 20 pages of text. In my reflective journals I also commented on unrecorded conversations between me and Tatsuya Go that I characterize as confidence-building discussions. These exchanges were not recorded because I believed that audiotaping might violate a kind of implicit trust that I was trying to build with Tatsuya Go. Despite the fact that these conversations were not recorded, I did gain insights and information from them and found that they
facilitated later recorded conversations. These data sources serve as a reminder for me to check certain ideas.

In the next section of this chapter I describe the transcription and coding procedures, beginning with constraints on data management. The transcription and coding procedures are particularly important to my dissertation since I depend on them to produce the kind of data on which my analysis is based.

**Researcher role and constraints on data management**

My own role of researcher turned out to be more participatory than I had originally expected. While I did not witness the problem described by Coates (1996)—the "stress of managing the tape-recorder meant that I was distracted all evening . . . " (p. 4)—I did find my own role as more than that of a tape recorder holder. Specifically, I found that I played two important roles: facilitator and explainer. It was not possible for me to be a neutral and uninvolved observer; my presence unquestionably influenced the interaction. In my role as facilitator I tended to guide the conversation in a direction that I thought would be beneficial to knowledge sharing between the Japanese visitor—whose interests I learned more about as we made more and more visits—and the Iowa farmers.

For example, consider my role in Turn 6 (R 0.4-6) below. (Note that the transcript episodes are identified by farmer, category, number, and turn number, i.e., in R O.4-4, R means Reinhart, O means other, 4 refers to episode 4, and 4 refers to Turn 4.) In this turn, I summarize Tatsuya Go's statement in Turn 4 about the reason for his visit to the United States. I am not sure that the farmer,
Wayne Reinhart, has understood Tatsuya Go’s statement and believed that I should clarify and summarize for him (Wayne Reinhart). Therefore I step in to clarify the statement. I often play this role in the transcripts.

R O.4-4. Tatsuya Go: Oh yes, it is very difficult to explain. I am an official of the Ministry of Agriculture now, ah, but at the same time, we have a very beautiful, ah, a very good program, ah, to improve the ability of the official itself. And it is implemented not by the Ministry of Agriculture, but by the Agency of the Personnel Official. [WR: Okay] So, now, that means that now I am an official of the Ministry of Agriculture now, and at the same time I am an official of the Agency of Personnel, ah, yes, Personnel Official, [WR: Uh huh] so, yes, and this program was implemented by no, no, no Agency of Personnel Official, so, I don’t have a strict obligation right now, so, ah, yeah my main purpose is to talk with good farmers, ha ha, and ah, study from such persons how the United States agriculture is hoping for and how they are managing the farms, or, and such kind of things.

R O.4-5. Wayne Reinhart: Well interesting, that’d be...

R O.4-6. Lee Tesdell: It's kind of, it's really a year's worth of research and ah,

R O.4-7. Tatsuya Go: Research and study
(R O.4 Introduction)

In my role as facilitator, I would sometimes explain a concept that Tatsuya Go had brought up in an earlier conversation to the farmer that we were presently visiting. For example, from the Snyder transcript, my role in Turn 5 (S A.2-5) is explaining to the farmers, Dick and Shirley Snyder, that the Japanese visitor is interested in meat quality, environmental issues, and meat preferences. Here I clearly am guiding the conversation toward what I believe to be Tatsuya Go’s purpose in visiting the farmers: meat production-related issues. (DS = Dick Snyder and TG = Tatsuya Go in the embedded backchannel comments.)
S A.2-5. Lee Tesdell: Yeah. We’re uh, I’ve learned a lot from Mr. Go as we go along and do these visits about uh meat quality and uh, and environmental issues with the, connected with raising meat and so on, and I, one of the things that you’ve been doing all your life here, I guess, is dealing with those...[DS: Mmhmm.] Issues, trying to raise the right kind of pork for the market. [DS: Mmhmm. Mmhmm.] And how to how to be environmentally friendly and stay healthy and [DS: Uh huh.] Keep your hogs healthy, and all that stuff. [DS: Yeah, yeah, right.] Dispose of the manure and [DS: Mmhmm.] All of it in a reasonable way. [DS: Mmhmm. Mmhmm.] It’s one of the reasons I wanted him to meet you. [DS: Okay.] You’re an expert. [TG: Ha ha ha] Whether or not you know it [DS: No, no.] You’re an expert.

One constraint present in my data collection did not seriously hamper my research: language. There were a few instances of vocabulary or pronunciation-related misunderstanding between the interlocutors. Such misunderstandings were usually resolved in the conversation when one interlocutor asked for clarification of meaning or pronunciation. The Japanese visitor spoke excellent English; none of the farmers knew any Japanese.

Transcription and coding procedures

My choice of transcription style is also a statement about methodology since, as Ochs (1979) has noted, not only is conversation mediated simply by being transcribed but also the transcription method influences the data. In other words, the way the transcripts are presented on a page, the fact that audiotape is different from videotape (audiotape cannot capture body language, for example), and the way that features including backchannels are treated all make a difference in the reception of the transcription by the reader. I included the entire
set of transcripts in Appendix A of this dissertation to make the transcript data accessible.

I transcribed all verbal language I heard on the tapes since I intended to analyze authentic complete texts. Even though I did not analyze all conversational features in the transcripts, I wanted to include all speech sounds. However, like Hatch (1992), for my research "... accurate representation of speech sounds is not the focus of the research, and so phonological or phonetic transcriptions of data are not used" (p. 8).

In the following two sections of chapter three I describe three levels of data management. The first level refers to transcribing and coding the transcripts for overlapped utterances that get the floor (interruptions) and overlaps that do not get the floor (backchannels). Backchannels were by far the most common type of overlap. The second level refers to identifying episodes with disagreement. The third level refers to selecting the data to be analyzed.

First-level data management: Transcribing the tapes

The transcription conventions I used allow for ease in further data management such as coding for topical episodes in the transcripts:

- Indicate turn takers in each conversational turn. I indicate the turn takers with initials: e.g., TG= initials of the Japanese visitor, XX=initials of the farmer, and LT=initials of the researcher. The initials of the turn taker are followed by a colon.

- Indicate breaks in conversation. While I note the pauses, the length of the pauses is not relevant to the research questions in my dissertation and, therefore, not indicated.
- Indicate backchannels in text with brackets (e.g., {LT: Uh huh}).

- Indicate interruption in a conversation. I indicate an interruption with a forward slash mark (/) at the end of the interrupted segment, interject the conversational turn of the "interrupter," and then show the continuation of the conversation with two forward slash marks (//) following the interrupted segment. Interruptions were infrequent in my transcripts.

- Indicate "uh huh" and similar speech moves. I use the spelling "uh huh" as a phonetic representation for the common acknowledgment. I transcribed all instances of "uh huh" that were clear.

Particularly important in these transcripts is backchanneling, a discourse move that is employed by interlocutors who do not have the floor. I transcribed the six tapes and bracketed the backchannels (see the example from H A.6 below) into the text of the conversational turns where they occurred to distinguish them from other discourse features.

H A.6-1. Tatsuya Go: There is some difference I think. {LT: Yeah} Concerning the turkey position, ah frankly speaking, I don't have enough information for, about that, but I think, I think, ah, there is a certain amount, there should be a certain amount of demand in Hong Kong or Taiwan for their foot. {LT: Ah, turkey feet} Turkey feet.

H A.6-2. Paul Hill: We've been workin' on that one {LT: Huh} and it ah, there are a lot of chicken feet that are exported {LT: Uh huh} ah, from this {TG: Yes, yes} country over to the Asiatic countries, but ah, not many turkey feet, and there's a lot of (H-A.6 Turkey feet).

A backchannel is not considered a conversational turn, and it may be in either statement or question form. One reason for this determination is that while backchannels do influence my analysis of disagreements in chapter four,

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they are often not clear indications of an interlocutor's reaction to a point being made by another interlocutor. A common example of this point is the backchannel {Uh huh}, perhaps the most common backchannel in the transcripts. I used seven rules for identifying backchannels in my transcripts:

Backchannels are utterances that

- do not get the floor and seem not intended to
- are usually fewer than four words
- signal agreement/acknowledgment
- are usually expressions like "Uh huh", "Yeah", or "Really?"
- do not offer new content
- are slipped into the flow of the conversation
- sometimes are repetitions of speech of interlocutor who has the floor

I next divided the transcripts into topical episodes—sections of transcripts devoted to one topic. A short episode about swine genetics is transcribed in the following way:

He A.4-1. Mike Helland: Yeah, a lot of these genetics, the sows mostly come from Sweden. (TG: Sweden?) A lot of Swedish genetics.
(He A.4 Swine genetics)

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8 Although backchannels do not figure prominently in my data analysis, I carefully accounted for backchannels because they were very common. The backchannel identification rules that I followed were a product of lengthy conversations among the researcher and his co-chairs who drew on their backgrounds in rhetoric and linguistics for reference. Backchannels are transcribed in various ways; for two examples see Yamada (1997, p. 89) and Bremer, Roberts, Vasseur, Simont, and Broder (1996, p. 195). In my data, I bracketed backchannels in the accompanying text to save space and time as I was transcribing.
Topical episodes such as "A A.2 Beef finishing" are indicated in the following way:

**A A.2 Beef finishing**
- A = name of the farm or farmer, in this case Amana Farms
- A.2 = agricultural episode #2
- "Beef finishing" indicates that the main topic of discussion is feeding beef cattle to market weight.

Finally, I numbered the conversational turns. This step gave me a necessary transcript reference tool. This also enabled me to do a word count of each episode so I could get a total word count on both kinds of episodes: Agricultural (A) and Other (O).

*Second level data management: Identifying episodes with disagreement*

The purpose of coding was to identify units of the discourse that I could analyze to answer my research questions. In order to do this analysis, I needed to identify the disagreements since disagreements commonly indicate controversy in discourse. I originally became interested in the negotiation of controversial technical knowledge between Tatsuya Go and the farmers since I wondered if such instances of disagreement might bring knowledge sharing into clearer focus. Later in this chapter I refer specifically to the identification of disagreements.

Disagreements, as I show in chapter four, do not necessarily lead to miscommunication or become barriers to communication but rather can be the location of negotiation of knowledge sharing. That is, disagreements occur in

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9 See also Sacks, Schegloff, and Jefferson (1974) for a discussion of turn-taking in conversation.
international communication discourse over differences in opinion and controversial topics, but this does not mean that communication ends. On the contrary, the negotiation of these controversial topics may further communication and afford interlocutors opportunities to learn new knowledge. I show in chapter four that, at least in my data, disagreements are examples of controversial technical knowledge sharing that are negotiated in various ways.

To answer my research questions, I first had to identify disagreements in the transcripts. I established rules for identifying disagreements. In my data disagreements (1) get the floor and (2) signal a stand against something said by an interlocutor by someone else other than an interlocutor. In addition, a disagreement could

- be in statement or question form
- be a clear “No!” or be less direct, such as a “Well, I don’t agree 100%,” or “Well, frankly I’m not sure that’s right.”
- follow a question as in the following exchange: “Those cattle are expensive, aren’t they?” “No, they’re cheap.”
- be indirect indications of disagreement as "Well, frankly speaking, my viewpoint may differ from yours," or “Hmmm, that is, that is, very different from your point of view and my standard point ah yeah, yes, this is really my point of view.”

On the surface, determining the disagreements in my transcripts seemed like a simple task. After all, I could search for all the instances of “No, I disagree.” But because such procedure is conventional research practice, I invited two other raters to code all transcripts for disagreements. Disagreement, however, proved to be more complex and challenging than just looking for the instances of “No”
in the transcripts. For example, some disagreements were not with positions that present interlocutors took, but rather with the views of public figures or governments.

All the coders, one of them the researcher, were doctoral students in the Department of English at Iowa State University. We began the process of coding for disagreements by familiarizing ourselves with the transcripts. The researcher and the researcher's dissertation co-chairs had carried out extensive preliminary coding to determine, check, and fine-tune coding rules and to prepare for the main coding task of identifying the disagreements in the transcripts.

The three coders did some preliminary training and coding, then held a further training session on 20% of the transcript material to see to what extent we agreed on coding for disagreements. When we agreed about coding for disagreement, we coded the remaining 80% of the transcript material. The training was on 5-6 pages of text (total of 18,200 words) from each of the six transcripts, and we used the remaining transcripts (total of 72,800 words) for the coding. Among the three raters, we achieved 81% reliability at choosing the episodes that contained disagreements.

Because the goal of this coding was simply to identify in which chunks of discourse disagreement occurred, if the coders agreed that there was disagreement within a given topical episode, that episode was coded [D]. This coding made it possible for me to see how many disagreements existed, what the topic of disagreement was, and most important, how to begin my analysis. In the following example of a disagreement, notice that the subject of the disagreement
is fair tariff levels and that Tatsuya Go is not directly disagreeing with a
statement by farmer John Brannaman, but rather an idea that John Brannaman
has floated in the conversation. This point of view may or may not be one that
John holds as his own.

A A.4-1. John Brannaman: It would be interesting to see, well this is where I
met Lee, was in Des Moines at this conference [TG: Uh huh] and they talked about ah
borderless world, [TG: Uh huh] [LT: Right] where
we could have free trade [TG: Uh huh] and
exchange [LT: Right] it would be interesting to see
what would happen [TG: Uh huh] ah, if that
would happen tomorrow. I mean if we wake up
tomorrow and [TG: Uh huh] say there's no tariffs,
there's no duties, there's no ...

A A.4-2. Tatsuya Go: Hmmm, that is, that is, very different from your point
of view and my standard point ah yeah, because,
yes, this is really my point of view, the
competition for winner should be decided only
from human's ability, not from the background or
natural resource, so certain amounts of tariffs is
not illegal or not unfair, [JB: Yeah] certain
amounts of tariffs is really legal and its helps the
ah, fair competition

A A.4-3. John Brannaman: Yeah, to a certain degree, yeah, I agree. [TG: Yes]

A A.4-4. Tatsuya Go: Yes, this is very important point.

A A.4-5. John Brannaman: And it's both sides, it's not, [TG: Uh huh, yeah]
The U. S. does the same thing as Japan does and
then, other countries. [TG: Yes, uh huh] They, it's
ah, it's self interest [TG: Yeah] to some degree
[TG: Yeah] to support some of the businesses
they have in the country which is [LT: Right]
good, [TG: Yes, uh huh] but it'd be interesting to
see if it was all gone, [TG: Yes, uh huh]
(A A.4 Tariffs).

The farmer wonders out loud about a world without tariffs on agricultural
imports but does not personally take a position. Tatsuya Go quickly takes a
position that the farmer then only partially agrees with. The disagreement
shown by Tatsuya Go clearly is with a perceived U.S. government position on tariffs with Japan, only hinted at by the Iowa farmer, rather than a clear and direct position the Iowa farmer takes. Nevertheless the disagreement and statement of a counter position by Tatsuya Go are clear. This topical episode is coded [D] for disagreement. All three coders determined that clear disagreement does occur within the topical episode.

Third-level data management: Selecting data to be analyzed

I selected episodes to analyze from six transcripts of recordings I made in April and May 1997. The critical elements of selection were agriculture, controversy, and Tatsuya Go's active participation. In order to study both non-controversial and controversial knowledge sharing about agriculture in international communication, I needed to select appropriate data—segments of the transcript about agriculture that included both non-controversial and controversial knowledge sharing. In addition, Tatsuya Go had to be involved in the conversation, since the topic for my dissertation is international communication. My data selection steps are presented in Figure 3.1.

From the 195 total episodes—both agricultural and non-agricultural—in the six transcripts, I separated out 52 non-agricultural episodes. I did this because my intention from the start was to analyze knowledge sharing on agricultural topics. Next I separated the remaining 143 episodes into 80 agreement episodes and 63 disagreement episodes. The coders and I separated the episodes that contained disagreement, agreeing with 81% reliability that those episodes did
indeed contain disagreements between the interlocutors. Of the 80 agreement episodes, I characterize 65 that involve Tatsuya Go directly. Of the 63 disagreement episodes, I examined the 24 that involve Tatsuya Go directly. These two categories—the 65 agreement episodes and the 24 disagreement episodes—comprise the discourse material for my analysis in chapter four. For research question one, I discuss the 65 agreement episodes that involve Tatsuya Go and the farmers. For research questions two, three, and four, I examine the remaining 24 episodes that contain disagreements between Tatsuya Go and the farmers.

Figure 3.1 Data selection steps
CHAPTER FOUR: SHARING NONCONTROVERSIAL AND CONTROVERSIAL AGRICULTURAL KNOWLEDGE

My goal in this chapter is to examine technical knowledge-sharing in an international communication context. Research question one centers on noncontroversial knowledge sharing, and research questions two, three, and four focus on controversial knowledge sharing.

To answer research questions two, three, and four about sharing controversial knowledge, I examine disagreements since those disagreements are an indication of controversy. While disagreements may indicate dissension among interlocutors, disagreements also indicate the potential for knowledge sharing, that is, for an interlocutor to learn or teach something new, to "negotiate" meaning. This concept is of interest to scholars such as Crosswhite (1996) whose research in communication and rhetoric leads him to write that claims are "above all invitations to share a particular way of making sense of something" (p. 62).

But how do these disagreements lead to knowledge sharing? I explore the discourse moves that the interlocutors employed to negotiate the controversies and consequently to share knowledge. I also examine the critical role that purpose and level of knowledge played in this technical knowledge sharing.

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1 Noncontroversial knowledge is knowledge that the interlocutors do not disagree about.

2 Controversial knowledge is knowledge that the interlocutors disagree about.

3 This relationship between controversy and knowledge sharing is a theme that has occupied the recent work of scholars writing about the two related subjects of argumentation and conflict in writing teams.
Using argumentation to negotiate meaning among interlocutors is central in Crosswhite's (1996) work:

The process of argument is a process of speech actions. Argumentation has to do with asserting and challenging, assenting and dissenting—in general, with making claims, challenging them, modifying and defending them. (p. 52)

Crosswhite's work supports my contention that disagreement—one of several ways in which controversy is reflected in discourse—can lead to understanding, though this claim may at first seem counterintuitive.

My work suggests that knowledge sharing can occur in disagreements between interlocutors from Japan and the U. S. When topics are controversial, the nature of knowledge sharing may become clearer. This clarity springs in part from the necessary explanation, elaboration, and understanding that arise from new ideas that may at first seem unbelievable or unacceptable to interlocutors. As Crosswhite (1996) writes,

\[\text{to understand an argument as an argument is to have the ability to imagine someone's inhabiting the role of the challenger. This means, in some cases, imagining people very different from ourselves, and forms of life different from our own.} \](p. 53)

In further support of my claim that negotiation of meaning may occur through argumentation and disagreement, Clyne points out in his research into

\*\ The intersection of this disagreement and knowledge sharing is the point of stasis for my research.
cross-cultural workplace discourse in Australia that one of the ways interlocutors negotiate meaning is through challenging or disagreeing with the statements of other interlocutors. Although Clyne does not identify these discourse moves as disagreements, they clearly would be considered such in my data. One of Clyne’s most important contributions to the study of international workplace communication shows that despite various language and cultural backgrounds, immigrant workers in Australia shared knowledge on the job. Clyne writes, for example, that one possible outcome of international communication is “Potentially unsuccessful communication, where a communication breakdown . . . is averted through negotiation of meaning. Thus, communication is successful in the end” (p. 144). Potentially unsuccessful communication (disagreements) became successful through negotiation of meaning. In my data, this negotiation of meaning in order to resolve disagreement often led to the sharing of knowledge.

Clyne’s (1994) work also supports my methodological decisions as well: (1) he collected data in intercultural workplaces, and (2) he allowed the interlocutors’ knowledge sharing to come to life on the pages of his work through their own discourse. My research is very similar, both methodologically and conceptually.

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5 Examples of challenging and disagreeing that Clyne provides include the following: Jennifer (identified as a Southeast Asian woman) and Slobodan (identified as a Croatian in a relatively more powerful position) negotiated meaning in the following way. First Slobodan “expresses his disapproval and exercises his authority through interrogatives, imperatives, and modals” and then Jennifer responds to each accusation and reproach immediately: (1) “these are all from last week [m]onday all good ones”, (2) “but [m]onday we have already started with the new carrier”, and (3) “I did told them” (Clyne, 1994, p. 115).
The first similarity—that our data were collected in intercultural/international workplace venues—is important because the context for our findings is related by its character (intercultural/international) and its purpose (workplace communication between people from a variety of cultures). The second similarity—that our workplace data play a prominent role in the reporting of our research—is a critical point because that foregrounds our belief in the power of the data (primarily the taped workplace interactions of people from different cultures). While data should play a prominent role in reporting research findings, some research into international communication still relies heavily on anecdotal evidence. My use of data that illustrate knowledge sharing of people from different cultures addresses this issue more systematically.

In further support of my idea that disagreements may lead to knowledge sharing, Burnett (1997) points out that substantive conflict—conflict about the ideas being presented by members on a collaborative team—can and in fact often does result in better written documents. Burnett suggests two types of substantive conflict that can lead to a higher quality product: voicing explicit disagreements and considering alternatives (pp. 106-107). Burnett argues that conflict over the ideas requires team members to examine closely their own plans as they collaborate, first identifying the points of disagreement and then generating alternatives. The resolution of disagreements often leads to the selection of more appropriate or satisfactory alternatives and, thus, to more effective documents. Similarly, in my research, I investigate the idea of cross-cultural disagreement leading to knowledge-sharing between interlocutors.
On a different, but related point, Bremer and her co-authors (1994) claim that in international communication, "The interactive nature of the understanding process requires that both sides negotiate to achieve sufficient shared inferences for a commonality of meaning to be established" (cited in Clyne, 1994, p. 24). Interlocutors in this 1994 study "negotiate . . . commonality of meaning," similar to the knowledge sharing my interlocutors engage in.

Next I explain the way I examined my transcript data.

Characterization of agreement episode data

Research question one focuses on knowledge sharing in the 65 agreement episodes.

What characterizes knowledge sharing in agreement episodes? Specifically, what are the topics of the discourse? What percentages of the topics are initiated by the international visitor, the researcher, and the farmers? What discourse moves accompany the negotiation of non-controversial technical knowledge?

To characterize the 65 agreement episodes in which Tatsuya Go participated, I describe three aspects of those episodes: (1) topics of the discourse, (2) initiators/first responders in these episodes, and (3) discourse moves in selected discourse examples that show how meaning is negotiated in that discourse.

Division of discourse topics

My first area of examination—the topics of the agreement episodes—fell into three categories. I answer this question to satisfy the first part of research question one: Specifically, what are the topics of the discourse?
Discourse topics & Percentage of agreement episodes

Agricultural technology & 69%
Agricultural policy and consumer preferences & 7%
Combination of the first two categories & 22%

Off-topic & 2%

These three on-topic categories are interesting for two reasons. First, Tatsuya Go’s purpose—knowing each others’ minds—is confirmed by these topics of conversation. The interlocutors clearly wanted to learn from each other about agriculture. Second, the interlocutors display their wide range of agricultural knowledge; that is, they know and converse as easily about agricultural technology as policy and consumer aspects. Tatsuya Go and the farmers show that they are indeed knowledgeable about agriculture.

The first and largest topical category—agricultural technology—comprises 69% of the agreement episodes and includes topics such as (1) production of meat, animals, and grain; (2) swine diseases; and (3) Japanese meat importation, quality, and inspection.

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6 All the farmers stated during conversations with the researcher either before or after the conversations with Tatsuya Go that they were interested in either learning or providing information or both. Mike Helland said that he wanted to be able to answer Tatsuya Go’s questions and thought that he had been successful. Mary Cory and Wayne Reinhart both specifically stated that they always appreciate learning new things about agriculture from international visitors. Dick Snyder mentioned that he tries to promote good relations between cultures when international visitors come to his farm. John Brannaman said that he appreciated the exchange of ideas with Tatsuya Go.

7 Off-topic items are often embedded in agricultural episodes. The off-topic items deal with topics such as (1) Tatsuya Go riding on the tractor on Helland’s farm and (2) a road race in Davenport, Iowa.
A second topical category—agricultural policy and consumer preference—comprises 7% of the episodes and includes topics such as (1) Japanese preferences for softer (fish-like consistency) meat with little salt and few additives, (2) Japanese and U. S. consumer fear of growth hormones in imported beef, and (3) urban dweller intolerance of hog manure smell in Iowa.

A third topical category—episodes that combine agricultural technology and agricultural policy and consumer preferences—makes up 22% of the episodes. For example, an episode might begin by focusing on agricultural technology and then shift in focus to agricultural policy and consumer preferences. One example of such an episode from the Cory transcript concerns feeding systems for sheep. This episode started out about the agricultural technology topic of the unique feeding system the Corys use and then drifted into the agricultural policy and consumer preference issue of Japanese consumer preferences for lamb. This example from the Cory transcript is interesting because it shows that the interlocutors had (1) an interest in learning from each other, (2) an interest in informing each other, and (3) the requisite background to discuss a wide variety of agricultural topics.

Discussion of initiators and initial responders

The second aspect of the agreement data that I characterize concerns the way new topics are started: initiator of a new topic and initial responder to that new topic. A discussion of these two features of the data helps to characterize the data by identifying the roles interlocutors play in the discourse.
As Table 4.1 indicates, new topics were initiated by the researcher 44% of
the time and by the farmers 42% of the time although the researcher and the
farmers initiated new topics for different reasons. In contrast, Tatsuya Go
initiated new topics only 14% of the time.

<table>
<thead>
<tr>
<th>Interlocutor</th>
<th>Initiator of Topics</th>
<th>Tatsuya Go</th>
<th>Farmer</th>
<th>Researcher</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmer</td>
<td>42%</td>
<td>10%</td>
<td>3.5%</td>
<td>27%</td>
<td>8%</td>
</tr>
<tr>
<td>Researcher</td>
<td>44%</td>
<td>11%</td>
<td>32%</td>
<td>—</td>
<td>0%</td>
</tr>
<tr>
<td>Tatsuya Go</td>
<td>14%</td>
<td>—</td>
<td>8%</td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>Other (Waiter and Farm Manager)</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Note: The percentages in the Initiator of Topics column total 102% because numbers were rounded to
the nearest whole number.

The data show that even though I was the researcher, I often took an
"explainer" role. In other words, I often anticipated a topic that I thought Tatsuya
Go might be interested in learning about or a topic that the farmer might like to
know about. In that role, I initiated topics of discussion, steered the discussion in
certain directions, and asked questions whose answers I thought might benefit
either the visitor or the farmer host. Tatsuya Go was a guest on the farms and,
therefore, came prepared to listen and learn, rather than speak.

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8 This table contains statistics from all agreement episodes of the transcripts, that is, the table
excludes "other" (nonagricultural topics) and the 24 international communication disagreements.

9 Farmers respond to farmers in two episodes. Because more than one farmer participates in those
episodes, these numbers total more than 100%.
Farmer hosts would logically take the role of explaining to guests how, for example, they keep their hogs healthy, plant corn, or maintain their equipment. I expected to play a passive role as the audio recorder and introducer. As I examined the transcripts for initiator and initial responder data, however, I found that I had taken on much more active "explainer" and "facilitator" roles.

I was often in the role of explainer—a person who attempts to clarify one interlocutor’s statements for the benefit of another—since I was trying to make sure that Tatsuya Go and the farmers were getting maximum benefit from their opportunity to exchange information about agriculture. In addition, an explainer might anticipate topics that the interlocutors would find useful to reaching understanding. I filled this role also. As an example of my habit of initiating a topic of interest to another interlocutor, I examine a transcript excerpt of a conversation between me, Tatsuya Go, and Mary Cory in which we were discussing sheep farms in Japan. Notice that I initiate the topic about sheep farms in Turn 1 (C A.5-1), and Tatsuya Go responds first with his answer in Turn 2 (C A.5-2).

C A.5-1. Lee Tesdell: Do you find ah, sheep farms like this in Japan at all?
C A.5-2. Tatsuya Go: Yeah, no. Mostly do not. [C A.5 Japanese sheep farms]

Not only do I initiate the topic in Turn 1 (C A.5-1), but I also interpret Tatsuya Go’s answer in Turn 3 (C A.5-3), so that his answer is perhaps easier for the farmer to understand.
In Turn 5 (C A.5-5), Mary Cory, the farmer, makes a comment that shows her dislike of imported lamb from New Zealand and Australia because that imported lamb competes with her own production of lamb for the local market.


C A.5-4. Tatsuya Go: . . . problem . . . . imported New Zealand and Australia in our country.
C A.5-5. Mary Cory: That’s bad news around here! [LT: Ha Ha] [TG: Ha Ha]

Throughout conversations with Tatsuya Go and all six farmers, I took a very active role. I initiated topics because I interpreted the farm visits as opportunities for both the farmers and Tatsuya Go to learn from each other; I sometimes initiated topics that I thought would interest both farmers and visitor.

In the following example from the Helland transcript, I ask a question (Turn He A.14-1) about whether or not the Japanese hog farmers feed their animals U. S.-raised feed grains. Tatsuya Go answers my question, and the farmer, Mike Helland immediately becomes interested and asks Tatsuya Go if Japanese livestock raisers are going to buy more high-oil corn for feed.10 My question leads immediately into a more focused discussion about a particular kind of feed grain, high-oil corn. Mike Helland asks about it presumably because high-oil corn is currently being touted as a way for Iowa farmers to add value to their grain production. High-oil corn is sold for a premium, and Mike and his brother have started raising some high-oil corn for this reason.

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10 High oil corn is a new kind of corn that has higher feed value per unit because of the higher oil content (about 8-9% instead of the usual 3-4%).
He A.14-1. Lee Tesdell: Do they feed them U. S. grain mostly?

He A.14-2. Tatsuya Go: Yes. That is also very important point. [LT: Yeah] Anyway we use the U. S. products.

He A.14-3. Mike Helland: Are you going to be importing more high oil corn to feed 'em? [He A.14 U. S. corn imports and high-oil corn]

My role as explainer surprised me. I had originally expected that I would hold the tape recorder and make introductions. As Coates (1996) has noted, however, the researcher's role is often a complex one.¹¹

In hindsight, I should not have been surprised, since my behavior was influenced by multiple factors: (1) I was hoping that Tatsuya Go would be received by the farmers in a favorable light. I knew all the farmers as neighbors or friends and therefore wanted them to have a positive experience with Tatsuya Go, (2) I was eager to assist Tatsuya Go in being comfortable and learning as much as he wanted to about family farms in Iowa. I felt that he had been gracious in granting me permission to tape his conversations, so I wanted to reciprocate by being as helpful as possible to him, (3) I am experienced in the role of international communication facilitator having lived in Germany and Jordan and hosted student groups from Japan. Certainly my finding agrees with that of Coates; the researcher's influence extends beyond that of scribe even if the researcher does not participate in the conversation.

¹¹ Coates (1996) writes that awareness of the tape recorder by the researcher should be kept to a minimum. I did not have this problem to any great extent since the conversations were interesting and I was intent on doing whatever I could to make those farm visits successful for both parties.
In the previous two sections, I have characterized the topics and the initiator/initial responders of the agreement data. In the next section I present a brief overview of the discourse moves in this same data.

**Discourse moves**

The third part of research question one concerns discourse moves.

What discourse moves accompany the negotiation of non-controversial technical knowledge?

I identified seven discourse moves that interlocutors used—elaboration, agreement, requests for information, disagreement, restatement, acknowledgment, and illustration—in the transcripts. I give an overview of the role of two of these discourse moves—requests for information and elaboration—due to their close and pivotal relationship with the central concept of knowledge sharing. I was initially intrigued by these two discourse moves since they seemed to (1) play a key role in knowledge sharing, (2) be used by interlocutors particularly when disagreements or new concepts were being discussed, and (3) be found together often in the conversations. For these reasons I explored the relationship between requests for information and elaboration and knowledge sharing in depth.

Requests for information and elaboration are important discourse moves in the transcripts since the interplay between the two is one of the major ways that interlocutors find out what other interlocutors think about a particular agricultural practice or policy. These requests for information and elaborations are common discourse moves in the disagreement episodes (elaborations were
31% of all discourse moves; requests for information were 11% of all discourse moves). In the following section I show how requests for information and elaborations work together in the give and take of conversation to allow the interlocutors to share knowledge.

Tatsuya Go, Dick Snyder, and the researcher illustrate the importance of requests for information and elaboration in knowledge sharing. Dick Snyder is a farmer with about 40 years of farming experience, the oldest of the farmers that Tatsuya Go and I visited. He is unique in his farming operation in that he produces a large number of hogs each year but on a pasture farrowing system in contrast to most farmers who expand their hog operations by building large confinement buildings for their animals. Dick, his wife Shirley, and son Lee (all partners in the family farming operation) have been recognized for their "pioneering" of this traditional way of raising hogs. In fact, Dick and Shirley received a 1997 Iowa Master Farmer award—a prestigious annual agriculture award—from Wallace's Farmer magazine.

In Turn 22 (S A.12-22) I pose a question about the possibility of an Iowa farmer like Dick Snyder introducing some Berkshire genetics into his market hogs. In addition, I elaborate on the idea of adding new genetics into Dick Snyder's breeding stock so that he can produce hogs more closely suited to the Japanese consumer's preferences.

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12 I examine discourse moves in my research since discourse moves—disagreement, agreement, acknowledgment, elaboration, illustration, restatement, and request for information—are the clearest and most explicit indication I have of the interlocutors' role in the conversation.
S A.12-22. Lee Tesdell: Now the, the next step then, let's say somebody made up their mind they're going to, they're gonna' um let's say have two lines. [TG: Uh huh] They're going to go with a cross-bred line like Dick is doing [TG: Uh huh, uh huh.] And then they're going to, they're gonna buy 20 Berkshires sows. [TG: Uh huh] OK. And they're going to go into Berkshire [TG: Uh huh] ah as a side line. Berkshire sideline. Now where is this person going to market this hog? That's, that's the next problem. Who, who's going to buy them? [TG: Yes...] And who, who's going to cut it the right way, and who's going to get it to Japan. You know, that... [S A.12 Producing pork for Japan differences in meat preferences]

In Turn 23 (S A.12-23), Tatsuya Go comes back with a statement that is actually an indirect question, asking for the name of the packer.

S A.12-23. Tatsuya Go: Yes, that, that's a very important point, yes.[LT: Yeah.] And I heard that ah, ah... hmm yes, ah... I I sorry I forgot the the name of the packer ah... in... [S A.12 Producing pork for Japan differences in meat preferences]

I respond to his request for information by posing the information as a question that is then confirmed by Tatsuya Go. This was probably an intentional politeness move on my part. I thought that allowing Tatsuya Go to help discover the answer was more polite than telling him the answer.

S A.12-24. Lee Tesdell: Was it Farmland?

[S A.12 Producing pork for Japan differences in meat preference]

Tatsuya Go then elaborates on the new name "Prima Ham" in Turn 27 (S A.12-27), furnishing additional interesting information about the importance of Prima Ham in the Japanese meat industry. We understand from this elaboration also that Farmland not only produces pork for the Japanese market but is in partnership with an important Japanese meatpacking company to carry out this venture.

S A.12-26. Lee Tesdell: In in Nebraska? Is that where it was?
S A.12-27. Tatsuya Go: Yes, Nebraska yes. [DS: Oh! Yeah, OK.] They have, I suppose they have the joint venture of... [LT: They also have? Hmm.] Yeah. The Prima Ham. Prima Ham is the third largest meat processor in our country... And now they are exporting to Japan. [LT: They are?] Yes. [S A.12 Producing pork for Japan differences in meat preferences]

And toward the end of this exchange (Turns 23 to 27), the requests for information and elaboration by the person who answers continue to carry the conversation forward. These requests for information and elaborations are particularly informative for all the interlocutors since new knowledge has been shared about marketing the higher fat hogs for export to Japan. Now Dick Snyder knows at a very practical level that if he wants to produce for that niche market, he does have a way to do it.

The interaction in Turns 23 to 27 (S A.12-23 to S A.12-27) illustrates the pragmatic value of requests for information and elaborations for the purpose of knowledge sharing. Dick Snyder has just learned that there is a market at Feirmland in Nebraska for the hogs that have Berkshire genetics in them. If he had never heard this information before, now he knew.13 If he had heard it, the

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13 In a postscript to this conversation between Tatsuya Go and Dick Snyder, after Tatsuya Go returned to Japan, Dick Snyder told me that he had bought several Berkshire boars to introduce Berkshire genetics into his market hogs. Dick Snyder informs me that the Berkshire boars were okay, but their offspring carried too much fat. (Telephone conversation, February 14, 1999) He wondered if he should have marketed the pigs at a lighter weight. He also speculated that the sow cross wasn’t compatible with the Berkshire boars. Even greater than these problems is the severe drop in the U. S. market prices of all hogs (for about six months hog prices have been below $40.00/hundredweight, the break even point for most hog producers) and decreased demand for pork from Asian countries. Though the effort to add value to his market animals has not yet paid off for reasons beyond his control, Dick Snyder says he intends to continue his attempt to take advantage of the premium Berkshire market.
information was now confirmed. Either way, the usefulness of requests for information and elaborations in international communication are quite clear.

As the conversation shifts topically to the way that Farmland determines appropriate marbling for the Japanese consumer (S A. 12-30), the requests for information and elaboration continue, and the knowledge sharing develops further. I ask if there are breeds besides Berkshire that satisfy the requirements of the Japanese packers. Tatsuya Go elaborates with an answer that the Farmland plant in Nebraska, a plant that exports pork to Japan, does accept Berkshire-cross hogs. In Turn 30 (S A.12-30) I repeat and elaborate further the point, and then Dick Snyder speculates by way of answering my question.

S A.12-30. Lee Tesdell: Berkshire, OK. Berkshire with a cross, with some, a cross bred with some Berkshire then. OK, all right. [TG: Uh huh, yes.] Is there a certain percentage of marbling [fat content in the meat], is there a measure for marbling? That the packers use?

S A.12-31. Dick Snyder: I'm sure there is but I'm not familiar with it. Yeah, there is, there must be. [TG: Yeah.] Yeah, maybe a... [S A.12 Producing pork for Japan differences in meat preferences]

In transcript excerpts like those in Turns 30 (S A.12-30) and 31(S A.12-31), the interplay between requests for information and elaboration contributes to the interlocutors finding out what each other thinks about a particular topic. In this case the interchange is about a marbling measurement technique.

These two discourse moves work together in the give and take of conversation to allow the interlocutors to share knowledge. As the conversation with Dick Snyder progresses, more requests for information and elaboration continue the knowledge-sharing process. In Turn 35 (S A.12-35), Tatsuya Go
brings up the fat color issue (which shows up again two days later in the Reinhart transcript).

S A.12-35. Tatsuya Go: So, in such meat, for buy ah for the buyers of the supermarket, the most important thing is the color of the meat. [LT: OK] The color of the meat and color of the fat at the same time. Yes. [LT: Hmm.] [DS: Hmm] Yes, the white color is very much appreciated. [LT: Huh.] [DS: Hmm.] Also, ah that's almost the same in the beesh, beef issue. [LT: Hmm.] Ah, to make the fat white, ah yes ah . . . so the yes . . . barley finishing, barley finishing is . . .

[S A.12 Producing pork for Japan differences in meat preferences]

In the following turn, I ask for clarification, since the notion of finishing a market animal on barley—an idea that Tatsuya Go just introduced—is not common in central Iowa. We don’t grow barley in Iowa, so we finish our market animals on feed rations that are based on corn and soybeans, the most commonly grown feed grains in Iowa. Tatsuya Go replies that both beef and hogs are finished on a barley ration to make the fat white.

S A.12-36. Lee Tesdell: Barley finishing, oh, I see. [TG: Barley finishing] You finish the beef or pork?

S A.12-37. Tatsuya Go: Beef also. Beef and pork. [LT: Oh really.] Both. [LT: With barley.] Yes, with barley. [LT: Oh. Huh.] That is very the technique??? to make the fat white. [LT: Huh, huh.] Yes. Ah . . . [LT: I'll be darned.] Ah, that is implemented in our country. [LT: Huh]

[S A.12 Producing pork for Japan differences in meat preferences]

In Turn 38 (S A.12-38), Dick Snyder then introduces an idea he has read about: an odor-reduction benefit from finishing market animals on small grains (of which barley is one) rather than corn.

S A.12-38. Dick Snyder: One thing that I've read recently about barley and the small grains? [TG: Uh huh.] Ah, if if they're fed to ah the pigs, you don't have this odor as much as you do with corn. [LT: Really?] Yeah. That's interesting. Ha ha.

[S A.12 Producing pork for Japan differences in meat preferences]
The possibility of reducing manure odor with feed is of particular interest to the U. S. audience, since odor and other associated environmental impacts are considered to be one of the major issues in meat production.\textsuperscript{14} I contribute an appropriate statement about the usefulness of the odor control factor, and Dick Snyder follows up with more elaboration on this topic. Tatsuya Go finishes the topic with an interesting comment: feeding small grains is a factor in Denmark's large share of the Japanese pork market.

S A.12-39. Lee Tesdell: Well, people in Iowa would like to know about that. [TG: Yeah]


S A.12-41. Tatsuya Go: That is also the reason ah why the Denmark still have a certain, the certain amount of share of in our market. Yes. [DS: Yeah, yeah.] [LT: Huh.] [S A.12 Producing pork for Japan differences in meat preferences]

Dick Snyder's move in Turn 40 (S A.12-40) was quite a sophisticated one for three reasons: (1) Dick shows that he has clearly understood Tatsuya Go's point about the connection between barley finishing and fat color; (2) he compliments the visitor on his point about barley by making the positive connection with odor control; and, finally, (3) Dick mentions in Turn 40 (S A.12-40) that the Danes use barley finishing, showing the Japanese visitor that he,

\textsuperscript{14} In fact, an international academic conference—Animal Production Systems and the Environment: An International Conference on Odor, Water Quality, Nutrient Management and Socioeconomic Issues—was held in Des Moines, Iowa from July 19-22, 1998, on this and other associated topics. One of the critical questions in today's animal production industry—and one addressed at the conference—is how to produce meat efficiently and safely with minimal harmful environmental impact. Abstracts of the papers presented can be found at the following World Wide Website: <http://www.agconf.iastate.edu>
Dick, is well-informed about Japanese pork importing since Denmark is very advanced at meeting Japan's market preferences for pork.

Dick Snyder is an experienced host who showed rhetorical savvy as well as content expertise. In fact, his conversational style, experience hosting visitors, and obvious interest in hosting international visitors all seemed to contribute to this rhetorical awareness he exhibits. He is polite and complimentary to his international visitor and therefore takes a cue from Tatsuya Go's comments in order to make a compliment in Turn 38 (S A.12-38). Though he is a U. S. pork producer—representing the country that does less well than Denmark at meeting Japanese consumer preferences—he acknowledges one of the ways that the Danish pork producers meet that preference: by finishing their market hogs on a barley ration, thereby making Danish pork fat whiter.

Dick Snyder accomplishes these politeness moves and compliments by using requests for information and elaboration, which also enable Dick Snyder and Tatsuya Go to share knowledge. Requests for information facilitate knowledge sharing about fat color in the preceding conversation between Dick Snyder, Tatsuya Go, and me. Two of the discourse moves—requests for information and elaboration—facilitate knowledge sharing in the agreement episodes. (I pursue the idea of discourse moves facilitating knowledge sharing in disagreement episodes later in this chapter.)

Following the visit to Dick and Shirley Snyder's farm, two days later we visited Wayne Reinhart's farm. There, Tatsuya Go continued the conversation about fat color with two new items of information: (1) the way that the Japanese
farmer produces the preferred white fat color in beef animals and (2) the reasons, according to him, that Japanese prefer white fat—white fat resembles the color of freshly caught fish, the Japanese culinary ideal, and is believed to taste better.

In the following episode from the Reinhart transcript, Tatsuya Go and Wayne Reinhart move together through the discussion of fat color, learning as they go. Particularly in the conversational turns of Tatsuya Go, elaboration is a discourse move that allows his fellow interlocutors to understand what he means since concepts like the importance of fat color are new and unusual for his American audience. The connection between barley, fat color, and vitamin A is an example of this new knowledge that Tatsuya Go shared with Wayne Reinhart and me. Both the farmer and I show that we had understood Tatsuya Go's first point (Turn R A.4-1)

R A.4-1. Tatsuya Go: ... meat yeah, a strict grading system for pork products. Ah, yeah, yes, in other words, pork products is evaluated by ah, its yield and its weight, body weight, and its fat, and color of the fat, ah, graded, yeah, it is graded, but it is not so strict comparing to that of meat, [LT: Right] that of beef, yes, [LT: Right] that is very the difference. [R A.4 Fat color preference]

Then in Turn 9 (R A.4-9), Tatsuya Go elaborates on the connection between fat color, a topic he introduced in Turn 1 (R A.4-1), and vitamin A. He explains clearly that by reducing vitamin A in the animal feed, Japanese farmers make the fat color of the meat whiter.

R A.4-9. Tatsuya Go: ... yes, this is very important thing, yes, I dare say, using vitamin A, [LT: Ahhhh]...Yes, so if Vitamin A is enough, ah, easy to make the color of the fat yellow, as you know. [LT: I see] So, in final stage ah, the reduction of Vitamin A in its feed is very important. [R A.4 Fat color preference]
Tatsuya Go continues elaborating on the combination of barley and Vitamin A but seems to misspeak by saying "using vitamin A" rather than reducing vitamin A. Japanese farmers then feed a higher barley ration as the vitamin A is reduced, he goes on to explain.

R A.4-11. Tatsuya Go: Yes, so, but, but, using vitamin A and give the barley is the key point to make the fat white. Ah [LT: Oh] [R A.4 Fat color preference]

In Turn 12 Wayne Reinhart helps me understand the relationship between barley finishing and vitamin A. He probably has understood Tatsuya Go's point correctly and rather than contradict his Japanese guest, he restates the guest's point, ostensibly for me.

R A.4-12. Wayne Reinhart: They feed 'em, they feed 'em barley and reduce vitamin A

R A.4-13. Lee Tesdell: To get the white fat. But that influences the health of the animal because you reduce the Vitamin A. [TG: Yes] Okay, I got it now. Huh. [R A.4 Fat color preference]

Wayne Reinhart expresses his interest in this new concept by continuing to request more information from Tatsuya Go. Wayne Reinhart's interest is piqued by his guest's new information, since, even though he is a longtime cattle raiser, the concept of feed determining fat color is new to him.

R A.4-14. Wayne Reinhart: That's kind of interesting. What's the thinking behind the consumer's, I mean why, why is white fat so important over there? [LT: Huh] [R A.4 Fat color preference]

This request for information by Wayne Reinhart elicits Tatsuya Go's answer about a related topic: the reason for Japanese preference for white fat. Turn 15 (R A.4-15) contains some of the most interesting cultural information in the transcripts—an explanation that links the Japanese consumer preference for white fat in meat to preference for fresh white fish.
R A.4-15. Tatsuya Go: Hum. I suppose, [Eating noises here; we are in a restaurant] ah, yes, yeah, in my point of view, yes, basically our main source of the animal products is basically and traditionally, ah, we eat, yeah, such kind of protein is from fish, animal protein, mainly obtained by fish, [WR: Okay] and, concerning the fish, ah, yes, ah, if it is fresh, ah, its color is basically white. [LT: Hum] Ah/ yeah but if if the time passes, ah, [R A.4 Fat color preference]

My discourse moves and Wayne Reinhart’s backchannels indicate that we both probably share and understand this new piece of cultural knowledge. A lack of requests for information and elaborations by Wayne Reinhart or Tatsuya Go would probably have decreased the likelihood of knowledge sharing about agriculture.

R-A.4-16. Lee Tesdell: ...that’s interesting, right, right, right?/

R-A.4-17. Tatsuya Go: Its color changes to a little bit yellow.

R-A.4-18. Lee Tesdell: That’s interesting, so that carries over into the fat ah,

R-A.4-19. Tatsuya Go: So, that might be our tradition, [WR: Huh] I believe, and at the same time, the taste itself, ah, ah, there is some difference between the taste [LT: Huh] ah, ah, between the ah, the taste itself have a little bit relationship for its color, [LT: Huh, really] so,

In both the Snyder and Reinhart transcript examples I have just discussed, the importance of requests for information and elaboration to knowledge sharing is quite clear. The evidence in the high-quality pork and fat color discussions illustrates the claim made by some researchers and theorists that cultural difference is necessarily grounds for miscommunication or a lack of communication (Hoft, 1995; Yamada, 1997). The difference over fat color, for example, did not lead to miscommunication or a lack of communication; instead, the differences led to a discussion during which knowledge was shared
about high-quality pork in the first case by Dick Snyder and Tatsuya Go and about fat color in the second case by Wayne Reinhart and Tatsuya Go.

In this section, I characterized the agreement episodes as exhibiting the importance of requests for information and elaboration to knowledge sharing. In the next section of this chapter, I revisit these two discourse moves—requests for information and elaboration—as I characterize knowledge sharing in disagreement transcripts. Thus, I turn to my second research question.

**Nature of disagreements**

In research question two I discuss disagreements in the data. This discussion leads to exploring the nature of disagreements—who disagrees and how often, and what topics the interlocutors disagree about.

What is the nature of the disagreements found in the transcripts? That is, what is the distribution of disagreements among the three participants? What percentages of the disagreements are initiated by Tatsuya Go, the researcher, and the farmers? What are the topics of disagreements? Who or what is disagreed with?

**Distribution of disagreements**

In this section, I discuss the distribution of disagreements. The 24 disagreement episodes contain 28 disagreements—Tatsuya Go initiates 22 of them (79%). (This finding of disagreement initiation differs from other research findings about Japanese discourse. I summarize this research later in this chapter.) This number contrasts with Tatsuya Go's initiation of only 14% of the agreement topics. Farmers initiate five disagreements: Mike Helland initiates
four and Paul Hill initiates one—18% of the total (28) disagreements and I initiate one disagreement (4%).

The initiation pattern in the disagreement episodes is quite different from the response pattern in those same episodes. I am the first to take the floor immediately after the statement of a disagreement in 12 cases (43%). The farmer responds first 9 times (32%) and Tatsuya Go 5 times (18%). In two cases no one responds (8%); instead, interlocutors moved on to a new topic. See Table 4.2 for details of both initiators and initial responders. Responses matter because who responds to whom and when tells an interesting story.

Table 4.2 Initiating interlocutors and initial responding interlocutors in disagreements

<table>
<thead>
<tr>
<th>Interlocutor</th>
<th>Initiator</th>
<th>Initial Responder to Initiator</th>
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<tbody>
<tr>
<td></td>
<td>Tatsuya Go</td>
<td>Farmer</td>
</tr>
<tr>
<td>Tatsuya Go</td>
<td>22 (79%)</td>
<td>—</td>
</tr>
<tr>
<td>Farmer</td>
<td>5 (18%)</td>
<td>4 (14%)</td>
</tr>
<tr>
<td>Researcher</td>
<td>1 (4%)</td>
<td>1 (4%)</td>
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Perhaps the most surprising outcome is that Tatsuya Go initiated disagreements much more often than he initiated new episodes. I discuss this point in greater detail in the section titled “Analysis of disagreement distribution in disagreement episodes.” There seems to be a contradiction (Tatsuya Go does not initiate topics on his own during the conversation, but he does initiate disagreements); however, this apparent contradiction does have an explanation.

\[15 \text{ There are 28 disagreements in 24 episodes, but four of the episodes have two disagreements each.}\]
Tatsuya Go had his own explanation for his willingness to be more forward in his conversation than the stereotypical Japanese person might be. He told me that his “un-Japanese” character was due to the culture in his own place of origin: Hokkaido, Japan’s northern-most island. As he explained it, Hokkaido residents are the frontier people of Japan and, therefore, are less typically Japanese in their communication style than Japanese from the southern island of Honshu. Tatsuya Go’s self-assessment reminds us that when we examine Japanese-American discourse we should avoid sweeping culture-wide generalizations.

While Tatsuya Go’s explanation is certainly interesting, I believe that his reasoning probably does not tell the whole story. Since Tatsuya Go was a very astute student of American habits while he was in Iowa, I think that another contributing factor to his forwardness was his own ability to adapt to being forward like an American. A third reason that may have played a role is that the conversations that Tatsuya Go had with Iowa farmers were about agricultural production and marketing, subjects with which Tatsuya Go is very familiar. Since he has this expertise in the field, I believe he would be quite willing to take positions, more than if he were discussing an unfamiliar field.

Analysis of distribution in disagreement episodes

Disagreement distribution matters because the pattern in my data runs counter to much recent research about Japanese-American communication; therefore, my finding provides insight into Japanese-American communication, at least in contexts similar to those of my data.
Tatsuya Go initiated over three-quarters of the disagreements (79%). If we are to believe much of the research about Japanese-American discourse, this is an unlikely result (Nishida, 1996, p. 111; Varner and Beamer, 1995, p. 130; Victor, 1992, p. 163; Yamada, 1997, p. 46). The claim that Japanese interlocutors tend to avoid argumentation is explained by Nishida:

"Being not argumentative is highly valued among Japanese. Because of a feeling of "oneness" among Japanese as a result of geographical factors and the placing of much confidence in nature, Japanese tend to reinforce existing information and to avoid new or conflicting messages. In addition, they are willing to abandon personal opinions when conflict arises. (p. 111)"

In further support of this claim, Nishida cites Kindaichi's (1975) position that in Japanese discourse "arguments are avoided" (Nishida, 1996, p. 112). In addition, Varner and Beamer (1995) write,

"The Japanese also value indirect expression. Bluntness is regarded as unsophisticated or even rude. To challenge directly what someone has said is also extremely rude. Since people are not separable from their words, an attack on what someone has said is an attack on the person. (p. 130)"

Victor (1992) makes a strong claim that Japanese people are unable to give a negative answer to a direct yes-no question:

"If a U.S. executive were to ask a Japanese a direct yes-or-no question, arguably the only response possible in a traditional Japanese business"
setting would be to agree. Therefore, whatever the reality of the situation, the U.S. negotiator would receive a positive answer to the question, “Can you finish this project by next month?” (pp. 163-164)

These authors clearly support the notion that Japanese interlocutors would not be expected to disagree, at least not directly, with their fellow interlocutors. One explanation for this perceived Japanese reluctance to directly disagree with interlocutors is explained by Cathcart and Cathcart (1997): “It is the real danger to the group that Japanese feel when dealing with soto (outsiders) whose seemingly direct and brash ways disrupt harmony and undermine obligation” (p. 338).

Tatsuya Go added further context to his perception about Japanese-American communication during an interview at Pioneer Hi-Bred on April 22, 1997, making the point that Japanese people who frequently interact with foreigners are savvy to the fact that those foreigners may be more blunt and straightforward (by Japanese reckoning) than the “typical” Japanese person. At that meeting with Pioneer personnel, he advised U.S. business people, despite their fear of offending, to be open and straightforward in their conversations with Japanese. "We are very much familiar with the difference itself, and it is our way of thinking," he said. Clearly Tatsuya Go believes that Japanese business people would be familiar with stereotypical American communication style.16

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16 See my article "Ag Company a Pioneer in International Communication" AgComm, Something to talk about: Communication-Across-the-Curriculum, Iowa State University, May/June 1997. Also in support of Tatsuya Go’s point, Nishida (1996) cites research that shows Japanese language styles include a “situation-oriented style” that “reflects the fact that Japanese self-references change according to the interlocutor with whom they are communicating” (p. 113). Here the researcher implies that a Japanese interlocutor like Tatsuya Go should adapt his communication behavior to be more similar to that of Iowa farmers.
This analysis illustrates the danger of sweeping culture-wide generalizations.

**Categories of disagreement topics**

The 28 disagreement episodes can be divided into four general areas (see Table 4.3.) This analysis helps to answer research question two about the nature of disagreements in the transcripts because my findings introduce useful complexity into the question of topics of disagreements.

While the 65 agreement episodes I first characterized are predominantly about agricultural technology (69%), the 24 disagreements that I analyze are nearly evenly divided between agricultural technology (39%) and agricultural policy and consumer preferences (36%). Agricultural policy and consumer preferences includes topics that are dependent on values. Values, as de Mooij (1998) has recently shown, vary from culture to culture and within culture. She uses the term *value paradoxes* to describe value pairs like freedom/order or individualism/belonging and applies this notion of value paradox to international communication: "Because the important value

<table>
<thead>
<tr>
<th>Disagreement category type with percentages</th>
<th>Examples from international disagreement episodes</th>
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| Agricultural technology disagreement topics (39%) | • High-oil corn usage  
• Evaluation criteria for market hogs |
| Agricultural policy and consumer preferences disagreement topics (36%) | • Japanese consumer meat preferences  
• Japanese consumer food buying habits  
• Fair tariff levels |
| Combined agricultural technology and agricultural policy and consumer preferences disagreement topics (14%) | • Reasons that Japanese consumers like fat-rich meat and whole milk  
• U. S. beef and Australian beef and reasons for difference in mind of Japanese consumer |
| Off-topic items (11%) | • Whether or not Tatsuya Go wants to put on a jacket  
• The distance to Ottumwa, Iowa |
paradoxes vary by culture, value-adding advertising cannot be exported from one culture to another” (p. 2).

I use the term *value differences* to describe (culture-mediated) definitions of a term like *fairness*, one definition from a Japanese perspective and another from an American perspective. I agree with de Mooij (1998) that differences in values are critical to international communication.

In international agriculture producers need to know how to meet the consumer preferences in the target country. Producers would have to understand such critical terms as fair tariffs and high-quality pork as a part of meeting those target consumer preferences. Clearly, companies that export goods to and from the U. S. and Japan must understand that consumer preferences vary in target markets.

Discussions of fair tariff levels and high-quality meat elicited disagreement in my data. My transcripts also show, however, that value differences, if elaborated and explained sufficiently by the interlocutor, can result in shared knowledge about the reason for the value difference. This shared knowledge, then, is a step on the way to resolving the value difference for the purpose of successful international communication about agriculture.

Values influence topics of discussion between interlocutors in my data about such topics as food safety, consumer preferences of many kinds, fair tariff levels, and a definition of lean/fat-rich meat. In the following example, Tatsuya Go is explaining one of these topics, meat consumption. His point is that fat-rich
pork is tastier than lean pork. Because the Japanese people eat less meat than Americans, they can keep their fat intake low, yet eat the fattier pork.

S A.5-1. Tatsuya Go: . . . Ah, yeah, in your country, I believe, uh meat is basically the main, used as the main dish. Ah, but our country, our main dish is rice. [DS: Sure.] Uh, rice don't have a fat. So we eat the meat as a second, or side dish. So that's a, that's a very important point to understand our culture or our our eating habit for meat. [DS: Mmhmmm.] . . . Ah, the level of our consumption will not reach the level uh that now the United States eats. [DS: Mmhmmm.] Uh, that's a point of view. But others say that. Uh, we very much appreciate uh the fat-rich product, or uh in other word, tasty product. [DS: Yes. Yes.]

Later in the same transcript, Dick Snyder explicitly acknowledged that the value difference exists between the Iowa farmers' conception of high-quality pork and the Japanese consumers' conception of high-quality pork.

S A.5-21. Dick Snyder: It's, it's fascinating to think they want the fat and we don't want that. Ha ha. [LT: Yeah, right.]

Conversational Turns 1-21 (S A.5-1 to S A.5-21) show that value differences can be negotiated by interlocutors. This disagreement about the definition of high-quality pork—based on value differences—is negotiated by Dick Snyder and Tatsuya Go. They end up sharing this knowledge since Dick Snyder explicitly states the value difference (Turn S A.5-21). This information that Dick Snyder learns is critical to his future as a hog raiser since he is interested in adding value to his hogs. If he can add value by producing some market hogs appropriate for the Japanese market, then this shared knowledge about Japanese preferences will have been useful and the value difference, at least for him, will have been solved.
The value difference, then, is the catalyst for shared knowledge. The shared knowledge is in the form of technical information that helps Dick Snyder to make more informed management decisions on his farm.

Who disagreed with whom? Actual and fictive interlocutors

Disagreements, as I discovered in my data, are not always with a person who is present in the conversation. In this section I answer a part of research question two by expanding our understanding of disagreement in international technical communication: Who or what is disagreed with?

Not only do interlocutors disagree with each other, but they also may do so with actual but absent or even fictive interlocutors. In fact, I found two categories of interlocutors who were not present: (1) people who exist but are not present—I called these people actual but absent interlocutors and (2) people who do not exist—I called these people fictive interlocutors.

Among the disagreements I identified the following breakdown of interlocutor type: 19 (76%) with actual interlocutors and 6 (24%) with fictive interlocutors. In one example, Tatsuya Go disagreed with and then refuted a

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17 I draw on the work of Ede and Lunsford (1984) for inspiration for my idea of a fictive interlocutor. "Writers may also invoke a past audience, as did, for instance, Ong’s student writing to those Mark Twain would have been writing for. And writers can also invoke anomalous audiences, such as a fictional character—Hercule Poirot perhaps" (p. 167). My fictive interlocutors are like fictional audiences in that they do not represent a particular person, present or absent. In addition, like actual audiences, fictive interlocutors may prove to be useful rhetorical devices to facilitate conversation about controversial topics. See Ong (1975), on whom Ede and Lunsford base their idea, who writes “first, that the writer must construct in his imagination, clearly or vaguely, an audience cast in some sort of role... second, we mean that the audience must correspondingly fictionalize itself” (p. 12). The interlocutors, in some cases, fictionalize their audiences in the transcripts.
claim with elaboration that Japanese people are materialistic “economic animals”—a claim made by people he does not name or, necessarily, seem to know; thus, he responds to what I call a fictive interlocutor. This reference came out of a discussion that he had initiated about people in Japan discovering that a pursuit of material wealth did not necessarily lead to a good life.

S A.10-15. Tatsuya Go: . . . Ah... this is very bad word, and but ah this is very good example one, Japanese people are regarded as ah economic animal it is said.[LT: Mmmm.] And, I ah.. [LT: You mean outside of Japan?] Yeah, no no. Yeah from the outside of Japan, Japanese people are regarded as economic animal. Yeah, they are ah we are very much looking for only for money or such kind of product. [LT: Hmmm.] Ah...and it might be true until now, ah but recently, our mmm our economic situation is very much sluggish. Ah...in our, in our country. Not so, not so good. And yes, and at the same time, people know that what is the mmm what is it, the mmm what is the big drive? The big drive is not the money. Ah it is not the need of money. Ah the ah good life or rich life is mmm yes ah....caused by ah....yeah, not only money but also the time or [SS: Hmm.] Or with their family for such kind of [S: Yes.] [LT: Yeah.]. . .

[S A.10 Beginning farmers in Japan]
First, the use of fictive and absent interlocutors could be a politeness move on the part of Tatsuya Go\textsuperscript{18} and the farmers, similar perhaps to the notion of a political candidate setting up a "straw man" for the purpose of having an easy, tailor-made, speaker-constructed target to attack in campaign speeches.

A fictive interlocutor may be employed for explaining a new concept, suggesting that international interlocutors may be choosing this tool when they perceive the topics of conversation to be unusually controversial or sensitive or when the speaker is particularly unsure of the reception a topic will receive. Critique of a position advocated by an absent, but actual, interlocutor is perhaps also a politeness option but may still be riskier than criticizing a fictive interlocutor since the interlocutor who is criticizing can never be quite sure of the relationship between present interlocutors and the absent interlocutor who is being criticized.

The second explanation for the use of fictive and absent interlocutors is that interlocutors who are not physically present in the discussion are malleable, speaker-constructed interlocutors; that is, these interlocutors, like a "straw man," can be shaped and formed to fit the speaker's rhetorical needs of the moment. This notion that the speaker constructs and chooses the attributes, positions, and look and feel of the interlocutor being criticized is also useful because the speaker

\textsuperscript{18} To read more about politeness begin with the work by Brown and Levinson (1987). Scholars in the field of (Interlanguage Pragmatics) ILP are particularly interested in politeness and how it affects discourse in international communication settings. Examples of such international communication research on Japanese-English politeness are Beebe and Takahashi (1989), Kitao (1990), and Robinson (1992).
does not risk offending, annoying, insulting, or alienating a present interlocutor by disagreeing. This use of an absent or fictive interlocutor is an interesting rhetorical device that bears some further investigation. I mention the potential for further exploration of these topics in Chapter 5.

Actual interlocutors may be present or absent. In a conversation with John Brannaman, Tatsuya Go objects to the inaccurate portrayal of Japanese spending on food and does so using a relatively easy target, that is, an absent interlocutor—Al Tank, leader of the National Pork Producers' Council (NPPC). This incident reveals that international discourse requires a more complex reading than the traditional culture-based approach that could only offer the notion of Japanese and American stereotypical discourse. Tatsuya Go is responding to and disagreeing with a quotation by Tank that appeared in *Iowa Farmer Today*, a weekly farm newspaper.

A A.6-7. Tatsuya Go: Yes, yes, ah, {LT: Ha ha} frankly speaking, now, 22.5% {LT: 22.5} {JB: See...} But I read that read *Iowa Farm News* (sic) or so, {LT: Okay} the chairman, the chairperson of the NPPC, {LT: Yes} ah, he visited Japan and {LT: Right} he talked about the Japanese expenditure percentage for food is 40% oh this is really mistaken. Ha ha ah! Really mistake. Ha ha ha. Yes, big mistake. .
[A A.6 Household food expenditure]

This example shows how Tatsuya Go makes a reference to an actual but absent interlocutor.

In a different conversation, Mike Helland made use of a fictive interlocutor as he spoke about the public perception of pork and cancer. In this case, Mike Helland and Tatsuya Go have both made use of the fictive interlocutor—criticism was aimed in Mike's case at "public perception" and in
Tatsuya Go's case at "consumers." Again, the discourse of the interlocutors reveals a sophisticated rhetorical situation that strengthens the case for a context-based approach to international communication.

As a pork producer, Mike is keenly aware of the damage a negative shift in public opinion can make in the market price he receives for his hogs. Since the revenue from the 1,500 market hogs he and his brother produce is one of their main income sources, Mike is obviously very interested in the public perception of pork. For example, Mike makes a point about mad cow disease not being proven to be a problem for humans and that claim being similar to the American Cancer Society's claim about pork.

He A.21-33. Mike Helland: Yeah, mad cow disease. I don't think it was ever really proven that that can cause problems with humans, but once the press got ahold of it, they had to prove that no it doesn't. ...A few years ago, you know, the National, the American Cancer Society came out and said how bad pork was for you? Well the per capita consumption went way down, [TG: Uh huh] it killed our market, and then about two years later they say well, it wasn't as bad as we thought. Ha ha ha... It's, it's really hard on an industry to go through that. [TG: That's true]

Interestingly, in the next turn, Tatsuya Go, complements what Mike has just said by giving an example from the Japan side about consumers and growth hormones for beef. Tatsuya Go explains that Japanese consumers, while worried about growth hormones, are largely ignorant of the fact that most U. S. beef they eat has been raised with growth hormones. Tatsuya Go also believes, as a veterinarian, that growth hormones in the beef cattle do not endanger the health of the consumer. He describes this situation in Japan as similar to that of the U.
S. consumer thinking that pork promotes cancer, as the American Cancer Society had once proclaimed, according to Mike Helland.

Mike Helland finally sums up the positions of each of them by remarking that public perception, in the examples of both cancer and mad cow disease, is very important in the marketplace.

In essence, then, Mike Helland is saying that the fictive interlocutors—Japanese "consumers" and U. S. "public perception"—have power in the marketplace. He and Tatsuya Go have given clear examples of what they would call the fickleness of these interlocutors. At the same time, these fictive interlocutors serve a very useful purpose in the discourse as the rhetorical punching bag, or receiver of criticism as Mike Helland and Tatsuya Go present their views about the safety of pork and beef respectively. The presence of such actual and fictive interlocutors helps to exhibit the intricacies and complexities of international communication discourse.
Findings about the nature of disagreements

I have examined the nature of disagreements in my data by addressing three specific questions: (1) What percentages of the disagreements were initiated by the international visitor, the researcher, and the farmers? (2) What are the topics of disagreements? and (3) Who or what is disagreed with? My findings help to reveal the complexity of the rhetorical situation in international communication discourse and contradict earlier research (Kindaichi, 1975; Varner and Beamer, 1995; and Victor, 1992) about the willingness of Japanese people to disagree in conversation with others.

My findings also show that disagreements in some cases grow out of value differences. The importance of value differences for my research is that knowledge sharing can occur even if the interlocutors have different values. I have showed examples of this in the Snyder and Brannaman tapes. This is a critical point because I am showing that difference can lead to knowledge sharing—a novel idea in international communication research. This request for information by Wayne elicits Tatsuya Go’s answer about a related topic: the reason for Japanese preference for white fat.

Further, the interlocutors sometimes disagreed with a fictive or absent interlocutor. I see the use of absent and fictive interlocutors as sophisticated rhetorical moves that enable an interlocutor to be polite but disagree with a position that is on the table.
How are disagreements negotiated?

In research question three, I examine how disagreements are negotiated in my transcripts:

How are disagreements negotiated? That is, what discourse moves accompany the negotiation of controversial technical knowledge?

For the purposes of my discussion about negotiation of disagreements, negotiation of meaning is the discourse exchange that follows the disagreement to the resulting outcome, usually shared knowledge. In other words, negotiation is the interplay of discourse moves that allows the interlocutors to understand and learn from each other. If the topic under discussion is new to at least one interlocutor, this negotiation of meaning may logically lead to shared knowledge. Knowledge sharing means that new ideas are understood by other interlocutors; I find my evidence for this knowledge sharing at several points in the transcripts.

In order to answer research question three clearly, I first illustrate that disagreement and the accompanying discourse moves can lead to negotiated meaning of new information. Second, I explore the importance of level of knowledge and purpose of the interaction in negotiation of meaning in my data.

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19 I use negotiation of meaning in the sense of conversational give and take to the point that all interlocutors seem to understand the new information. See for example Clyne (1994). He supports my definition that one possible outcome of a communicative act is “Potentially unsuccessful communication ... is averted through negotiation of meaning. Thus, communication is successful in the end” (p. 144).

20 My claims are based on my interpretation of my transcripts. I am aware that other interpretations are possible.
Discourse moves are of interest in my analysis of international technical communication because those moves help us to understand the rhetorical intent of the speaker. A total of 224 discourse moves were made by the interlocutors in the 28 disagreements. Table 4.4 identifies the number and percentage of discourse moves in those disagreements. In addition, I found a number of discourse move combinations in the data (see Appendix D for these combinations). I have also included the total combination numbers in Table 4.4.

Table 4.4 Total discourse moves in 24 disagreement episodes

<table>
<thead>
<tr>
<th>Total discourse moves</th>
<th>Total discourse moves in percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elaboration</td>
<td>70</td>
</tr>
<tr>
<td>Agreement</td>
<td>31</td>
</tr>
<tr>
<td>Requests for information</td>
<td>24</td>
</tr>
<tr>
<td>Disagreement</td>
<td>16</td>
</tr>
<tr>
<td>Restatement</td>
<td>16</td>
</tr>
<tr>
<td>Acknowledgment</td>
<td>15</td>
</tr>
<tr>
<td>Illustration</td>
<td>10</td>
</tr>
<tr>
<td>Combination discourse moves</td>
<td>42</td>
</tr>
<tr>
<td>Total</td>
<td>224</td>
</tr>
</tbody>
</table>

Requests for information and elaboration are two of the common discourse moves interlocutors use to negotiate meaning in disagreement episodes. (Together they account for 42% of the discourse moves.) In two illustrations of this point, I show the effectiveness of both of these discourse moves in negotiation of meaning and knowledge sharing. The interesting relationship between these two discourse moves and knowledge sharing became apparent as I worked my way through the transcripts. I do not claim that requests for information and elaborations are the only discourse moves closely related to knowledge sharing. On the other hand, since knowledge sharing is one of the
main focuses of my study I found this relationship between requests for information and elaboration on the one hand and knowledge sharing on the other particularly worthy of study. The first example is from the Snyder transcript, and the second is from the Hill transcript.

In the Snyder transcript, part of the discussion centers on the concept of meat taste. Tatsuya Go makes the point that the taste of a pork chop is better if the meat has not been deboned. He gives the example of the experience that he and his wife had in Washington, D. C. He disagrees with the idea that the pork chops in the Washington D. C. supermarket were good quality.

S A.12-16. Tatsuya Go: . . . And, and at the same time, ah concerning the pork chops, this is also very good example, ah . . . when we reached Washington DC ah and we go to supermarket, my wife bought a boneless pork chop at the store. And then then she cooked the pork chop and we eat it. She complained me, "This is not pork chop. This is not steak." [DS: Hmm.] [LT: Huh.] So I suggested her to buy a bone in product. . . . Yes, in our country, ah bone in product is hardly seen. [DS: Huh.] Ah . . . hardly seen. [DS: Uh huh.] [LT: Uh huh.] So . . . it is very different.

S A.12-17. Lee Tesdell: 'Cause when you take the bone out you take out some of the fat. [TG: Yes.] That ah that's the reason that the taste changes. Yeah. [TG: Yes, yes.] [DS: Hmm.]

S A.12-18. Tatsuya Go: So... yes in our country ah we don't have to leave a bone in the pork chops because we still have the ah... [LT: Right.] Ah . . . fat around or inside. Yes. [S A.12 Producing pork for Japan differences in meat preference]

Notice in his elaborations (Turns S A.12-16 and S A.12-18) Tatsuya Go helps Dick Snyder understand the subject of fat rich pork in two ways: the concept and the words. Clearly then, the use of elaboration by Tatsuya Go is a critical element in knowledge sharing between Dick Snyder and Tatsuya Go.
The first benefit is the concept that Tatsuya Go is trying to get us to understand which is that pork tastes less good if it is deboned. For this reason, he tells the story of his wife shopping in Washington, DC and makes the connection between bones, fat, and taste. The second benefit for knowledge sharing is that Dick Snyder and I can more easily understand the English words that the visitor is using. For example, Tatsuya Go says in Turn 16 (S A. 12-16), “This is not pork chop. This is not steak.” He believes the pork chops and steak his wife bought in Washington, DC are not of the quality they are accustomed to. The sentence is not idiomatic, however. An Iowan might say, “This is not the kind of pork chop we are used to” or “We couldn’t believe that these were really pork chops.” The elaboration that follows makes Tatsuya Go’s intended meaning clear to the other interlocutors.

In Turn 20 (S A.12-20) I acknowledged the general principle that Dick Snyder and I thought of simultaneously, the idea that the Japanese consumer and the U. S. consumer have very different preferences at the meat counter.

S A.12-20. Lee Tesdell: What a, what a different market, very different from us. Dick Snyder explicitly recognizes the value difference referred to earlier remarking how strange it is that consumers in the U. S. and Japan have very different preferences. The elaboration proves to be helpful in sharing the knowledge among the three of us, even in the discussion of the value difference that comes to light beginning in Turn 21 (S A.12-21).

S A.12-21. Dick Snyder: It's, it's fascinating to think they want the fat, and we don't want that. Ha ha. [LT: Yeah, right.]

S A.12-22. Tatsuya Go: Ah but maybe ah, you know, that the taste and healthness is trade off. [DS: Sure, sure. Absolutely. Absolutely.]
S A.12-23. Lee Tesdell: And like Mr. Go said, they get ah so much more of their protein from animal, ah from ah plant . . . [DS: Sure, sure.] ah . . . they the soy bean and rice. That, and they eat much less meat but what they eat they want the, they want the taste. [DS: Right, sure. Yeah.] It makes, it makes sense but I had never thought of it that way, but it sure makes sense. Yeah. [DS: Sure, sure. Absolutely.] [S A.12 Producing pork for Japan differences in meat preferences]

These examples of elaborations show the critical role elaboration played in our knowledge sharing on the subject of fat-rich pork. These elaborations also played a role in the negotiation of shared knowledge based on a value difference. Specifically, Dick Snyder is not likely to have understood the Japanese preferences if Tatsuya Go had not elaborated at length about those preferences due to two reasons: (1) These ideas are very different from those that U. S. consumers have, and (2) Dick Snyder would not likely have access to this information in Iowa. Again a few turns later, the discussion could not have advanced if Tatsuya Go had not elaborated about the relationship between taste and health. Then I restate, for the purpose of clarity, the Japanese position as I understand it.

Requests for information are important because with these requests interlocutors continue making points and learning about the other interlocutor’s points thereby continuing to share knowledge. The opposite case, an end to the requests for information, would certainly make knowledge sharing more problematic.

Requests for information play an important role in disagreement since those requests are a way for the interlocutors to clarify each other’s points. In an
example from Tatsuya Go’s conversation with Paul Hill—a large central Iowa
turkey producer with a strong interest in exporting turkey products—the
interlocutors are discussing the Japanese turkey meat preferences. In this episode,
two interesting disagreements take place. In both cases Tatsuya Go disagrees with
Paul Hill, but the interlocutors then move to negotiate their differences, and end
by understanding each other’s positions. In the first example Tatsuya Go uses a
backchannel to disagree immediately with Paul’s statement.

H A.4-1. Paul Hill: We need to be into Japan with our white meat. [TG: No.] Ah [H
A.4 Japan light meat/dark meat]

Tatsuya Go continues to disagree in the next turn. His disagreement is not a
direct challenging “No!” but rather a statement that the opposite of what Paul
said is true in Japan.

H A.4-2. Tatsuya Go: We are very much favor for the dark meat.
[H A.4 Japan light meat/dark meat]

Paul Hill claims that Japanese people prefer dark turkey meat because it is
cheaper. The beginnings of Tatsuya Go’s strong reaction is shown by his
backchannels in Turn 5 (H A.4-5). One of the explanations for the strong reaction
by Tatsuya Go is that he could have interpreted Paul Hill’s grouping of Japanese
consumer preferences with preferences of people in poorer countries as an
affront to his own sensibilities.

H A.4-5. Paul Hill: But our white meat, [TG: Yes, ah] see, you, you people, [TG:
Hmmm] most Asiatic countries, [TG: Uh huh] Mexican people,
[TG: Uh huh] ah, Arab type countries, [TG: Uh huh] [LT: Uh
huh] they’re interested in the dark meat. [TG: Yes] The reason?
Ah one of the reasons is dark meat’s cheaper. [TG: Aghhhhhhh,
ummm.] It’s less expensive than our white meat.
[H A.4 Japan light meat/dark meat]
After I ask Tatsuya Go a direct question about whether or not the Japanese prefer dark meat because of the price, he responds very clearly with a direct disagreement with Paul Hill’s position. I thought I saw a possibility of interesting, informative discussion, and so attempted to clarify Tatsuya Go’s position about the point that Paul Hill had just made. I did not have to worry about Tatsuya Go’s willingness to state his position clearly because he made his disagreement clear immediately.

H A.4-6. Lee Tesdell: Is that true in Japan?

H A.4-7. Tatsuya Go: No it is not true in our country. [PH: Okay.] In our country, dark meat is much expensive than that of white meat. [PH: Oh really?] [LT: Yeah] Yes, because of the demand. [PH: Okay.] Yes, so . . . [H A.4 Japan light meat/dark meat]

The disagreement might have ended here except that Paul Hill and I both pursued the matter with Tatsuya Go by making requests for information. Because of the strength of Tatsuya Go’s response, both Paul Hill and I wanted to be sure that we understood the response, so we followed with questions. We may also have wanted to be sure that we had understood his non-idiomatic statement in Turn 7 (H A.4-7).

H A.4-8. Lee Tesdell: So you have a better demand/ for dark meat?

H A.4-9. Paul Hill: So it's a taste thing, then, is that// [H A.4 Japan light meat/dark meat]

Clearly the continuing requests for information help to carry the conversation forward and, in the end, to allow for the sharing of knowledge about consumer turkey preferences in the U. S. and Japan. This knowledge
sharing was possible because of the negotiation of the disagreement about turkey preferences. For example, Tatsuya Go and I both ask questions that serve to continue the conversation. Tatsuya Go’s turn begins with elaboration about the reason for U. S. consumers’ preference for white turkey meat. Paul Hill agrees with this point in his backchannel.

H A.4-10. Tatsuya Go: Yes, taste thing. I think people here in the United States are very much health conscious rather than its taste. And, yes, you are a producer of turkey, [PH: Sure] so you know that that concerning the taste itself, the dark meat is better than that of the white meat. Do you agree this fact? No? From your [PH: See, the, the..] point of view? [LT: Ha ha]


Paul Hill’s elaboration then, in his answer to my question, shows the reason that U. S. turkey consumers want the white meat. Paul Hill’s assumption, like that of many U. S. consumers, is that lean turkey is good turkey. Tatsuya Go’s point is that the Japanese consumer equates dark meat with good taste.

H A.4-12. Paul Hill: White meat, [TG: Oh, you, yeah] what we’ll go for, and the white meat for most Americans because of the health conscious thing, [TG: Uh huh] [LT: Yeah] the white meat is a, is a leaner meat. [TG: Uh huh] Umm we can mix the dark meat [TG: Uh huh] in with pork type products, [TG: Uh huh] come up with turkey ham [TG: Uh huh] and these types of things, [LT: I see] And that’s been good, but the driver of our market is the white meat market. [LT: Really?] The turkey puts out a lot more white meat and it isn’t just because he puts out more white meat, the value of that meat is usually, usually will run at least double, [TG: Uh huh.] [LT: Really?] [TG: Yes.] Of what dark meat will but, but...

[H A.4 Japan light meat/dark meat]

Again I ask for clarification from Paul Hill. I ask at this point because there is clearly a difference of opinion; Paul has just said that the value of white turkey is about double that of dark meat but Tatsuya Go has said that the opposite is true
in Japan. With my question in Turn 11 (H A.4-11), I am seeking some further negotiation about these two very different claims.

H A.4-13. Lee Tesdell: You were saying in the Japanese market {PH: Right, right} You could get a lot more for the dark, [H A.4 Japan light meat/dark meat]

Finally, and very clearly, Paul Hill shows that he has learned new information about Japanese consumer preferences for turkey from the conversation with Tatsuya Go through the negotiation of their differences over turkey preferences.

H A.4-14. Paul Hill: No, they, the way, their demand, it, he, their demand is for the dark meat. {LT: Right} They'll pay more for the dark meat. {TG: Yes} {LT: Right} By the time it gets to us, [TG: Uh huh.] we get paid more than we would in this country for dark meat, {LT: Uh huh} {TG: Uh huh} but it isn't anywhere as close to what we get {LT: Ah, I see} for, for white meat. [H A.4 Japan light meat/dark meat]

These requests for information can be employed in a mediatory role that I as researcher seem to have taken on throughout the transcripts. In this mediatory role I facilitate discussion among interlocutors by explaining, anticipating, summarizing, and in general, facilitating negotiation of disagreements. My facilitation of discourse enables the interlocutors to continue the conversation. Without my mediatory input, the interlocutors would, I thought, be less likely to understand each other. I continued to mediate and facilitate between the visitor and the farmer. This role actually meant that I was restating points each person was making and, therefore, continuing to facilitate negotiation of disagreements.

These Paul Hill farm transcript excerpts show not only that a value difference can be negotiated but that a value difference—in this case, the value
difference of light and dark turkey meat preferences—can be the site of knowledge sharing. The knowledge sharing, in turn, was facilitated by the negotiation of the value differences held by Paul Hill and Tatsuya Go over turkey preferences. Paul Hill indicates that he now understands some new information: the Japanese consumer prefers dark meat and the reason is taste, not price. In addition, what this example shows is that the other interlocutors participate actively in the resolution of the disagreements in international communication of Tatsuya Go and Iowa farmers.

What are the outcomes of the disagreements?

In the discussion of my fourth research question, I examine negotiation of disagreements.

What is the outcome of the negotiation of disagreements about controversial technical knowledge? That is, describe the outcomes of the disagreements.

Communication between Japanese and Americans—because of differences in the way they communicate and think—sometimes results in misunderstanding and miscommunication (Hoft, 1995, Yamada, 1997). While I do not doubt that their contention may be true in some cases, my data indicate that disagreements can lead also to negotiated meaning. As my transcripts show, interlocutors from different cultures can in fact share knowledge given similar purposes and levels of knowledge about the topic being discussed.

What is the outcome of the negotiation of disagreements about controversial agricultural knowledge in my data? Two different outcomes appear
in my data, either the topic of conversation is dropped, or knowledge is shared through the interplay of discourse moves. In this section I incorporate examples from my data to discuss how these two outcomes occur.

Of the 28 controversial episodes, only two end in a dropped topic, so knowledge sharing could not take place. Though dropped topics do not directly concern my research questions, one of them shows close agreement between the farmer and the visitor. The example concerns an outdated idea that meat packers used to abide by: "a pig's a pig." In other words, there isn't much difference in market hogs; they're all about the same as far as the quality of meat goes. Current thinking on the farm and in the packing houses is quite different. There is potentially a wide range of carcass quality that depends on swine genetics and feeding, among other factors.

The farmer, Mike Helland, says that in the past packers did not differentiate between animals though they should have if they had been concerned about quality. Mike Helland says that packers used to not be interested in genetics or quality, but now they are changing. Tatsuya Go also disagrees with the packers' outdated idea that "pigs are pigs." He agrees that packers should be concerned more with the meat characteristics of the market hogs.

The fact that the packers are now much more concerned with quality and therefore the genetics of the market pig has to do with market preferences. Mike Helland begins to hint at this in Turn 14 (He A.12-14):
He A. 17-14. Mike Helland: But I know, ah, IBP at Perry, you know, they were interested in what our genetics were [TG: Uh huh] And I think maybe Excel maybe asked me a while back, too. [TG: Uh huh] And the packin' plants didn't used to ask, you know, what kind of genetics you have. [He A. 17 Swine genetics]


[He-A. 17 Swine genetics]

For reasons that are not clear from the transcript, the topic gets dropped and the conversation turns to fat-rich pork immediately. Four possibilities might explain the dropped topic: (1) the topic is talked out, the interlocutors just do not have much more to say; (2) the clear connection between backfat and fat-rich pork indicated by Tatsuya Go brings closure to the topic; (3) one of the interlocutors feels uncomfortable continuing the discussion; and (4) one of the interlocutors wants to return to the topic of interest that may have been dropped earlier.

While dropping conversational topics happens twice in the 28 international agriculture disagreements, knowledge sharing occurs in 26 of the episodes. In the following interaction, Mike Helland and Tatsuya Go share knowledge about fat rich pork. The topic starts with a direct question by Tatsuya Go about Mike Helland's preference for pork. As the conversation unfolds, Tatsuya Go's purpose seems to be to convince Mike Helland that fattier pork is tastier than lean pork.

He A.18-1. Tatsuya Go: By the way, what do you think about the fat-rich pork? Do you think it tasty?

He A.18-2. Mike Helland: The what pork?
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He A.18-4. Mike Helland: Fat free?

He A.18-5. Tatsuya Go: Fat rich, fat rich pork.


He A.18-7. Mike Helland: Fatty pork?
    [He A.18 Fat-rich pork]

Mike seems to understand Tatsuya Go’s term “fat-rich pork” after several questions eliminate other possible understandings. Then I put on my explainer/clarifier hat and just confirm that Mike has indeed understood what Tatsuya Go means, fat-rich pork.

He A.18-8. Lee Tesdell: Yeah, do you like fatty pork yourself, as opposed to lean?
    [He A.18 Fat-rich pork]

Mike Helland answers Tatsuya Go’s direct question after my restatement, by describing the pork they eat at home. Mike Helland may be trying to cushion his response now that he realizes that Tatsuya Go believes that fatty pork is tastier.

He A.18-9. Mike Helland: Oh I like somethin’, well . . . (TG: Uh huh.) Well, I don’t know, I like, I like the lean I guess. (TG: Oh really?) Well I like something in between I don’t like it too lean and dry (TG: Uh huh.)
    [He A.18 Fat-rich pork]

Tatsuya Go then relates that 80% of the milk that Japanese consumers drink is whole milk. As he has before, he is making the case that fat content and good taste go together. This relationship is true in both meat and milk, he is implying.

He A.18-10. Tatsuya Go: In our country, concerning the drinking milk, around 80% is merely pasteurized milk, not the additives of the Vitamin D also the additive of Vitamin A and not low fat. Around 80% is such kind of merely pasteurized fat-rich, fat-rich . .

    [He A.18 Fat-rich pork]
Tatsuya Go emphasizes that Japanese consumers and U. S. consumers regard the relationship between fat and taste differently: Japanese consumers, he says, like fattier milk, but drink less of it than U. S. consumers do.

This point about the relationship of milk fat to milk taste is similar to the point Tatsuya Go has made earlier about the relationship of marbling (the fat in meat) and meat taste. Then I clarify/restate by reaffirming the connection between what Tatsuya Go calls drinking milk and what U. S. consumers call whole milk.

He A.18-11. Lee Tesdell: So they would be the same as whole milk here.

He A.18-12. Tatsuya Go: Yes, really whole milk, really.


He A.18-14. Tatsuya Go: . . . Yes, this is also very good example, ah to explain you our fact, yeah we appreciate its taste much better [LT: Right] than its health. [LT: Yeah][MH: Yeah]

Mike Helland then clearly indicates his understanding of Tatsuya Go’s claim that the Japanese people can stay healthy and still eat fat-rich products (whole milk and fatty pork) because they use less milk and meat. This understanding on Mike Helland’s part is a result of the knowledge sharing that he and Tatsuya Go have been engaged in throughout the conversation in the hog confinement building. One result of this knowledge sharing is that Mike Helland and Tatsuya Go both now understand a value that differs radically from their own.

He A.18-16. Mike Helland: I don’t mind it, ’cause that’s [LT: Yeah] all we drink now for years, . . . But I think, you know, like you say, the rest of your diet is so fat-free, [TG: Uh huh] so you can, it doesn’t hurt you to have some fat in the milk and the meat [TG: Uh huh] and . . .

[He A.18 Fat-rich pork]
Finally Tatsuya Go presents the Japanese approach to diet: eat mainly rice, but use side dishes of tasty, fat-rich pork. He evidently believes that this point is the heart of the dietary difference between Japanese and Americans. He does seem to have a difficult time understanding the American diet as he contrasts the Japanese way with American eating habits he has observed during his stay in the U. S.:

He A.18-17. Tatsuya Go: Yeah, we don’t have any, any worry ah, for the, for taking some kind of fat, fat-rich products, fatty products. [LT: Right] [MH: Right] Yeah, because our main dish is rice. [MH: Right] This is very the important point. Ah, frankly speaking. I am very much surprised coming here in the United States. Ah people eat so much, so much fried potatoes [MH: Yeah] [LT: Yeah] and concerning the mashed potatoes, they use so much butter on it, [MH: Yeah, yeah] [MH: Yeah] and basically people eat so many oil [MH: Yeah, that’s right] [LT: Yeah, yeah] that is, this is very the difference between United States [LT: Right] and in our country.
[He A.18 Fat-rich pork]

Over 10 turns (Turns He A.18-8 to He A.18-17), Tatsuya Go and Mike Helland have disagreed and then shared knowledge about fat-rich pork, only a small amount of the great amount of pork-related knowledge they both possess. In this disagreement, Tatsuya Go learned that Mike likes relatively lean, low-fat pork; Mike Helland knows that Tatsuya Go likes fat-rich pork. This finding is evidence that disagreements can result in knowledge sharing between Tatsuya Go and his farmer interlocutor.21

21My finding of knowledge sharing resulting from disagreements is corroborated by Kreckel’s (1981) research into the discourse of an English family. Kreckel found that shared knowledge is acquired through mutual interaction. Kreckel calls this the “hypothesis of cognitive relativity.” Knowledge acquired in mutual interaction between communicants provides the basis for shared knowledge (p. 28).
In a further example of such discourse interaction in my transcripts, the interlocutors disagree over the definition of fair tariffs. John Brannaman, the farmer, introduces the disagreement into the conversation:

A A.4-1. John Brannaman: It would be interesting to see, well this is where I met Lee, was in Des Moines at this conference . . . say there's no tariffs, there's no duties, there's no . . . [A A.4 Tariffs]

John Brannaman may believe that a fair tariff level is one that is the nonexistent. Tatsuya Go, on the other hand, believes that protective tariffs are fair if they compensate for fewer natural resources. Tatsuya Go is keenly interested in the position John puts on the table, disagrees with it right away, and by implication—he had to be able to understand John’s position to reply to it intelligently—shares this knowledge, though disagreeing with the position.

A A.4-2. Tatsuya Go: Hmmm, that is, that is, very different from your point of view and my standard point ah yeah, because, yes, this is really my point of view, the competition for winner should be decided only from human’s ability, not from the background or natural resource, so certain amounts of tariffs is not illegal or not unfair, [JB: Yeah] certain amounts of tariffs is really legal and its helps the ah, fair competition. [A A.4 Tariffs]

In other words, if a Japanese honey producer has more difficult natural conditions to work under (conditions that are not under his control such as weather, soil conditions for the flowering plants, or fewer potential nectar gathering days) then he should have a protective tariff set for non-Japanese honey entering the Japanese market. These two conceptions contrast quite sharply with each other. In Turns 2 (A A.4-2) and 6 (A A.4-6), that difference is very clear.\(^{22}\)

\(^{22}\) These conflicts of values I call value differences.
John Brannaman replies that protective tariffs are instituted by the U. S. and other countries too, not just Japan. He does some softening of the clear difference of opinion between him and the Japanese visitor by allowing that not only Japan puts up protective agricultural tariffs.

A A.4-6. John Brannaman: The U. S. does the same thing as Japan does and then, other countries. [TG: Yes, uh huh] They, it's ah, it's self-interest [TG: Yeah] to some degree [TG: Yeah] to support some of the businesses they have in the country which is [LT: Right] good, [TG: Yes, uh huh] but it'd be interesting to see if it was all gone, [TG: Yes, uh huh]

Tatsuya Go backchannels five times in John’s turn since he is interested in what John says in reaction to his own position about protective tariffs being fair in some cases. John Brannaman, as Tatsuya Go in the earlier example, must understand Tatsuya Go’s position in order to be able to react intelligently to it. Again, the knowledge sharing is inherent in the answer; John Brannaman would not have understood Tatsuya Go’s position unless Tatsuya Go had shared that knowledge with him and he had understood it.

Continuing to play my clarifying role, I ask John to further explain his stand on tariffs. I am curious about John’s prediction for tariff-free world trade. I also suspect that John’s answer to my question will elicit some interesting commentary from Tatsuya Go.

A A.4-7. Lee Tesdell: What do think would happen?

John replies that chaos might result, and the outcome might be somewhat uncertain. Tatsuya Go continues the conversation, making an interesting
distinction between transportation cost and transportation time for agricultural commodities.

A A.4-8. John Brannaman: Chaos [TG: Ha ha ha} for the first, first, ah, you know, until everything gets sorted out. But ah, it would take a big adjustment, [TG: Uh huh] I think, [TG: Uh huh] to get everything to you know, to flow right. [TG: Uh huh] Ah we would, we would, we would lose, I think the U. S. would lose, a lot of business...ah, then again, it's transportation too, I mean the biggest [TG: Yes] a lot of times the biggest issue /is not the product,

A A.4-9. Tatsuya Go: Yes, yes, I agree// Yes, I agree, not only, yes, the most important point is not the transportation cost, [JB: Uh huh] but the transportation time, [JB: Uh huh] it is very important [LT: Hmmm]
[A A.4 Tariffs]

The exchange between John Brannaman and Tatsuya Go is rhetorically complex. Tatsuya Go clearly disagrees with a position, due to value difference over fair tariffs, that John Brannaman states (though it is unclear as to whether or not John believes that position himself). The interaction ends with John Brannaman and Tatsuya Go agreeing about the role of transportation costs in pricing imported agricultural goods. The interlocutors may continue to disagree over tariff levels but have found common ground also and have shared important knowledge about tariffs. Both John Brannaman and Tatsuya Go seemed to benefit from this exchange.

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23 By rhetorically complex I mean the speakers indicate that they are aware of the potential of a number of interpretations of each other's speech and try to respond in such a way as to account for those multiple interpretations.
Summary of research findings

In this final section I summarize my research findings for the research questions. I also lead into my discussion in chapter five by stating the main claim that resulted from my data analysis.

Research question one asks about what characterizes the agreement episodes. I found that knowledge sharing characterizes international technical discourse. Interestingly, new topics were initiated by the researcher 45% of the time and the farmers 42% of the time. In contrast, Tatsuya Go initiated new topics only 14% of the time. This matters because there is a noticeable difference between the percentages. The most interesting feature of this finding is that it contrasts clearly with another finding: Tatsuya Go initiated more disagreements than new topics. In turn, that finding is fascinating since published research about Japanese communication claims that Japanese people prefer not to disagree publicly (Yamada, 1997). This finding has important implications for the international workplace since the preconceptions held by non-Japanese may be incorrect.

I found also that topics fell into agricultural technology, agricultural policy and consumer preferences, combination of the first two categories, and off-topic items. This finding has repercussions for international communication in two ways: (1) international technical communication discussions may include other less conventionally technical topics, and (2) discussion of the consumer
preferences, in the case of my data, may yield some of the most interesting
disagreement of value differences.

My results indicated that requests for information and elaboration are
crucial to knowledge sharing in the agreement episodes. Because my data is rich
and extensive, further analysis would yield more and interesting results. The
repercussions for international technical communication workplace are
important here since my finding indicates a course of action. International
interlocutors should ask questions and explain their points carefully in order to
understand each other fully. This does not seem to be earth shattering news.
However, warnings that international interlocutors should not pursue points
with their international guests for fear of breaking politeness rules may be
misguided.

Research question two asks about the nature of the disagreement episodes.
Perhaps the most surprising outcome is that Tatsuya Go initiated disagreements
much more often than he initiated new topics. I point to research that claims
Japanese typically prefer not to disagree with their interlocutors and explain the
reasons for Tatsuya Go’s willingness to disagree with his interlocutors in the case
of my transcripts. This finding is one of the most striking of my research, and I
have offered several explanations for it. Most important, however, this finding
shows that widely held stereotypes about Japanese communication strategies
may not be universally true.

My finding about the Japanese guest’s willingness to disagree has clear
repercussions on the way international technical communication is conducted in
the workplace and taught in the classroom. In addition to being a warning against following stereotypes, my finding indicates that international interlocutors should be prepared to argue their positions when in discussion with their international colleagues.

These topics of disagreement indicate that the interlocutors indeed were able to draw on their extensive backgrounds in agriculture to hold intelligent discussion for a sustained period. That is, as agricultural experts, the interlocutors tended to stay on the general topic of agriculture and were informed and interested in both technical and policy aspects of agriculture.

The finding of two kinds of interlocutors that are not present shows the rhetorical sophistication of the visitor and the farmers in my transcripts. This finding may also show that interlocutors engaged in international communication may prefer to soften the blow of a sharp public disagreement by disagreeing with an interlocutor that is not present. Elaboration and requests for information are two of the common discourse moves that the interlocutors negotiate meaning with in my data. My finding about these two discourse moves points to important discourse moves for international interlocutors. My finding indicates that interlocutors engaged in international technical communication may need to ask a lot of questions and make their explanations extensive. In the case of my data, these discourse moves did facilitate negotiation of disagreements and thereby shared knowledge.

Research question four asks about the outcome of the negotiation of disagreements. I found that shared knowledge is an outcome of disagreement.
This knowledge sharing is accomplished through the use of discourse moves such as elaboration and requests for information that allows the interlocutor to communicate rather than miscommunicate, indicating that differences in language and culture between interlocutors does not preclude knowledge sharing. Nor does difference necessarily mean that miscommunication will occur. In fact, the differences, I found, may lead to vigorous discussion, disagreement, and sometimes, shared knowledge. This last finding is perhaps the one with the greatest repercussion for the workplace.

Conclusion

In this chapter I claimed that disagreement in international communication can lead to negotiation of meaning. As Clyne (1994) writes in his research about immigrant workers in Australian factories, “Potentially unsuccessful communication, where a communication breakdown . . . is averted through negotiation of meaning. Thus, communication is successful in the end” (p. 144). The reason this communication was successful is that the negotiation of meaning often led to sharing of controversial knowledge.

In the next chapter, chapter five, I discuss implications, applications, and future directions for my research. I anchor my discussions in chapter five—a claim that is the product of my research: A context-based approach to international technical communication builds from and improves on the currently prevailing culture-based approach.
CHAPTER FIVE:
EXTENDING KNOWLEDGE ABOUT INTERNATIONAL TECHNICAL COMMUNICATION

In this chapter I discuss my research from three perspectives: (1) implications of my claims for international technical communication—that is, I ask questions about workplace and teaching; (2) applications of my claims to international technical communication—that is, I find applications for workplace and teaching; and (3) future research directions—that is, I suggest directions for future research for international technical communication.

The recommendations I make in this chapter, of course, are grounded in the context of my own data; I do not make claims about other international communication contexts, but the results may be suggestive for other situations in which the interlocutors share similar language abilities, purposes, and technical backgrounds.

I have chosen to focus on the one important claim that emerged from my dissertation because it extends international technical communication knowledge beyond published research: A context-based approach\(^1\) to

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\(^1\) Context for international communication includes but is not limited to culture. Obvious differences in dress, language, food, and habits, exist between people; these differences are immediately identifiable in an unfamiliar culture. When American visitors arrive at a Chinese airport, for example, they notice immediately that Chinese is being spoken, that public habits of the people in the airport are different from those in a U.S. airport, and that snack food being sold in the airport is not the same as that in U.S. airports. These are cultural differences. However, if the American visitor wants to get directions, exchange dollars for yuan, or buy a map, these cultural differences usually do not figure very importantly in communication between American and Chinese people. Rhetorical factors like purpose and level of knowledge may be as important to the context for the communication as the cultural factors. What is the purpose of the communication? If the purpose is for the American to buy a map, then that person can point, read
international technical communication builds from and improves on the currently prevailing culture-based approaches.

My goal in this chapter is to advance my claim to the community of international communication practitioners, instructors, and researchers by building connections from my research findings to the workplace and the university classroom. To make this shift I rely on my research findings and my experience both as a technical communicator and a classroom instructor of technical communication.

Throughout the three main sections of chapter five—implications, applications, and research directions—I list the research findings relevant to my discussion of the workplace and the classroom. I then present my specific recommendations for the workplace and classroom. Last, I discuss in detail those specific recommendations for the workplace and the classroom.

Implications for the workplace and classroom

Practitioners and instructors need to think in new ways about international communication in workplace and classroom settings, guided by a context-based understanding of international communication.

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signs that might be in English, speak Chinese or English depending on who knows what, and fairly rapidly accomplish the intended goal—buy the map. If, on the other hand, the American’s purpose is unfamiliar to the Chinese listener then communication would be more problematic or at least more complex. If the purpose of the American visitor conflicts with the Chinese person’s expectations then other less clear outcomes might result. These are some of the contextual factors that play a role in this instance of international communication.
Implications for the workplace

Two of my research findings clearly have implications for the workplace. The first relevant finding is that knowledge sharing can play an important role in international technical discourse. The second is that despite research claims about Japanese discourse patterns to the contrary (Nishida, 1996; Yamada, 1997), the Japanese interlocutor in my study, Tatsuya Go, sometimes disagreed publicly with a statement by another interlocutor.

Two implications follow from these findings:

1. Despite differences among workplace interlocutors, interlocutors engaged in discourse can often share knowledge.
2. Widely held stereotypes about Japanese communication strategies may not hold true in all cases.

I present three illustrations to support the implications. My first illustration shows that outside experts may be able to improve their international technical assistance effectiveness if they learn new values from people of other cultures.² When outside experts arrive in a developing country with their own agendas and values, according to Chambers (1979), these experts should “value learning . . . from and with small farmers” (p. 115).

My second illustration comes from the computer software industry. My research helps to show the importance of carefully researching the client's expectations and needs for software. Differences in expectation—Japanese clients

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² Examples of international technical assistance programs include the U. S. Agency for International Development (AID) and the United Nations Food and Agriculture Organization (FAO).
may, in fact, have expectations that vary from those of the personnel at a U. S. software firm—are not likely to be apparent until the parties engage each other in discussion. For example, when differences over some aspect of software functionality or the user interface appear, then there is the opportunity to disagree, discuss, and understand. Difference in this case is a stimulus for knowledge sharing.

For my third illustration I start with a user interface for computer software. For example, to determine what the documentation—one of the components of the interface—should be for a Japanese client, the technical communicator and software engineer should take into account the entire context of the documentation use. In terms of the on-line help, each project and client should be treated individually. I am suggesting, therefore, that customized user interfaces are good for international technical communication and good for business.

Implications for the classroom

The implications of the two major findings from my research suggest that we need to teach intercultural communication in such a way that the entire context for the communication takes center stage in the classroom.

\[\text{Footnote 3}\]

Functionality here refers to the tasks that the software can accomplish. Word processing software, for example, has formatting functionality, spellcheck functionality, and drawing functionality. User interface refers to all the parts of the software that the user actually interacts with. Included in this list are dialog boxes, documentation, and on-line help.
Specifically, I urge the following three recommendations for teaching international communication.

1. Instructors should teach that differences are potentially good rather than teach that differences always lead to miscommunication.

2. Instructors should critique existing research literature from the point of view of rhetoric. Specifically, if a research study claims that Japanese tend to be one way or another, ask the students to consider that there are other contextual factors at play that perhaps play a stronger role than the stereotype that Japanese interlocutors do not like to disagree in public.

3. Instructors should teach their students about the context for international communication since rhetorical considerations play such a strong role.

Taken together, these three recommendations can help us design courses, or, more likely, components for technical communication courses for the university level. These courses would be quite different from conventional international communication courses in that they would focus on particular communication events rather than on international communication as a whole. The reasons for this change in focus are that the entire context for an international communication event is now understood to be important and that sweeping generalizations about the communication strategies and characteristics of interlocutors from Japan, for example, are no longer feasible.

Students need to understand that rhetorical factors such as the purpose of the communication and level of knowledge of the interlocutors about the subject they are discussing are critical, particularly in international technical communication. Indeed, much current pedagogy gets shipwrecked, as we have seen from my survey of textbooks, on the interesting but insufficient notion of
cultural difference. Instructors should be teaching the idea of context in international communication to their students.

Applications to the workplace and the classroom

In this section I discuss applications for the context-based approach in the workplace and the classroom. I show why and how my research findings can help software companies learn to make their products more appropriate for the international market. In my discussion of classroom applications, I show what instructors can do to make classroom instruction more context based.

Applications to the workplace

In this section I discuss specific applications to the workplace with two examples, one from international technical assistance programs and one from the software industry. My research findings include three particularly relevant points that relate to the workplace. First, my findings indicate that interlocutors engaged in international technical communication may ask a lot of questions and may offer extensive explanations in order to understand each other. In my data, these discourse moves facilitated negotiation of disagreements and in this manner shared knowledge. Second, my findings show that differences in

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4 Interestingly, the contrary view is also alive. Some of my Saudi Arabian colleagues at King Fahd University of Petroleum and Minerals in the 1980’s thought that expatriate language instructors should teach “culture-free” English. We teachers found that this was difficult. I would suggest that the underlying fear of the Saudi administration was that their students would be exposed to competing religious, social, or political values; the administration was reluctant to have the expatriate teachers proposing those competing values.
language and culture between interlocutors do not preclude knowledge sharing. And, third, difference does not necessarily mean that miscommunication occurs. In fact, I found that the differences may lead to vigorous discussion, disagreement, and sometimes, shared knowledge. This last finding is perhaps the one with the greatest repercussion for the workplace.

I have identified two specific workplace applications:

1. I suggest that workplace professionals respect and explore difference—difference can be good and, in fact, lead to understanding.

2. I recommend that workplace professionals ask a lot of questions and make a lot of explanations. This discourse style enhances knowledge sharing.

International communication may be enhanced when interlocutors understand value differences that pertain to their communication. I illustrate this workplace application with two examples, one from international aid and one from computer software industry. First, international technical assistance programs such as those administered by U. S. Agency for International Development (AID) and the United Nations Food and Agriculture Organization (FAO) typically try to help the governments of developing countries solve agricultural problems. One example is the 1960’s Aswan High Dam project on the Nile River in upper Egypt, which had major unplanned consequences on agriculture and fishing in the Nile River Valley. These unplanned consequences were the result of conflicting values: the Egyptian government and the outside experts believed in the benefits of the dam, while Egyptian farmers had for millennia counted on the rich silt that the Nile River floods deposited down river and preferred the flood-borne
silt as fertilizer for their crops. However the local fishermen at the Nile River mouth preferred the flood-borne nutrients. The result of this massive technical assistance project is that Egyptian agriculture and fishing are suffering though there is more electricity available. The outcome might have been different if Egyptian farmers and fishermen had been involved in the planning of the Aswan High Dam.

A second example, this one from the software industry, further clarifies the importance of considering value differences. The term efficient layout might be interpreted differently by automobile factory managers from Japan and the U. S. In turn, the software company that produces the software that visualizes automobile factory layouts may not understand this difference and therefore not account for the difference in the software functionality. Clearly, if efficient means two different things to two different management teams, the software maker must consider the value differences that are the basis of the difference in definition.

Such factors as worker proximity, number of workers required at a particular work center, and acceptable noise and heat levels might be interpreted quite differently by factory managers from different cultures. For example, does the factory manager of a textile factory in Saipan, which hires non-union Chinese workers at a very low wage to sew clothes for large U. S. retail chains have the same concern for work station proximity that the unionized U. S. automobile plant manager has? Based on these differences, U. S. and Chinese
managers might well make quite different decisions about factory layout designs and therefore have differing expectations of the software.\textsuperscript{5}

Without examination of the concept of value difference, however, the software manufacturer would be unaware of such potential problems. Identifying differences in expectations is a critical first step in working out a solution. In addition, identifying differences in values may lead to solutions which both the software team and the clients have ownership of. Specifically, I suggest the following strategies: (1) face-to-face meetings, (2) critique of beta versions of software, (3) and continued research for purposes of improving the next release.

\textit{Applications to the classroom}

In this section I apply my research findings to the classroom. The need to teach international communication to university students is clear (Beamer, 1992; Thrush, 1993; and Weiss, 1992;). Teaching students to be prepared to do international technical communication is critical for two reasons. First, products those students will help design and create may well have international markets.

\textsuperscript{5}The following example from India adds interesting insight to the question of value difference and negotiation of knowledge. An Indian-American application engineer (AE) went to India to instruct a group of engineers in the factory layout software. At the lunch break, three of those Indian engineers came to him and asked if it were possible to orient the machines in the factory layout to the east since that is where the workers should be facing. The reason, they said, was that the gods and goddesses were, by local custom, located to the east. They explained that it was considered good luck to orient the workstations to the east. The AE was able to find a work-around (a creative solution to the problem) to make the east-facing layout possible. This was an aspect of the factory layout software that the designers had not accounted for but the software was flexible enough to accommodate this change.
Second, the employees who make those products for international markets are often from many different cultures. This means technical writing students, many of whom will be project managers, have a need to communicate with and understand people from different cultures. Most important, the collaborators working on projects have an opportunity to confront, realize, and work through value differences together.

In this instance, the results from my data that seem most relevant are that requests for information and elaboration may be important to knowledge sharing in the agreement episodes, and the surprising outcome is that Tatsuya Go initiated disagreements much more often than he initiated new topics. My classroom recommendations are to encourage students to immerse themselves in international technical communication projects. Students should experience the complexity of international communication first hand. To put it another way, students should be given assignments that put them into international communication situations. As a part of this pedagogy, instructors should teach students about the ingredients of the context-based approach.

In such projects students should be required to work out their own answers to questions about international technical communication. For example, one assignment that asks students to engage in a realistic international communication interaction is my Bilingual Technical Instruction Sheet assignment. The goals of the assignment are (1) to get the students to do some international technical communication in addition to learning about international technical communication and (2) to get the students to learn
strategies to create international technical documents that they can use in their workplaces in the future. This assignment asks each student to work with two native speakers of a second language to create a one-page, dual-language technical instruction sheet for a simple device. In this assignment the students learn (1) the complexity of a dual language document and (2) the challenge of working with an international student to create a technical document.

My students have had some success in understanding how to extend knowledge about international communication in their Bilingual Technical Instruction Sheet. This success is indicated by these comments about creating bilingual instructions for a mechanical device from the student's field of study.

- Translation should not be a literal word-for-word exchange.
- Translation software is helpful but insufficient. For example, the software translator doesn't know how to translate a word such as handle that can be used either as a noun or a verb.
- Working with human translators is aided by completing with the translator the instructions being documented. In other words, translation is aided by expertise in the task.
- A high school language course is often helpful preparation but usually insufficient for translating a technical process.

In summary I contend that a context-based approach to the understanding of international technical communication in the classroom is essential because students who are juniors and seniors in technical writing classes at U.S. universities may be making decisions about building and marketing U.S.-built products to international clients in the near future. Often the only exposure these future engineers have to international communication may be a unit on
Research directions for the workplace and the classroom

In this section, I discuss the implications of my claims for context-based approach to research about international technical communication. First I discuss the unexpected research finding that my role as a researcher was more complex than I originally imagined. I found myself mediating and facilitating as much as holding the tape recorder. This is an important observation for two reasons: (1) the discourse is clearly strongly influenced by the researcher, and (2) the researcher's level of expertise for content and international communication experience is an issue. My suggestion is that this role, particularly in discourse-based research, should be examined further.

Research directions for the workplace

In this study, I have demonstrated that differences in language and culture between interlocutors do not necessarily preclude knowledge sharing. This finding leads to two suggestions for workplace-related research:

1. Researchers should consider both rhetorical and cultural themes in international communication and work to explain this intersection of rhetoric and culture carefully, that is, examine context as fully as possible.

2. An appropriate research area for the workplace has to do with identifying strategies for meeting international clients' needs and expectations in ways that are efficient and cost effective for the competitive marketplace.
Classroom related research directions

Taking a context-based approach to international technical communication pedagogy will likely require that pedagogical research develop new research questions that have actual international communication contexts that will in turn depend on the following:

1. Locating local international communication resources (practitioners, instructors, international students, and scholars).

2. Designing research projects that link students with international students in technical writing projects.

3. Developing research relevant to student awareness that the context-based approach grows from and enhances the culture-based approach.

Since there is no doubt that international technical communication competence is a skill all students need, researchers need to continue searching for effective strategies to engage students in learning how to communicate effectively with international colleagues.
APPENDIX A: COMPLETE TRANSCRIPTS

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Note: O = Other, A=Agricultural
Helland/Go Transcript

Date: Tuesday April 1, 1997
Place: Mike and Charles Helland’s hog facility
Rural Huxley, Iowa

TG: Mr. Tatsuya Go, DVM Ministry of Agriculture, Japan
MH: Mike Helland, farmer, Huxley, Iowa
CH: Clark Helland, retired farmer, Huxley, Iowa
ChH: Charles Helland, farmer, Huxley, Iowa
LT: Lee S. Tesdell, researcher

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He-O.1 Introductory
1. MH: Livestock Industry Bureau...

2. TG: Yes, ah Ministry of Agriculture, Japanese official

3. MH: Okay, well it’s an honor to have you here then.

4. TG: Yes, and yeah this is former address of me ah I stayed in Washington, D. C. for five months before coming, coming here before coming here.

5. MH: Okay. [TG: Uh huh] Alright. Well you want to take a look inside?

6. LT: Sure, sounds good.

7. MH: ...telling Lee we got this hog chute sittin’ in the way. So we got to crawl over that bale there. [TG: Ha ha ha]

8. LT: That’s alright. We’re all farm boys here Mike, that’s all right. [LT: Ha ha ha] Thank you. Want that shut Mike?

9. MH: No, that...[LT: Doesn’t matter?]

10. TG: I like this smell. I like this smell. [LT: Ha ha ha] Ah!

He-A.1 Swine building arrangement

1. MH: This building is set up in four groups and this is the youngest one right here. They’ve been in here about three weeks. [TG: Uh huh]

2. LT: Charles was telling us the other day that there, it goes in three sections? you got kinda’ ah three...

3. MH: Four.

4. LT: Four sections

5. MH: Yeah. [LT: Okay. All right]

6. TG: Four sections here. [MH: Yeah]

7. LT: So this is one fourth of the building, what we’re looking at.

8. MH: Yeah, right here, Yeah.

9. LT: Is that one pit, or is the pit divided?
10. MH: Well, the pit's divided too. [LT: Okay] Yeah, that's... [LT: Right] that way the ventilation works you know better. [LT: Yeah] when the fan's are on in this room it's not sucking out of the next room. [LT: That's true. Yeah, that makes sense.]

**He-A.1 Swine building arrangement WC: 120**

**He-A.2 Swine breeds**

1. TG: What is the, what is the breed of these hogs, ah, LDW?

2. MH: The ah, the mothers are Yorkshire and Landrace {TG: Yorkshire, oh really?} and the sires would be ah Duroc and Hamp, mostly. {TG: Okay} We raise all our own ahh sows and boars through {TG: Uh huh} AI. {TG: Uh huh} Just, most of these pigs are out of artificial insemination from Swine Genetics. {TG: Uh huh} You've probably maybe heard of them, {TG: Uh huh} over by Cambridge {TG: Oh really!}

3. LT: It's a company that exports ah boar semen, what mostly to Mexico?

4. MH: Oh...

5. LT: They do a lot of local work too.

6. MH: Oh, Mexico, ah they export a lot of breeding stock to Japan. {TG: Uh huh} [LT: Do they?] Yeah, in fact there's usually there is some boars over there that are owned by Japanese. {TG: Uh huh} [LT: Is that right?]

7. MH: In fact, I'm not too sure the whole place isn't owned by Japan. [LT: Huh] At one time it was owned by the Bank of Japan. [LT: Oh really] Yeah. [LT: Huh] It went into bankruptcy and they ended up owning it. [LT: Really] I don't know who owns it now for sure. [LT: Huh] But ah...

**He-A.2 Swine breeds WC: 187**

**He-A.3 Swine facility**

1. LT: So this is brand new, are you pretty happy with this facility?

2. MH: Yeah really happy with it. It's been real nice. The pigs grow all winter long {TG: Ha ha ha} {LT: Huh} and a lot less labor. Yeah, we've been real happy with it. The feeders are the wet-dry style...

3. TG: The feeder from there...okay

4. MH: Yeah, that's a, I don't know if you guys have ever seen anything like that before, but that's a Danish design, I guess.

5. TG: Danish design, [MH: Yeah] oh really?

**He-A.3 Swine facility WC: 81**

**He-A.4 Swine genetics**

1. MH: Yeah, a lot of these genetics, the sows mostly come from Sweden.{TG: Sweden?} A lot of Swedish genetics.

**He-A.4 Swine genetics WC: 17**

**He-A.5 Japanese market preferences**

1. LT: Mr. Go, you were telling me the other day about the market preferences for pork in Japan, you were saying/ you were saying, mentioning the differences between our
2. TG: Yes, yes, yeah, yes, that's true between between our market preferences and yours. Yes, maybe you know, we Japanese very much appreciate the, appreciate fat-rich and marbled pork. [MH: Yeah] It is really difference between the United States and our country. [LT: Yeah] And but unfortunately, I dare say, now the United States industry is longing for the lean pork, [LT: Right] pork as the other white meat. Yes.

3. MH: You like a little bit redder meat, don't you?

4. TG: Yes, [LT: Yeah, yeah] and yes, fat meat, I suppose the fat and the taste is the relationship of the trade off, if the fat is, is going down, the taste is also going down. [MH: Yeah yeah]

5. MH: I agree. I think that they are going to try to push these hogs too lean. [TG: Uh huh] [LT: That's right] I think right now we're as lean as we need to be. [TG: Uh huh] Our hogs will run about 52% [TG: Uh huh] lean and I don't know, I just think if you start getting' any more than that, [LT: Yeah] it eventually you're going to end up with something that is tasteless and [LT: Yeah]

6. LT: Is that leanless, lean-ness mostly through genetics or is it some, some feeding, ration and ...?

7. MH: Oh, it's all tied into the genetics and [TG: Uh huh] the feed and the environment and you know, just a building like this makes a difference over outdoors even. [TG: Uh huh]

8. LT: A leaner pig out of this building?


10. TG: Yes, that's very profitable for the industry itself here in the United States yeah because the largest market for the United States farmer is the United States consumer. [MH: Yeah] [LT: Right, right] So, the trend, yeah I, I agree, the trend cannot stop, we can't stop the, ah such kinds of trend, [LT: Right] because we are smaller, smaller consumer of United States pork, [LT: Right] but in my point of view, ah, if possible, please produce, ah, the fat-rich and tasty pork also, [LT: Ha ha ha] for us [MH: Yeah]

He-A.5 Japanese market preferences WC: 355

He-A.6 Hoof and mouth disease
1. TG: As you know, do you know that now that our market is suffered, suffered by a very severe situation? Do you know?

2. MH: By what?

3. TG: Yeah, yeah, suffered by very severe situation because you know foot and mouth disease, ...

4. MH: Oh yeah, in Taiwan?

5. TG: Yes, oh that means very severe situation in our country [LT: Right] because around 20% of our consumption is import from Taiwan [LT: Oh really, ahhh] [MH: Yeah] and yeah our self-sufficiency rate is around 60% so anyway we have to import from rest 25%, from [LT: Right] United States, Denmark, Danish, [MH: Uh huh] or Poland, or Korea or some other countries. [LT: Yeah] [MH: Uh huh] So, that's very important issue.

He-A.6 Hoof and mouth disease WC: 108
He-A.7 Selling pork to Japan

1. LT: So, so in your opinion [TG: Uh huh] ah if Mike could, ah, four or five of these pens ah, were a little fatter pork, [TG: Uh huh] you could sell that pork in Japan a little easier. Ha ha ha.

2. TG: Yeah, but frankly speaking, for the profitability for this farm, [LT: Yeah] itself, to produce a leaner pig, [LT: Yeah] is much better. [LT: Right] Yeah, because that is very basically, [LT: Right] ya, that is much better. [LT: Right] But yeah, so, if possible, such specialized farms, [LT: Right] to produce a yeah, yeah, fat-rich and marbled pig ah, might be, ah, might be, might be ah, some profitable, [LT: Right] some profit, ??? and ah, and to have a big competition, and no, to have a good competitiveness to our market the most important thing is taste, I dare say, not the price, not the price...

3. LT: Really? Taste is number one.

4. TG: Number one. Yes, the most important issue. This is a very good example here. We liberalized our beef market in 1991 and as you know, the price itself, Australian beef is cheaper than that of the United States, [LT: Right] because they fed grass. [LT: Huh] Grass-fed beef is much cheaper, [LT: Right] but, ah, yeah, already six months, yeah no, six years have passed, now Japanese consumer is confident that United States beef is much better, ah, [LT: Huh] comparing to the Australian beef, although the price of the Australian pork (beef) is very cheap. [LT: Yeah, right] So that's very good example, [LT: Yeah] ah, unfortunately, I dare say, it's really unfortunately, the trend for the United State pork industry, it's running to the opposite side what that what we are longing for, [LT: Uh huh, yeah] and, yes, now, and yes now, now Taiwan has a very big problem. But, Taiwan, as you know Taiwan is Oriental, and their taste, or their favorite taste is almost the same for us, [MH: Uh huh] [LT: Right] so they produce a very fat-rich pork, fat-rich fresh pork, so, yes, that is a very important issue, to expand the ah [LT: Right] Japanese hog market [LT: Right, right] for United States industry. [LT: Yeah]

5. LT: So the corn, the corn-fed US beef is better marbled [TG: Yes] and that's why [MH: Yeah] [TG: Yes, yes] the Japanese consumer likes it. [TG: Yes] More fat in it, yeah, okay.

6. TG: Yes, in the early stage of our liberalization, that means in 1992 or 1993, the consumer don't, the consumer didn't, ah recognize the fact the import beef is almost the same grade, yeah, but now the people well know about this fact. [MH: Uh huh] [LT: Yeah] And people very much appreciate United States beef. [LT: Yeah] Um and also its price is relatively higher than, expensiver than [LT: Hmmm] that of the Australian beef.

He-A.8 Berkshire swine

1. MH: Do they like the Berkshire breed a lot better over there?

2. TG: Yes, yeah, oh you know! Yes. In our country, the pork produced from Berkshire is known as "black pork" And in supermarket...

3. LT: Blood pork?

4. TG: Black pork.

5. LT: Black pork?

6. TG: Yes, because their hair is black.
7. LT: I see, okay.

8. TG: ...and ah, in supermarket, concerning the price of the pork chop, ah, that price is around 50% higher [LT: Hmmm] than that of produced, compared to the natural produced, in our domestic pork [LT: Huh!] Around 50% higher. [LT: Wow] And as you know, it is very fat-rich, but at the same time they are relatively tasty. [MH: Yeah.] Yeah, [LT: Hmmm] 50% difference is not small, very big. [LT: Yeah] That's also a very good example for our country.

9. MH: Does pork cost a lot more in Japan than it does here?

10. TG: Yes, absolutely. [MH: Yeah] Yes, more than double, more than double. [MH: Uh huh] Of course here, it is relatively cheap, yeah, but the most important thing is the currency rate, [MH: Yeah] two years, before, the currency rate is around six, around 1.5, no, no, around 50% higher compared to now, [LT: Right] [MH: Yeah] so, the ah, yeah comparing the cost is very much difficult [MH: Yeah] [LT: Yeah] because of the rapid rate, the rapid changing of our exchange rate, yes, [MH: Yeah] [LT: Yeah] but in my point of view, around 2 times or 2.5 times expensive compared to... [LT: Yeah]

He-A.8 Berkshire swine WC: 231

He-O.2 Introductory
1. CH: Hey!
2. MH: There's my Dad
3. LT: Hey Clark!
4. CK: Hi!
5. TG: Hi!
6. LT: Clark Helland...
7. CK: Good to see you.
8. LT: Mr. Go
9. TG: From Japan
10. LT: Yeah, we're just ah having an interesting conversation here Clark. These guys know a lot more than I do!

11. MH: Ha ha ha! Here's his card.

12. TG: I'm from Meat and Egg Division, of Ministry of Agriculture

13. CK: Minister of Agriculture?

14. TG: Agriculture, yes, before I came here, I very much specialized for the pork trading issue.


16. CK: Pork trade?
17. TG: Trade issue

18. LT: This man knows a lot about the pork industry.

19. CK: Is that right?

20. LT: He does, yeah.

He-O.2 Introductory WC: 94

He-A.9 Fatty pork
1. MH: They'd like to buy more of our pork but they'd like it to be just a little bit fatter. [TG: Ha ha ha]
2. {LT: Ha ha ha}

3. CK: Oh, no [TG: Really?]

4. CH: ...you like it fatter?

5. TG: Yes, yes.

6. MH: They want more marbling in the meat.

7. TG: and taste!

8. CK: We've been breedin' for 20 years to get it leaner! [TG: Ha ha ha] [LT: Ha ha ha]

9. TG: That's very important point, yes, in our country ah, around ten years ago, the English Berkshire breed have returned [LT: Huh] and now it's expand, yeah it's relation is expanding.

He-A.9 Fatty pork WC: 87

He-O.3 Introductory
1. CH: Hang [LT: Uh huh] on to that Mike

2. MH: I will [LT: Yeah]

3. CH: I forgot what country it was.

4. LT: Yeah, Japan

5. CH: Japan?

6. LT: Yes, yeah.

7. TG: Far East, [LT: Yeah] really Far East! [LT: Ha ha ha] But may be you are surprised that its population is around half of the United States [LT: Yeah] Yeah.

8. LT: You've got a big population, yeah, yeah.

9. TG: Yes, really big population

10. LT: And they love to eat pork

11. CH: Is that right?

He-O.3 Introductory WC: 68
HERE ALL FOUR OF US ARE SPEAKING AT THE SAME TIME

He-A.10 Pork cuts

1. LT: I had a couple of Dutch visitors ah, a week ago Saturday, and ah, a couple of guys from Holland and Charles showed us around a little bit. This is only the second time.

2. CH: Well, there's no reason you can't get a little information, a little good out of this here.

3. LT: Well, this, I, I'm taping this, I'm gunna use this in my ah, my degree work for my ah Ph.D. so that's why I holding this machine right here. Going to get it all down. Yeah.

4. TG: ...It why we bought their products is their cutting process is very good, very suited for our um, processor's demands. Yeah, so people told me that yes, the products from European Union is so-called "ready to use" for processors. [LT: Huh] So, in such means, ah, they have really the competitiveness in our country. Ah, yes, the thickness of the belly, yeah, I I, I dare say and...

5. LT: The thickness?

6. TG: of the belly...

7. LT: I see

8. MH: Of the belly?

9. LT: the belly thickness.

10. MH: The belly for bacon and...

11. LT: Is the European product [TG: Yes] different?

12. TG: Yes, very different from the United States

13. LT: I see. Okay. So the bacon is what, is there just more of it, or?

14. MH: Just, little bit leaner.

15. TG: Yes, leaner and its meat, meat sector is a little bit small here—produced here in the United States. So, yes, I have a lot of friends in a meat processing company and [LT: Uh huh] he told me that the belly for the the belly of the United States, I dare say, yeah useless...so, [LT: I see] [MH: Yeah] import from the United States a yeah, they made a combination there said, they said, [LT: Uh huh] and loin, and tenderloin, and ham or something [LT: Yes] ham or shoulder.[LT: Ham and shoulder, yeah, okay] So they want to leave the bellies here in the United States.

16. LT: I see, I see that's interesting.

17. TG: That's very the difference, yeah [LT: That's interesting] and at the same ah, they very much appreciate for the bellies from the European Union [LT: Huh] ah, for making bacon. [LT: Huh] so that's very the...
18. MH: Yeah, it is interesting.

He-A.10 Pork cuts WC: 349

He-A.11 Selection for meat quality
1. MH: I know that Sweden and some of the European countries have been selecting for meat quality. [TG: Yes] Which we don't do that. [TG: Uh huh] All we select for in the United States right now is lean. [LT: Lean, yeah] And they they are selecting for meat quality. [TG: Yes]

2. LT: And you, you measure lean by backfat?

3. MH: Yeah.

He-A.12 Radio communication from tractor
1. ChH: On radio from tractor: 207 to Dustin!

He-A.12 Radio communication from tractor WC: 7

He-A.11 Selection for meat quality (continuation)
1. LT: or do you have another measure?

2. MH: No, no, all they do is measure backfat and loin depth.

3. LT: Right, okay. And that's your lean, definition of lean?

4. MH: Yeah, see now, Sweden and Denmark and some of those countries have got a breeding

5. ChH: On radio from tractor: 207 to Dustin! What are you doin?...the shop...looking for...broke off and the tube.

6. MH: program where not anybody can sell, raise and sell purebred livestock ...and its progeny tested. Here in the United States, they tend to test the animal itself. Over there they test the offspring of the animal to see what kinda That's me making so much noise. See what kind of animal, you know what kind of offspring they have [LT: Huh] and you know what the meat quality is of the offspring [LT: Huh] and so forth. That's why I just kinda wondered if, you know, if they had a preferred of meat over there or not. Because this what, because basically everything in here is most of the genetics have come from Sweden and Denmark and [TG: Uh huh]

7. LT: Interesting, well, maybe a better answer for the Japanese meat packer [TG: Uh huh] Would actually be to buy the European bellies[TG: Yes, that's sure] And buy the rest of it and not worry about changing the American farmers' ah...[TG: Yes] breeding, I don't know, but maybe that would be more economical

8. TG: Yes, that's very good point, ah...

9. MH: Well I think we need to try to gear towards the market too, we have a domestic market that wants a lean hog, but we got a [LT: Yeah] an export market that wants more marbling and we need you know, to try to fill that niche too [LT: Yeah] and not just say [LT: Yeah] we gonna' to raise [TG: Yeah] one kind of pork.

10. TG: It depends on the profitability in our market, [MH: Yeah] I dare say, [LT: Sure, sure, sure] ah so it's very important thing, and, hmmm, in my point of view, yes, now our market is ah no, no, yeah, concerning the consumption, pork consumption in our
country is stable in ten years, in these ten years, [LT: Hmmm] but at the same time our production is decreasing ah, 2 or 3 percent annually. [MH: Yeah] [LT: Huh] That means the ah, export no, no, no, the exporting countries can expand their market [LT: Right, right, right] in our country, and but at the same time, ah, yes, they used to be, there used to be ah no, to be a belief that the import pork is mainly used for the processed products, [LT: Oh yeah] the raw material for the processed products...

11. LT: Okay, like sausage or something [TG: Yeah] like that.

Here Dr. Go is having trouble speaking because of the dust in the hog building probably.

12. TG: That means that the Danish share, Danish market share, jump? make a certain point in our country. [LT: Right, I see, yeah, ] But from now on, ah, the pork, ah no the import pork can expand its market share, hmmm, for our household expenditure [LT: I see] that we can buy in the supermarket [LT: Right] and to expand in that sector, the well-marbled and tasty pork is very much appreciated, [LT: Right] so there is two sectors in our country, frozen material and fresh, fresh products sold to the consumer directly. [LT: Right] That's very the difference, [LT: Right] so ah to expand our market for raw material of the processed products [LT: Uh huh] and that's okay like this, yeah, but to expand the fresh products ah, in our market, [LT: Right] ah, the most important thing is the taste [LT: Right, right] of the pork. [MH: Yeah] Yeah, that's very the difference. [MH: Yeah]

13. MH: I think that'll come here too eventually after we get 'em lean enough that, and they don't taste very good [LT: Yeah] then they're going' to say they don't taste very good, then they'll say, we want something that tastes better, too. [LT: Right] I think meat quality'll become a big factor here too eventually. [LT: Yeah] I think we're going to push the lean too far. [TG: Uh huh] [LT: Yeah] And then it's going to become an issue here too.

14. TG: Ah...

15. LT: Would you find a market right now today if you were say raising 500 hundred head of the ah, fatter animals, would you...

16. MH: Ah there is ah...

17. LT: ...would you get a premium?

He-A.11 Selection for meat quality (continuation) WC:714

He-A.12 Berkshire and other swine breeds
1. MH: There is a Berkshire gold market [LT: there is]

2. TG: Oh, Berkshire have a good market?

3. MH: Well, I don't know where they have to go, it's not right close to us, I think it's Nebraska, I'm not really sure where it's at. Farmland [LT: Huh] I think's got that program.

4. LT: So it wouldn't be practical for you then, too far to go???

5. MH: I'm not saying it wouldn't. I think you get about 5 dollars a head more. [TG: Oh really?] [LT: Oh!

7. MH: Yeah, I think so.

8. TG: Farmland Foods? Oh really?

9. LT: In Nebraska.

10. TG: In Nebraska. Oh. Oh really? I know. I know that farm. That's, that's...

11. LT: Do they export to Japan?

12. TG: Yes.


15. LT: Okay

16. TG: in relation to the...

17. LT: So you know about that. Yeah.

18. MH: The pigs got to be 50% Berkshire, I think, is it? [TG: Yeah] So all we would have to do is buy Berkshire semen and breed our sows to Berkshire and [LT: Right, 50%] and we fill that market. [TG: Uh huh] The biggest problem is the Berkshire breed is so many years behind in, in ah rate of gain and feed efficiency [TG: Yeah] and things like that [LT: Ah okay]

19. TG: Yeah, relatively small, small

20. LT: It's like the high-oil corn, you, you get a premium, but your yields are down and so you kind of, it doesn't really come out.

21. MH: It's hard to find [TG: Uh huh] source of good quality Berkshires, it's just there's so few of them out there, and [LT: Ah]

22. TG: Yeah, that's a very important point, because the Berkshire bred in England is [MH: Yeah] relatively fat-rich, but I, I know that the Berkshire bred in the United States is a little bit leaner and less tasty. [LT: I see. I see. Huh]

23. MH: Now, Swine Genetics over there, feels like if you throw, put enough Duroc [TG: Uh huh. Yes.] in here it'll do the same thing as the Berkshire will.[LT: Huh]

24. TG: Yes, the color itself is very

25. MH: It'll help a lot.

26. LT: Yeah. You can see some Duroc in some of these, [MH: Yeah] little bit, little bit of red.[MH: Yeah.]

27. LT: Not much.
28. MH: Now actually I think Swine Genetics sells quite a bit of Duroc to Japan. (TG: Uh huh, yes, that's true) They like the American Duroc (LT: Really) and at the same we're importing Durocs from Denmark because they're a lot leaner. We all laugh.

29. LT: The Danish Duroc is leaner than ours?

30. MH: Yeah, (LT: Oh) they have been, I'm mean now there's gettin' to be so much interbreeding (TG: Uh huh) that. Swine Genetics brought Danish Durocs in about 5 or 6 years ago so they have been utilized pretty extensively throughout the American breed too, (LT: Huh) so and the same way with the Swedish Yorkshires and (LT: Huh) Landrace, they've been utilized quite a bit across throughout the whole United States.

31. LT: Yeah, weren't the Landrace ah, desirable for their, was it number of pigs farrowed?

32. MH: Mothering ability.

33. LT: Mothering ability, (MH: Yeah, mothering ability) and aren't they a large animal also?

34. MH: Yeah, long (LT: Long) Yeah, ears down to here, they can't see where they're goin'. (LT: Yeah. Yeah. Huh)

35. CH: We used to say we'd shoot any Landrace that got on this place.

36. LT: How come?

37. CK: They couldn't take the cold weather.

38. LT: Oh yeah. Uh huh.

39. MH: Yeah, they're not real well suited for bein' outdoors.

40. LT: No. Yeah, but so far you're happy in here? (MH: Oh yeah.) (TG: Ahhhh)

41. MH: Real happy. Yeah, and I think it's a pretty nice environment for the pigs, 'cause you know those curtains go down and (LT: Yeah) it's, there's a lot of air and you can see out, you know, (LT: Yeah) it's pretty nice. (LT: Yeah)

42. MH: In the winter time they lay around in here like it's summer time, and (LT: Yeah)

Here I noticed that Dr. Go was having a little trouble speaking I think because of the dust or smell in the hog building.

43. TG: Yes, ah, yes, I dare say, um, so called Japanese family farmers ah, almost, yeah, now thinking their now, now, stopping their farming ah, for, for, pig producing, for pig producing, ah, so that, that means, that concerning the pig producer, ah the almost all the Japanese producer is a big company right now.
5. LT: I see, similar, similar to ah Iowa Select maybe or {TG: Yes}

6. LT: So they would raise 10, 20 thousand pigs a year.

7. TG: Yes

8. MH: 100 thousand.

9. TG: Yes, that's true. On the basis of sow, ah, they have around 2 thousand or 3 thousand, {LT: Uh huh. I see} yes, yes, yes. There are still very small family farms in our country also, [LT: Yeah] but ah, around 70%, ah 60 or 70% of product is produced in such very big company.

10. LT: Really?

11. TG: I believe.

He-A.13 Swine raising buildings and swine production in Japan WC: 150

He-A.14 US corn imports and high-oil corn

1. LT: Do they feed them US grain mostly?

2. TG: Yes. That is also very important point. [LT: Yeah] Anyway we use the US products.

3. MH: Are you going to be importing more high oil corn to feed 'em?

4. TG: Ah, ah, [MH: Ha ha ha] here no, corn is almost the same.

5. LT: They're a little bit aggressive.[MH: Ha ha ha]

6. TG: Oh. EEEE. But, no problem. They don't bite.

7. LT: So the, is the high oil corn recognized in the Japanese animal feed market as being beneficial?

8. TG: Hmmmm,

9. LT: High oil corn

10. TG: High oil corn?

11. LT: Yeah. What is it, 8 and 1/2 %, 8?

12. TG: Ahhhh

13. MH: Yeah, it's about 7 to 8% [TG: Oh really?] and 1/2% oil instead of 3 and 1/2% [LT: Yeah] [TG: Really?]

14. LT: That's a, that's a new adventure [TG: Yeah...] for some of the farmers around here started raising high oil corn.

15. MH: We raised some last year. [TG: Uh huh.] It'll be exported but I'm not, I don't know where. [TG: Ah, really]

16. TG: I suppose such kind of product is useful for producing corn oil or something very much benefiable. But I wonder is it really profitable for ah feed grain, do you know?
17. MH: Well, that's, they've been usin' in primarily for feed. [TG: Uh huh. Oh really?] [LT: Huh] Because it replaces a lot of protein. [TG: Uh huh, uh huh] Takes less, less soybean meal, so [TG: Ah really] So

18. TG: So there might be a possibility, [LT: Maybe] I dare say. Yes, that's true. [LT: Yeah]

19. LT: Another one of our neighbors mentioned that he, Kurt, you know, raised some of that. He was a little skeptical. He wasn't sure the, the ah...

20. MH: The yield?

21. LT: The yield would make up ah, would make up, would be, he thought the yield would be lower [TG: Uh huh] and so the price wasn't really going to make it up, [TG: Uh huh] you know and it/ was maybe even out.

22. MH: I felt like ours yielded just/// as good as everything else.

23. LT: Really and he mentioned that too, he couldn't figure out how come yours yielded the same and his wasn't as good.[MH: Yeah.] I think he was a little jealous. Ha ha ha

24. MH: I felt like ours was right up there [LT: Uh huh] right with everything else.

25. CK: Weighs all of ours over the scales, [MH: Yeah] [LT: Yeah] he weighs it in the grain bin, it's not guessing. [LT: Yeah, yeah, yeah]

26. MH: No, I...

27. LT: Well, that's good. Been getting a premium on it, that's wonderful. [MH: Yeah.]

28. MH: The only thing I didn't like about it is we can't deliver it until June or July so we don't get paid until then.

29. LT: Oh yeah. Yeah. Gotta, gotta pay for your seed before then. Your fertilizer.

30. MH: There's a lot of interest been January and July! [LT: Yeah] Ha ha ha, but.

31. CK: We use up half of it. [LT: Yeah]

He-A.14 US corn imports and high-oil corn WC: 449

He-A.15 Feeder

1. LT: Is that the feeder going on there?

2. MH: Yeah.

3. TG: Oh really!

4. LT: Oh yeah.

5. TG: How frequently is the feed is coming out from there?

6. MH: How what?

7. TG: How frequently, frequency!
8. MH: Ah, those things are set to come on, there is a timer and a proximity switch. (TG: Uh huh) When the feed gets down, (TG: Uh huh) it'll turn that switch on. (TG: Uh okay) Once it shuts off, it can't come on for about 15 minutes. (TG: Okay) That keeps it from comin' on and off all the time. (TG: Okay)

9. MH: It'll run about every 15 minutes.

10. TG: Ah okay. So anyway everytime ah hog can eat the ah feed.

11. MH: Yeah.

All talking at the same time.

12. RG: The pigs looks very happy I believe. Very good facility.

13. LT: That's a pretty slick system you got in here.

He-A.15 Feeder WC: 127

Indistinguishable.

He-A.16 Pork packing houses and prices
1. TG: Are these hogs ah, where are these hogs sold?

2. MH: Ah mostly Excel.


4. MH: In Ottumwa. (TG: Uh huh) And (LT: Oh yeah) sometimes Perry, IBP

5. TG: Perry, ah, IBP, I know.

6. MH: Those all go to Japan, don't they?

7. TG: Yes, ah Nippo Meat Packers. (MH: Yeah) TG: Oh really. Where is the slaughter house of the IBP? Ah no, no, no, no where is the slaughterhouse of the ah Excel?


9. TG: Ottumwa? (MH: Yeah) Ah is it close to here?

10. MH: Nah, it's about a 100 miles.

11. TG: A 100 miles? Oh really? (MH: Yeah)

12. MH: We might start goin' to Perry more, cause, well they like our hogs, I guess. It's closer, we can truck 'em ourselves. (TG: Uh huh) So...

13. TG: How much degree is applied for the price of the hog? Ah, for example, I suppose, it depends on the thickness of the backfat. Ah, the price is determined by the thickness of the backfat or something?

14. MH: What's the price of the hog?

15. TG: Yes.
16. MH: Right now we're gettin' about 50 cents a pound.


19. TG: Yes, for backfat.

20. MH: A really really fat hog will probably run ah, from the bottom of the scale to the top of the scale is probably, oh man, 15, 20 dollars a head difference.

21. TG: Oh really. Okay, and in such means how many grade are implemented for the backfat? Yeah, ah for example, the best grade is ah yeah, what you said is 50, 50, 15.

22. MH: Yeah, I don't know how to answer that.

23. TG: Excuse me, how many grades, for example, ah, ah, yeah, for example ah, four grades, but the best grade is traded by 50, 50 cents per pound or something. [MH: Ahhhh] How many grades, four grades or five grades, you know?

24. MH: Ah, I don't really know how many grades they have. All we see is, they've got a formula they go on [TG: Formula, yes, yes] Of percent lean [TG: Percent lean, yes] and percent of yield. [TG: Percent lean and yield?] And they put those two together [TG: Uh huh] to come up with ah...

25. TG: Okay, the price per pound?

26. MH: Yeah, 100% [TG: Uh huh] or 101 or 99% [TG: Uh huh] or something like that, that's what Excel does [TG: Uh huh] and IBP’s got a different formula, I think they've got about 5 or 6 different grades [TG: Oh really, uh huh?] something like that.

27. TG: That's relatively important.

28. MH: Every packing plant's got different and it's hard to figure out, [TG: Uh huh] you know, from one to the other how they compare. [TG: Uh huh] I think they try to keep us as complicated as they can. [TG: Yeah] Ha ha ha.

29. TG: That's very important thing...

30. LT: Keep the producer confused, huh?

31. MH: Well it used to be that the packin' plants made money by knowin' more about your hogs than you did. [TG: Uh huh] [LT: Okay.] And and they did. [LT: Yeah] Now it's gotten. 'Cause they didn't used to give us a kill sheet or anything. [TG: Uh huh] [LT: Uh huh] They'd just give us a bid [LT: Yeah] and but it's gotten now to where you know, they've realized that we need to know how our hogs are doing. [TG: Uh huh] [LT: Uh huh] It's beneficial to them too.

32. LT: You want to compare to [MH: Yeah] other growers too. [MH: Yeah]

33. MH: Yeah. So it's, it's complicated. I don't know how the come up with all these formulas and stuff. [TG: Yeah]

34. TG: Yeah, because I was in Washington, D.C. and I studied for the grading system for the United States livestock products. [LT: Uh huh] And as you know, concerning the
beef issue, that is very simple, ah, because, the, I dare say, the best grade, best grade is prime [MH: Yeah] almost always exported to Japan I believe. [LT: Right.] And the second grade is choice and the third grade is select and ??? and canned or something another grade... But concerning the pork system, they have the grading system, but I heard it is not almost implemented in the industry. [LT: I see.] [MH: Yes] It is very the difference, big difference between the ah beef industry and pork industry. [MH: Yeah] [LT: Huh] So that causes some difficulty for the pork producers. [MH: Yeah] [LT: Huh] I agree.

35. MH: They've come out with a fat-free lean index, that is, I think you're supposed to be able to compare packer to packer that way. [TG: Uh huh] [LT: Huh] You know. It should come up with the same result, [TG: Yes] [LT: Huh] so I think that what that's designed to do but...

36. TG: So, in such means ah some packers appreciate for the, I believe only small numbers but, I believe some packers appreciate for the, yeah, I dare say, for the fat-rich pork, pig, or fat-rich hog. Yeah, but most of ah the packers appreciate for the lean and high-yield pork, I think. [MH: Yeah] [LT: Right] So in such means, such kinds of measurement of the price ah, that yeah, you told, told me that was made up by the thickness of the backfat and yield, [MH: Yeah] there one two factors are calculated and the price decided. [LT: Right] That might be true. Yeah, if possible, I would like to figure out or analyze this system. [MH: Yeah] [LT: Right] It is very important thing.

37. LT: Yeah, it's very important for you on your end to know what you are getting.

38. TG: Yes, yes.

39. LT: What select means [TG: Yes] or what choice means [TG: Yes] or...

40. TG: Yes. And if possible, ah, I would like to introduce to the our market, that, what, what slaughter house or packing plant produced very suitable for, good pork very suitable [LT: Right] for our market. Not for the United States market. Yes, it's number is very small, but if possible, [LT: Yeah] it is available. [MH: Yeah] It is very much appreciated in our country. [LT: Right] [MH: Uh huh]

41. LT: But, that's a good point, you might find a better product coming out of one plant as opposed to another plant so you would prefer to buy from that plant. [TG: Yes, that's true]

He-A.16 Pork packing houses and prices WC: 987

He-A. 17 Swine genetics
1. MH: Do you know anything about PIC?

2. TG: PIC?

3. MH: Breeding stock. Whether. whether Japan like that kind of ...

4. TG: PIC? Sorry I, I, I don't remember the PIC.

5. MH: Well it's ah Pig Improvement Company, the name of, it's a breeding stock company I think from England, but that's what, [TG: Oh really] most of the big units in the United States have gone to that, Iowa Select and Murphy's and, are pretty much all PIC. [TG: Oh really] But it's a very lean [TG: Uh huh] hog. And ah, I just wondered how they were. It's a very, it's a very different hog. [TG: Yeah] They're very aggressive hog, you crawl in a pen and they'll eat you up. Ha ha ha [LT: Really] Oh they're very, yeah, but some of the
packers, you know they like the fact that they're lean, [TG: Uh huh] but sometimes they
don't walk the best and they've had problems with ah stress syndrome [TG: Yeah, okay] and
things like that.

6. TG: Okay, yeah. In my point of view to make ah lean pork, lean pork is, is ah, good way
to maintain the traditional, traditional pork consuming country's products. Yes, but on
the other hand, as you know, especially for foreigns, ah the consumption of meat is
rapidly increasing. Yeah, not only our country but also Korea, [MH: Uh huh] Chinese
Taipei, and China Mainland. But this is very important issue, our main dish is rice
without fat. [LT: Right] So we appreciate the fat-rich and tasty products. [LT: Right]
Yeah. Even though we eat such kinds of products, so much, in total basis we don't have
a health problem, because our main dish is rice.[MH: Right] So, to improve the future
market, ah, no, no, to yeah, to, no, no, excuse me, ah to expand the future market or to
get a share in the future market, ah, the such kind of tasty products, expand the tasty
types of products is very important issue[LT: Right. Right] [MH: Uh huh] in my point of
view. At the same time I know that the United States have a very much potential ah to
produce lots of products. And maybe the only one potential country to ah, to export to
Japan. Maybe in the future. [LT: Yeah] So...

7. MH: Well, we'd sure like to

8. We all laugh.

9. CH: What's that Mike?

10. MH: I say we'd like to export to Japan more.

11. CH: Yeah. [LT: Yeah]

12. MH: But you know I think part of it's going to be you know, the packing plant, you
know, they have to gear the price structure to us [TG: Uh huh.] to produce the kind of,
you know, pork, they want. Right now, so many are geared towards lean. You know for
years and years they told us they wanted lean, but they didn't pay for it. [TG: Yeah
that's true] So it wasn't as lean as they wanted. And they implemented these pricing
structures so it paid for a leaner hog, and they've gotten a lot leaner in the last five years.
But you know, if they tell us that they want a hog that's 50% Duroc or Berkshire or
something like that, you know, we can, we can do it, but there's gotta be some incentive
there or some reason to do it. You know. [TG: Yeah] I mean it doesn't do me any good to
raise a hog that's ideal for Japan [TG: Uh huh] if I don't have a packin' plant that's
gonna. [TG: Uh huh] you know process it and send it to Japan. [TG: Uh huh] [LT: Right.] So
we need to, you know, we gotta have the whole, we need to get the whole system in
place. [LT: Yeah] [TG: Yeah, that's true]

13. TG: Yeah, you don't ah, yeah... ah...

14. MH: And that might, I'm sure that's probably taking place and I, I'm not really that
aware of it. But I know, ah, IBP at Perry, you know, they were interested in what our
genetics were [TG: Uh huh] And I think maybe Excel maybe asked me a while back, too.
[TG: Uh huh] And the packin' plants didn't used to ask, you know, what kind of
genetics you have.[TG: Uh huh] You know, a pig was a pig to them.

15. TG: Ah pigs are pigs [MH: Yeah] And the result is very important. [LT: Yeah] Yeah, but
that what means result is yield and backfat, backfat thickness. [MH: Right] Very
interesting. Ah, um.

He-A. 17 Swine genetics WC: 706
He.O.4 Politeness
1. LT: We're probably taking you away from your other jobs here, quite a bit Mike.
2. MH: Oh, that's all right.
3. CH: You'll probably get a bill.
4. LT: Yeah, I probably will, [MH: Ha ha ha] I probably will.

Indistinguishable

He.A.18 Fat-rich pork
1. TG: By the way, what do you think about the fat-rich pork? Do you think is it tasty?
2. MH: The what pork?
4. MH: Fat free?
5. TG: Fat rich, fat rich pork.
6. LT: Fatty pork.
7. MH: Fatty pork?
8. LT: Yeah, do you like fatty pork yourself, as opposed to lean?
9. MH: Oh I like somethin', well...[TG: Uh huh.] Well, I don't know, I like, I like the lean I guess.[TG: Oh really?] Well I like something in between I don't like it too lean and dry [TG: Uh huh.] When I butcher a hog for myself.[TG: Oh really?] usually we'll butcher a gilt [TG: Uh huh. Gilt] that's probably [TG: Uh huh] 350 pounds or something [TG: Uh huh] like that and never, that didn't settle she's been on limit feed [TG: Uh huh] and she's pretty lean and we get a great big [TG: Uh huh] pork chop. Ha ha. ha. [TG: Oh really?] But, ah, you know, most people don't want that big a [TG: Yeah, that's true] pork chop. But for me, I like it. I cut it in half and make two pork chops out of it. [LT: Yeah] But...

10. TG: In our country, concerning the drinking milk, around 80% is merely pasteurized milk, not the additives of the Vitamin D also the additive of Vitamin A and not low fat. Around 80% is such kind of merely pasteurized fat-rich, fat-rich...
11. LT: So they would be the same as whole milk here.
12. TG: Yes, really whole milk, really..
13. LT: ...only without A and D added.
14. TG: Yes, and, yes we also have so-called skimmed milk or low-fat milk. And such kind of product is introduced in our market in 1972. And in early stage its consumption had grown up, but now its consumption is stable around 10%. Yeah. [MH: Huh][LT: That's interesting] Yes, this is also very good example, ah to explain you our fact, yeah we appreciate its taste much better [LT: Right] than its health. [LT: Yeah][MH: Yeah]
15. LT: You're right about skim milk, it tastes terrible. [TG: Ha ha ha] There's nothing there.

16. MH: I don't mind it, 'cause that's [LT: Yeah] all we drink now for years, but when you go from whole milk to skim milk, it's like this is just water [TG: Ha ha ha] [LT: Ha ha ha] Just white water. [TG: Just white water, yeah] [LT: That's right] And now when you go back, it's like this is almost cream. [LT: Yeah, that's right] [TG: Ha ha ha] But I love whole milk on cereal [LT: Oh yeah] Ha ha ha. Yeah, I'd like to drink whole milk. [LT: Yeah] But I think, you know, like you say, the rest of your diet is so fat-free, [TG: Uh huh] so you can, it doesn't hurt you to have some fat in the milk and the meat [TG: Uh huh] and...

17. TG: Yeah, we don't have any, any worry ah, for the, for taking some kind of fat, fat-rich products, fatty products. [LT: Right] [MH: Right] Yeah, because our main dish is rice. [MH: Right] This is very the important point. Ah, frankly speaking, I am very much surprised coming here in the United States. Ah people eat so much, so much fried potatoes [MH: Yeah] [LT: Yeah] and concerning the mashed potatoes, they use so much butter on it, [MH: Yeah, yeah] [MH: Yeah] and basically people eat so many oil [MH: Yeah, that's right] [LT: Yeah, yeah] that is, this is very the difference between United States [LT: Right] and in our country. [LT: Right] So, um, my wife was very surprised at this point. [MH: Yeah, ha ha ha] [LT: Right]

18. LT: That's right, your, your wife has been doing her shopping here now for a few months, so she [TG: Yeah] notices the differences. [MH: Oh yeah]

19. TG: Yeah. And this is also a very good point. During my stay in Washington, D. C. we seldom see the choice grade beef in Washington, D. C. area. But here in Iowa, we usually see the choice grade. [MH: Ha ha] Ha ha. This is very much appreciated, especially for me. [MH: Yeah, okay] [LT: Ha ha ha] But for the other people live in the United States, I believe. [LT: That's good] But, I appreciate the choice of cuts [MH: Ha ha ha] and if possible prime beef. [MH: Yeah] [LT: Yeah, ha ha ha, yeah] He-A.18 Fat-rich pork WC: 675

He-A.19 Manure management
1. TG: Do you, ah, how do you treat your manure? [MH: No. Uh huh] Oh you don't treat the manure? Oh, just spread on the corn field or something?

2. MH: Yeah, we'll spread it once a year [TG: Uh huh] and we'll inject it into the ground. [TG: Uh huh. Okay] We've got plenty of land to put it on. [TG: Oh really] We could use, as far as manure goes, we could probably use 10 or more buildings like this. [TG: Yeah] We've got [TG: Yeah] more than enough land.

3. LT: What's your ah, fertilizer value out of a building like this?

4. MH: Oh, [LT: NPK] probably 5 to 6 thousand a year. [TG: Uh huh]

5. LT: Your NPK, how would you, what kind of credits to you give for this stuff. How much nitrogen, how much, how P, how much K. [MH: Oh boy] It's mostly water, isn't it?

6. MH: No,

7. LT: Or do you have quite a lot of...

8. MH: it's pretty high, it's pretty high in fertilizer value. [LT: Is it?] Per 1000 gallons there's about 10 to $15.00 of fertilizer value in every 1000 gallons.
9. LT: Mostly N, or?

10. MH: No it's pretty evenly split. The biggest problem is that it is not the right balance [LT: Yeah] that you need in the field. [LT: Right.] So you have to balance according to probably the P, [LT: Yeah] and, and then use commercial fertilizer to bring the Nitrogen and Potassium.

11. LT: What do you get, say 10-10-10 or?

12. MH: Oh, I don't remember. I went to a seminar this winter and I got a worksheet all written up. [TG: Ha ha ha] I don't remember all of that stuff right off hand but...

13. LT: Do you give credit for this stuff?

14. MH: Yeah. Yeah. [LT: You do when you figure your...] Most of the land right around here and where I live, ah, we still apply Nitrogen, but we apply very much P and K. [LT: Oh really] [TG: Uh huh, oh really] No, in fact we've got some ground, that it's so high in P and K [LT: Huh] that we could quit putting manure on it, in fact we don't put much manure on it any more and [LT: Really] we could probably farm it for 5 to 10 years [LT: Really] without any P and K on it. [TG: Oh really][LT: Oh, yeah]

15. CK: I think they ought to give those guys who work... percentage

16. LT: They probably should. Ha ha ha. [MH: Ha ha ha] They probably should.

He-A.19 Manure management WC: 389

He-A.20 Feeder pigs
1. TG: And I would like to ask about the possibility of import, import, to import the fattening hog, ah fattening pig to another state or other country and fatten here in Iowa state, [LT: Huh] is it possible or do you have some possibility?

2. MH: Do we have what?

3. TG: Do you have possibility to import some fattening pig to other states, from other state, or other country, like Canada?

4. LT: Feeder pigs? What weight? 50 pounds?

5. MH: From other states, but not other countries? Well, you can get Canadian pigs.[TG: Uh huh] Yeah. But that's the only thing I've heard of. [LT: Yeah] There's the quarantines are, [TG: Uh huh] you know, by the time you get a pig through the quarantine he'd be about raised anyway. [LT: Ha ha ha] [TG: Yeah, that's true.]

6. TG: Yeah, that's true [MH: So] Okay, so, do you import from other state, ah no, other states, for fattening pigs?

7. MH: Yes...

8. TG: Oh really, you import?

9. MH: ... Iowa does, yeah.

10. TG: Oh, no, no, not Iowa,
11. LT: You raise all your own.

12. MH: We raise our own. We farrow all our own.

13. TG: By yourself.

14. MH: Yes. Yeah. We're farrow to finish here. [TG: Yeah]

15. TG: Before I came here I visited North Carolina. [MH: Yeah] And they told me, as you know they are now expanding its pork production, but they have a very severe problem for environment. [MH: Yeah] And they told me that there is really a possibility to expand their export ah, their feeder pig export to Iowa State.

16. MH: Yeah.

17. LT: Okay.

18. TG: Do you agree this opinion? Yes.

END OF SIDE ONE

19. MH: It's a good place to farrow hogs too. [TG: Ha ha ha] So...

20. LT: Well, what about you might be bringin' in some diseases or other problems, though right, I mean is that possible, or?

21. MH: Well, I think we've already go most of 'em. Ha ha ha. Yeah, you know, that's a possibility. [TG: Uh huh] But, you know, no there's a lot of pigs brought into Iowa [TG: Uh huh] from out of state right now, and part of that is our state laws here in Iowa prohibit a lot of ah, corporate farms from farrowing, and, like Land O' Lakes, it's a cooperative that we belong to? [TG: Uh huh] They cannot farrow, I believe, they cannot farrow pigs in the state of Iowa. So they're building facilities in Illinois and shippin' 'em to Iowa and having producers [TG: Ah, okay] grow 'em out. [TG: Yeah] So, ?? ah, so part of the just our state laws. If they'd change that, I'm sure we'd have corporations comin' in and farrowing more, but, I don't know...

He-A.20 Feeder pigs WC: 417

He-A.21 Swine disease

1. TG: And I'd like to ask about the problem of disease, ah, I heard that Iowa state have a some problem for the pseudo-rabies [MH: Yeah] ah, til now.

2. MH: Yeah, they have a eradication program.

3. TG: Oh really. [MH: Yeah] Concerning your farm, did, ah, have you already eradicated...

4. MH: I've never had it.

5. TG: Oh, really. Oh you, oh, you've never had it.

6. MH: I've never had it

7. TG: Oh, really, that's very good for you.

8. MH: We don't have PRRS either. Have you heard of PRRS?
9. TG: Yes.

10. MH: Okay, we don't have that either. We sell some feeder pigs to Iowa State for research [TG: Uh huh] because they have so much trouble finding pigs to do research on that are already PRRS free. [LT: Huh!] So...

11. LT: What is PRRS?

12. MH: Porcine reproductive, respiratory and reproductive syndrome. It was called the mystery disease a few years ago and it kind of started in Europe and [LT: Oh] spread to the United States and nobody knew what it was and but it causes respiratory problems in the ah, ah, nursery primarily and reproductive problems with the sows and things like that. That's what was going on, I guess, in Southeast Iowa, where they had a lot of sows die this winter. [TLT: Oh yeah] They think it was still just PRRS, but...

13. TG: Southeast Iowa? Southeast Iowa is still difficulty for [MH: Yeah] .really...

14. MH: I think the fact that we've been all artificial insemination for about 15 years I think has kept some of the diseases out. We haven't bought a pig from anybody for about 15 years. [LT: Huh!] So...and that's still your main source of [LT: Yeah] disease is buying another pig. [LT: Good idea, real good point, yeah] So...

15. TG: Pseudo-rabies is really a difficult, [MH: Yeah] a yeah difficult disease. And they affect so much profitability. [MH: Yeah] [LT: Yeah] So it is very important disease. Yeah, in our country we still have a difficulty for eradicating the pseudo-rabies.

16. MH: You do have it over there?


18. MH: Somebody's got hog cholera now too, ah

19. LT: Taiwan, was it?

20. MH: No, that's hoof and mouth.

21. LT: Okay, so it was Holland then.

22. MH: Belgium

23. TG: Belgium?

24. MH: Belgium I think has got...

25. LT: Or Holland, when I brought those Dutch guys out, two weeks ago they were talking about that, we were talking about that, weren't we talking about that in the farrowing barn?

26. MH: Was it Denmark?

27. MH: Was it Holland?

28. LT: Weren't they saying that Holland where they had to kill a lot of pigs?
29. MH: Yeah, it was Holland. Yeah.

30. LT: I think so yeah, we saw it when we were over in the farrowing barn there, we talked about it.

31. MH: Yeah, the rest of Europe doesn’t want any pigs out of Holland. Ha ha ha It’s quite a problem, anymore, and it’s probably no more a problem than it ever was, it’s just that we’re so much more aware. And once the press gets ahold of somethin’, you know, they mighty blow it completely out of proportion. [LT: Right] So, it’s kind of like that disease in England with ah cattle, [LT: Right] what was that?

32. LT: Mad cow disease?

33. MH: Yeah, mad cow disease. I don’t think it was every really proven that that can cause problems with humans, but once the press got ahold of it, they had to prove that no it doesn’t. [LT: Yeah] You know, and it just causes panic. [LT: Yeah] So, I don’t know, we live in that kind of a world today. So, image is very important. [TG: Yes, that’s true] A few years ago, you know, the National, the American Cancer Society came out and said how bad pork was for you? Well the per capita consumption went way down, [TG: Uh huh] it killed our market, and then about two years later they say well, it wasn’t as bad as we thought. Ha ha ha [LT: Yeah] [TG: Yeah, I agree] So, you know, they make too many statements, they do a little research and then make a statement and then they do some more research well that was wrong, well the damage is done, you know. [LT: Yeah] [TG: Yeah, that’s true] It’s, it’s really hard on an industry to go through that. [TG: That’s true]

34. TG: Ah, like to point out, and I’d like to explain you a very difficult concern for our country. Yeah, I know, the product, the beef product imported from the United States, ah we import from the United States, is basically produced ah under, using the some kinds of hormone in feedlot markets. [LT: Yeah] But almost all of our consumer don’t know the fact. And at the same time, in our domestic markets, no, no, domestic producers, they don’t use such kind of products. [LT: Okay] And, yes, I am a veterinarian, and I know, scientifically it is safe. But, at the same time, for the mind of the consumer [MH: Yeah!] it is really a concern. [MH: Ha ha ha] [LT: Yeah] So, I yeah, I dare say, we, our government yes, not, yeah, our government don’t want to advertise to the [LT: Ha ha ha] [MH: Ha ha ha] ah, we don’t dare to advertise [LT: Ha ha ha] to the consumer, [LT: Right] but if we are asked by consumers, [LT: Right] we have to [MH: Have to tell ‘em] talk to the ah, [LT: Right, right] consumers. [LT: Ha ha ha] But if we don’t talk [MH: Yeah] it is lie, [LT: Right] and yes, I dare say, some politicians are very much concerned about the fact right now, [LT: Right] and if such kind of fact is advertised ah, as a t.v. programs so widely or something, [LT: Right] that there is really a reason to reduce the United States market share in our market, [LT: Yeah] United States export share in our market, [MH: Uh huh] so that is really a concern. [LT: Yeah] [MH: Yeah] So now luckily such kind of issue are not out, but [LT: That’s interesting] Yes, yes, ah, yes, for sure, science and consumer demand is not suited for every time, it is really [LT: Right, yeah] [MH: Right] [LT: That’s correct]

35. MH: Public perception is very important, and it’s, I don’t know. You have to be very careful[TG: Yes] I, I don’t, I think people are they are so much more health conscious now than they ever were [TG: Yes] I think that they food overall is far healthier than [TG: Uh huh] it’s ever been, but people are more worried about it [TG: Yes, that’s true] than they ever been, too. So [TG: I agree] you know, I mean, the food that we ate fifty years ago was terrible, ha ha

36. TG: ...yeah, might be. Especially here in the United States. Yeah.
37. MH: They didn't have the quality standards or, you know think of all the fat we ate in our diet and nobody cared. Ha ha ha

38. CH: Milk. When did they start that, I wonder?

39. LT: Oh, I don't know.

40. TG: Yeah, {MH: So} I saw a very good, interesting figure ah, described, ah, very interesting picture described on a, on a Washing Post, on Sunday version, ah, some consumer is pulling, is pushing a cart, a shopping cart, filled with, really filled with some healthy products and some consumer pushing cart, some thin consumer, pushing a cart, yes, there is not a lean product, but its amount is very small. {MH: Yeah} {LT: Ha ha ha} This is fact of the United States, I dare say. {LT: Right} So anyway, people eat so much. {MH: Yeah, yeah, yeah} That is fact.

He-A.21 Swine disease WC: 1206

He-A.22 Spring fertilizer application
1. LT: How much more fertilizer do you have to put on? Anhydrous?

2. MH: Oh, I think after today, we'll be pretty close to half done. {TG: Uh huh.}

3. LT: We saw two or three rigs in the field, I was telling Mr. Go what, what that is. {MH: Uhhuh}

4. CK: Would he like to make a round with Charles?

5. LT: I don't know. Would you like to go ride in the tractor, they're applying anhydrous ammonia right now. {TG: Ha ha ha} His brother is.

6. TG: Ha ha. Yes, that sounds very good.

7. LT: Would you like to ride?

8. TG: Yes, ha ha

9. LT: Where is he, over at our place, or?

10. MH: No, he's down on the highway here, {LT: Oh down at ah...} Hubert Johnson's. {LT: Hubert's, yeah, yeah} You know the place with the long lane? {LT: Yeah} He's down there somewhere. {LT: Is he?} Yeah, you could just drive down there and give him a ride.

11. CK: Call him and warn him that Lee's coming.

12. MH: I'll wait till we get outside and I can hear better. {LT: Yeah, yeah}

He-A.23 Dairy breeds and nutrition WC: 164

1. LT: What kind of cows did you have on your grandfather's dairy farm? Were they Holsteins?

2. TG: Yes, yes, most of all is Holstein.

3. LT: Holstein. {TG: Yes.} Yeah, what do you feed dairy cattle in Japan?
4. TG: Ah yes, basically forage. Ha ha ha At the same time, yes, yeah, I was born in Hokkaido, in the northern part and they can feed it yes, like mashed potato, after picking up the starch [LT: I see] and sugar beet pulp.

5. LT: Beet pulp, yeah, we use that here. Yeah. [MH: Yeah]

6. TG: That's almost the same ah, yeah, as in Wisconsin or Minnesota or something, and...

7. LT: In California they use beet pulp too.

8. TG: Yes, oh California, also. Oh really?

9. LT: Yes, there is one area where they grow a lot of sugar beets [TG: Oh really] in the Central Valley [TG: Oh] and they also have very large dairy farms there. [TG: Yes, I know] Yeah.

10. TG: Yes, I am very much surprised to visit the Florida, there is also very large dairy farms... [MH: Yeah] [LT: Uh huh] and they fed a brewery ah, after after making up a beer, ah the residue was used for [LT: Really?] yes, and at the same time cotton seed, [LT: Huh] [MH: Yeah] cotton seed is fat for milk producing animals, that's very interesting for me. [LT: Yeah, huh] Very the difference. [LT: I'll be darned]

He-A.23 Dairy breeds and nutrition WC: 211

He-A.24 Spring fertilizer application
1. LT: Do you have to haul another tank down there?

2. MH: WeU, yeah

3. LT: Is that what you're doing?

4. MH: we got to keep hauling.

5. LT: We don't want to hold you.

6. MH: No, that's all right. Ha ha ha

He-A.24 Spring fertilizer application WC: 34

He-A.25 Diversification in agriculture
1. LT: If you look at your farm as, you know, you've got the whole cycle here, you raise your grain and you feed it to your [TG: Uh huh] hogs, and you raise your own animals, and so it's kind of a, you've got a complete, you really produce everything you use I guess, in a way and produce all your own animals. Ah do you feel that you have a better business by doing that, I mean, you, what's, what's the value of that? I mean you talked about hog disease is one thing.

2. MH: Oh, I don't know, it's ah, bein' diversified helps a little bit, you know, in weathering the markets up and down and the weather and....

3. LT: Corn's down, beans might be up and hogs are down the grain might be up.

4. MH: Well more likely the grain markets are bad and the livestock might be good. [LT: Yeah] Like Dad always said there's usually not a time when things are all bad or all good. [LT: Yeah] [TG: Yeah] It just kind of helps even things out.
5. TG: But I suppose in these two, one or two years from now on, it might be very good year for you. ...[MH: Yeah] Now the market situation very good.

6. LT: Yeah, the grain markets have been [MH: Yeah] good.

7. MH: We hope the hog market will be good too.

8. TG: Yeah, I, I, I think the hog market might be ah going [LT: Yeah] that well, yeah, concerning the world supply situation, ah, it is shrinking now. [MH: Yeah] And United States is the largest supplier in world market. [LT: Yeah]

He-A.25 Diversification in agriculture WC: 257

He-A.26 Cost of raising pork
1. LT: What can you raise a pound of pork for?

2. MH: Oh, by the time you take in a building like this, it costs about forty cents [LT: Forty cents] [TG: Ah forty cents. Uh huh [LT: Forty cents a pound]

3. TG: No problem. Ha ha ha

4. LT: That's good. That's pretty efficient. That's very efficient.

5. CH: They had to get this building though to compete. [LT: Yeah] They couldn't a stayed in business with the facilities we used to have.[LT: Ye^]"

6. MH: It depends on the price of grain, when corn gets to five dollars it gets kinda' high priced too...

7. LT: Yeah. That feels good too, doesn't it?

8. MH: Not very much. Ha ha ha

9. LT: Yeah, so you wish that you have all your bins full on a day like that.

10. MH: Oh, yeah. But, [LT: Yeah] the trouble is, in order to get to $5.00 you got to pass up $3.00 and $4.00 first. [LT: Right] That's hard to do. [LT: That's hard to do, that's right]

He-A.26 Cost of raising pork WC: 153

He-A. 27 Manure smell and management
1. MH: I think Iowa has got an opportunity to expand the pork production [TG: Yeah] for the world market if we're smart enough to do it. And, right now, we're, right now we make such an issue of the smell and where to put 'em and I've been pretty lucky, none of the neighbors seem to care where I put this here, so far.

2. LT: We'll take care of that, Mike [MH: Yeah.] Ha ha ha.Well, we want some of this manure on our farm, see.

3. MH: Well, that might be arranged [LT: Ha ha ha]

4. TG: Yeah, ??? very the important issue I think.

5. LT: You see it has a little bit to do with your philosophy about the land, you know, for example, I, I like to see the manure go back on the land [TG: Uh huh] and I can stand 2 or 3 days of smell [TG: Uh huh] because I know that [TG: Yes] the manure going on the land is a good thing. [MH: Yeah] But somebody who doesn't feel that way [MH: Yeah]
doesn't care about the land. All they do is they smell the smell and they say let's get rid of it. [MH: Yeah] You know. I'd rather see it on the land.

6. MH: A lot of people don't realize how important the hog industry is to the state of Iowa. {LT: Yeah.} {TG: That's true} I heard one guy made the comment when they were talking about pork production leaving Iowa, and going to North Carolina and different states, he says, well, so? What, they smell. What difference does it make. {LT: Yeah} Let 'em have 'em. Well, [LT: It makes a big difference] yeah, monetarily it makes a big difference to the state of Iowa. {LT: Right} And I still say this is where, you know, we, or even the world, should be raising pork, is right here 'cause we've got the corn, the beans, and the land.

7. TG: Yes. The best place for pork, pork {LT: Yeah, yeah, yeah} I think, the best place.

8. MH: You know it doesn't make sense to ship the grain to another location, and then have to figure out what to do with the manure 'cause you can't utilize it and, [LT: Right] it just makes sense that it's right here. Not everybody in Iowa feels that way. [TG: Ha ha ha] Ha ha ha. So...

He-A. 27 Manure smell and management WC: 378

He-A. 28 New swine building

1. CH:...your figures

2. LT: Yeah, you don't want to just jump into it.

3. CH: Oh gosh no.

4. LT: Better make sure your banker agrees with you and you're gonna be able

5. CH: Wasn't it Land O' Lakes that help you put this together?

6. MH: We did keep records with Land O' Lakes. They've got a swine specialist that we deal with.

7. CH: This is what you've been doing and this is what you can do if you get better facilities.

8. LT: Yeah. Are they less aggressive in here Mike?

9. MH: The pigs?

10. LT: Yeah. To each other.

11. MH: Oh, I don't... I haven't noticed much difference.

12. CH: Whadya say?

13. LT: I was wondering if they were more or less aggressive with each other in this kind of a facility. Tail-biting, or ear-biting, or...

14. CH: I think they're...

15. MH: Most of the time it's just like this, most of 'em are laying down and 2 or 3 of 'em are eatin'.
16. LT: It's really amazing. It's really amazing to me.

17. MH: Were you ever, you were in Rimathe's, weren't ya'?

18. LT: Yeah. Yeah, it's a big step up from Rimathe's.

19. MH: Oh yeah, it was always so dark and dirty in there. And here you know, it's, even in the winter when the curtains are up it's sunny and nice in here.

20. LT: Yeah. How deep is that pit?


22. LT: From the slats down is 8 feet.

23. MH: And that should last us one year. With the wet-dry feeders we don't have as much water, solid waste, but the last longer.

24. LT: And you wash how many times, then?

25. MH: Each one should get washed about 2 and 1/2 times a year. {TG: Uh huh} We'll fill up one (1) room every five (5) weeks.

26. LT: Charles was saying you can run about 2500 through this a year? {MH: Yeah} Is that about right? {MGH: Right}

He-A.28 New swine building WC: 289

He-O.5 Clark's comment about Lee
1. CH: Ha ha ha, I'd like to hear what those screws are doing up here.

2. MH: What?

3. CH: Lee is thinking.


5. CH: What were ya thinking about?

6. LT: Sometimes I'm thinking.

He-O.5 Clark's comment about Lee WC: 29

He-A.29 Dr. Go's tractor ride and farewell
1. LT: Well, shall we try to find Charles?

2. MH: Yeah, that'll be fine. I probably ought to get going and try to get another tank to him.

3. LT: Yeah, well, thanks a lot Mike.

4. MH: Yeah, no problem.

5. LT: Appreciate it. {TG: Uh huh.}

He-A.30 Market hog weights
1. LT: About 230, or?
2. MH: No, about 265.
4. CH: That’s changed too.
5. LT: Oh man, that’s changed. We used to shoot for 220.
6. MH: We get docked for that now. Around 230 to 300 pounds.
7. LT: Is that right?
8. MH: Yeah.
10. MH: Well it costs just as much to kill and process a (LT: Yeah) 220 pound hog as it does a 280 pound hog, so (LT: Huh, my goodness) And then they’re able, they stay leaner, you know, longer. (LT: Sure) (TG: Uh huh)
11. LT: That was the idea before, that they would just/ put on too much fat
12. MH: Yeah, they’d get too much fat//
13. LT: Yeah, okay, (MH: Before) but now with your genetics, they’re not going to get fat.
15. LT: Huh. Interesting.
16. MH: So

He-A30 Market hog weights WC: 124

He-A 31 Source of hay and horses
1. TG: Ah, where do you import from? Where do ah/the source of your imports?
2. LT: Where do you get your hay?/
3. MH: Ah, his farm. Ha ha ha
4. TG: Oh really?
5. MH: Yeah, that’s all they hay we have. (TG: Oh really)
6. MH: Yeah, we just sell it to a few people for horses.
7. TG: Oh really? For horses?
8. MH: Yeah.
9. TG: Oh, you have horse. Ah, is it driving horse or draft horse or pony?

10. MH: Riding horses, yeah.

11. TG: Riding horses?

12. MH: We don’t have any [TG: Oh, ah] because we sell the hay to people that [TG: Oh really. Uh huh]

He-A 31 Source of hay and horses WC: 92

He-A 32 Bedding
1. LT: For bedding you use ah ... newspaper right?

2. MH: Yeah, we can show him that out here, that’s what these bales right out here are. [LT: Right, okay]

3. LT: Yeah, they use recycled newspaper for the [TG: Ha ha ha]

4. MH: Actually, phone books [LT: Oh, it is?]

5. TG: Oh, phone books.

6. MH: Trimming off of phonebooks. [TG: Huh]

7. LT: You don’t need any ah, bedding much in this building here...

8. MH: Not in here, the sows are the only ones that are outdoors now. [LT: Okay, yeah]

He-A 31 Source of hay and horses WC: 76

He-A 33 Swine building process
1. MH: Our fill ground was frozen and we didn’t, we weren’t able to get dirt up against it and so that tank will be moved out of there.

2. LT: Yeah, I watched this go up. You know I could see it from the road.[MH: Yeah] I watched and I knew they were, and well, I didn’t know you were building

3. MH: Oh you didn’t know?

4. LT: I didn’t know you were puttin’ it up actually, and then I found out you were. It went up fast [MH: Yeah] you know, once they got in here it was.

5. CH: Not fast enough.[MH: Ha ha ha]

6. LT: Well, it was, it was simple construction though.

7. MH: Oh yeah.

8. LT: I mean it’s not a complex ah...

9. MH: They put the rafters up in about two (2) hours.[LT: Oh jeez] That’s a lot of rafters. [LT: Yeah. yeah.]

10. CH: Have you seen the bulk bins on the north side?

11. LT: No, no
He-A 33 Swine building process WC: 143

He-A 34 Swine building driveway
1. CH: When you drive out drive on clear on around and ...
2. MH: You might want to go around this way 'cause you might get stuck in the rock over there. [LT: Okay.] It's about that deep. [LT: All right]
3. CH: I leveled that good yesterday.
4. MH: Yeah, I know it's still, but the rock itself is kinda' soft when you drive through it.
5. LT: Is it?
6. MH: I have, I have trouble with a pickup. [LT: Huh]

He-A.34 Swine building driveway WC: 68

He-A.35 Dr. Go's tractor ride
1. LT: So shall we just ah, look for Charles down there, wait for him at the end of the field?
2. MH: Yeah, that'll be good, [LT: Would that be all right] I'll call him and let him know you're comin' and [LT: Okay] kinda' see what that operation is.

He-A.35 Dr. Go's tractor ride WC: 45

He.O.6 Farewell
1. LT: Thanks Clark.
2. CH: Okay
3. LT: Good to see you staying busy.
4. MH: Nice to meet you.
5. TG: Nice to meet you too.
6. LT: Yeah.
7. TG: Thanks. Thanks.
8. LT: Thanks again Mike, appreciate it.
9. MH: ... how old you are?

He.O.6 Farewell WC: 31

He.O.7 Japanese visitor's age
1. TG: Thirty-one (31) years old. I have a son.
2. CH: How much?
3. TG: 31, 31.[MH: 31] [LT: 31]
4. TG: Yes, sometimes I was seen as 18 or 19. [LT: Ha ha ha] [MH: Ha ha ha]
5. CH: You know an awful lot, for, to be so young. [TG: Yes. Ha ha ha]
6. LT: He has a very handsome son, too.
7. CH: I bet his grandpa is proud of him!
8. LT: Yeah. I'm sure he is. Your grandfather is proud of you. [TG: Ha ha ha] [MH: Ha ha ha] He is a grandfather too.
9. TG: Ha ha ha. Oh.

He.O.7 Japanese visitor's age WC: 81

He.O.8 Farewell
1. CH: You come back some time.
2. TG: Yeah, that sounds good. Thank you very much. [LT: Ha ha ha]
3. CH: You bet.
4. MH: Yeah.
5. LT: Right, thanks.
He.O.8 Farewell WC: 21
April 4, 1997, 2:30-3:30 p.m.
Cory/Go
Jim Cory's Farm, Elkhart, Iowa

MC: Mary Cory, farmer, Elkhart, IA
TG: Mr. Tatsuya Go, DVM Ministry of Agriculture, Japan
LT: Lee S. Tesdell, researcher
TC: Tom Cory, farmer, Elkhart, IA


C-A.1 Lambing setup
1. Mary: We've got about 67 in that room in the next month or so {TG: Ah}

2. LT: Yeah, I hear the babies. {TG: Ha ha} Brand new babies somewhere. {TG: Ha ha} Oh yeah. {TG: Oh}

3. LT: They're only a few hours old if they're like that. {MC: Yeah} She hasn't got them licked off yet. And this one's gotta be less than a day, too.

4. Mary: Well actually our neighbors...{LT: Hi Mom} our neighbors bought a couple and theirs started yesterday, but these were just this morning. {LT: Oh yeah} Early this morning. {LT: Uh huh} [LT: Oh, yeah.]

5. LT: This is a Hamp here isn't it Mary? Yeah, kind of a Hamp [LT: Yeah] Suffolk cross I'd say.

6. LT: Their, their faces are a little different... {TG: Yeah.} from a Suffolk, not as big as a Suffolk.

7. Mary: So far we've had a pretty good percent for just first time lambers {LT: Have ya'?} there's a single, triplets, and twins... {TG: Ha ha!} so we're still at 200% {LT: Uh huh?} [TG: Ah, that's good.]

8. LT: Are those triples over there? You got a black one? Oh yeah, yeah there's a black one over there.

9. Mary: I hope she gets along all right. I've got a man down near Des Moines that has agreed to buy all the bottle lambs out of this group. {LT: Oh Yeah. Yeah. Lunch time!} [TG: Ha ha] MC: Ha ha

10. LT: That's what you like to see is a nice aggressive feeding lamb, [TG: Ha ha] knows right where the milk is.

C-A.2 Shearing ewes

1. LT: When did you shear, Mary?

2. Mary: These were sheared about three weeks ago. [LT: Uh huh] And then we've got a group out here that will start lambing May 7th and they were sheared just last week. [LT: Oh yeah] [TG: Uh huh] Do you know that Ron Kilstrom?

3. LT: I've talked to him once.

4. Mary: Okay, that's who we have shear. [LT: Oh yeah]
5. LT: Does he do a pretty good job?
6. Mary: Well I like the way he does it.
7. LT: Roger Huntrods sheared ours Saturday night. [Mary: Uh huh. ]
8. LT: We got ours done finally.
9. Mary: When do you start? Have you already...
10. LT: We finished lambing. That's the problem with that, it's supposed to be the other way around.
11. Mary: I just like gettin' sheared before they lamb.

C-A.2 Shearing ewes WC: 126

C-A.3 Sheep guard dogs
1. LT: How do you like the dog?
2. Mary: Well I've got three dogs. [TG: Three dogs?]
4. Mary: They're pups. We've had 'em for about 6 weeks. We need to get 'em separated. [TG: Oh.] They're too buddy buddy.
5. LT: What are they doing back there? [Mary: Well] Fightin' with each other?
6. Mary: No, there's, I've got two tied up and one that's just loose. They bark at the cattle, they bark at the sheep and it's just because they're tied up. That they're... [TG: Uh huh.] But, when they're loose they kind a' like to go explore and...
7. LT: We have a problem in this area with a stray dogs and also with coyotes. [TG: Uh huh]. So the guard dogs are very important. [TG: Ah really!] For the sheep.
8. Mary: Supposed to stay with the sheep [TG: Uh huh] and protect 'em. These will when they're older and trained. [TG: Uh huh.] But, we are going to be weaning another group of sheep tomorrow and when we get everything moved around, and... locked up...
9. LT: Ha ha! Are they very protective? If you go in there,/ they let you know you...
10. Mary: Well, with people// they are very friendly for the most part. I suppose stranger they kind a be a little wary, [TG: Ha ha ha] but theirs, their breed is supposed to be primarily aggressive against other canines. [LT: Oh!] That is a problem
11. LT: Wolves and coyotes and neighborhood dogs
12. Mary: Neighborhood dogs run around.

13. LT: Neighborhood dogs. Well, you want to keep them out anyway, don't you? The neighborhood dogs, I mean, that's the point.

14. Mary: Oh my gosh, that's been our main problem. [LT: Yeah, yeah]

C-A.3 Sheep guard dogs WC: 274

C-O.1 Moving to another place
1. Mary: Well Tom's down in the south lot.

2. LT: All right. All right. I hear the spring peepers for the first time this year. In the ditch. [Mary: Yeah]

3. LT: That's the first time this year. Do hear that that noise? [TG: Yes]

4. LT: Those are little frogs. [TG: Uh huh] And they come and we call them spring peepers, because they just come out. [TG: Spring Peepers? Oh really?]

5. LT: They only come out in the spring. [TG: Ohhhh] First time I've heard 'em.

C-O.1 Moving to another place WC: 80

C-A.4 Western ewes
1. LT: You've got lots and lots of ewes out here.

2. Mary: These are, these, ... a semi load from South Dakota last fall. [TG: Uh huh] [LT: Huh] and we sold half of 'em, and there's like 330 and we kept a 150 for ourselves, but since then we've sold some others off that were just thin and what not. We've got about 135 left in this group. They're wild. [LT: Huh] They're... [LT: They're big] Western-type sheep and...

3. LT: What breeds are in these, besides Rambouillet probably? Are they not...

4. Well, I suppose there's some Columbia in there. [TG: Uh huh] [LT: Uh huh] a lot of Rambouillet, and/...we're goin' to...

5. LT: Some of them have bad legs, //I see or there's one with something...

6. Mary: Well I think we might have some foot rot. [LT: Oh, Uh huh] We've been trying, that's the blue on their legs, we've been running 'em through a foot bath. [LT: Oh yeah.] And these we're going to lamb out on pasture. [LT: Oh yeah] This, there's about 10 acres around here. [LT: Uh huh] And they start lambing around May 7th. Hopefully we'll have some grass by then. And since they're used to being out on the range, [LT: Yeah] supposedly if you put 'em in a pen, they're too wild they don't... but we've never pasture lambed before so it'll be a new experience for us... [LT: Ha ha!] [TG: Ha ha!] [LT: Yeah] I don't know if we'll do it again. I just depends....[LT: Yeah, see how it works,...]on how we get along. If they're eating and you walk by, they'll move. [LT: Really.] The other sheep, you feed them and they're....You can't get 'em to move. [TG: Ha ha ha]

7. LT: Yeah. That's the way mine are.
8. Mary: They're a little bit spookier. [LT: Huh] They're very quiet though. [LT: Uh huh] They don't make... you know other sheep, you know, when they're around...

9. LT: What do they use out there, guard dogs? Are they used to guard dogs, then, or?

10. Mary: These aren't.

11. LT: These are not, huh?

12. Mary: You'd think with these dogs around that they wouldn't run, but they are very nervous to dogs. They're not used to them yet. [LT: Huh] it may take a long time I think.

C-A.4 Western ewes WC: 372

C-A.5 Japanese sheep farms
1. LT: Do you find ah, sheep farms like this in Japan at all?

2. TG: Yeah, no. Mostly do not.

3. LT: Not much., huh. No. You don't use a lot of lamb

4. TG: ...problem....imported New Zealand and Australia in our country.

5. Mary: That's bad news around here! [LT: Ha Ha] [TG: Ha Ha]

C-A.6 Feeding sheep
1. LT: A lot of lambs. A lot of babies here, sorry.

2. Mary: We, ah...used to do all our feeding with buckets, [LT: Excuse me, okay] we keep our grain mixture.....

3. Mary: In this lot it used to be cattle fence line bunks [TG: Uh huh] [LT: Oh yeah] but we lowered them off there because......scaled down......we just walk along outside and put the corn in...Doesn't work good when there's snow. [TG: Ha ha ha] We haven't figured out a good way to get around that yet......These ewes haven't had grain now for about 10 days because they're going to be weaned tomorrow. We've got an area for the lambs to go in and feed over there. And this hay in the middle is ground hay and we ground about 85 bales this year two different times. [TG: Uh huh] We just self feed it...?

4. LT: Big round bales?

5. Mary: Yeah. It was just a huge pile and we just work it down. They stick their heads through and eat it.

6. LT: Oh yeah. It works all right, huh? And that works OK in bad weather and you don't get/ too much molding or anything?

7. Mary: Well, this// year we had some mold but, I don't know, we didn't, you know, have a lot of snow this year [TG: Uh huh] [LT: Hmmm] so it worked out pretty good. And we haven't had a lot of rain [LT: Right.] to be
...spoiled... {LT: Right.} but hopefully it'll kind of run out about the time we're ready for it to run out. {LT: Right.}

C-A.6 Feeding sheep WC: 256

C-A.7 Sheep product use in Japan

1. LT: Right. Do you use lamb in manufactured meat products of any kind?

2. TG: Ah.....Maybe not, uh yes, in our country. Ah...yeah! Excuse me, yeah, no, no, we use it, we use the mutton, not the lamb {LT: Oh yeah} for the processed products.

3. LT: You do.

4. TG: Yes.

5. LT: What kind of products?

6. TG: It is mainly to the some kinds of pepperoni, like pepperoni, yeah

7. LT: A mutton pepperoni, huh.

8. TG: Or so-called salami sausage, salami sausage, or but I suppose, yes, in our country ah the lamb meat is mainly consumed in the northern area, that means Hokkaido {LT: In your area} Yes, in our area. Traditionally we eat the ah, ah, lamb, lamb meat ah, as barbecue, {Mary: Yeah} {LT: Oh I see} in our area, but unfortunately, after the liberalization of our beef market in 1991, ah, such lamb market is dominated {LT: I see} is going to dominated by the beef market, {LT: Yeah} yeah unfortunately.

9. Mary: The way it is here

10. TG: Yes, and as you know, lamb...yeah, people say that lamb smells. Yes, or mutton smells, {Mary: Ha ha ha} {LT: Ha ha ha}

11. LT: We fight that problem here, too

12. TG: In my point of view, that is the good point of lamb. I believe, yeah so because I was born in Hokkaido yeah, so {LT: It's different, yeah, that's right} Yes, yes So the people living in Honshu area or southern island told me that lamb, it smells, lamb smells. Ha Ha.

13. Mary: What about the wool? Do you use much of the wool products?

14. TG: Oh yes. I suppose, ah concerning the wool product, wool product itself is imported from other countries, {LT: Hmmm} so we, yeah, we scarcely, ah no, no, we produce only a small amount of {LT: Uh huh} wool in our country. But such kind of product is so-called value-added product in our country. {Mary: Yeah} {LT: Right.}

15. LT: Right. So it would be very rare to find any Japanese farmer who was raising lambs.

16. TG: Yes, yes. So, concerning the sheep farming in our country, ah that mainly such kind of ah farming is connected with sightseeing {Mary: Yeah} or such kind of thing...{LT: Ahhh}
17. LT: Like a petting zoo or something like that.

18. TG: Yeah that's sure. Yes, and yes and there is a very important issue that our tariff for for mutton [LT: Ahhh] and lambs are zero percent, nil, zero.


20. TG: No tariff. That is reason why we import from other countries.

C-A.7 Sheep product use in Japan WC: 406

C-O.2 Introduction Tom, Dr. Go
1. LT: Hi Tom.

2. TC: Hi Lee. How are you?


4. TG: Yeah, not so nutrition...

5. LT: Meat grading and all that good stuff. Well this is quite an operation here. /I knew you had a lot, but it ah...

6. TC: We want to get bigger //

C-A.8 Size of sheep farms and lysteriosis
1. TC: We want to get bigger if we can. [LT: Yeah] It's just like everything else in agriculture, we got to get bigger if we want to compete.

2. LT: Yep. Yeah, if you can take, ah, if you've got 100 lambs to go when they're $1.06 a pound...[TG: Uh huh] [Mary: 300 would be better...] Then you're talking business. [TG: Yeah] [You know, I took 4 down and I got $417.00. Well, if you can multiply that by 20 or 30 then you can make some money. [Mary: I know it] Ha ha ha. That's pretty impressive the way you have that ground hay figured out.

3. TC: Well, we still got a few bugs to get out of it, but I think it's, with enough sheep you can keep feeding it at a pretty good rate. [TG: Uh huh] We don't know if we lost one from this or not, but we were feeding round bales [TG: Uh huh] and we had a ewe that was... [LT: Inside, huh?]...that died. [LT: Yeah] She was by the round bales out over in that area but ah...

4. Mary: She got that lysteriosis? [TG: Ah, lysteriosis? Oh Really. Uh huh. [LT: Oh] So... At least it was just one [LT: Yeah] that died that way. [TG: Ah, lysterious. Yes.]

5. LT: You're familiar with lysteriosis?
TG: Yes, I know. Ah, yeah, very, very difficult disease I believe to solve the problem of lysteriosis.

LT: What brings that on? Is that overeating? (TC: The ah, molding.) LT: Oh, the moldy hay.

TC: Yeah. Was that two or one?

Mary: Just one that did that.

TC: We had another one that had already died that we didn't know what the cause was, (Mary: Yeah) but that was early on. (LT: Yeah)

LT: It's not easy adapting a cattle lot for sheep is it? You've got a lot of stuff you gotta.... (Mary: Lotta holes...) high water, feeders and stuff. (TG: Ha ha ha.)

TC: The feeders, that's turned out pretty fair. (TG: Uh huh) If we can find enough decent type elevators (TG: Uh huh) we think we can go all the way around this lot. (LT: Uh huh) (Mary: Eventually.)

LT: Oh yeah. Just drive right around.

TC: Just drive right around it. (LT: Yeah)

LT: These look like one of these is your Western ewes, too. Now there's a Hamp there. (Mary: Yeah.)

TC: Most of these are the Polypays. (LT: Oh they are?) Yeah. (TG: Uh huh)

Mary: We bought these 3 years ago. Um, they were bred ewes.

LT: Are they pretty good mothers?

Mary: Yeah. They're definitely more domesticated and native? type sheep than those in the pen lot. (LT: Right, right) These are, they were born around here. (LT: Yeah, yeah.)

LT: What/

TC: We got, these, that are just about right to get lambs ... now are just a little bit on the thin side (LT: Uh huh) but I think we can pull them out of here without too much of a problem now. (LT: Yeah)

LT: Yeah. Can you tell us a little about the lamb and mutton grading?

TG: Yeah. OK. In our country?
3. LT: You talked the other day about [TG: Uh huh] grading beef and pork. [TG: Uh huh] What's the situation?

4. TG: Yes, ah, concerning the, yeah, meat grading system in our country, we have our meat grading, ah very detailed meat grading for beef. And not so, not so detailed but we yeah, have similar grading system for pork in our country. But, uh, unfortunately we don't have, er, we don't have ah, a sheep, ah no, no, sheep meat and that means lamb and mutton grading system in our country. We don't have. [LT: Hmmm] And, and at the same time this is very important thing that ah concerning our grading system for beef, ah, the marbeling itself is very much appreciated. So, here in the United States the yield of the red meat is very much appreciated. But in our country the marbeling system itself is very, very appreciated [LT: Hmmm] in our country.

5. TC: You would, then you would prefer lamb that had been raised and fed on corn?

6. TG: Yes ah, that's true, that's true.

7. TC: Then, too, the grain fed beef that you....

8. TG: For sure, sure. And I suppose...uh...yes, but unfortunately I dare say, concerning the sheep meat market that means lamb and mutton and foget?? ah hoget?? market in our country that is shrinking right now unfortunately. Really unfortunately because ah, yeah, ah because ah the decrease of the price of beef after the liberalization of our beef market and...

9. LT: People prefer the beef over the lamb [TG: Yes] because of the price.

10. TG: Price, yeah, yeah, and yes this is very important, the price of the lamb is very much cheaper than that of the beef in our country. [LT: Oh really? Really? Really?]

11. TG: Yes. Unfortunately, yes ah, people, people, don't know the way how to eat the lamb [LT: AHHH] or lamb chop or something. Because I heard that some persons who is working for the trading company that...concerning yeah, concerning the import of lamb chop itself, uh there is really a difficulty for importing it by froze...by uh chilled, chilled, chilled types of. [LT: Hmmm] Uh, yes, there is really a difficulty for packing facility or something. [LT: AHHH] So now we eat both chilled products for beef from the United States, but unfortunately to import such kinds of lamb chop or something in a raw material, no no, in a chilled product, ah in a chilled figures we have to use uh...air to import such kind of product./That is really the problem.

12. LT: I see. So you have to fly it, fly it in from New Zealand [TG: Yes] or Australia. To keep it chilled in other wo...as opposed to frozen. [TG: Yes]

13. TC: Why couldn't they go with like a Kryovac system similar to what beef has gone to, where you, [TG: Uh huh] you're taken the air out of the product and it extends the shelf life. [TG: Uh huh] We're using that with some of our lamb now [LT: Oh really?] for...just over here at Mingo. [LT: Uh huh] We have a... [LT: Kryovac?] Kryovac. And we're just starting to go with that, aren't we? I like...you like...I like it from the standpoint that you can see
exactly what you're getting. The customer can see the product. (LT: Uh huh. Oh yeah.) And so I think that would be probably an area that they can probably expand on. I don't know how New Zealand and Australian lamb is brought in...in what form. Do they bring in the carcasses into Japan then?

14. TG: Yes. No, no! It is not. Basically such kind of product is already trimmed, and (TC: Okay) ...concerning the lamb products uh it is uh...no concerning mutton products, the meat is like...it is, uh, the product is called as a roll in our country. Such (LT: Aahh) kind of meat...

15. LT: Ah, mutton roll.

16. TG: Mutton roll, yes.

17. LT: Is it deboned?

Here the baby is talking to himself.

18. TG: Yes, it is deboned. Deboned, rolled, and frozen...freeze to export to our country. And such kind of product is mainly used for the raw material for pepperoni (LT: Aahh) or salami or such things. And concerning the mutton... no no...concerning the lamb product, yes, recently in, especially in Hokkaido area, yeah, such kind of product is appreciated for some kinds of restaurant or house using. But basically, ah lamb, ah lamb meat is not ummm, consumed in our country especially in the mainland. That include a lot of consumption area. (LT: Hmmm) So I personally very much appreciate and I like lamb, but in our market, ah in our meat market, the lamb has a very small population.

C-A.11 Meat grading and lamb use in Japan WC: 782

C-A.12 Lamb consumption in Japan

1. TC: Do you know what the average consumption is of lamb in Japan?

2. TG: Yes, uh, around 0.6 kilograms., 0.6 kilograms.

3. TC: It's a little bit more than here.

4. LT: What is it here?

5. TC: We're only around a pound.

6. LT: A pound a year per person? (TC: Yeah. Half a kilogram.) (TG: That's half kilogram, yes)

7. LT: Is that right? So it's not a lot different then (TG: Oh, really?) huh......little (TG: Yes, ah)

8. TC: We have some ethnic markets in Des Moines, is what we're (TG: Uh huh) that's what we're trying to (TG: Uh huh) raise our lamb for. Until this year we didn't have enough lamb to have as a supply the year around. (LT: Right) You know this year, but we should be close to that (TG: Uh huh) goal of at least having lamb available year round.

9. LT: Yeah. That would be a major part of it, wouldn't it. (TC: Yeah) Any time somebody calls, you've got a few. (Mary: Yeah)
C-A.12 Lamb consumption in Japan WC: 158

C-A.13 Ewe characteristics

1. TC: So we, luckily the market has been good enough that we can go ahead and expand, [TG: Uh huh] and then keep a lot [TG: Uh huh] of our replacements ourselves. We bought ah, we brought a semi-load of those ah, [LT: Right] ewes in from South Dakota. We sold half of them [TG: Uh huh] [LT: Uh huh] and we were able to maintain the target price that we wanted to pay for these ewes over here and ah, we want to keep all their offspring. We think we can keep them for another year or two. [LT: Uh huh] We keep sifting off any of them that are bad. [LT: Right] Tomorrow we'll wean and there will probably be, I don't know...We've already taken out four, so two or three more maybe, we'll take out of here tomorrow that we're not really happy with. [LT: Right.] [TG: Uh huh.] Then the rest of these will go to pasture. [TG: Uh huh] [LT: Uh huh] [LT: Yeah, yeah]

2. LT: One, one ah thing I've noticed in my...in just the few that I have is that you get quite a variety in mothering ability. [TG: Uh huh] By that I mean, not only just the milk availability, but the ah, mother licks the lamb off right away is real, and talks to the lambs more. Some will hardly talk to them and some are real good mothers [TG: Uh huh] and they're talking to them. You keep records like that, and try to sort out those that aren't quite so good or do you give them another chance? Ha ha ha.

3. TC: (to Mary) Well you have pretty much....up until this year really.

4. Mary: The last two years we've done pretty good at that. This year we didn't, and I regret it [TG: Uh huh] because [LT: Yeah] that is big, very important. [LT: Right, right] You know, that first 60 days of the lamb's life is when if it's gonna get off to a good jump start or not. [LT: You bet, you bet.] I think we're gonna go back to that [LT: Yeah] you know, with this group of sheep that's lambing now and [TLT: Yeah] cull the ones that just aren't, [LT: Yeah] working out.

5. LT: Are the Polypay mothers tend to be pretty good mothers that way?

6. Mary: Good mothers, yeah. We've got a variance in milking abilities, [TG: Uh huh] [LT: Oh yeah] some that tend to be excellent milkers and some that aren't [LT: Right] quite as good. [LT: Right, right.]

7. TC: I would say the first year and pretty much last year a good share of the lambs might have looked like this speckle. [LT: Yeah] Pretty much very uniform. /This year you see....

8. LT: That's a nice lamb there. //

9. TC:...yeah...you see a lot of varying [LT: Yeah] in height and just [LT: Yeah] sizes of some of them.

10. LT: You bet. That's a real nice looking lamb here, too, this black one. [TG: Uh huh.]

11. TC: Yeah. We've got...we had some ah...we sold 4 ewes that gave birth to some of these black ones. The reason we got rid of them was they were completely out of type. They were Columbia Ram...er Columbia-Suffolks
Cory/Go Transcript

{TG: Uh huh} and they were real tall. [TG: Uh huh] They were the type that if there was a hole in the fence somewhere they were the first ones to find it. [TG: Uh huh] We decided that... [TG: Ha ha] we're not gonna... [LT: Yeah!] these sheep here, first year we had 'em, they wouldn't even cross the stream. A little stream this wide?...[LT: Yeah.] I had to put a door across and sprinkle grain and it still took several days for them to go across. [TG: Ha ha] [LT: Ha ha.] And so, these sheep, they don't put any pressure on the fences,...[LT: That's great.] we can maintain an average type pasture without too much of a problem. [LT: Good. That's good.] [TG: Uh huh.]

12. LT: They jump right up there and drink, yeah. Sheep are dumb but they're not completely dumb. [TG: Ha ha.]

C-A.13 Ewe characteristics WC: 679

C-A.14 Feeding system

1. TC: Yeah, we've had to do little building up on that side too. It's helped this year that we've had some of this extra [LT: Uh huh] ground hay, that it's kind of worked out this way. [LT: yeah.] And that's something for next year we...if we use this again we'll put in a kick board all away around the bottom. [LT: Oh yeah.] That's where we're losing a lot of this. And we decided to do this right at the last minute and we only have so many hours to get this thing up.

2. LT: Yeah. It's working alright though I'd say. I think you're on to something here. Anything where you can reduce the labor a little bit and make them do as much work as you can. [TC: Yeah.]

3. Mary: Well, this year we don't have to start a tractor every day to feed 'em. [LT: That's great.] If we keep expanding we might change our mind and have our ground hay out there and [LT: Yeah] use a loader bucket and feed it [LT: Yeah] that way, but.../

4. LT: It's nice not to have to start something up to... that's smart.

5. Mary:......yeah, the equipment is fairly low.//

6. LT: Yeah, it's real smart. you've read about these guys that plant turnips and have the sheep harvest them out in the field. They eat the turnips right down in the, into the ground.

7. TC: I tried that about 20 years ago [LT: Uh huh] and I had just average luck with it. [LT: Uh huh] I think that they had a hard time finding the seed, and I'm not sure how viable [LT: Uh huh] [TG: Uh huh] the seed was. [LT: Ohhhh] But i ah, I sowed that with some oats in ah...it must have been around June. [LT: Uh huh] And the oats matured just enough to get a little bit of a ...kind of an oat/hay type crop [LT: Uh huh] and then I let those sit until fall. And I had... I think it was also a dry, a little bit of a dry year. [LT: Uh huh] So I had trouble with some of the seed germinating, but what was there was pretty decent. [LT: Oh yeah] [TG: Uh huh.] We've talked about maybe trying that again, too. But we got to figure out to get everything set up first, [LT: Uh huh] you know, to get all of our rotational pastures in line [TG: Uh huh] before we try something [LT: Right] like that. [TG: Uh huh.]

8. LT: The lamb that you import then is probably grass fed if it's ah [TG: Yeah, I suppose] New Zealand or Australian. [TG: And that's true.] Yeah. And
that's a little ironic because your market preferred the marbled meat, so you'd really prefer a grain fed lamb.

9. TG: That's right. Yeah, and at the same time, I suppose it is a very important figure but, ah concerning the New Zealand - maybe, ah, not maybe, this is the true - our main importing source is New Zealand, and the second main importing source is Australia, [LT: Uh huh] and concerning the New Zealand, there's really a difficulty for such kind of stable farming or ...yeah because they changed their farming to the dairy farms to ah yeah sheep farming, so frequently depending on the market price or something. [LT: Uh huh] So this is a very happy time for you, I suppose, now [LT: Ahhh] that the price of the lamb is relatively good [LT: Yeah] in the international, ah also, also in international market so... And at the same time in the dairy market there is some difficulty so I suppose they again started to produce the lamb in New Zealand. [LT: Uh huh] And I have a very close friend, he's working for a Japanese trading company, that company's name is Kanimatsu and Kanimatsu is yeah, very special, yeah very, I suppose the number one lamb and mutton importing company in Japan and they told me that they have very the good difficulty for stable uh, to seek a stable price source [LT: Right] of the sheep market and at the same time now the Japanese meat price is uh declining uh year by year, [LT: Yeah] so it is really the difficulty. [LT: Yeah.]

C-A.14 Feeding system WC: 713

C-A.15 Lamb prices in Japan
1. TC: What do they pay for a kilogram of lamb

WIND

2. TG: Concerning the consumption price, I imagine that around 15 cents per pound. 50. No, no 50 cents per pound.

3. LT: Really? That cheap?

4. TG: Yes. It's, it's really cheap.

5. TC: ... you can buy it? [TG: Yes. ]

6. TC: Like a pork chop. [TG: Yeah, not not...]

7. LT: Like a lamb chop.

8. TG: ....yeah a lamb chop is really higher.

9. TC: I mean a lamb chop.

10. TG: Concerning the lamb chop I suppose, yes, around 3 times of that price uh so one dollar... [LT: $1.50.]... $1.50.

11. LT: That's very cheap. For us. [TG: Oh, really?] Oh, that's a very cheap price.

12. TC: $8 a pound here. [TG: Yes?]

13. LT: We pay 6, 7,8 dollars a pound here. [TG: Oh really?] Yeah.
14. TG: Yeah. Such kind of frozen product is imported from ah, yes frozen product is [LT: Huh] imported from Australia and [LT: Right] ah yeah. And, and yeah concerning the ah price of the barbecue product, [LT: Right] that is much, much more cheaper, [LT: Ahhh] ah than such kind of product, so around, yes around 30, ah 30 cents per pound [LT: Hmmm] or something. [LT: Hmmm, wow] Yes, yes it is frozen product, but... [LT: Very cheap!] yes it is really cheap, you know. [TC: ...beef] [LT: That's incredible. Yeah, yeah.] Yes, ah, ah the most important thing is ah, yes I dare say is the exchange rate. [LT: Right] Yeah, now the exchange rate is going up, but two years before, two years ago, yes that was very ah I could say good deal, ah good time for our consumer [LT: Right, right] because the exchange rate was [LT: Right] very strong in all our year. [LT: Right, right.] Yeah. So the price of yeah concerning the price of beef itself ah I suppose the US beef sold in our market is, yes ah in my point of view, around almost the same of the ah the lamb, ah lamb chop or something, ah 150, 50 cents [LT: Huh] per pound or something.

15. LT: Yeah, I, ah always look at the meat case, I know you do, too. You guys do, too when you go to the store and, once in awhile you'll see leg, shoulder steak or something for $1.98 a pound. That's low end, you know. [TG: Uh huh] But the chops are up 6 to 8, 7, 8 dollars a pound. Up to 10 dollars a pound [TG: Uh huh] at Hy Vee. Yeah, Yeah. [TG: Ten dollars per pound, yeah okay] Yeah. So you're really producing the grain fed, though, 'cause you grain your lambs now as soon as you wean 'em don't you?

C-A.15 Lamb prices in Japan WC: 441

C-A.16 Western ewes
1. TC: Yeah, what we're thinking about with this large group of Western ewes to possibly let them graze with the ewe [TG: Uh huh] through the summer. [LT: Oh yeah.]

2. Mary: They'll be grain fattened....

3. TC: But they'll be grain fattened. [TG: Ah hah] [LT: Grain fattened, right, right] Then in the fall we'd put them in the lot to finish out. [LT: Right, right. right] [TG: Yeah, ah]

4. TC: That's our goal, we'll see how the summer goes.

C-A.16 Western ewes WC: 75

C-A.17 Expansion of lamb export to Japan
1. TG: Yes. I suppose if ah in the future if our market ah again expands for its consumption of lamb, ah there's really a possibility to export to our market because as you know ah, yes, lamb has a season, a producing season, and so yes and yes, and Australia and New Zealand is South Hemisphere so there so ....[LT: That's a good point.] The only, yes I could say only because we don't have ah so many ah lamb producers, ah producers in our country, so ah you can seek the way to expand to our market in the future. [LT: Right] And, yes, and so yes ah the most important thing is to ed... ah make a education for our consumer ah taste of, the good taste of or the way of eating of [LT: Uh huh] lamb [LT: Uh huh] to our consumer. Yes, luckily I know. I was born in the northern part of Japan. And, yeah we have a history of eating ah lamb. Ah, so I know it's very good taste. Ah but most of Japanese regard its smell, I think it's smell is very good....[LT: Ha ha] but ah
some people complain about the fact. [LT: Huh. Yeah.] Yeah. I'm very much prefer of lamb chops.

2. LT: Well it isn't ah what people here say about lamb ah smell to me has to do more with the butchering. It seems to me like if it gets ah smell off the wool then you might have a problem. But I don't think lamb has a smell much, does it?

3. TC: I think that comes from how it's been processed. But we've had several lambs over the last few years, and I don't think we've noticed it. [TG: Uh huh.] Yeah. Nothing too strong. Nothing too strong...

4. LT: Maybe we just get used to it, but I, you know, I....Yeah, we /eat lamb....

5. TC: Now with pork //I can tell. Different types of pork it, older pork or something like that, I can really sense that, but with lamb I've had lamb in the past that's been kind of tainted with an off smell. [TG: Oh, you have, yeah.]

6. TG: Concerning the lamb itself yeah, yeah, I ah in my point of view they don't have ah so, so heavy a smell. [LT: No] Because of the, yeah it depends on the ah ah structure of the fat. If it grows the percentage of saturated fat, grows as well. [LT: Uh huh] So, and they can easily have the yeah little bit heavy smell. [LT: Uh huh, I see] And, and in my point of view, if there are, ah if some kinds of lamb was fed by corn or some kind of grain, ah there's really a possibility to it reduce er such kind of smell. [LT: Yeah, yeah, yeah]

C-A.17 Expansion of lamb export to Japan WC: 470

C-A.18 Selenium blocks

1. LT: Do you feed the selenium blocks?

2. TG: Selenium blocks?

3. LT: Selenium.


6. LT: Do you feed that at all or do you feel that's a beneficial thing, or...?

7. TG: Yes. I know. Yes, yes. Beneficial for its farrowing or for its reproduction. [LT: Uh huh.]

8. TC: There are some areas that are, the soil is selenium deficient in the United States, but I didn't think we were in the area. I was thinking it was more west of here...[LT: Oh yeah.] [TG: Really] where we had some soils that, we've never really had to worry I guess [LT: Yeah] about that, have we?

9. TG: Yes, ah, yeah in our country we don't have a so ah so rich selenium, so we have really ah a difficulty for producing. ah for reproduction. [LT: Uh huh] Yes, selenium and vitamin E is very much closely related.[LT: Oh,
yeah?) And very important for reproduction.....Yeah, but very, mmm, very beautiful I guess I dare say. [LT: Yeah, yeah]

C-O.3 Complimentary comments.
1. LT: Yes, yes. This worked real well.

C-O.3 Complimentary comments. WC: 8

C-A.19 Sheep breeds

1. TG: What is the breed of these?
2. TC: The white ones {TC: Uh huh} are Polypay, which is Finn Sheep, from Finland. [TG: Uh huh] Dorset. [TG: Dorset I know. Uh huh.]
3. Mary: Rambouillet and Targhee. [TG: Oh Really]
4. TC: Rambouillet and Targhee. Targhee is a western sheep. [TG: Uh huh]
5. LT: It's a relatively new breed here in this country isn't it, Tom?
6. TC: Yeah, um, probably developed in, I think...I want to say in Dubois, Idaho in 1972 I think. [TG: Uh huh] [LT: Hmmm] So it's about 25 years, [LT: Hmmm] but it really never kicked off, gained popularity until probably the early to mid 80's. [LT: Oh really] I'd say the 10 years it's really started to ah more and more influx. But the Finn Sheep came into this country in '69 I think it was. [LT: Huh] And, 'cause I raised Finn sheep from '71 to about '83 or 4. [LT: Oh yeah.] And ah, then from the Finns I started working on these. Well, it had to be later than that. Finns didn't come in until around '69, '70. [LT: Huh] [TG: Uh huh] It might have, these might have been around 15 years now, [LT: Huh] I guess when you think about that it has to belater, doesn't it? [LT Yeah]
7. LT: It wasn't necessarily bred for the western producer, was it? It was also meant to be a.....
8. TC: Good milking and numbers of multiple birth. [LT: Yeah, right.] They seem to, they're a good maternal cross and then if you put the Suffolk or Hamp or something like that, meat type lamb, ram on them. Like those speckles out here, [LT: Right] you end up with a nice market lamb.
9. LT: Right. So do you ah, do you keep a few pure bred rams and then, and then keep producing Polypay ewes, [TC: Well] or not?
10. TC: Mary bought some pure bred Polypay ewes this summer [LT: Uh huh] and the lambs have tags in their ear, are the pure bred Polypay lambs, [TG: Uh huh] [LT: I see] and we have 5 or 6 rams and we're going to ah, have probably 2 or 3 more that will get a, have to take to Iowa State to have vasectomy done to 'em. [LT: Uh huh] To use as teasers [LT: Oh yeah] 'cause it seems like they bunch, it'll really bunch them nice. If you saw those ewe lambs. [LT: Uh huh] They're all, I think in the next 3 weeks the majority of those will have lambs.
11. LT: Huh. The teaser really helps to bring them all in heat at the same time.
12. TC: Yeah. We put them in 2 weeks before they, [LT: Huh] they start to do the breeding.

13. LT: Uh huh. You must also have some Hamp and Suffolk rams then?

14. Mary: Yeah, and our, we're not concerned about keeping a pure bred flock I guess.

15. LT: Right, right. Just a good market lamb? [Mary: Yeah.]

16. TC: We kept a few of these black faces, we got some kids that like to show like 4H kids. [LT: Yeah] Some of those lambs you saw we'll just [LT: Right] try and sell them that way if we can and...[LT: Yeah] But the ewes we got rid of were much, much taller than her.[LT: Oh really. That's big, ] You can imagine...big animal... how big. Oh yeah, they were big, very big. [LT: Yeah] And this size that we have out here seem to be, capacity wise, the best keepers. [LT: Oh really?] Those big Suffolks, they just seem like they just keep eatin' and eatin' and eatin', [LT: Ha ha ha] and you know. And these ewes, these ewes were really in just real good shape until about the last probably week, probably. [LT: Oh yeah] They really, really thinned down now since we started, we quit feedin' 'em corn and started feedin' 'em more of this just ah ground corn stalks. [LT: Oh, yeah.] So they have really lost quite a bit of weight and their milk production is almost, a lot of 'em, almost nil. [LT: Huh] We're going to wean tixem tomorrow, we won't, hopefully, have as many udder problems. [LT: Uh huh, yeah]

17. LT: It's ah, these 4 over here are a nice match. It's almost like they're quads. They're all born on the same day probably.

C-A.19 Sheep breeds WC: 718

C-A.20 Lambing marking, castrating, and tailing

1. TC: This year we've gone to just putting a "v" notch in their ear, [LT: Oh yeah] but we're thinking, toying with the idea of end of summer of ah tattooing. [LT: Oh yeah] Just tags are fairly expensive, and we've got a tattoo set, and...

2. Mary: They're not permanent, the tags always fall out and this way if you've got a tattoo, [LT: Yeah] we're not in the pure bred business, we can just...if the lambs not gettin' enough milk, we can know who the mother is, [LT: Uh huh] you know, or if she, have a better way...

3. LT: Yeah. Yeah, so you use the ah bands for castration [TC: Yeah] and the tails first, about second day or something like that, third day?

4. Mary: Yeah. The main reason is that one person can usually do it. [LT: You bet, yeah.]

5. Mary: And I think I prefer to do it cutting or something, but that would take 2 people.

6. LT: It really is pretty quick and easy, [LT: Ha ha ha] the bands. [TG: Yeah. This is ...judgment] [LT: Yeah, yeah]
7. LT: I guess the reason we take the tails off is an insect problem, right, mostly in the warm [TC: Yeah] weather, that's why we take the tails off?

8. TC: That's why it's going to be really interesting with us with 130 of these having lambs in May and June. [LT: Uh huh] We're going to be fighting a fly problem. [TG: Oh fly, Uh huh.] [LT: Yeah]

9. TC: So we're gonna, we, there's another fella up at Luther that is going to be lambing out about, what's he have, 100-125, somewhere in there? [LT: Unhuh] Around 100 ewes, and he'll be lambing starting May 1, [LT: Uh huh] so we're gonna get an idea of how he's doing before we start in with ours. [LT: Uh huh. Right] And we've, we've...I don't know, if we don't get discounted too much, we may just decide to, to cut the tail [LT: Uh huh] and spray and disinfect it and maybe leave them as bucks. [Mary: Yeah] But you don't want to do that.

10. Mary: I just heard that's a very good thing to do. [LT: Yeah]

11. TC: What comes off?

12. Mary: Well, [TG: This] just...that's not what the market wants. [LT: Hmmm]

C-A.20 Lambing marking, castrating, and tailing WC: 374

C-A.21 Developing lamb meat clientele

1. LT: Are you finding that ah, I know I've found over the past few years I've...my ah friends who like a little lamb, they come back every year and they like it and want another lamb the next time around. Are you finding you get to developing a kind of clientele, that people call you again and say when you going to have more, kind of thing, or?

2. Mary: Well with our beef we have, for sure. [LT: You're building that? Uh huh.] We've been at it about 2 years now. [LT: Uh huh] And the lambs, we've had a few customers that have come back. But this will be the year that we're really going to start promoting [LT: Uh huh] the direct sale. And we're gonna sell through a farmer's market this summer, [LT: Uh huh] frozen lambs. [LT: Good. Good idea.] So, hopefully we can start developing all through the year those people that want lamb in the winter months [LT: Yeah] can come to us, too.

3. LT: I think you'll be surprised. I think you'll find, you know I talk to people and a lot of people like have a lamb roast now and then. It's ah, not all that unusual. More people like lamb.

4. TC: I don't know if we have enough freezer space that we can, we can sell individualized products instead of sell...telling them they have to take a whole lamb. [LT: Right.] [Mary: Yeah.] If they want to take...we've got it down to that they have to take a minimum of $40. A $40 order. And we'll deliver.

5. LT: Then you'll deliver it. Yeah, that makes sense. Do you have that kind of farming in Japan where you, you add value that way [TG: Yeah] and have delivery included and that kind of thing? [TG: Yes, that's true.] You do it?
6. TG: Yes ah ah in our country ah the farmers who are ah who, yes who have sheeps is basically depending on their earnings ah, for the, I suppose for the ah sightseeing or such kind of facility, if they have some restaurant inside it, [LT: Ahhhh] and they use it, yeah.

7. LT: Ahhh. OK, so they would sell [TG: Yes] lamb products right there.


9. LT: Is it possible, for example, to go to ah ah a fish [TG: Uh huh] farm, [TG: Uh huh] for example? Um and pick out the kind of fish you want [TG: Yes, uh huh] and have it, have it cleaned right there [TG: Uh huh] and then take it home? [TG: Yes] Is that possible?

10. TG: Yes, yes. That is possible.

11. LT: OK, so this would be the same kind of idea.

C-A.21 Developing lamb meat clientele WC: 487

C-A.22 Scrapie and other sheep diseases
1. TG: Yeah um....As far as I'm concerned, ah when I was ah, yeah, when it was the second year and third year of my career as an official, yeah, I explain to you, I was in Hokkaido ah and in Hokkaido we have a national livestock breeding center. And there we have Suffolk and some kinds of Corriedale ah sheep ah there. But yeah unfortunately we had a very severe problem for scrapie, as you know. (TC: Uh huh) So, it is very, very difficult...for

2. LT: How, how do you take care of scrapie?

3. TG: Yeah. We have to diminish all of the holding. [LT: Ahhh] And we re-import from New Zealand. So it is really a difficult.

4. LT: What are these, what are the main problems we have here? Besides the, well the weak feet I know about, and sometimes they get sore mouth is it?/ Is that what that's called?

5. TC: Yeah. I think/ foot rot is a, is a major problem. [TG: Ah, really.] {Mary: For us, personally. LT: Foot rot.

6. TC: I think if it's around, yeah. For us it's been a real problem. But I think if you talk with it seems like everybody's got some problem with foot rot. [TG: Uh huh] [Mary: Parasites] [TG: Uh huh. Parasites, yes.

7. LT: How do you de-worm?

8. Mary: Well...(LT: A couple times a year?) probably two or three times [LT: Drench, or?] and not a very scientific way. Ha ha. Yeah, drench.

9. LT: Drench. That's by body weight as close as you can get. Yeah I guess there's no one de-wormer that's gets everything, is there. I mean,....
10. TC: We try to rotate as much as possible. {LT: Yeah} If you use can 2 or 3 different kinds, sometimes that will take care of {LT: Uh huh} breaking some of the cycle.

11. LT: Yeah, well Spencer's having a lot to say there. Ha ha ha Do you like the lambs, Spencer?

12. TG: He would like be a farmer. A lamb farmer.

C-A. 22 Scrapie and other sheep diseases WC: 322

C-A. 23 Cattle raising and breeds
1. LT: That's right. Ha ha. That's right. Well thanks a lot for showing us your sheep. I didn't realize you had as many cattle as you do, either.

2. TC: Well, {LT: It's ah} I think we've got enough pasture that we can probably, pretty safely go up to 25. I used to run 30 head on the same amount of pasture. {LT: Uh huh} So I think we can to 25 head. {LT: Uh huh} We're trying to scale down the size a little bit. Put in more Angus into 'em. {TG: Uhhuh. Oh really.}

3. TC: We use to, we worked about 3/4 blood Simmental. {TG: Uh huh} {LT: Oh yeah} They got, the cows were weighing about 800 kilograms, {LT: Uh huh} which is too big. {LT: Uh huh.}

4. LT: That's one of the breeds I forgot to mention. I'm sorry, I was, we were talking about breeds over coffee this morning and I had Chiannina and Gelbvieh ah, and ah Charlois. {TG: Ha ha ha} Besides Angus and Hereford and ah that's one I forgot. Yep.

5. TC: I even influxed a little bit of Shorthorn early on {LT: Oh really} when we were milking and it seemed to work pretty well. {LT: Uh huh} But now with the Angus it seems to be, really, like the Angus, and a way we can finish out, I think we're going to finish out at 2-300 pounds lighter than what the Simmental crosses were. {LT: Really?}

C-A. 23 Cattle raising and breeds WC: 241

C-A. 24 Custom meat business
1. TC: And people that have bought the meat from us have been extremely happy so that market is pretty well there for us, {TG: Ha ha ha} like we were saying. {LT: Yeah} But if we can get this lamb market developed, I think there's, {LT: Yeah} the way we can find pastures and stuff it's, there's more potential for us in that, in that market 'cause we're not going to be competing against all these other beef groups. {LT: Right. Right. Right.}

2. LT: What is it that somebody would find attractive at. I mean the ah is it meat quality, is it, you know, having it delivered just the way you want it, or what is it? You know, why do, why do people do that?

3. TC: On the lamb or the beef?

4. LT: The beef, beef. Well, meat in general, but/ I was wondering about beef.

5. Mary: Our customers// our customers seem, it seems to appeal to them they know where it's coming from. {LT: OK.} {TC: Uh huh.}
6. Mary: Our beef is where, we don’t use growth hormones and I just say that and that pleases them even more. [LT: No hormones, then.] [TG: Yeah. Uh huh.

7. Mary: Right. And ah a lot of these people, their background is a farm background [LT: Right,right] [TG: Uh huh] and now they’re in town [LT: Right] TG: Uh huh] and [LT: Right] they like this corn fed beef. [LT: Yeah] [TG: Yeah, that’s true.] [LT: Right. Yeah.]

C-A. 24 Custom meat business WC: 241

C-A. 25 Beef growth hormones
1. LT: We talked about hormones the other day, it’s an important issue in the Japanese market as well.

2. TG: Yes a very important issue, and I dare say. Yeah consumer in our country is luckily or unfortunately, but, don’t know, but don’t know the fact that the grain-fed beef imported from the United States is eh, is controlled or they use some kind of hormone. Our consumer don’t know the fact [LT: Yeah] and if such kind of issue was handled by some, yeah, some consumer’s union or some advertising company, ah, as, yes there is really difficult issue [LT: Yeah] for the future, yes. And at the same time, ah we don’t use the such kind of growth hormone in our country. Only small percentage around two, one or two percent, [LT: Huh] ah is used. [LT: For beef?] Yes. Ah, that, that is the reason why we have a very good ?? good gene ah for its marbeling. Yeah, it is, maybe you know ah black Wagyu beef.


C-A.25 Beef growth hormones WC: 192

C-A.26 Period of beef feeding
1. TG: But we have, yeah we can, we can take a very good marbeling because of the its gene. And at the same time its fed period, fed period is very, very much difference [LT: Uh huh] between United States and our country. In our country ah, although it is ah, yeah, it is , although it might be, if it might be a dairy breed steer, they have ah, they are fed at least 10 months by grain. This is really the difference... [LT: Imagine that] between United States.

2. LT: Grain feed for 10 months. /Did you ever hear of that here?

3. TG: Ten months, yes.// It, it is for the, for Holstein. And for Wagyu breed yeah we, basically we fed it more than 20 months. [LT: Ha ha ha] So that is the reason why our product (140)

END OF SIDE ONE

4. TG: much tastier than the product we imported from the United States. And yeah, I suppose maybe you are, you seem some strange that the United States beef breed beef is regarded less than that of, regarded less than the domestically produced dairy beef. [LT: Right] But ah I explain to you the fed period, maybe you can understand the fact. [LT: Right.]

5. TC: Well, these calves that are feedin’ were born last April. [LT: Uh huh. ] So they’re just, [LT: Over...] they’re not a year old yet. [LT: Yeah. Right.]
And we'll be, well we had one that was foundered so we're gonna sell her, butcher her early. [TG: Uh huh.] But we'll start moving beef when they're probably 14 months old. [TG: Uh huh.] And we usually have them all gone by probably 17 months.

6. LT: So they are grain fed for about half?

7. TC: Well we did...[LT: Well, no.] we did have 'em on the...[LT: Wean them at 12?] No. We weaned 'em in November. [TG: Uh huh.] [LT: Oh, ok] We're weaning at 6 months, roughly. [TG: Uh huh.] [LT: Okay, alright] At 5 months on we can wean without any problem. [LT: Right] We ah did some creep feeding last year, but not very much, but this year we're toying with the idea, when the calves hit the ground probably start ah, creep feeding them a little bit earlier. [LT: Okay] But in the process now we're moving to a new pasture. We're, [LT: Huh] that pasture of Triplett's [LT: Yeah, yeah, yeah] on the highway?

C-A.26 Period of beef feeding

C-A.27 Pasturing

1. TC: We plan to put all our sheep there. [LT: Ahhh, okay] Or a good share of 'em. We've got some other pastures, but that's a big enough pasture...[LT: OK. Yeah, that's a nice pasture, good] that we can go to White Oak with the cows and then here north of Elkhart with the cows. [LT: Uh huh] Until we need more pasture for them then we're gonna rotate 'em that way. [LT: Huh] We split 'em down into groups of roughly 25 right now, but eventually we're gonna get a goose-neck trailer. We're just going to have to get bigger [LT: Yeah, yeah] equipment, also, but ah...get them so, we always try to take 'em in even numbers around to where we're going so that if we take 50 head in, that's two trailer loads. [LT: Huh] Try not, try not to take anything, you know, odd [LT: Right, right, right] numbers.

C-A.27 Pasturing

C-A.28 Butchering and meat inspection

1. LT: Half a trailer load or something. Yeah. Good, that's great. Can your butcher handle anything anytime pretty much. /Call or come in tomorrow, or?

2. TC: Well, we have to go on Tuesdays.// [TG: Oh really?] [LT: Oh, Tuesday, only?] That's if we want inspection. [LT: I see, okay] If we want it for our own use, we can go just about anytime. [LT: Yeah] But usually they line a state inspector for Tuesday. [TG: Uh huh.] [LT: I see.] And ah, that's pretty well worked out with Mary to be able to get 'em over there [LT: Uh huh] at that time. [LT: Hmm] We do the, we do the beef the same way, but then over at ah, Granger the people buy the lamb, [LT: Uh huh] they become the owners of it, we'll transport it over there for them, [LT: Okay] and then...cause he's not state, he's not approved for resale. [LT: I see] The people that bring the/ lamb in must...

3. LT: They're on their own then.// [TG: Hmmm] OK. Is that possible in Japan to do it that way? Do you have [TG: Ahhhh] independent butchers?


5. LT: Can't do that.
6. TG: Yeah, we can't do that. [LT: Huh] Yeah in the, in the meaning of inspec, inspection in our country ah, yeah I suppose it is very ah, it is one of the most strict countries all over the world. [LT: Huh] Ah, for the meat inspection, ah meat inspection, we require the grade, ah no we require the ah, no no, ah we require the... To be a meat inspector, ah we require the grade of the veterinarian. [LT: Wow] [TC: Wow] So it is really required. [LT: Wow] Yes the cost is very much expensive. [LT: Yeah] That is the reason, [LT: Geez] that is also the reason why [LT: Yeah] the meat produced in Japan is expensive. [LT: Ahh] I believe. [LT: Yeah, yeah yeah].

7. LT: Yeah, so you could've become a meat [TG: Yes....] inspector if you had wanted to.

8. TG: Yeah, yeah. Basically ah such meat inspector is ah an official of local government. [LT: I see] Yeah, basically.

9. LT: Huh. So it would be like a county meat inspector here, Polk County meat inspector.

10. TG: So it is very the problem, I dare say. [LT: Yeah]

11. LT: So, what are, what do we have here? We have USDA offices around the country that send [TC: Well] inspectors out or how does that work?

12. TC: Well, the state, the Department of Agriculture for the state of [LT: The state does] Iowa has inspectors. [TG: Uh huh.] And then if the plant is approved as a USDA plant, to go beyond the state borders, [LT: I see.] then there's federal [LT: Okay] inspectors. [LT: Okay] But they're only, ah there's not that many in the state of Iowa. [LT: Mm.] Audubon is trying to become a USDA inspected locker. [TG: Uh huh, uh huh.] And so I, I was thinking that the people that come down for USDA comes out of Minneapolis.

13. LT: But, but a place like Excel in Ottumwa has, has....

14. TC: They have their own federal inspector.

15. LT:......have their own federal inspector. OK. Alright. OK. [TC: Yeah.] [TG: Yeah. I hear, yeah??] Alright. But Granger or something would have to have ah, they would, they would be state and then if they wanted, if say you had a customers in, develop a clientele in Minneapolis then they would have to be USDA as well. [TC: Yeah.] OK.

16. TC: And, do you know what the inspection is for the state inspector?

17. Mary: Mm

18. TC: Don't we absorb that cost? For him coming out, because he charge, they charge.

19. Mary: Larry absorbs it.

20. TC: So he passes that on to use somehow with his processing fees, it's in there.
21. Mary: Yeah. It's not any extra whether we get a state inspector or not though. [TC: Yeah.] [LT: Oh, oh.]

22. TC: The emu people and the ostrich people in Audubon, it's $25 an hour. [LT: Huh.] [TG: Uh huh.] Federal inspectors I think are... closer to $40 an hour. [TG: Oh really? Ah very the difference.]
C-A.28 Butchering and meat inspection WC: 679

C-A.29 Emu and ostrich meat
1. LT: Do you eat ostrich meat or emu meat in Japan?
2. TG: Yeah, ah unfortunately not, we don't eat ostrich... [LT: don't, not at all?] But I, I yeah, I had information for the ostrich farming here in the United States. I heard of in Pennsylvania? Ah yeah, that it is real great progressed and ah...But there is really a difficulty for ah for yes, ah market places I heard [LT: Yeah] so...
3. LT: Now where/
4. TC: The shelf life is only about 6 weeks. [LT: Oh really.] [TG: Oh, 6 weeks! Ahh.]
5. TC: Yeah. It's a very short life. The shelf life is very short if it's pure ostrich. [TG: Uh huh] If you blend it, [TG: Uh huh] then you can extend the shelf life, [TG: Uh huh] and so... [LT: Uh huh] They say what happens is that the, even in the frozen process the acids start to build up. That's what causes it to go out of condition, I guess. [TG: Uh huh, uh huh.] [LT: Huh.] But ah I worked with the group that was over in the Audubon area that worked with him and [LT: Hmmm] um that was one of their problems. But the meat, you can't tell the difference...well, you had some, too. You couldn't really tell the difference between it and beef, really, when you're eating it. [LT: Huh. Really.] 'Cause it's it's just a red meat and their digestive tract's similar to the ah, to beef.] [LT: Huh. I'll be darned.] [TG: Yes, I heard that Yeah.]
6. LT: Two legs... that's amazing. How a bird can taste like a... [TG: Ha ha.] that's amazing how a bird could taste like a cow! Ha ha.
7. TC: They served us ostrich loaf, ostrich stew, [TG: Uh huh] ah ostrich steak. I don't know, there must have been 4 different ways they prepared it. [LT: Huh huh] And you'd swear you were eating beef. [LT: I'll be darned. Amazing.] [TG: Yeah. Yeah.]
8. TG: Yes. Beef industry have another competitor, I believe. Ha ha. [LT: Ha ha. Yeah.]
C-A.29 Emu and ostrich meat WC: 336

C-A.30. Marketing custom meats
1. TC: We think our potential for lamb in, in this state is, with all the Bosnians and all the third world country people [LT: Yeah] coming into Iowa, [LT: Yeah] and really into central Iowa, [LT: Yeah] Des Moines-Ames area. [LT: Yeah] we think that's why there's such a tremendous potential for us, [TG: Yeah, that's true] if we can come up with a price that's, that's stable that they would be interested in [TG: Uh huh.] [LT: Uh huh.] But I think right now that the price of lamb, even with the wholesale price, [TG: Uh huh] I
Cory/Go Transcript

mean the live price of lamb. {TG: Uh huh} being high, {TG: Uh huh} the store
prices stayed pretty much about the same, I think. {TG: Uh huh.} {LT: I've
noticed that, yeah.} And so I think maybe that might be our, our ticket if we
can, if we can sell this lamb at, and compete with the store price. And we
think we can. {LT: Yeah.} {TG: Uh, huh.} We've got a price we think that
{TG: Uh huh, ah really} can compete {LT: Yeah} with the higher priced cuts.
{TG: Uh huh.} Mary's got the lamb burger down to $3.50 a pound. {LT:
Yeah.} And the other cuts are {LT: Yeah.} 8, but if they take a whole lamb
it's 4.50. {LT: Yeah.} I think, isn't it? A pound?

2. Mary: Well, yeah ???.

3. TC: Of the entire lamb carcass.

4. Mary: Yeah. {LT: Yeah}

5. LT: And you're talking 35 to 40 pounds of, by the time you're packaged,
and cut up, and trimmed and everything. {Mary: Right, that.} You talkin' 35
to 40 pounds of meat? {Mary: 30 to 35.}

6. LT: Yeah. Ours have been coming in around...Rarely, rarely do you get a 40
pound...piece of meat yeah. Are you familiar with the situation that here in
Iowa that a number of refugees from the war in former Yugoslavia have
settled here? {TG: Oh, really?} That's what Tom was talking about, the
Bosnian refugees. {TG: Oh, really? Oh.} And now there are a number of
refugees also from the Sudan. {TG: Uh huh} And a few now Kurdish
refugees, about 3 families have come. {TG: Oh really.} And all those people
{TG: Uh huh} are used to eating lamb. {TG: Yeah, that's true, that's true.}

7. LT: And so, as their incomes increase... {TG: Ah! Yes.} they're gonna be
consumers of lamb. {TC: We hope.} {TG: Ha ha.} They will, they will.

8. TC: They might, they might still want the 55 cent Big Mac or whatever it is
they're selling. {LT: Yeah.} {TG: Yeah.}

9. LT: Not on Sunday. {TG: Ha ha.}

10. TG: Yeah, ah Shish kabob, shish kabob.

11. LT: Shish kabob is very nice. Yeah, and lamb works real well with shish
kabob. {TG: Yes.} That's right. Yeah.

12. TG: When I was a student of university, I visited ah, Pakistan. {LT: Oh
really?} Yeah for one month. {LT: Oh yeah.} Yeah, That was a very
experience for me. Ha ha. {LT: Yeah.} {Mary: Ha ha ha} And I noticed that
there is not a pork! Ha ha.

13. LT: No pork! Ha ha. That's right.

14. TG: Pork is a dirty animal. {LT: Yeah, yeah.}

15. TG: And at the same time, the beef, the taste of the beef also, that is, that is
ah mm unacceptable for me.

16. LT: Right. /Not a very good taste, you're right.
17. TG: Not, not on a //shish kabob, yeah. That is very good. Ha ha.

18. LT: Yeah. Yeah, I've had the same experience. The lamb, lamb is just excellent. Yeah. And the beef is, you know, frozen carcasses from Bulgaria or something, that have been around for awhile. Yeah. [TG: Ha ha ha] Not the best. Yeah. That's right. Yeah. So you think this value you added has some potential. I guess you're gonna find out. Ha ha.

19. TC: Yeah. We think it does.

20. LT: I think you're right. It just takes patience.

21. TC: Well. What we're going to do is, we discuss this back and forth quite a bit and we keep changing our mind quite a bit, but that's, I suppose that's good because we're, we're not just tunnel visionin'. [LT: Yeah.] [TG: Uh huh.] But if we think of what the customer wants first and then try to develop the product, towards what the customer wants, [LT: Uh huh] hopefully it'll be a little more successful than just going out and, and raising a lot of product and saying "OK, where are all these people at. [LT: Right] Why aren't they coming to us?" [LT: Right, right.] We have to market it.

22. LT: Right. Figure out your market demands before you get it ready to butcher. [TC: Well.] That's right, that's pretty smart.

23. TC: See, and that's the card that...[TG: Okay, thanks, ah, ah] that a, that's one thing I noticed on here. It's not important on this first card that we made but, [LT: Uh huh] we put our name and phone number on here but we didn't put our address. [TG: Oh, yes.] But that's not important because we're going to deliver most of [LT: Yeah] this stuff to people. So [LT: Yeah, that's right.] [TG: OK. I have, I have my card.] [LT: Yeah.]

24. TC: But we just, the woman who did this for us, she didn't even, the thing was her fam...both the man and woman that works with us, their families raise beef [LT: Uh huh] and they didn't have a picture of a modern steer, and so...ha ha. [LT: Ha ha, yeah] We had take one over to 'em [LT: Yeah] They're just starting out in the business.

25. LT: Ha ha. Yeah. Well, when you, when you graduate to electronics let me know. We do Web sites at home, so if, if you want a Web site, let me know .

26. TC: Well...Mary and I are, she's, we kind of said we're gonna get our, we're gonna get our computer built, by accountants. She's done some...[LT: Uh huh.]

27. Mary: We're kind of behind in the computer age, but we'll catch up I'm sure.

28. LT: Yeah. That's, that's a great marketing tool. If I were you I'd, I'd..'cause you're, you're marketing to an upscale market. And ah...

29. Mary: Well, we should be there, yes. Tell Tom we need to do that. Ha ha.

30. LT: Yeah, we just finished one for a fertility clinic. Now a fertility clinic is another situation where you're marketing to an upscale market. You know. Poor folks can't afford, who can't have kids can't afford to try to have kids
that way. Ah but they, those people have computers at home. And so that
doctor thought that would work. We'll see.

31.

32. TC: Yeah. Well, the information that's out there on that is just almost
overwhelming. But if people know what they want, I suppose they can go to
that site (LT: It's cheap, it's cheap, too.) and look. (LT: That's true.) And
there is a company in Texas. Was it Texas or Oklahoma that I told I called,
that's already shipping? And the price of their lamb was, what 30 some
dollars a pound? (Mary: I don't remember. Yeah.) But see, their shipping it
out overnight service. (LT: Hmmm) And then they had to order a special
size container and it had to be, you know they had to use dry ice.

33. Mary: Yeah, that's like very elite. (LT: Yeah, yeah, yeah)

34. TC: They just started but I went ahead and called them. I had their phone
number, (LT: Yeah) so I went ahead and called them also.

35. LT: Do you remember their Web site address?

36. TC: I don't. And I think I might have it.

37. LT: I'll look at it.

38. TC: I might have it saved up there. I'll have to back up at work and pull off
some of the materials I've been putting on the book mark just so I can bring
it back up quicker. How I started to get into it was I'm doing a feasibility
study for this emu group. (LT: Uh huh.) So I was looking on there for emu
products and this company came up in Oklahoma I think it was. Or Texas.
I, I think it might be Oklahoma but I can't be sure. (LT: Uh huh) And they
were selling emu, and that's how I got onto it, was emu products and then
there was a place selling emu meat. And then when I got into it it said emu
and ostrich and lamb and white tail deer and, they were doing all the
exotics, (LT: Uh huh) so called exotics.

39. TC: So when I saw the lamb, the buzzer went off in my head, (LT: You bet)
and so that's why I called them. And they said, "Well how'd you find out
about us?". (LT: Yep) I said, "Well, it was on the internet." They kind of
pleased at least (Mary: Ha ha ha) some one looking at the internet. They
said (LT: Yeah.) they had sold some, some meat products that way.
/Seemed like they were pretty ...

40. LT: Yeah. Another example, // look at Walnut Acres. All one word
Walnutacres.com. It's ah, an organic ah, place, probably the oldest one in
the country. From the '40s in Pennsylvania, and now they have a real nice
Web site. You can order, they have ah, hamburger patties. Ah, I remember
that's one meat product they had. I didn't see any lamb, but ah, probably
chicken, too. Look at that when you get on some time and ah, that's another
example.

41. Mary: Another interesting thing is the farmers market deal. I talked with the
lady that's in charge of it and I told that we wanted to sell beef and lamb.
She's like" Well, I don't think can sell the beef. They already have a vendor
that sells beef and pork, and another vendor that sells chicken and eggs.
But, it's interesting to me that they'll have 50 people that sell tomatoes and
they'll only let one certain kind of meat in there. And hopefully we're the
only one's so far that offer lamb. [LT: Yeah. Right] But I can see, you know, that's not gonna be the answer for everybody in Polk County to sell their lamb that way [LT: Right] because if we're the first ones that get that then [LT: Yeah.] that's good for us but it's not an option if they're only going to let one person. I think competition, you know. [LT: Yeah.] I don't care if there's more people that sell lamb down there.

42. LT: I think they will. I don't think that's, yeah. I can't imagine that's gonna actually be a big problem.

43. Mary: Yeah. She'll let us sell the lamb but not the beef. [LT: Huh.]

44. TC: Well, I'm hoping that once I'm done with my job I'm hopefully gonna have a month or two before, I don't know. I'd like to find employment soon, [LT: Yeah.] but it's a little tough. [Mary: Ha ha ha] I think that's going to be the time I'm gonna go out and start working with the, the grocers, some of the people on the south side. [LT: Uh huh, you bet] And try to...

C-O.4 Business card and gift exchange.
1. TG: Sorry. I ah, I think I have an English name card...{TC: Ha ha.}

2. TG: what I suppose I left it in my home or, so I describe this by myself.

3. LT: I, I think I have mine. I'll get another one from you.{TG: Ha ha. Oh yeah, OK.} {TC: Ha ha.}

4. LT: And you ah. See if I have it.

5. TG: OK. And on the back side this is the Japanese language. Ha ha.

6. Mary: Ha ha.

7. TG: Ah this is present.

8. TC: Oh, thank you. [TG: OK.] My ah daughter spent some time in Japan. [TG: Oh really?] Um. Near it was, I want to say Osaka, but I can't be sure.

9. TG: Osaka?

10. TC: But ah, she went to school [TG: Uh huh] and lived with a family there. [TG: Uh huh] We, we sent a, in fact I had two former students who had gone to Japan. [TG: Uh huh. Oh really? Uh huh.] They really enjoyed it.

C-Q.5 Professional preferences
1. LT: I told you Tom was a former high school teacher, huh. Yeah {TG: Oh.}

2. TC: I was a teacher for 25 years.

3. TG: Ah, that is very good, ha ha ha.

4. TC: Now I'd just as soon be a farmer. [LT: Ha ha.] [TG: Yeah.] [Mary: Ha ha ha]
5. TG: Very good. I envy you, I dare say. Ha ha ha

6. LT: Yeah. I've learned as I get to know Mr. Go, I've learned that he's really a farm boy at heart. [TG: Ha ha ha] [TC: Ha ha ha.] He, he likes it out at. the first thing he said when we walked into the Helland's hog confinement barn was, "I like this smell!" [TC: Aahh] [TG: Uh huh.] [Mary: Ha ha ha]

C-O.5 Professional preferences WC: 117

C-O.6 Dr. G.'s schedule
1. TC: You're gonna be/

2. LT: So I, I know...ha ha ha//

3. TC: ...in Iowa for a year?

4. TG: Yeah, no. I, I'm going to stay here only two months.

5. Mary: And then where?

6. TG: Ah, ah then ah ah I'm going to go to Denver, Colorado, Mmm. And I have to go back to Japan ah the next September. The end of September, yes. yeah. [LT: Yeah, yeah, yeah]}

C-O.6 Dr. G.'s schedule WC: 63

C-A.31 Dr. G's attachment to farming
1. TG: Yes but I like this area, yes. I'm a grandson of farmer. And I'm very much proud of the fact. [LT: Yeah.] [Mary: Ha ha ha] That's the reason why I am working for the Ministry of Agriculture. [LT: Right]

2. LT: He ah, he had a dairy farm and he had Holstein [TG: Yes, yes] cows? Is that what you said?

3. TG: Yes. Yes. Concerning the ah the grandpa, that means the father of my...father of my father, [LT: Uh huh] ah ah yeah he had, he had ah a dairy farms, and my uncle is now ah farming in the dairy farmers and concerning the ah, the my uncle, my uncle, that means the elder brother of my mother, ah he's farming ah of crop. And ah maybe for the potato, or asparagus, or corn ah sugar corn, ah no no, ah no no. Ah sweet corn. [LT: Uh huh] [TC: Hmm]

C-A.31 Dr. G's attachment to farming WC: 150

C-A.32 Sweet corn
1. LT: Uh huh. Actually we have a sweet corn variety here that we call ah, what do we call it, a super sweet? We call that sugar corn, don't we? [TC: Yeah] Sometimes sugar corn. [TG: Yeah, yeah sweet. Yes.]

2. LT: It's a real sweet, sweet corn.

3. TG: Yes, it's a really really sweet corn. Yes. [LT: Uh huh] Some...ah..When I visited North Carolina eh, some people told me that, yes the taste of Japanese product, especially for, is relatively very good. But concerning the taste of the corn itself, it is too sweet for us. Ha ha. [LT: Ha ha] [Mary: Ha ha ha] [TC: Ha ha ha.]

4. TG: And maybe, yes, I believe is...
5. LT: We're real sweet corn connoisseurs out here. It's hard to make us happy. We, we yeah we, we like our sweet corn. [TG: Ha ha ha] LT: We make a big... [TG: Really, really sweet.]

6. LT: Ha ha. But we have a lot of different varieties, too. There's a black....What's the yellow and white, salt and pepper? What are they called? [TC: Oh.]

7. Mary: I'm not sure.

8. TC: Honey. Or what is that called?

9. LT: Something, something.

10. TC: I can't remember what it is.


12. LT: Peaches and cream? Yeah. Sweet corn that has ah white kernels and yellow kernels together.

13. TG: Yes. Yeah, I know. Ah ah yes ah. I know the its breed, pita corn and silver corn and ...

14. LT: yeah, it's very good, yeah.

15. TG: And ah in Georgia there's a very famous word, "No Grits, No Glory."


17. TG: All no grit, no glory // I, I heard, yeah.


19. TG: Yeah. I heard its word from the interview of Evander Holyfield. [LT: Oh yeah.]

20. TG: Yeah, she told that one. [LT: Ha ha] [TC: Ha ha] [Mary: Ha ha] Ha ha.

21. LT: No Grits, No Glory. That's a kind of sweet corn?

22. TG: Yeah. I ah, I don't think so. Ha ha.

23. (Everybody laughs.)

24. TG: Yeah. No Grits, No Glory. It's very, very interesting word. [LT: Ha ha ha. yeah]

C-A.32 Sweet corn WC: 350

C-O.7 Farewells
1. LT: Well, thanks, thanks a lot.
2. TG: Yes, thank you. Thanks a lot.

3. LT: We, ah won't take any more of your time here, guys...

4. TC: Nice meeting you Tat...

5. TG: Thank you.


7. TC: You bet.

8. LT: Appreciate it. Yeah. Thanks Mary.

9. Mary: Thank you (kind of in the background)

C-A.33 Starting new custom meat business

1. LT: Good luck with your business, here. {TG: Ha ha ha} It's not easy all the time.

2. (Everybody chuckles)

3. LT: To strike out on your own, but...{TC: Well this...} you, you can make it work. I, I think you're in to something good here.

4. TC: This year will be a little bit lean probably, but I think that we're, {TG: Uh huh} we're developing the base that we need. {TG: Uh huh}

5. Mary: ...somebody else...

6. LT: Yeah, yeah. If you want to try Web marketing, let us know.

7. TC: Well, we will...

8. Mary: ...

9. LT: We can do the page for ya.

10. TC:...hopefully by, by June we hope we have the computer and and {LT: Right} get the thing going. {LT: Uhhh}

11. Mary: At least see what our options are and {LT: Yeah} know what's available... {LT: Yeah}

12. LT: At, at least you know, you can start out by putting your E-mail address on a card. {TG: Ha ha.} [Mary: Right.]

13. LT: And they could mail in orders. {TC: Right.} You know, I mean at least {TC: Right} that would cost you is what, 20 bucks a month through INS. Or something probably not more. {TC: Yeah.}

14. LT: It's not going to cost you a lot. That's cheap. That's real cheap. {TG: Yeah, very cheap.} you know compared to print. {TC: Yeah.} [Mary: huh]
15. LT: Buying ads in newspapers and stuff, that's...

16. TC: Well, if we can get this off the ground and get this going this summer, then hopefully the, we can develop a home page and start expanding our market. [TG: Uh huh.] It'd be nice if we could just kind of concentrate in this area to begin with [LT: Yeah] but if people are willing to pay for the shipment then... [LT: Why not, yeah.] if we make sure we've got our time and our, and our, and our [LT: Hmm] items covered that are needed to and still make a profit [LT: Yeah] then I guess it doesn't matter where the boundary is.

17. LT: That's right, yeah. Wherever UPS goes.

18. Mary: Yeah, ... Tom can [TG: Ha ha.] [TC: Yeah] stay home and manage this. ???


20. TG: Thanks

21. Mary: Thanks.

22. TC: You bet.

C-A.33 Starting new custom meat business WC: 355
April 8, 1997, 2–4 p.m.
Nelsgaard Farm, Cambridge, Iowa

DS: Dick Snyder, swine producer
TG: Tatsuya GO, DVM
LT: Lee Tesdell, researcher
SS: Shirley Snyder, farmer

S-O.1 Introductions
1. DS: ...veterinarian.
2. TG: Yes, I am a veterinarian. Yes, I graduated...
3. DS: Oh, yes. D.V.M.
4. TG: Yes.
5. DS: Where did you take your training, ah...?
6. TG: Ah, yes, this is a little bit strange. When I was a student, I st... I was specialized for ...nosis, that means a, a disease transmitted from animal to human. Yes. Ah, so some kind of parasite or ah, some kind of virus disease or some kind of bacteria disease. Yes, when I, when I was student I studied, I, I am, I was specialized for the ah, virus issue. That was called Japanese encephalitis virus. Ah, that virus itself is very close to the yellow fever virus, [DS: Uh huh] or yeah, yeah, no, the African, African virus, West African fevers, or such kind of fever virus and ah that virus was ah, transferred, transmitted by mosquitoes. [DS: Sure.] Yeah, and amplified in swine or hogs, [DS: Ohhh] amplified in hogs or horse and then transmitted by mosquitoes to humans. [DS: Hmmm] And myco??opy in humans. And, but it doesn't, it's virus doesn't gives harm to the horse or horses itself. So, it doesn't, yeah, it did matter, didn't yes, industrial difficulty. Ah, it doesn't cause industrial difficulty. But [LT: Right] it still have the difficulty ... [DS: Yeah, yeah] for humans. So, it is ah, very, it is just a border area of the human doctor [DS: Yeah] and veterinarian I believe.
7. DS: Yeah, let me turn this down a little, I think we might have [LT: That’s all right] a little interference with that...
8. LT: That's alright. It's been picking up pretty well. I'm, I'm doing this Dick, cause I'm ah, what I doing my research in for my degree is international communication in agribusiness. And ah, by a wonderful stroke of great luck, this, this man decided to our come to our fair state [DS: Oh wonderful] and wanted to visit some producers, [DS: Okay. Okay.] so I'm I'm trying to help him do that and [DS: Sure] record as we go, so...
9. DS: How long will you be here?
10. TG: Yes, for two months, and [DS: Ahhh] yeah, I came to United States last September and I spend five months in Washington, D.C.
11. DS: Oh, that's too bad.
12. TG: Yeah, Ha ha! I agree!

13. LT: You have to explain your expression there Dick!

14. DS: Well, he probably knows, we're not too proud sometimes what happens in Washington. Yeah, anyway [LT: Ha ha ha]

15. TG: Yeah, Washington is a city of politics I believe. [LT: Ha ha ha] [DS: Yeah, yeah.] I did, I did paper work there. And that helps me. [DS: Sure.] But, yeah., yes. Uh, I was born I was born as a grandson of farmers. [DS: Okay, oh.] And so, and I was born in a very small village in our country, so [DS: Oh.] I am attracted this situation, and and it's gradient is very much closer uh to the area I that was born, so [DS: Mmhmmm.] I am very...

S-O.1 Introductions WC: 506

S-A.1 Weather and land in Iowa and Japan
1. LT: Mr. Go just was telling me that they they get cold weather even, even into May, and [DS: Aahhh.] Even even some snow sometimes. [DS: Aahhh.] [TG: Yes]

2. LT: So, uh

3. TG: Yeah

4. DS: Very unusual for us to have this.


6. TG: Ah. But the climate itself is very good.

7. DS: Yeah.

8. TG: Very fine. It's very close to, mmmmm., my country that I the place of my born. Yeah. I was born in the northern, northern island of Japan. And Japan was basically constructed for for four islands and the northern island is called as Hokkaido. And in 1972 uh we had Winter Olympic Games in these capitol. The city's name is Sapporo. And I graduated Hokkaido University located in Sapporo City. [DS: Mmhmmm.] And its population is around one million and sixty-five uh one one million and sixty oh no one oh no excuse me one million and sixty-five thousand. Oh no no excuse me oh no sixty ???? six hundred and fifty thousand.

9. DS: Fifty thousand.

10. LT: Right. Yeah.


12. LT: Yeah.

13. TG: Aahhh.

14. LT: Yeah.

15. DS: Yeah. O.K.
16. LT: Yeah.

17. TG: But I dare say, unfortunately now I am working for the Ministry of Agriculture that covers all over Japan. [LT: Ha ha ha] For uh uh yeah I, I come back to my uh home uh twice a year that’s very unfortunate, and...[DS: Sure.] And I hardly see a farmer or uh uh I couldn’t see my uncle’s farm uh uh so frequently.

18. DS: Mmhmmm. Very good. We had two uh vis-farmer visitors from Japan about a year ago, and ah, and it’s amazing what they do with the limited amount of well you know this, a limited amount of soil that they have. You know they this particular one of them raised onions, for example. [LT: Uh huh.] Very intensified. And did a beautiful job on this. Oh. We waste so much around here, that [LT: Mmhmmm.] Yeah.

19. LT: Yeah, we’re we’re spoiled maybe with all our good topsoil.

20. DS: That’s right, that’s right.

21. LT: Yeah.

22. TG: Uh huh.


S-A.1 Weather and land in Iowa and Japan WC: 356

S-A.2 Uncertainty in agriculture in Japan and Iowa

1. DS: So

2. LT: Yeah.

3. DS: Anyway.

4. TG: Concerning the onion industry in our country uh they have very difficulty. [LT: I see.] Yes, ah I don’t know onion itself is mmm, yeah depends on its weather uh so heavily so. Sometimes over supply and some years uh...[DS: Mmhmmm.] and some years the shortage of supply. [DS: Mmhmmm.] And in the over supply year it’s uh the farmer’s have to dispose it uh on the fields. [DS & LT: Mmhmmm.] Eh because, yes this is really the difficulty, our shipment cost in our country is very expensive comparing to the United States. [DS & LT: Mmhmmm.] And it is uh from California, the shipment was from California to Tokyo is my-uh is cheaper than the transportation costs from Tokyo to suh Hokkaido area by by using trucks. [LT: I see.] Yeah. Because the uh the cost of the gasoline is very much expensive in our country. [DS: Mmhmmm.] So it is really the problem in our country. [LT: Yeah.] [DS: Mmhmmm.] Uh, transportation costs. [DS: Okay.]

5. LT: Yeah. We’re uh, I’ve learned a lot from Mr. Go as we go along and do these visits about uh meat quality and uh, and environmental issues with the connected with raising meat and so on, and I, one of the things that you’ve been doing all your life here, I guess, is dealing with those...[DS: Mmhmmm.] Issues, trying to raise the right kind of pork for the market. [DS: Mmhmmm. Mmhmmm.] And how to how to be environmentally
friendly and stay healthy and [DS: Uh huh.] Keep you hogs healthy, and all that stuff. [DS: Yeah, yeah, right.] Dispose of the manure and [DS: Mmhmmm.] All of it in a reasonable way. [DS: Mmhmmm. Mmhmmm.] It’s one of the reasons I wanted him to meet you. [DS: Okay.] You’re an expert. [TG: Ha ha ha] Whether or not you know it [DS: No, no.] You’re an expert.

6. DS: We’re, we uh we do it kind of the old fashioned way, you know, the they used to do this a lot to farrow out in the pasture and out in the open, and so forth. And we have older buildings that we’ve uh remodeled and used to finish. And it’s not the most efficient way, but the cost is so low you know. [TG: Hmm] That’s one of the things that’s… So, uh we’re not, you know, we don’t look very pretty, but uh. Like you visited uh the Helland’s new finishing unit out there. Now that’s that’s the latest in technology of swine there. Those guys are doing a good job. [LT: That’s nice. Very nice.] And Mike does uh artificial insemination [LT: Right.] He probably told you that. [LT: Right.] And he just does an excellent job. [LT: Yeah.] So. Well they do good good work. [LT: Yeah.] Uh...

7. LT: Well you make your system work, too, I mean there’s...

8. DS: Well, we try to. It isn’t [LT: Ha ha ha] Uh, you know it’s not uh, we have problems like this weather, for example, it’s uh, we we got along pretty well this [LT: Yeah.] Sun, but you know how the wind was blowing Sunday it was so [LT: Yeah, yeah.] But you recall that blizzard we had in 1970, April 8th and 9 [LT: I wasn’t here for that] Okay. But it was a horrible thing. [TG: Uh huh.] And the people in southern Iowa especially, well, well some of the people in north of here were still putting turkeys out in the open [LT: Oooh] and they had turkeys out there and they lost thousands of turkeys. And then [LT: Yeah.] Southern Iowa uh were calving, those people were calving, and they lost a lot of calves. It’s natural for the cow to go down in a lower area it’s where it’s kind of protected, but then that kind of covered up with snow and they lost lots of calves. Well, and North Dakota’s experiencing that now. [LT: Uh huh.] [TG: Mmhmmm.] So, uh [LT: Yeah.] That’s the biggest thing, the problem we have is the weather. [LT: Yeah.] [TG: Mmhmmm.] But then there’s days when it’s a real joy to be out there [TG: Mmhmmm.] You know. [LT: Yeah, yeah.] With those sows and stuff, so [LT: Yeah.]

S-A.2 Uncertainty in agriculture in Japan and Iowa WC: 723

S-A.3 Nelsgaard farm history
1. DS: Um, I don’t know just what you want to know, what I can tell you, but uh, Might mention a little bit of the history of the farm [TG: Yeah, thank you.] Uh uh Shirley’s great this is Shirley’s family farm. [TG: Mmhmmm.] And her great grandfather came to this country from Norway [TG: Mmhmmm.] When he was eight years old. [TG: Mmhmmm.] And his family settled in Illinois. [TG: Illinois.] Near Chicago. [TG: Mmhmmm.] I know. Mmhmmm.] And he was involved in the Civil War for [TG: Mmhmmm.] Three years. [TG: Oh really.] And uh after that he came to this area and homesteaded this place in 1866. [TG: 1866.] Yeah. [TG: Okay.] And uh at one time he owned over 2000 acres in this area. [TG: Mmhmmm.] He was quite a guy. [TG: Ha ha ha] He did a he did a lot of different things. He was an auctioneer, and a horse-trader, livestock trailer,...[TG: Uh huh. Uh huh.] Trader, farmer, and so forth but very very successful. [TG: Mmhmmm.] And uh so. But anyway, during the Depression, why, of
the thirties, they lost this farm and all the other uh land that they had. And uh Shirley’s grandparents lived here and then her dad was the doctor you know and (LT: Mmmmm.) They managed to buy it back from the insurance company. (TG: Mmmmm.) And um 30 that was about 39, and then in 41 or 42 he was drafted into the army. (TG: Uh huh.) I think he got a loan from uh one of the Hubbells in Des Moines [LT: Mmmmm.] To get uh, [LT: Oh. Fred Hubbell’s] Yeah. Yeah [LT: Great grandfather, or something.] Yeah. Um. Then he went to whoever—one of the Hubbells, and asked for a little lower interest rate since he was going, and they, they uh agreed to do that, which I though was pretty compassionate of them, to [LT: Mmmmm.] Lower the interest rate since he was going to be in the service. So they bought it back from the insurance company and it’s ah, we just have the two quarter sections, though. And Shirley and I have bought this little farm up north here a hundred and forty acres. [LT: I remember that.) And then uh where Anna Hemmingsen lived down there. [LT: Uh.] Ten ac—well, there’s twenty-six acres [LT: Right.] Down there. The creek runs. Anyway.

2. LT: Kurt’s uh grandma on his mother’s side, would that be?

3. DS: Yeah. Hanna Hemmingsen, right, it’d be Frieda’s

4. LT: Frieda’s mother grow up right there?

5. DS: Freeda’s yeah. And uh yeah, yeah. [LT: Mmmmm.] And when I, when Shirley and I came here in ‘54, 1954, uh they were feeding cattle. TG: Uh huh] Around 300 head a year. (TG: Mmmmm.) And we just gradually phased that out and and got into the pigs (LT: Yeah.) And uh been in it every since. (TG: Mmmmm.)

S-A.3 Nelsgaard farm history WC: 489

S-A.4 Comparison of family and corporate hog farms

1. DS: And we don’t you know we don’t raise pigs like some of these big operators. I just last (ahem) last Saturday night I met a guy up near Jewell I’ve known for oh, 20 years. Uh, his name is Lyle Greenfield. [TG: Mmmmm.] And he and his family have thirty-five hundred sows up there. This is a this isn’t this isn’t connected with a big company. (TG: Uh huh.) (LT: Uh huh.) This is a family operation. (TG: Oh, really?) [LT: Three thousand five hundred?] Thirty-five hundred sows.

2. TG: Thirty-five thousand, sows? Ha ha ha, this is very important point/

3. LT: Thirty-five hundred.//

4. DS: Thirty-five thirty-five hundred (TG: Ah, thirty-five] (LT: Hun—] (TG: Thirty-five hundred yeah] Sows. [LT: Yeah, yeah.] (TG: Sows?] [LT: Yeah, yeah.] They used to they used to do the pasture system, [LT: Really?] [TG: Uh huh.] But they’ve moved everything inside. [TG: Uh huh.] [LT: That’s a big number.] [TG: Yeah.] If you’d like to visit there, you know, they uh they welcome visitors if you’d like to. They’re up north about a hundred miles. [TG: Oh really.] Yeah. Jewell, Iowa. [LT: Yeah.] But, uh, he’s a terrific man. [TG: Oh, really.] They’ve been they were involved with uh Farmer’s Hybrid quite a bit. They haven’t been new but they had an open house one time and the uh the CEO of of uh of wuh of uh Farmer’s Hybrid was there and he, he gave a little talk and he kinda jokingly said to just imagine that the the Greenfields raise enough pork to supply the whole country of Israel. [LT:
Mmmmm.] {TG: Mmmmm.} Ha ha ha, 'Course, they don’t eat much pork! {TG: Ha ha ha} {LT: That’s right, that’s right.} Anyway, but eh you know I remember that remark he made, but {LT: Yeah. Yeah.} Just super people.

{LT: Mmmmm.} They lost a in a seven-year-old grandson er granddaughter two years ago from cancer and that was a pretty hard thing for ’em. But anyway. Good, good people. {LT: Yeah, yeah.} But there’s a lot of of you know family operations you know {TG: Mmmmm.} {LT: Sure.} aware of that, do a good job, so

5. LT: You know what what do you think’s going to uh happen with the uh the corporate hog farming and the families’ farms that are going to, that are trying to make it, do you—how’s that all going to work out, hm?

6. DS: I uh, that’s that’s a question we’re all struggling with right now you know, you hear uh the extension people and some of the Iowa State people say that the family farm, the efficient family operation sg--will survive. [LT: Mmmmm.] And I would, I went to a meeting recently, well I belong to the extension service uh swine enterprise record-keeping system [LT: Mmmmm.] And uh Tom—I can’t remember his last name, but he spoke and he kind of analyzed the the records. [LT: Uh huh.] [TG: Mmmmm.] And he talked about the top third, the middle, the average, and the bottom third, but he said the top third, uh the big the big operations. [TG: Mmmmm.] Would are very would be very envious of this kind of production [LT: Right.] [TG: Mmmmm.] Of this efficiency. [TG: Mmmmm.] [LT: Right.] ‘Cause they can’t do it with with their hired people, and so forth. [LT: Uh huh. Yeah.] So, [LT: Yeah.] I don’t know. And I’ve talked to a a a retired veterinarian friend of mine that lives in Paullina and he’s—and uh, we talked about this too, and he said, “I think it’s going to go the same way as the cattle business and the poultry.” [LT: Huh.] [TG: Mmmmm.] And that that area up in there has changed dramatically [TG: Mmmmm.] Since he practiced uh veterinary medicine up there, so

7. LT: So, so he's saying that the the family farmer can't make it.

8. DS: Yeah, that's [LT: Not at all.] Eventually, eventually. [LT: Yeah.] Now, there c-- they're people that disagree with that. [LT: Mmmmm.] I, I don't know what what to say. [LT: Yeah.] But, uh, it certainly


10. DS: Yeah. [LT: Yeah. The—that means something.] But it’s, you know, it’s it’s a struggle. And one thing that really bugs are the repair bills that we get on stuff, certain things. [LT: Mmmmm.] You know, like Lee’s pickup. He spent [LT: Mmmmm.] $2000 putting a new er rebuilt engine in that, and [LT: Mmmmm.] Whew, some of these repair jobs. [LT: Mmmmm.] And we spend on just rule of thumb around here, ten to twelve thousand dollars just just for repairs. [LT: Mmmmm.] And, uh, '93, I don’t know if you remember or recall uh, '93 we had a flood in this area [TG: Uh huh.] I mean they call it the real wet year. And of course, that that was the worst year we’ve ever had outside with pigs. [LT: Mmmmm.] That was an ugly year. [LT: Mmmmm.] And we spent $4000 just for rock [TG: Mmmmm.] Going out, you know to [LT: So you could move around] Yeah, yeah get to the pens. So [LT: Wow. Yeah.] And last summer we were paying $5 for corn. [TG: Ha ha ha] That was unusual, too, you know. [TG: Ha ha ha] [LT: For your feed] But, uh
11. LT: Do you buy all your feed?

12. DS: No, we raise about half the corn that we use, and then we buy the balance. [TG: Uh huh.] [LT: Yeah.] So. But uh even with the the high cost of com we still did a little better this year, or last year [TG: Mmhmmm.] Because, uh the market was pretty favorable. [TG: Yes.] [LT: Yeah. It wasn't a banner year, but. [LT: Mmhmmm. Yeah.] I think, um I don't know if you mentioned to Dr. Go about uh Peter Hoffman and his uh Berkshire [LT: I didn't.] Pigs. Okay. [LT: I think you mentioned it on the phone the other day.] And uh we understand that you like the Berkshire [TG: Yes.] Okay. Well there's a [TG: In our country.] There's a fam—well, it's the Dr. Peter Hoffman is a a professor in animal science at Iowa State [TG: Uh huh.] And he has a Berkshire herd. [TG: Oh, really.] [LT: Mmhmmm.] And uh I don't think there's anyone in this area that I know of that that raise them and and you know for market. [TG: Mmhmmm.] But, uh, he would know something about that. [TG: Mmhmmm.] I don't know if you'd want to visit him or not [TG: Yeah.] But he's another person...

13. LT: Does he sell, uh, semen, then, or or breeding stock?

14. DS: I uh I don't know. I don't know if he does or not. Now, the Swine Genetics in Cambridge might sell semen. [TG: Mmhmmm.] [LT: Mmhmmm.] I don't know if they've got any Berkshire there or not, but [LT: Mmhmmm. Yeah.] That's interesting, that's another little... [LT: Yeah.]

S-A.4 Comparison of family and corporate hog farms WC: 1172

S-A.5 Japanese market meat preferences and market supply

1. TG: Yeah, that's true. Now, let me explain about the Japanese market situation. Ah, in our market, uh maybe you are surprised, uh yeah such kind of marbled product, yeah fat-rich, yeah, bad for the health, but, uh a little bit tasty. [DS: Uh huh. Sure!] Our product taste very much appreciated in our country. Uh, I think that was based on our habit for eating. Ah, yeah, in your country, I believe, uh meat is basically the main, used as the main dish. Ah, but our country, our main dish is rice. [DS: Sure.] Uh, rice don't have a fat. So we eat the meat as a second, or side dish. So that's a, that's a very important point to understand our culture or our our eating habit for meat. [DS: Mmhmmm.] So that means uh yes, uh in my point of view, in the near future, or in uh also in the far future ah our meat consumption never reached a level um ah implemented in in United States or Southwestern countries because our main dish is traditionally rice. And yes now this trend is a little bit changing. But, uh although in the future, uh that uh that is a cul—uh I think that is really a culture for [DS: Mmhmmm.] For our Easter—Eastern people. O—O—Oriental people. [DS: Mmhmmm.] Uh so, that might not be changing in the future. So, the amount of the consumption itself, ma... is not uh is not re—um oh no no, uh does not register the level oh no no oh no excuse me. Ah, the level of our consumption will not reach the level uh that now the United States eats. [DS: Mmhmmm.] Uh, that's a point of view. But others say that. Uh, we very much appreciate uh the fat-rich product, or uh in other word, tasty product. [DS: Yes. Yes.] Uh, so, uh that the reason why uh we import the yes so-called value added added and yeah, relatively expensive uh products from United States. [DS: Mmhmmm.] Uh, I very much surprised the fact and, and yes this this might be true. Uh concerning the prime beef you know the prime grade beef, uh produced in United States. Around
60% of the prime grade beef is exported to Japan. [DS: Ah, ha ha, is that right?] Yes. I heard, and yes [DS: Mmmmm, Yeah Yeah] And professor in Iowa State University agreed that ah, yeah, he told me that. Yeah, I don’t know the real number of the real percentage, but uh I don’t feel strange about about all that that figures. [DS: Mmmmm. Mmmmm.] And, and yeah, so yes that may be you are very much surprised of the fact. Yes. This is the fact and so, [DS: Mmmmm.] And and so such kind of product is very much appreciated. [DS: Mmmmm.] Uh, and uh concerning the beef industry, uh I’m very I’m relatively umm optimistic for the future relationships of the United States and Japan. [DS: Good.] Yeah. Because uh concerning the beef itself, uh the United States is the largest producer of grain-fed beef, uh of the [DS: Yeah.] International market. [DS: Mmmmm.] And we, uh we are very much demanded for the uh yeah oh oh no no, we are very much appreciate uh for the uh grain-fed beef. And especially for the very much marbled grain-fed beef. [DS: Yeah.] And, and but as you know uh unfortunately I would say, concerning the pork product, now the United States industry is running for much leaner [DS: Yes.] product. [DS: Yes, yes, yes, that’s what happened.] Yes. Uh, so, yes such kind of improvement might be occurred in the future uh that means the decrease of the competitiveness encouraged in your market [LT: Mmmmm.] ah, concerning in our market. [DS: Mmmmm.] So, yes uh the direction of the improvement in this country is unfortunately on the opposite side of our demand. [DS: Mmmmm. Mmmmm.] So, it’s very difficulty for us. [DS: Yeah.] And, uh, and to explain to the person working for the industry, also uh [DS: Mmmmm.] Yeah because they don’t uh basically they don’t know the fact. [LT: Yeah yeah.] [ DS: Yeah.] Uh, so um eh we have a and also we do we have a very difficult program for tariff, tariff system in our country. We have really a uh yes. that’s like a source gate price system uh implemented in European Union. That’s right. [DS: Mmmmm.] Yeah that means uh the the cheaper, the cheaper priced products have to have to pay a a much amount of uh duty and higher-priced products don’t have to pay so much duty. [DS: Mmmmm.] Uh, su such kind of system.... [DS: Mmmmm] implemented in our country. [DS: Mmmmm.] And, yes and the United States um the uh the uh the one oh no no excuse me, the the person working for the United States industry uh sometimes complains about the fact in our country. Uh, uh for this and yes I agree, that fact, but ah, at the same time, Uh, the difficulty for the United States have its quality itself. Uh, maybe you are s—you are surprised of the fact that uh our main import source is Chinese Taipei, not United States. [DS: Mmmmm] Uh the cost of the Chinese-type meat uh very expensive compared to the United States. [DS: Mmmmm.] But, they produced very marbled and tasty pork. [DS: Oh!] So that’s the reason why they can export to our country. [DS: Okay.] They still have certain market share in our country. [DS: Mmmmm.] So, if uh in the future our market might be get fully liberalized. Uh, I’m very much pessimistic for the future of the United States. [LT: Mmmmm.] Pork industry in our country. [DS: Mmmmm.] Yes, uh United States maybe uh expand the market share but United States might not dominate the Chi—uh Chi—uh, the Chinese Taipei’s market. [DS: Mmmmm.] [LT: Mmmmm.] Ideal export. Because they produce the really fat-rich, tasty pork. [DS: Yeah. Yeah.]

2. LT: Yeah. Which is, as Clark Helland said the other day, we’ve been trying for 20 years to to get a leaner animal. [TG: Ha ha ha] [DS: Exactly.] And, uh you know that was the first thing he said, and he’s right. [DS: Yeap.] We’re we’re producing for a market that wants a lean [DS: Yeah.] Animal,
and and now our export markets aren't all wanting the same kind of {DS: Product} Product that the our domestic market wants {DS: Yeah.} So we're in kind of a pickle in a way. {DS: Yeah. Yeah.} Uh

3. DS: Well, that's one of the thing about agriculture now, we're gonna have to--they talk about even grains [LT: Mmhmmm.] They're gonna have to produce grains for a particular market. [TG: Mmhmmm.] Like different kinds of corn [TG: Uhmnmun.] [LT: Mmhmmm.] You know, and and [LT: High oil corn ????] Yes! That we di--we raised some of that this this year and yeah, there's white corn and all different kinds [LT: Yeah.] And, uh, just like their pork you know and uh [LT: Right. Right. Right.] It's it's changing [LT: Yeah.] Ha ha ha.

4. LT: Do you see any movement when when buyers come out here? Do they ever talk to you about, well, we need, sometime we're gonna need a load of uh, you know a little fatter animals, or or you know a little different genetics so that we get a little more marbling or any of that kind of thing? Is there any interest from the packer yet? [DS: No. We've never] [TG: Oh really!] Never heard that. [LT: Not, not yet.] Never heard that. Yeah. If there were a a big demand you'd think you'd hear start hearing that from the packer, wouldn't you?

5. DS: Yes. Yes. Yes, that's right.

6. LT: Yeah.

7. DS: Now, this situation in Taiwan has had a kind of a in-- [TG: Yes. Hoof and mouth disease as you know] Yeah. We've been thinking that that'll help our market, you know, for for a year or two. [TG Yes, I agree. I agree.] [LT: Mmhmmm.] For a while, [TG: Yes.] But it won't last forever. [TG: Yes.] LT: Right.

8. TG: And, yes. But, at the same time uh, yes, uh the replacement or the possibility of the replacement of the Chin..., the Taiwanese uh supply uh--no no no excuse me--replacement oh no no replacement for the Chinese market sho--no no the Chinese-Taipei share uh for the United States no, the possibility of the United States uh over... not overcome, to replace the market share of the [LT: Right.] Chin--uh, the the Taiwan [DS: Mmhmmm.] Yeah, it is really possible. Uh, but the completely, oh no no the complete uh replacement is, in my point of view, that is impossible. Uh, because uh there's still a really uh difference of taste. Uh bet--uh between the Chinese uh in between the Taiwanese products and the United States products. [DS: Mmhmmm.] Uh in our wholesale market, I dare say. Uh, yes, as you know domestically produced product is very much appreciated. [LT: Mmmmm.] And count--uh it, and if its price is uh set as uh yes, for example, 100, uh the the part of the Chinese-Taipei is around 90 for such kind of such animal. But unfortunately uh the United States product um product is appreciated it's only around seventy or seventy-five its parts. [LT: Mmmmm.] It's part. [LT: Mmmmm] Yes. Uh, that's really fact. That's really the fact.

9. LT: Seventy, seventy-five percent, or of the local product.
10. TG: Of the domestically produced for US pork price.// [LT: Mmmmm.]
Ah, in wholesale market. [LT: Mmmmm.] Yes. Uh, that's very a typical
issue

11. LT: And this is for supermarkets, not for the

12. TG: The wholesale market. And also in supermarket. [LT: Right.] Uh, that
that share might not be changing. [LT: I see.] {DS: Mmmmm.] Uh, that's the
reason why, uh the marbling or its taste. [DS: Right.] {: Mmmmm.] Very
simple. And uh this this also a good example. Yes uh we have a Berkshire
breed, ah purely Berkshire breed, um eh uh pork in our uh in the southern
part of our country. [LT: Mmmmm.] And that pork was uh yes that
breed was a Berkshire pure Berkshire originated from England, not from
the United States. [LT: Mmmmm.] Uh so, that was really fat-rich. [LT:
Mmmmm.] And very slow growth [LT: Uh huh.] And it... But, uh in
supermarket, uh the pork produce such kinds of purebred Berkshire was
sold around 50 percent higher price. [LT: Aahhh.] Than the domestically-
produced regular pork. [LT: Oh.] Not 15, but 50. [LT: Wow.] {DS:
Mmmmm. Mmmmm.] It's really the fact. Yeah. [LT: Much bigger price.]
{DS: Yes.] So, this is also very good a good example how our market isn—
yes our market uh appreciated price, but yes, uh such appreciation is much
smaller than the United States. [LT: Right.] Uh, our our mar—market is is
very much appreciate for its quality [LT: Right.] Or and taste, and at
the same time freshness. [LT: Right.] {DS: Mmmmm.] Uh, as concerning
the freshness problem, yeah, this is this is not uh the example for the meat,
yeah meat market, but this is for the dairy market. Maybe you're surprised
of the fact that if once uh the packed a packaged drinking milk was
overnighted in supermarket—once overnighted [LT: Really?] Uh, that price
was reduced 20% [LT: Wow.] For the next day.

13. DS: I didn't, I didn't quite understand that.

14. TG: Yes, yeah oh, yes, yeah we can see the um the uh various stage oh no
no. If some kind of uh packaged milk {DS: Mmmmm.} Was uh carried to
the the supermarket once and sold at that date. {DS: Mmmmm.] [LT:
Right.] And, and yes and some kind of product were not sold ee—uh
within that date. And once overnighted to next day. That price was
reduced more than 20%. {DS: Okay.] [LT: Yeah.] Now if such li... [LT:
Yeah.] such kind of treatment might not implemented {DS: Mmmmm.] Uh
such kind of product might not sold {LT: Mmmmm.] Oh no never,
customer never buy such kind of product..... {LT: Mmmmm. Mmmmm} in
our country. {LT: Right.] And dating drink is strictly demanded. {LT: Right
Ha ha ha.] For (laughs) for our countries. Uh, and consumers union are
very much concerned about the fact.

15. LT: So so the the uh people who buy groceries in the supermarkets are very
freshness/


17. TG: Yes. They're freshness conscious./ /

18. LT: How do you indicate the date on uh fresh meat?(TG: Uh) Is there a a
stamp of...?
19. TG: Yes. Uh, yeah right [LT: On it?] Here in the United States [LT: Yeah.] Package date itself [LT: Package date. Yeah.] is ah, is described. [LT: Right. Okay.] Uh, so concerning the meat product, ee-uh, such kind of treatment is really difficult. [LT: Right. Right.] Uh. But, uh, on a wholesale, on a wholesale basis, or a trading basis, uh and the sh—so for the shelf life, is very much important. [LT: Right. Right.] So. [LT: Yeah.] It very difficult. [LT: Yeah.]

20. DS: What what is your your annual consumption of of the different meats ah...?

21. TG: Okay. Let me explain. Okay. Concerning the uh yeah our market share of the meat itself around 30% is beef. Around 40% is pork. And around some less around 30% percent is chicken. Not poultry I dare say because we don’t eat turkey, we scarcely eat turkey. [DS: Oh, okay.] So, almost always chicken.

22. DS: And a certain amount of fish, too, I

23. TG: Oh yeah, concerning the fish, uh it’s it is very large share in our country. Let me uh explain the nutrition part, itself. Uh I suppose, in United States, concerning the um protein, uh protein supply, around around six—oh no, around 70, or more that 70% is from animal products. [LT: Right.] And around 30 or less than 30% is from protein—oh, no no excuse me—plant product or such kind of product. [DS: Mmhmm.] But in our country, concerning the protein supply, around 50% [DS: Mmhmm.] is from plant. [DS: Mmmmm.] Uh, mainly from soybean and rice. [DS: Mmmmm.] And rest 50% uh yeah that’s from the animal, or uh animal and fish supply. [DS: Mmmmm.] And in that mar—uh yes, I take it in to 100%, for 50%, Around 60% of our, mmmmm, protein uh supply is from seafood. [LT: Ohhhhh.] 64% [DS: Mmmmm.] And only 36% is from livestock. [LT: Ah.] Including dairy products. [DS: Mmmmm.] That they are very the difference between [LT: Big difference, yeah.] In our countries.

24. LT: We don’t eat nearly that much seafood.


26. LT: Yeah, that’s interesting.

27. TG: Uh, yes. That is really the history of our uh country. And, yeah as you know recently, the fish price is very expensive in our country. [LT: Ha ha ha] [DS: Mmmmm.] So, now the um the share, the share of livestock uh is expanding year by year. [DS: Mmmmm.] Uh but still its amount is very small. Yeah because, uh because of the nutrition part, as I explained to you. [DS: Mmmmm.] So, mm, it’s very the difference between United States and our country. And this is a very uh uh interesting example, I think. Uh in European country, I suppose, uh Sp uh Sp Spain, Spanish uh are the smallest consumer uh of meat, I mean, uh because they eat so many fish. [LT: Mmmmm.] Um [DS: Mmmmm.] And if in in the future, uh if our consumption, ow—our meat consumption might expanded so far, uh the ceiling of our meat consumption is close to the the uh consumption of meat in Spain. [LT: Mmmmm.] Yes. [DS: Mmmmm.] That’s very good example. [DS: Mmmmm.] And and consumption of uh the meat consumption in
Spain is around 40% of the consumption in the United States. [DS: Mmhmmm. Mmhmmm.]

28. LT: So, Japan’s meat consumption is not even as much as the consumption in the country which consumes the least [TG: Mmhmmm.] amount of meat in Europe. [TG: Yes. Right.] Which is even less than that [TG: Yes.] of the United States. [DS: Mmhmmm.]

29. TG: Yes. That’s very good example. [LT: Yeah. Huh.] Now, so, um yes, I am very much confident of my belief in such means. So but so mm yes I yeah I’d like to explain to the uh yes oh no no I’m ex—oh no, uh yes. When I visit the uh various place in the United States uh yeah I usually explain the fact that yes until now, United States meat industry is longing for basically for the United States domestic industry itself. But, [LT: Mmmmm.] Because a country changes there is another demand—this is very important point. And so—uh some packers, I dare say, is longing for um changing our markets by the United States. Uh, if that is possible they don’t have to uh, make effort to to another sector. No. But if uh, from my point of view, uh that is very impossible. [DS: Mmmmm.] And uh such kind of um treatment might be fu—failed in the future. So, if possible. Yes, I know, and I know that United States is larger, um the largest uh supplier of uh red meat uh all over the world. [DS: Mmhmmm.] And, we have to import yes I guess say we have to import because we don’t have so small uh we have very small land. So we can’t manage by ourselves for the lifes of products. So we have import uh from foreign countries for something to eat. [DS: Right.] So, if possible, mm Uni—Uh, United States uh in the future United States can produce the the meat product that is very much suit for our demand.[DS: Mmhmmm.] And, such kinds of market, uh, the price itself is not so important. Yes, it is still important, but the most important thing is the taste and quality and marbling. That very much different from the United States. [DS: Yeah. Yeah.

30. LT: I, I’m curious about something now. Uh, if, let’s say, a packer [TG: Mmhmmm. Mmhmmm.] In this country uh took this seriously, and they said okay, we’re we’re going to start [TG: Mmhmmm.] Producing a product for uh the export market. [TG: Mmhmmm.] And that includes Japan. [TG: Mmhmmm.] What other countries [TG: Mmhmmm.] Markets are similar to the demands of the Japanese consumer, in other words [TG: Aahhh, yes] How many countries [TG: Mmhmmm.] Could Excel or IBP market to with with a similar product?

31. TG: Yes. That’s very gu—eh, very good question. Yes.

32. LT: I want to// Very good question, yes. Uh our country is very typical, also in uh oriental countries. I heard that Korea market, they don’t uh, uh compared to our markets they don’t appreciate its quality. Uh compared to our country. [DS: Mmmmm.] They don’t they don’t take care as uh, they they don’t so much take care [LT: Mmhmmm.] Uh, uh its quality compared to our country [DS: Mmmmm. Mmmmm.] [LT: Mmhmmm.] Uh but I believe they they still have a habit to eat the meat as a side dish, I think. [LT: Mmmmm. Mmmmm.] So, fat-rich product [LT: Okay.] Is appreciated. I I’m very much confident that fact. [LT: Okay. Okay.] Uh, in Oriental countries [LT: Right.] Such kind of product is very much appreciated. [LT: Right.] And, in Chinese Taipei, [LT: Okay.] Uh, Taiwan. Uh, such kind of product is now very much appreciated. [LT: Right.] And, also, Hong Kong,
or Singapore, [LT: Right.] Or, I guess, uh in in the futures market the
Phillipine, Malaysia, [T: Mmmmmm] or such kind of, or [LT: Mmmmmm.]
Thailand [LT: Mmmmmm.] Uh, such kind. I, I am very much confident that
well-marbled products might be uh very much appreciated.

33. LT: Right. So now it it starts to look like a pretty big market, after you
start [TG: Yes.] LT: ii—If you start putting [TG: Yes. That's right.] Um, the
cultures together that appreciate [DS: Mmmmm.] [TG: Yes, so] The more,
the the fattier or the redder meat [TG: Mmmmm.]
S-A.5 Japanese market meat preferences and market supply WC: 3408

S-O.2 Coffee talk
1. DS: Would you some coffee or tea if Shirley would fix it?

2. TG: Uh—oh

3. DS: Coffee or tea, er?

4. TG: Oh, yes, everything is acceptable Ha ha ha!

5. DS: Excuse me...

6. LT: I'll have the same. Anything is fine.

7. DS: all right. Okay.

8. LT: I'll have the same. Yeah.

9. DS: Excuse me.

10. LT: Yeah.

Tape is turned off here while coffee is served.

11. DS: Dr. Go, Shirley.

12. Glad to know you.

13. LT: Uh huh.

14. DS: She's lived all her life in this house.

15. TG: Ha ha ha

16. LT: Ha ha ha

17. Mostly.

18. LT: Mostly. (laughs)

19. You'll drink some coffee?

20. LT: Sure, I'd...

21. Coffee?
22. TG: Yeah. That’s okay. Thanks.

23. Okay.


25. TG: Yeah.

S-O.2 Coffee talk WC: 118

S-A.6 Swine genetics traits and research

1. DS: Several years ago, university and the the I—well, Iowa State University
   {TG: Mmhmmm.} And Illinois purchased some breeding stock from China.
   {TG: Oh, really.} Yeah, for research purposes, and I don't know
   whatever {TG: Oh.} Became of that. {LT: I remember that} They were, well,
   they have lots of desirable traits, like uh disease resistance and {TG:
   Ahhhh} Large litters, and so forth. But uh one of the problems, you
   mentioned slow {TG: Mmhmmm.} Uh {TG: Uh huh. Slow growth.} Slow
   growth. {TG: Uh huh.} And that was one one ???? {LT: Yeah.} And I think
   they did some cross-breeding with them, but I don't know whatever
   happened {TG: Yeah.} To that project. {TG: Yeah.}

2. LT: What was the name of that breed? Do you remember, Dick?

3. DS: No.


5. LT: Min—min—I remember that, Minsham?


7. LT: I remember that name.

8. TG: Yes. Minsham.

9. LT: Yeah.

10. DS: Eh.

11. TG: Uh, they follow a lot of, uh they follow a lot of uh uh {DS:
    Mmhmmm...} Their child. {DS: Mmhmmm.} Yes. Uh once uh uh yeah one
    farrowing. {LT: Right.} {DS: Mmhmmm...} Yeah, I suppose, yeah. Uh if it is
    uh if in the case of uh many ca—uh of good times, uh yes, around 16, or
    such kind of {LT: Wow.} Yeah. {LT: 16 pigs.} Yes. {DS: Ha ha ha}

12. LT: That’s a big litter. Could you handle that, Dick?

13. DS: No! Ha ha ha. No, that’s a that’s a big litter. We’re happy if we, uh
    {LT: What’s your average?} Well, uh, we’re we can live if we wean eight
    pigs per litter. {LT: Eight} {TG: Oh. Wean. Yes.} And we’re we’re in our
    situation here. {LT: Yes.} {TG: Mmhmmm.} I can do that. Now Lee did that
    last year. He was, he did real uh he up well we’ve had a a problem with
one uh scour, we call it a roto-virus. {TG: Roto-virus I know.} Okay. All right. Well,

14. LT: You’re talking to a vet here now.

15. DS: Okay. {laughs}

16. TG: I am specialized for virology. {LT: Ha ha ha}

17. DS: But he updated and I kind of hung back on that but did you know he saved more pigs with that {TG: Yeah.} That that hurt us more than we re—realized {TG: Mmhmmm.} Realized, I think, so we’ve been pretty religious about keeping that up, and uh {TG: Mmhmmm.} That that really helped.

18. LT: What where does that hit you in in uh health of the newborn pigs, or reproduction, or?

19. DS: Yeah, well, yeah, maybe a week or two after they’re, when they’re two or three weeks old {LT: Oh, yeah. Oh yeah.} Is when it was hitting us, yeah. {LT: Oh.} {TG: Mmhmmm.} So. {LT: Really.} Um.

20. LT: So you’re happy with eight. That’s that’s good, to wean eight.

21. DS: Yeah. For us. For us. {LT: Good.}

22. DS: Now I don’t—excuse me uh. This particular breed you mentioned uh from China—is that the breed that has the marbling and so forth that you like.

23. TG: Ah, yes muh—maybe oh no not maybe, yes {DS: Okay.} They have, they have, fat, yes, uh, yeah our country also imported uh, uh such kind of breeds. Nation, nation breeds {DS: Mmhmmm.} From China ten years ago. {DS: Mmhmmm. Mmhmmm.} Uh, to improve the yes uh the farrowing number or weaning number. {LT: Right.} Uh, but I heard that uh such attempt have failed because {DS: Mmhmmm.} The slow growth {LT: Ahhhh.} Of that breed {DS: Mmhmmm.} Or something. Yes. Uh, for the, for yes. For concerning the breed uh the genetic stocks or such kind of uh issues. Yeah, that’s a very usable. Very {DS: Mmhmmm.} Very important to {DS: Mmhmmm.} {LT: Yeah.} Keep such kind of breed. But, yes uh na—uh in in a cer—oh no no in a in a current situation, uh, such kind of breed is not so useful. {LT: Mmhmmm.} Yeah. And, yes, the result is yes, Berkshire breed is much better. Ha ha ha.

24. LT: Do you have any uh, there’s no there’s no Berkshire traits at all in any of your {DS: No.} Animals, then wh-what do you use, mostly, in their genetics?

25. DS: Well, they’re crossbreds, with, uh I been using the uh {TG: Black and white? Black and white?} Well, that’s that’s in the rotation there somewhere, but I {TG: Uh huh.} We get we get boars that are crossbred boars. And we had {TG: Crossbred boars.} And uh in the past we used the straight line or the purebreds {TG: Oh, really.} But they didn’t seem to hold up as well in our environment, so we tried these and uh we had less problems with with the crossbred. They just seem to me more
26. LT: What what breeds are all [DS: Well] included in there?

27. DS: Oh, there's Duroc, and Hampshire, and some Whites, you know [TG: Uh huh.] Uh, probably Yorkshire more than anything. [TG: Yorkshire. Uh huh.] Yeah, they're they're closer. I think that's they're pretty close to a the wh—large white. [TG: Uh huh.] [LT: Mmmmm.] Um, I don't think those Bershires were in there.

28. LT: Those were the ... three main breeds then, the Durocs, [DS: Yeah] Hamps, and York.

29. DS: Yeah, and then there's some Spots. We see some of our pigs carrying some spots. [LT: Spot. Yeah] [TG: Mmmmm.] But, uh those are the main ones. [LT: Yeah, okay. Yeah. Yeah.] [TG: Ahh]

30. DS: Now Lee, Lee went to a a White breed this last time. He bought some, uh they call them Seegars. I think they're a breed that came from England [TG: Uh huh.] Or Juh—or Denmark, or something. [TG: Mmmmm.] But, uh, they got along just beautifully until about two months ago, and they broke, a lot of them broke with pneumonia. Now I didn't have [LT: Mmmmm. Mmmmm.] I didn't have any [LT: Mmmmm.] I had a little cough in some of our pigs, but [LT: Mmmmm.] He's lost probably four percent of his [LT: Oh really.] [TG: Oh really.] Of his uh [LT: Fat hogs?] Yeah. He lo—yeah. [LT: Mmmmm.] So, it's like (laughs) this last time he uh he just got those last week. He got some Hamp boars and he's going to go back to the straight line again. We're just [LT: I see.] Kind of experimenting here and see what [LT: Yeah] One reason is that the the cost of these boars is about half of what, what the uh [LT: The Seagar?] The Farmer's Hy—well [LT: Oh] And Seegars yeah they're about half that price. [LT: Mmmmm.] So, we'll see. In another year we—we'll have some answers as far as you know [LT: Yeah.] What's what's the best, now, so

31. LT: Right, right. So you're you're thinking that now the Hamp has a little better pneumonia resistance? Is that what you're thinking? [DS: Yeah, yeah.] Does that does that make sense to you?

32. TG: Yes I Agree—I understand. Yes.

33. DS: Well, the colored breed, I still in with our facilities and our environment I still like to have the colored, some colored breeds in [LT: Mmmmm.] In the... And you'll see some of our pigs, they're they're more white than the—we have been, but there's still some colored [LT: Mmmmm.] you know, reds and blacks, and [LT: Mmmmm.] Spots [TG: Mmmmm.] And so forth. [LT: Mmmmm.]
2. LT: What, what kind of um, with your operation, what kind of uh numbers do you see as far as uh, producing a pound of pork? What do you—what do you like to—what’s your goal? [DS: Well (ahem)] average, the [DS: You mean a pound] per pound of pork off, sold off the farm. What what’s, uh, what does it cost you to produce a pound of pork? Well, last year, excuse me, I’ll get my little directory here if I can find that. With that the that $5 corn last year [LT & TG Ha ha ha] [LT: Yeah, the corn was expensive, yeap, yeap.]

3. DS: This is, this is ’95 records, here. [LT: Okay.] [TG: Mmmmm.] Yeah. [LT: Okay.] Yeah. [LT: ISU Swine Enterprise, yeah. Mmmmm.] Uh, let me see here. Cost of... I should remember this. I was asked this question the other day, and I should know.

4. TG: Very much detailed. I’m very much surprised.


6. DS: I haven’t looked this over very well, so I can’t go [LT: Mmmmm.] Right to what you’re asking here, are you ask [LT: Yeah.] The cost of...

7. LT: What’s the cost to produce a pound of pork. [DS: Yeah, and now] I’m just curious, I mean that’s...

8. DS: Sure! Well that’s a good question. [LT: I, uh] That’s a good question, all right. Okay, now this is everything. [TG: Uh huh.] Last year. This is pretty high. This is the highest we’ve ever seen it, right there. [LT: Okay.] [TG: Uh huh.] Now that that includes, that includes uh

9. TG: Family labor’s cost. Total cost per cwt. (100 lbs of pork)

10. LT: Total, uh pork produced. Yeah. [TG: Uh huh.] So this is absolutely everything in there.

11. DS: Everything. The labor, and and [LT: Per hundredweight. Uh. Yeah.] Another thing they have in there’s what they call an opportunity cost and that is [TG: Eh—I know. I know.] Know what you mean, what we mean. [TG: Yes. Opportunity cost.] Yeah. [TG: I know.] And that’s, uh, ‘course I don’t...

End of Side One

12. DS: We didn’t really make too much money on these pigs if you consider that, that opportunity to cross. We just more or less broke even, you see. [LT: Mmm, yeah] But ah...

13. LT: Well, there are a lot of, it makes all the difference as how you define things, you know. [DS: Oh sure. How you count. Ha ha.] And...Yeah, how you count. And you can, you can make figures do a lot of different things. [DS: Yeah, but ah can’t...] It just depends on what’s going in.

14. DS: But you have to be realistic about. This is one reason ah, you know, you should be on records, ‘cause ah you know, you might be foolin’ yourself. You know, yeah. [LT: Yeah, yeah. That’s right.] And it’s, one thing, it’s difficult to get some on these young guys to do this. [LT: Yeah,
yeah.] [TG: Uh huh.] And they don't want to know, sometimes, you know.
Ha ha. [TG: Ha ha] You know...you... [LT: Ha ha. Young farmer's don't
want to know. Ha ha.] Well, they, they...it's tradition to raise pigs and
stuff and...ah so. [LT: Yeah, yeah.] But...no, they've been good. Now one,
one year which was one of the best years we ever had, we made a profit of
$50 a pig, and that's, that's... [LT: That's nice, yeah.] Whew! Well, we had
a lot of income tax to pay and we didn't... [LT: Yeah, yeah. Ha ha.] [TG:
Ha ha.] But, but...that's, that's unusual. [LT: Yeah.] And of course, '92
was a real bad year. [TG: Yeah, for sure.] Now wait, wait. was it '92...or...'94.
'94 was a bad year. You knew Lee was just about...He was ready to quit.
[LT: Was he?] And he's ah young enough he hadn't seen any of these bad
years, and you know... [LT: Right. Yeah, it was hard to take, huh?] But he
got a job part time delivering mail as a substitute. [LT: Oh yeah] And he
said well maybe the farm isn't so bad after all. [TG: Ha ha.] [LT: Yeah.] So...anyway. [LT: Lee, Lee is their son] [TG: Oh, really.]

15. LT: And ah, Lee, Lee's son, Brandon, is the same age as my son.[TG: Uh
huh. Oh, yeah.] They go to school with each other. [DS: Oh yeah] They've
been friends since ah early grades. [DS: Oh, that's right.] I...I don't think
they know each other now as well as they used to. [DS: I don't know
either] It's...they're friends kind of form groups, you know. [TG: Uh
huh.] [DS: Sure, oh sure. That's right.] You have to be in the same group
anymore, but...[TG: Yeah.]

16. DS: I've got some other information here, I don't know how much of this
you'd like to look at but...Um...here's a little book about outside, the gent,
the gentler way sows are in pasture. [TG: Ahhh.] [LT: Yeah.] OK? And ah,
maybe you've seen some of this ah.[LT: ??] This is some research ah that
Iowa State has done in the last couple of years on different projects, so...
[LT: Uh huh. Oh yeah? Oh.] You're welcome to look at those and if you
want to take them with you, I'd like to have 'em back sometime but, if you,
if you want look at that you're welcome to, to take those. [LT: Yeah. That
may be of interest to Dr. Go.] This, this is what they call a life, this is new.
[TG: Uh huh] This is the life cycle swine nutrition. [LT: Mmmm.] And ah,
there's so many things that...I went to a meeting here recently, there's so
many things involved in, in the constructing of of the ration anymore.
There's the temperature and the sex...you know...er...feeding the sexes
separately now. [LT: Oh yeah.] The gilts and the barrows.[LT: Really?] Yeah.
The barrows take less protein.[LT: Oh is that right?] And, and ah they can make, well here we go again... [LT: I didn't realize that.] Yeah.
The the gilts ah if you feed 'em a a higher amount of protein they'll be
leaner, you know. [LT: Uh huh. Ha ha.] [TG: Ha ha.] Ha ha. But
ah...Anyway... [TG: Yeah.] Oh there's so many...And then according, see
according to your genetics, too. That's another thing, see. [LT: Uh huh]
There's so many situ....

17. LT: Depending on the genetic traits you have in your animals you feed...

18. DS: That's right. Exactly. They're leaner. Ours are just kind of medium ones
they call you know. And, ah and what kind of ah.. Now like Mike
Hellend's here with his, his building. [LT: Uh huh.] He would ah...he maybe
ah...make a ration a little bit differently than [LT: Yeah] I would out here.

20. DS: Yeah. So...
S-A.7 Pork production costs and rations
WC: 1207

S-O.3 Family history
1. LT: Thanks, Shirley.

2. SS: I have some cake. Would you like some cake? [LT: Thank You] Cake?
   It's a yellow cake with lemon ah... [LT: Fine, fine cake.] If you don't like it I
   won't be offended.

3. LT: Ha ha. Oh it will be delicious. Ha ha ha

4. TG: Yeah, sure.

5. LT: What, what was her grandfather's name?

6. DS: Andrew Nelson.

7. LT: Andrew Nelson.

8. DS: No, no, no, Martin Nelson.

9. LT: Martin.

10. TG: Ah.

11. DS: Her great grandfather was, was ah... I was just going through the...

12. LT: Because they would, he would be a contemporary of my great great
   grandpa, you know who... The same situation, got fairly wealthy later,
   fought in the Civil War, and... [DS: Yeah] the whole thing. So I'm sure they
   were good old buddies.

13. DS: Sure. Excuse me. I'll get one thing... I just came across here the other day.
    I told you Shirley's great grandfather was an auctioneer... [LT: Oh.] and this
    is the sale... We happened to visit a lady down here by Elkhart and she had
    a copy of this thing. [LT: Oh yeah. Andrew Nelson.] No I... I found this
    over in Tom Cory's office and his aunt had it. Anyway, this was just about
    a hundred years ago. [LT: Yeah. That's for sure.] [TG: Oh!]

14. LT: Andrew Nelson. Yeah. Yeah, look at the price. Well, well they don't
    have prices but, look at the ah... yeah I wish they had the price, well.

15. TG: All sums over five dollars... [LT: Yeah. Ha ha.]

16. DS: Anything over $5 you could, you know, get some credit. [TG: Ha
    ha.] [LT: Yeah.

17. DS: If you paid cash for over $5 you'd get an 8% discount or something.

18. LT: Shoats, shoats were a fat hogs, right?

19. DS: Well, they're a growing pig.
20. LT: Growing pig...growing pig, sure.

21. TG: Growing pig? Ah. This word, it is the first time that I see shoat. Really.

22. LT: Yeah. It's an old term we don't use much. {DS: Nope.} And these would have been draft horses. Probably. {DS: Yeah.} [TG: Oh yeah.] Yeah. 1897. That's...yeah that's 100 years ago. {TG: Yes.} Amazing. {TG: Just, just 100 years. Ha ha.}

23. DS & LT: Ha ha.

24. DS: yeah, here we go.

25. LT: Yeah, yeah.

26. DS: December.

27. TG: Oh really.

28. LT: That's great. Thank you. Yeah, my ah... my great grandfather was ah... born in Norway and, and went to the Civil War from here. {SS: Oh really? OK.} Yeah, and ah... fought at Vicksburg and so on and came back. {SS: OK.} Survived. I don't know how they ever survived that, but... {SS: It was a miracle.} came back and got pretty wealthy, I think.

29. DS: Andrew went to Vicksburg after the battle. {LT: Oh did he?} According to what...

30. Yeah. to help clean up afterwards, yeah. {LT: Oh yeah.} Yeah. there was a relative of mine from Illinois that ah... the two brothers went and enlisted the same day. [TG: Mmmm.] {LT Oh yeah.} My great grandfather and his older brother. {LT: Uh huh.} And he, this older, this other fellow went to the ah, Illinois State Archives and he found just a host of information. He knew everything about where they enlisted, and everywhere they went. {LT: Interesting.} The day they were mustered out. It was really yeah... very interesting. Kind of neat.

S-O.3 Family history WC: 545

S-A.8 Feed cost

1. DS: OK, just to, just to show you how the feed cost, well you know the feed cost is the big item here, {LT: Yeah.} but to compare the two years and how [LT: Uh huh] dramatically that increased. This is 24. {LT: OK.} And then the next...

2. LT: Here's the feed cost in ah which year?

3. DS: '95


5. TG: '95?

6. DS: and ah {LT: OK.} '96, last year, is almost 35. {TG: Oh.} {LT: Oh yeah.} {TG: More than 10 dollars.} Yeah, yeah, see That's why... {TG: Ah hah}

8. DS: That's where I find all our corn cash into play ha ha.

9. LT: One year. Ha ha.


11. LT: Big difference.

S-O.4 Tea and coffee
1. LT:...Well, this coffee is just fine, Shirley. The cake looks great.

2. DS: There's ah some creamer.

3. LT: I take mine black. This is fine here, I don't know...

4. TG: Yes, I also, I also, OK. Yeah.

5. LT: You like yours black?

6. TG: Yes, I like black.

7. DS: We ah (chuckle) we had some visitors from Japan and Shirley thought well they'll want some tea. So she...they'd rather have coffee. Ha ha. [LT: Yeah, yeah.][TG: Ha ha.][LT: Ha ha.] Isn't that right Shirley?

8. Yes, I rushed out and bought a thing of tea you know, and I thought oh they'll want tea, you know. [TG: Ha ha.][DS: Ha ha.]

9. TG: Ah, in our country tea means not the yes, the usual tea, what we, what we mean tea is green tea.[SS: Yes, yes.] Yes. In our country, yes. [LT: Mmmmm.] [DS: Mmmmm.] And, yeah I came here with my wife and son. And ah, yeah. Before I came here, my wife bought a lot of green tea to bring here. And ...

10. Yes, we do have some green tea here, but I'm sure it's not as nice as as what you're used to, you know. [LT: Ha ha.]

11. TG: Maybe, so, and so yeah, and so yes she brought ah so many, ah no, no, so much green tea from our country and, she still have it. [LT: Ha ha.][DS: Ha ha.] And in breakfast, I usually drink such kinds of tea. [LT: Oh yeah.][SS: Green tea.][LT: Green tea.] And at the same time, I eat rice every morning. Ha ha. [LT: Uh huh.][SS: We ???] [LT: yeah.]That's a habit of me.

12. Yeah.

13. DS: Sure, sure.

14. TG: And so...

15. I cooked some brown rice today.[TG: Oh. Uh huh.] It takes a long time to cook brown rice. [TG: Ah uh huh.]
16. LT: Yeah. Oh, this is excellent cake, Shirley.

17. Thank you.

18. TG: It's nice.

19. LT: Very nice.

20. TG: Mmm, very ah...


S-O.4 Tea and coffee WC: 330

S-O.5 Deming and Japanese manufacturing

1. DS: Do you uh recall the name of the American that went to Japan after the Second World War. Ah, the name was Demming? [TG: Demming?] I think he helped organize the industrial...[LT: Uh huh.] was that... [LT: Uh huh. Demming. You're right] OK. Maybe you, maybe you know...[TG: Ah...uh huh.]

2. SS: That was before his time.

3. DS: But you remember that name, don't you?

4. LT: I've, I've learned about it. I've...yeah, uh huh, yeah.

5. DS: But they thought a lot about...a lot of him, I guess, from what he did over there. [LT: Uh huh.] He must have been a genius at doing that type of thing.[LT: Uh huh.] [TG: Uh huh.]

6. LT: Yeah, in fact, it's interesting to note that he, that his uh ideas about organizing industrial production were not ah very popular here. But the Japanese industrial managers liked his ideas and put them to work and ah...of course in some ways have ah, you know, have come up with a more efficient industrial system. Partly because of Demming's ah quality ideas. [DS: Yeah, mumum.] It's an interesting story. His own culture..[TG: Ha ha.]didn't accept his ideas, and...but the Japanese did.

7. DS: It often happens, doesn't it? Well, some...a lot of times it happens.

8. LT: Yeah, yeah.

9. DS: Well, we were making some pretty sloppy cars up until we started importing, well you know [LT: Sure.] Ah cars from Japan, which the quality was so much better you know. And now ..[LT: Right.] Ah, back in the...[LT: Competition is good for us.] Oh. And back in the '60's some of the cars we were making were just horrible, you know.[LT: Uh huh.] Breaking down and..

10. LT: I remember cars like the Pinto [DS: Uh huh.] Um...an the ah, ah...wasn't it the Pinto that had the um...What car was it that um Ralph Nader...

11. DS: With the gas tank?
12. LT: Corvette.

13. DS: Are you thinking of the one with the gas tank?

14. LT: Yeah! Was that the Chevette or the Pinto?

15. DS: Pinto.

16. SS: I think it was the Pinto.

17. LT: You think so?

18. DS: Yeah. They were mighty, mighty...er

19. SS: They were ex...practically exploding when they ah...would...

20. LT: Uh huh.

21. DS: When they would have a crash in the back.

22. LT: Yeah.

23. SS: Well, we were just watching a thing, I think it was, wasn't that this morning, about the ah head rest on the back of so many, even the expensive cars in this country. They're not made very well and they...[LT: Mmmmm.] They show the dummy in a crash and the head went back, you know, and the, the head rest just went shwttt. [TG: Uh huh.][LT: Yeah.] Went right down into the seat. [TG: Uh huh, uh huh.][LT: Oh really? Did it ???] Instead of staying put. Well it just went down. [LT: Oh!] It just slid back down.

24. LT: It collapsed right down. I'll be darned.

25. DS: Really, huh.

26. SS: And they were showing that...

27. LT: That's not supposed to do that. Ha ha.

28. SS:...They were showing a , a Mercedes that had one that, as you get in it electronically, etc. adjusts to your height and build and all that stuff. [TG: Uh huh.][LT: Oh yeah.] But then we don't all afford the Mercedes so... [LT: Ha ha. No.] They said the Vol, the Volvo also had it. Those were the two they were showing this morning besides the...Well, our cars, they don't stay put. They, they go up and down too, usually.[LT: Right.] I was saying to Dick they ought, you ought to be able to put something under there that will keep it from going down. [TG: Uh huh.][LT: Uh huh] Besides a block of wood, I mean. Ha ha.

29. TG: Ha ha. Yes. Ah, in my point of view ah the car produced in this century is... yeah, ah not so comfortable for me because...Yes, yeah I told Mr. Tesdell that, ah yeah I preferred manual car than automatic car yeah, because [LT: Uh huh.] ah was ah some trouble had occurred, ah automatic car, that was, that was ah...controlled by some kind of computer or such kind of... ah, yeah, ... facility. Ah, and mm yes, that ah, that have really trouble and I
can't find a good way by myself recently car, but, yeah have really problem, but concerning the manual car ah, yeah we, ah I can see the way to mm to make it better. By myself, yeah, basically, yeah for. [DS: Uh huh.] [LT: Right] That's very the difference. Ah ...

30. LT: You really do have more control. [TG: Yes.] I...That's why I always appreciate a 4 speed or a 5 speed.

31. TG: Uh huh. That's very good yes. And I heard...this is also very good example, I think. Recently the price of the car itself was very, very expensive in our country. And, this is very important price, um a problem yes. Recently, the bumper ah is eh organized with the body of the car itself. Yeah it, yeah fixed to the body itself and once they are shocked, the body itself is easily broken. [LT: Oh.] And yes, and I heard the explanation of the car industry. Ah, yes, "our car is very easy to break, but it means ah that they are, it can absorb the shock very easily if there are some crash or some accident. So it is very much safe." [DS: Hmmm.] And I can, can understand why recently the ah car is so easily broken. But, in my point of view, that the car industry itself. Ha ha.

32. LT: Yeah Ha ha. You have to but a new one then. Yeah, that's right. Ha ha. That's a good point.

33. TG: And, and I ah yeas if ah ah the bumper are usually ah no no. 10 years ago I suppose ah if ah the bumper was broken, ah I have to no no, I only change the bumper itself ten years ago, [LT: Right, ha ha.] [SS: Oh uh huh.] But now, I have to change it almost all the capacity of the car in recently [LT: Right, that's interesting.] It's very...[SS: (chuckling)]

34. LT: Planned obsolescence maybe or something along those lines.

S-A.9 Master Farmer Award

1. LT: Well, Dick you yet, you need to tell us a word about your recent award. We, we can't ah leave here without hearing a little about that. Dick and Shirley just got a Master Farmer award here. [DS: Mmmm.] We need to know about that. Ha ha. [DS: Well, ha ha.]

2. SS: It's embarrassing after awhile, you know.

3. LT: Oh, it's not embarrassing. [DS: It's a...]

4. SS: Well it seems like it gets that way after awhile.

5. LT: Oh no, it's not. Ha ha.

6. DS: Well....we, we all know that there's so many people are just as deserving ah as we are, and ah a lot more so. [LT: Uh huh.] And ah, you know. But we, it was it was a nice, just a nice experience, you know. And it, it belongs to the family and the community, too, you know.

7. LT: Sure. Is this state, state master farmer or?

8. DS: Yeah, yeah.
9. LT: Or national master farmer? How does that...

10. DS: There were 4 in Iowa that were recognized this year. I think of a total over the years since 1926 there's been about 350 or something like that. [LT: Oh.] But, the one couple that I was really amazed at and impressed with was this couple Peterson that live up north here. [LT: Uh huh.] And he was in the Vietnam war. He was over in Vietnam. And he came back here and didn't have anything except a farm background and, and he went to work for the local co-op for awhile and then he was able to rent 160 acres and that's how he got started. [LT: Uh huh.] He didn't have the, he didn't have the family to back him up like we did here. to.. [LT: Svire.] We...Dr. Nelson and Shireys grandparents helped us get started here and helped us a lot. [LT: Uh huh.] But he did it on his own. He and two brothers, they have ah, they're farming 5000 acres now. That's 10 times what we farm. And ah..

11. LT: Well, they don't they don't raise 4000 hogs though. [TG: Ha ha.]

12. DS: No, no. But they, they have raised ah pigs in the past, but ah he has 15 landlords, if you can imagine keeping records. And ah he has this... [LT: Uh huh.]

13. SS: Well they have a seed...go ahead.

14. DS: They have a seed corn business and they 120 customers there. And then they do custom work besides that. So, very impressive people.[LT: Yeah.] And he's ah well, I don't know, he's about....[LT: He'd be my, my generation.] Yeah, yeah. [LT: I'm 46, so.] He'd be about your, that's right. [LT: If he was in Vietnam.]

15. SS: Yes, but he'd make, he'd make about 5 of you. Ha ha, those guys those, you could pick out those brothers. I sat by one and I'm not kidding you he was this big across the shoulders. [LT: Oh, ha ha.] He was like a giant.[DS: He was huge.] [TG: Ha ha.] [LT: Ha ha.] Woah!

16. DS: His wife....They had a picture of he and his wife sitting next to the computer. He said," I don't know anything about the computer. She takes care of all that." Ha ha. [TG: Ha ha.]

17. LT: So they're two partners, then.[DS: Yeah.][SS: Yeah.]

18. DS: But the thing that really stood out about that ah...was his relationship with the family and his help and his landlords. He...he kept very good relations with them and that, that's that's important, you know. [LT: Yeah]

19. LT: Mmm. Yeah. Well, I think a good ah... good manager, good, if your...no matter what field you're in ah to be good you have to have very good ah interpersonal communications skills.[TG: Oh, yes.] To make it work, because no one person can do that much. [DS: Right.] And ah...

20. DS: It's exactly what ah Lyle Greenfield, the guy up at Jewell, told us the other night. He said ah it's gone kind of from managing pigs to managing people.[LT: Uh huh.] [TG: Ha ha.] [LT: Yep.]

S-A.9 Master Farmer Award WC: 673

S-O.6 Kelly Bondor: American singer popular in Japan
1. DS: And that's right, you know. Oh, Shirley, he might know about Kelly. Remember.

2. SS: Kelly?

3. DS: I mean ah Vaughn ah what ah...

4. SS: Oh! Um....in ah...2 or 3 years ago in Japan ah Kelly Bond. [TG: Uh huh.] had a hit record? Does that ring a bell? [DS: Kelly Bondo.] [TG: Kelly Bondo? Bondo?]

5. SS: Yes.


7. DS: Well if anything....

8. TG: Ah, excuse me, uh huh.

9. SS: Her mother and I were very good friends. [TG: Oh really? Uh huh.] All through high school. [LT: Oh really?] [TG: Uh huh.] All through grade school.

10. LT: Kelly Bondo.

11. TG: Bondo.

12. SS: Yeah, her name is...

13. LT: What what kind of music...

14. SS: ...Kelly Bond Severson, is what her real name is. [TG: Mmmm.][LT: I see.] And ah, Dr. Wayne Severson.[LT: Oh.] Is the family, anyway.

15. LT: Oh, OK. And what kind of music....

16. SS: It was the Japanese gentleman that we had visiting us.

17. TG: Oh really. Uh huh.

18. SS: We were ah....name and I had a picture in my....

19. TG: Oh really.

20. LT: What what kind of music was it?

21. SS: Well she had a hit record of a.....it was like a theme song for a, a, like a soap opera. Does that make any sense?

22. TG: Soap opera?

23. LT: Huh. Is that a television program?

24. SS: Yeah, I've got a, ah .... a daytime program with a theme song. And ah she had, she had the...it was the number 1 hit in Japan for...
25. LT: She didn't act in it but she had the background music.


27. SS: The singing. Just the, just the vocal record. [LT: Huh. Oh. Oh.] She's starring in Grease right now. She's ah, I went up to ah Minneapolis to see her in Grease. [LT: Oh really.] She had the lead ah...oh the...her mother and I went to first through twelfth grade.


Kelly Bondo: American singer popular in Japan WC: 325

S-A.9 Master Farmer Award continued

1. LT: So this ah...you, you were awarded a plaque of some kind or a letter at, at this dinner, what, last month? [DS: Uh huh, Yeah.] In Des Moines then. Who ah, does Wallaces Farmer do this or or who does that? [DS: Yeah.] OK. And who's on the panel that ah picks the people. Do you know who it is?

2. DS: Ah....I don't know, except maybe the editors and then they have a club. A master farmer club they call it, and I don't know if the officers, they have an officers or president, vice-president, secretary and so forth. And I don't know if they're, if they had ...I know one of the officers said that he'd read the letters. Ah, well, supporting the nomination that we had, and they'll do that. [LT: Right, right.] But ah, I'm not sure about that. But I figured, I thought the editors probably, were there about 4 editors that they have there that...Monte Sesker, you know?

3. LT: I've heard of Monte Sesker, Yeah.

4. DS: He lives in Cambridge.[LT: You bet, yeah.] And ah...Do you...well excuse me and I'll get a copy of it and show it, show it...[LT: Sure.] Umm ...Do you take the Wallaces Farmer? [LT: I don't.] No, oh.

5. LT: No, I don't. I get Iowa Farmer Today and that's...

6. DS: That's a good one. That's one of the best.

7. LT: I get it because it's free, Dick. Ha ha. But it's good. Yeah, I like it. Oh, oh. Yeah. There we go. Yeah, there they are right there. Yeah, oh that's nice. [TG: Oh.]

8. DS: Yeah, Monte, Monte took the pictures.


10. DS: My I got a letter from, I got a letter from a college chum and ah he saw our picture on there and he said, "Well, Dick," he said. "I see you made the cover of Wallaces Farmer." He said, By this time next year I suppose you'll be the center fold." Ha ha. [LT: Ha ha.] I don't want to be the center fold.

11. SS: We hope not.

12. LT: Yeah. This Peter, Peterson ah man is big isn't he?
13. SS: That's the one. [LT: I agree, yeah. I agree. (DS: Uh huh.) And his brother I think was even bigger, that was sitting close to me. Of course he was close so I could get a good look at him. Those shoulders...

14. LT: Is this Ron Swanson from Galt?

15. DS: Uh huh.

16. LT: Was he the one that was Iowa Corn Producer president? [DS: Mmm?]

17. DS: I believe you're right.

18. LT: Several years ago?

19. DS: Yes.

20. TG: Oh.

21. LT: Or Iowa Corn something.

22. SS: Yes.

23. DS: OK, yeah.

24. LT: I met him. (TG: Oh really?)

25. DS: Oh, very impressive young guy. Both of them are. She works for the University in some capacity up there but. [LT: Yeah. Oh yeah.] He does a lot for... And he was talking about this ah focusing on ah corn, different corns for different markets. [LT: Oh yeah?] That's one thing he mentioned in his talk. [LT: Oh yeah?] Yeah. No, excellent, excellent guy.

26. LT: What did you say in your... [DS: Well...] What did you and Shirley say in your talk?

27. DS: Just, just talked about the farm and, and ah... Why one thing I mentioned, I said, "You know, if it hadn't been for Shirley's folks and grandparents keeping this thing in the family, we wouldn't be here." You know, so... it's time for us to look back and be thankful for our, for our heritage you know.

28. LT: Uh huh. We discussed that the other day, how young farmers in your country ah have a hard time continuing on as farmers, and the same, same thing [DS: Oh sure. Yeah.] (TG: Yes That's right.)

S-A.9 Master Farmer Award continued WC: 625

S-A.10 Beginning farmers in Japan

1. Well, it's so expensive, you know. And my understanding in your country I'm sure is terribly much more expensive than it is here.

2. TG: Yeah, that's true. Very, very true, but yes ah, in my point of view, the most important thing is the hope of the future, yeah in our agriculture. Itself because ah it is our destiny I believe that ah we have a very small land in our country. And ah that means that we have to import from other
countries for our food or some kind of feed for ah for livestock. And mmm and tariff or border measure increased year by year. Such kind of trend is mmm makes some hopeless to the farmers ah the farmers in our country. Ah but as I like to explain to, yeah if possible I would like to explain to the younger successor of farmers yes, ah the produc...production cost is very difficult to close to the United States. That's our destiny, I believe that we don't, we don't have so much land and ah we have a lot of ca... people in our country, so... [LT: Right.] And that's our destiny. But ah, the production cost itself is ah very difficult to close to foreign producers, but at the same time we ah we ah have a very good market in our countries.[LT: Uh huh.] And we have, yeah. We get served the fresh product in our country. Yes.[LT: Right.] That's a very good point for our domestic producers, so ah we don't have to ah...yes, ah feel sad for the future.[LT: Right.] The agriculture itself.

3. LT: So if you were talking to young Japanese want-to-be farmer, you would say don't despair. There is a future but you have to...[TG: Yes, yes. That's right.] You have to produce for ...[TG: Domestic, Domestic, yeah.] what the market wants.

4. TG: Yeah. That's right. And luckily, I dare say, I'm a grandson of my, of my grandpa. Grand...how should I say.Ah, the ah father of my father ah...ah was a dairy farmer. And now my uncle is ah following his farms. And ah... the grandpa that means, ah the father of my mother ah was a farmer. And ah the ah the cultivating farmer. Ah she farms ah potatoes, asparagus, and corn. And ah...I very much proud of fact and mmm luckily ah my cousin, also my cousin, ah want to be a successor of my uncle's farms.[LT: Good.] That's very good. [LT: Great. Yeah, that's great.] And ah very ah...glad ah for the farm. And and, but do ah generally speaking ah...the youngest, the younger person ah who are ah...who is seemed to be a successor of the farmers ah is know seeking their job in urban area. In our country. Ah... [LT: It's happening here, too.] Yes. Ah..

5. LT: Everybody's going to the big city. Ha ha.

6. DS: Ha ha.

7. LT: Go to the big city.

8. TG: And yes, ...and this is very important point. Our country, the newcomer for the farmers is very much ah, to be a newcomer for the farmers is very much prohibited. [LT: Hmm] By regulation. Ah, mmm. Ah yes, ah yes....Ah speaking, ah speaking ah exactly, to be a land owner of the farm land is very much prohibited. So concerning the livestock sector itself, it is not so prohibited to be a livestock farmer. Ah but ah...ah to be a livestock farmer to graze, ha ha, it is very difficult.

9. LT: Right. For sure. So, ah so to...to have a, a poultry or hog confinement building is, is not a big problem as long as ...[TG: Yes, yes.] But to ah to be a crop farmer...[TG: Crop farmer.] would be impossible.

10. TG: Yes, ah yes.

11. LT: If, if you're an outsider.
12. TG: It's almost, yeah, almost impossible. Yes, my father is working for the farmer's cooperative. And he is almost retired. He's now, ah now he is um working, but ah yes ah, his retirement is ah, yes 2, 2 or 3 years ah later. [DS: Uh huh. Uh huh.] And he told me ah, if possible, he'd like to be a farmer ah from now on. Because...[LT: Hmmm.] Ah, not for earnings of money but for his mmm, yeah his, his mmm yes, yes his having, ah yes both sides, yes his happy in a job in the future. [LT: Right.] Ah... but ah...it is, yeah although he is a, he works with farmers for long time, ah he, he couldn't ah find a very good...ah he couldn't find his ah cultivated land ah [LT: Uh huh.] Ah ah under the regulations of our country.[LT: Right, yeah.][DS: Yeah, yeah.] it's very, very the difficult.

13. LT: He just was not able to be a farmer, you know. It's a little bit easier here. We don't have tight regulations, but then we have a lot more land than you have, too. So I can understand the the protection of the family farm.[TG: Yes.] It just kind of makes sense in that way, I guess, and so... yeah.

14. DS: Yeah.

15. TG: So it is really a difficulty. I think ah...the letter of the ah...the producing technique or something ah in my point of view Japanese ah, Japanese farmers are very, yeah relatively improved and very good. They have very good knowledge and various facility also .But at the same time, they have really the problem for it's, for the successor. [LT: Right] Ah... mmm...But in my point of view, recently the ah the situation have changing ah yes, yes. Really in this 2 or 3 years the situation have been changing year by year. [LT: Right.] Ah... this is very bad word, and but ah this is very good example one, Japanese people are regarded as ah economic animal it is said.[LT: Mmm.] And, I ah... [LT: You mean outside of Japan?] Yeah, no no. Yeah from the outside of Japan, Japanese people are regarded as economic animal. Yeah, they are ah we are very much looking for only for money or such kind of product. [LT: Hmmm.]' Ah...and it might be true until now, ah but recently, our mmm our economic situation is very much sluggish. Ah...in our, in our country. Not so, not so good. And yes, and at the same time, people know that what is the mmm what is it, the mmm what is the big drive? The big drive is not the money. Ah it is not the need of money. Ah the ah good life or rich life is mmm yes ah...caused by ah....yeah, not only money but also the time or [SS: Hmm.] Or with their family for such kind of [S: Yes.] [LT: Yeah.] And the farming issue is very important yes. Ah, yes, I told, ah, Mr. Tesdell, ah yeah unfortunately, yes ah I was a son of a farmer's cooperative employee. But if I were a son of a farmer, I would like to, a farmer, I'd ah, I'd, I'd have been ah, farmer, yes. And ....and yes. And maybe, recently, Japanese people are going to notice the fact. Yes, ah...

16. LT: But perhaps ah, perhaps the sons of the farmers in your area, in Hokkaido, are jealous of you and your job in the big city. Ha ha ha.

17. TG: Mmm. Yeah, maybe, maybe, but maybe. Yeah, that that is true. But ah, so....

18. LT: That happens in our country, too.
19. TG: Yeah, ...my country...

20. LT: Well, jealous is, we, we have this phrase that you're well aware of. The grass is always greener on the other side of the fence.

21. TG: Ha ha. That's true. [LT: Ha ha.] Yeah ah... my wife told me that ah, Yes, and the people in ah youth, in youth, the young people, generally don't know the fact, ah what they want to be or what they want to do. And in such situations, ah the city is very much an attractive place because there are a lot of selections, ah there is a lot of way to select. Yeah. [LT: That is a good point.] But if ah once they notice what they are longing for, the rural area is very good. Yeah, if there are is opportunity to make the ah make the ah hope better, ah in rural area, yeah... [LT: That's a good point, yeah.] And, in fact if possible, I would like to be in the rural area, yes. Ah, but unfortunately ah our office is located in the center of Tokyo. [LT: Mmm. Ha ha.] [DS: Mmm.]

S-A.10 Beginning farmers in Japan WC: 1435

S-A.11 Moving Ministry offices and commuting to work in Japan

1. TG: So, it is a very difficult issue. Ah, yeah. This is part of the, agri, agri-business of our agriculture. Now ah, our country, in our country, there is some discussion or transfer or trans for ah transplacing its capitol to some rural area. [LT: Oh.] Ah, so...yes. And some, eh some possibly working for the banks or...some insurance company or yes, ah ah, arguing of such kind of ah, of attempt because ah if ah ah such kind of ah attempt was implemented ah the land price of Tokyo is a apparently ah decreased so dramatically. [LT: That's right.] Ah that makes the very big difficulty for such kind of, yes, for some companies, I believe. Ah, who owns a lot of land....[LT: Ha, right.] Ah in Tokyo area. [LT: Right.] [DS: Sure.] But, ah for some might have such kind of attempt is very much appreciated. [LT: Yeah.] Yeah, ah...to be with my family and if possible my father and son. Ah no no, my father, my mother ah is ah...is, yeah, hoping mmm yeah very much. Mmm very much...

2. LT: Is... so let's say, for example, that the Ministry of Agriculture would relocate some of its offices to Sapporo, let's say. [TG: Yeah.] Could you commute easily from your hometown if you would, went to your hometown? [TG: Yes, yes.] Ke...Ke... Ke metsu? [TG: Yes, yes, Kimobetsu. Yes. Ah,...] Kimobetsu?

3. TG: Yes, ah the place of my born is very small town. Ah, when I was born its population is 5000, and now its population is around 3000. Very small town. [LT: Yeah.] Ah...but it is, ah it is only 5 ah 50 miles away from Sapporo. [LT: OK.] Sapporo is, as you know, a ah ah I expect to you a very big city. And, yes, mmm....But I dare say, Japanese people regard 50 miles a very far, far away. Here in Iowa state, / 50 miles not so far, I think, Ha ha.

4. LT: Ha ha. Not, not for us. // Not, not so far I think, yeah. [DS: Yeah] Only one, yeah only one hours drive. [LT: Right. Yeah.] Yes, concerning the speed regulation in our country, it takes about one hour and a half by drive. [LT: Oh...] Ah, from my town to the center of Sapporo area. [LT: Oh.] Ah...but Sapporo have a very good subway system. [LT: Uh huh] So...I can stop my, I can leave my car ah...in northern ah no no no, in southern area of Sapporo and I can use the subway system. [LT: Ah, very good.] Ah, and that helps.
Snyder/Go Transcript

So...yes it is very possible. {LT: Good.} Ah, to go to, ah to go to the center of Sapporo.

5. LT: So the, excuse me, the distance you're driving now everyday from Johnston to Iowa State is an unusually long distance?

6. TG: No, Uh huh, uh huh... No, yeah. The the distance itself is not very long. Ah, but the time yeah, it takes around 50 minutes by drive from my home to ah Ames. But it is not so long because, when I was in Tokyo, I takes, ah no, I uses ah one hour and half for one way. {LT: AHHH} Yes, every day. {LT: Oh. By by train?} {LT: By, yeah.} At first, yeah. After getting out my door, ah I have to 10 ah walk 10, for 10 minutes to bus stop. And I get on the bus and takes 10 minutes, that means total 20 minutes, to the railway station. {LT: OK.} Then I get on the railway it takes around 25 minutes ah to the cen, to the certain area of center of Tokyo. And it means 45 minutes. And then I trans, ah then there I changes from train to subway...{DS: Oh?} {LT: Oh.} And it takes around 30 minutes. {LT: Wow.} And 5 minutes walk to to...{LT: Wow.}

7. By that time I'd be tired and ready to go home.

8. TG: Yeah, I loses 3 hours every day of my life. {LT: Wow.} {SS: Oh!} Ah, that's absurd, I dare say. {LT: Yes, yes.} {SS: Yes.}{LT: 3 hours a day.} I dare say, that is not a happy life. Ha ha. {LT: Ha ha.} This is very good example, you know. I agree.

9. LT: Ha ha. Yeah. Dick just walks out the door and his work is in front of him. Ha ha.

10. DS: Yeah, and the smell, too.

11. LT: Yeah, the smell, too. Ha ha.

12. TG: Ha ha. Oh, that is not a problem I dare say. Ah...

13. LT: Has anyone explained to you that we call that the smell of money. {TG: Yes. Ha ha.} {DS: Ha ha.}

14. LT: Out in the country we call that the smell of money. Ha ha ha.

S-A.11 Moving Ministry offices and commuting to work in Japan WC: 785

S-A.12 Producing pork for Japan differences in meat preferences

1. DS: Yeah. Um, getting back to the, the meat part of this, {TG: Yes.} ....is there, is there an agency {TG: Uh huh.} in Japan that would come over here to a packing firm, or say {TG: Uh huh.} hey we need this kind of pork? {TG: Uh huh.} Do you have anything like that, to get, in other words, to get you know the the producer and the the... {TG: Yeah, Yes, that's sure.}{LT: Yeah, that's a good question.} together.

2. TG: Very, very good question. And, yes...ah...some importing companies is, have a joint venture in this country. And as you know, ah meat ah...IBP Perry. {DS: Uh huh.} have a very good connection. Ah no no, relationship of Nippon Meat Packers, Nippon Meat Packers is the largest distributor in our country. And at the same time they are a processor, the largest processor {DS: Hum,mm} for meat processor in our country. {LT: Humm.} And... but I
heard that ah...yes IBP is a really a big company and have a vert, very strong power. And...yes, in early stage, they produce their certain cuts of product to Japan. Ah, that is very, very specialized for Japanese cut. [DS: Hum.] Ah...for, yes...ah for example, they cut, the cut of the meat ah...in United States I know, ah basically there, ah the ah at first ah you cut off the shoulder, and next cut off the hmmm, the ah excuse me, ah the round. [DS: Uh huh.] And then ah separate the loin and bellies. [DS: Uh huh.] Ah, such kind of ah, four parts are for general use in the United States. Ah, but ah in our country, ah loin, or tenderloin, is very much appreciated. So, ah to get er tenderloin so, ah to get a lot of tenderloin, ah such kind of ah no no, ah such kind of treatment is have a really difficulty because ah mmm once the mmm round was cut ah by chain saw or such kind of thing... [LT: Uh huh.] Ah, yes, we cut the head of the, the head of the tender loin is remaining on the bottom [LT: Ah.] ah on the round parts. So it is very the difficult to export to Japan.

3. LT: So you'd prefer to have that attached to the loin.

4. TG: Yeah attached to the loin, yes. [LT: Oh.] So....to, to yes ah a ... so yes this is also a quality problem. Not only the meat itself, but also the cut. And such kinds of treatment was ah used to be ah made in the IBP, in Perry, but recently ah concerning the cost problem I think, ah such thing is not implemented, I heard. So, yes.

5. LT: So they used to do it, but they don't do it any more.

6. TG: Yes. Ah so, so it is based on the economy, I believe. [LT: Hmm.] Ah, if the price of such kind of product may, might be reduced, ah such a reduction is ah very small, and is smaller than ah the additive cost of the...such kind of special treatment for ah I believe ah...They, they, they stopped ah exports, ah now producing such kind of product. [LT: Hmm.] Ah, but in my point of view, ah not only Japan but also other country ah, ah...The other countries have a yes, certain different demand for the United States. That's a very important point. So, and in my point of view, um, yes...ah...such market is a futures market. Not only the current market. So, so to make up a ver, ah good relationship or some ah is very important. And maybe um Japanese, Japanese or Oriental person is very much appreciate such kinds of ah relationship.[LT: Right.] Ah with United States, I believe, yeah.

7. LT: The, the personal relationship?

8. TG: Perso, the personal relationship, yes.

9. LT: Of the two companies? [TG: Yes, yes.]

10. LT: IPB, for example and Ni..Nippon?


12. LT: Nippon Meat Packers

13. TG: Meat packers, yes. Ah, the personal relationship and its history or long history or such thing. Ah, such issues. So...yes concerning our pork market, yes, almost 60% is domestically produced pork, and 40% is imports. [LT:
Hmmm. And in the 40% of imports, a around 40% is from Taiwan. And around 25% is from Denmark, and 20% percent or so is from United States. [LT: Hmm.] Ah, and in such meat, the processor in Denmark very much specialized for the Japanese market. [LT: Oh.] They can produce a very good belly and very good cuts of meat to our country. [LT: OK, OK.]

[DS: Oh.] That's very the difference, and ah, so in such meats the, yes, the packers have really a difficulty to export to Japan, in our country.

14. LT: Right. So it, it must be then that if US producers wanted to actually market to this particular market then they would really have to change their genetics, it sounds like. I mean its...[TG: Yes.] the the the cut is one thing. I mean IBP can can do that. [TG: Yes, uh huh.] But if you don't have the right kind of meat coming in, you're not going to, the US producer's not going to be able to sell well in the Japanese market. You have to change the genetics. [TG: Yes, that's right, that's right.] Right? And it's...I really don't see any other way around that.

15. TG: Yes that's true. Ah ah...yes. Before I came here I visited North Carolina. North Carolina is famous for its rapid increase of pork products, ah pork production. [LT: Right.] And, they told me that ah that no incentive to produce ah fat-rich and marbled pork. Ah, pork yeah. [DS: OK.] Ah that is true, I agree. [DS: Uh huh.] And...and yes this is also very important point, ah they are company owned very big farms. And in s..., ah and larger farms never produce ah such kinds of, yes, special products, I think.[LT: Right, right.] Of course, they don't have such kind of flexibility. [LT: Right. Good point.] [DS: Uh huh.] Ah, they are...they yeah. Ah, they the manages on, yes they're they're they're pr ah no no, they're pru...ah no no. Yes excuse me...(mumbles something to himself). Their....their advantage, yeah their advantage is in the large scale itself. [LT: Right.] So, to produce the same product in the same mater, by using the same materials... [LT: Right.] and produce a lot of loit a lot of same product, yes, in fact means such kind of possibility have really a competitive side, I, I believe. Ah, but to change its, hmm, yes to change its ah direction rapidly, ah no no, so frequently ah or so, yeah ah depending on its market change, it is very difficult. For such kind of large company, I believe.[LT: Yeah.] Ah, so...

16. LT: Some, someone like Dick would have an easier time. I mean if you set your mind to it, or thought, or had an incentive ...[DS: Uh huh.] ah to do it, then a large...like Iowa Select or somebody...[TG: So, hmmm. Yeah.]

17. DS: Yeah, that's a possibility.

18. TG: So....I know that ah Iowa is very much famous, yes really famous, ah for its very good family farmers. [LT: That's right.] And, yes, its small, its scale, ah farming scale, is not so big but its profitability is not not so worse comparing to the ah very large companies, I know. [LT: Right.] And that is very...[LT: We hope that's true.] Yes, that is true.

19. LT: We we want our family farms around. Ha ha. [DS: Yeah. Right]

20. TG: That is, that really true, I know. And that is the reason why ah I decided to visit here, Iowa state. Yeah, because I like family farms. I myself personally. [DS: Sure] And, and...and yes ah...yes it might be that ah...and at the same time I I suppose that it might be a pos... a possibility, ah it might be much possibility for Iowa pork, ah pork producers to export to
Japan. Yeah because ah...yes the ah unit of, the producing unit itself is ah relatively small. [DS: Yep.] Yeah. But it's profit, ah no no, it's product productivity itself is very good. This is very good point, so...

TAPE TWO

21. TG: not to produce the export... [LT: April 8th.] or product. Ah yes Iowa is very hmm hope much, ah hopeful supplier for our market. I think. Ah so, yes...

22. LT: Now the, the next step then, let's say somebody made up their mind they're going to, they're gonna' um let's say have two lines. [TG: Uh huh] They're going to go with a cross-bred (TG: Uh huh) line like Dick is doing (TG: Uh huh, uh huh.) And then they're going to, they're gonna buy 20 Berkshires sows. [TG: Uh huh] OK. And they're going to go into Berkshire (TG: Uh huh) ah as a side line. Berkshire sideline. Now where is this person going to market this hog? That's, that's the next problem. Who, who's going to buy them? {TG: Yes...} And who, who's going to cut it the right way, and who's going to get it to Japan. You know, that...

23. TG: Yes, that, that's a very important point, yes.[LT: Yeah.] And I heard that ah, ah...hmm yes, ah...I I sorry I forgot the the name of the packer ah...in...

24. LT: Was it Farmland?

25. TG: Yes, Farmland.

26. LT: In in Nebraska? Is that where it was?

27. TG: Yes, Nebraska yes. [DS: Oh! Yeah, OK.] They have, I suppose they have the joint venture of... [LT: They also have? Hmm.] Yeah. The Prima Ham. Prima Ham is the third largest ah meat processor in our country. [LT: Prima Ham.] Prima Ham, yes.[LT: Huh, huh.] And they have the ah...representative, ah not not representative. That is not a good one. Yes. Ha ha. [LT: Ha ha.] They have some, they have the office in West Des Moines, Io ah Iowa.[LT: Oh! OK] And ah they have the joint venture. [LT: Ah.] And there's really a possibility ah to export to Japan. [LT: Huh.] And now they are exporting to Japan. [LT: They are?] Yes.

28. LT: Ah, do they buy ah other breeds besides Berkshire? Do they...

29. TG: Yes, I believe that today they are, they are buying some kind of cross bred of Berkshire. Yes.

30. LT: Berkshire, OK. Berkshire with a cross, with some, a cross bred with some Berkshire then. OK, alright. [TG: Uh huh, yes.] Is there a certain percentage of marbling, is there a measure for marbling? That the packers use?

31. DS: I'm sure there is but I'm not familiar with it. Yeah, there is, there must be.[TG: Yeah.] Yeah, maybe a...

32. LT: We do have a measure for back fat. [TG: Uh huh.][DS: Yeah.] And we have a measure for loin. [DS: Yeah.] Which, and those are the two that we
use mostly here, right? [DS: Uh huh.] But there must be a a percentage [TG: Uh huh.] marbling factor or something that. What what do you look for in, in your market?

33. TG: Yes, ah in our country ah concerning the, we have a very detailed marbling surveillance system. [LT: OK, alright.] But on the other hand, concerning the pork itself, [LT: Uh huh.] such kind of of measurement is not included [LT: I see, I see.] in our country. And, yes this is very important point. Ah, concerning the mmm ah....yes concerning the, ah the pork produced in our country, mmm yes, the mmm yes, the treatment of the pork is mmm very much, mmm what do say, mmm yeah very much specialized for the meat processing company, I dare say.[LT: I see.] Ah because mmm they can utilize the ah yes the low valued parts I dare say, ah for for example, the the fo eh yes ah the shoulder end or necks or such kind of parts into our mmm sausages or some some process products. So that in scuh means that is very permittable for... and meat code itself mmm, in our country, ah yes, we don't have a certain kind of meat grading system for pork product, ah...

34. LT: So, the ultimate measure for marbling is the person in the supermarket who's buying the meat.[TG: Yes, yes. So...] That person decides...[TG: Yes.] what ah...

35. TG: So, in such meat, for buy ah for the buyers of the supermarket, the most important thing is the color of the meat. [LT: OK] The color of the meat and color of the fat at the same time. Yes. [LT: Hmm.] [DS: Hmm] Yes, the white color is very much appreciated.[LT: Huh.][DS:Hmm.] Also, ah that's almost the same in the beesh, beef issue. [LT: Hmm.] Ah, to make the fat white, ah yes ah...so the yes...barley finishing, barley finishing is...

36. LT: Barley finishing, oh, I see.[TG: Barley finishing] You finish the beef or pork?

37. TG: Beef also. Beef and pork.[LT: Oh really.] Both. [LT: With barley.] Yes, with barley.[LT: Oh. Huh.] That is very the technique??? to make the fat white.[LT: Huh, huh.] Yes. Ah... [LT: I'll be darned.] Ah, that is implemented in our country. [LT: Huh]

38. DS: One thing that I've read recently about barley and the small grains? [TG: Uh huh.] Ah, if if they're fit to ah the pigs, you don't have this odor as much as you do with corn.[LT: Really?] Yeah. That's interesting. Ha ha.

39. LT: Well, people in Iowa would like to know about that[TG: Yeah...]

40. DS: Of course I think Denmark feeds a lot of barley to their pigs. [TG: Yeah, for sure.][LT: Oh they do? [TG: For sure.] Yeah. [LT: Ahh.]

41. TG: That is also the reason ah why the Denmark still have a certain, the certain amount of share of in our market. Yes. [DS: Yeah, yeah.] [LT: Huh.

42. DS: I didn't know that about the white fat. I didn't...[LT: Huh.] Do we have in chops down in the basement there, Shirley? What do we got down there? Do we have anything?

43. SS: We are very short on...
44. DS: I just'd like to see what he...

45. SS: Yeah, on the... Seems like I, seems like I've got some pork chops.

46. DS: See what he's, let him grade them.[LT: Yeah.][SS: Yeah][DS: Ha ha][TG: Hmm.

47. LT: Shirley and Dick want you to grade their, their pork right now. Ha ha.[TG: Oh, really?]

48. DS: Ha ha. No, now we don't want to embarrass you really. [LT: Ha ha ah] But it'd be interesting to see what his reaction is to...

49. LT: No, I'm just, I'm just kidding you. Ha ha.

50. DS: Yeah, I'm sure, I'm sure. Yeah, yeah.[TG: Yeah, so...]. Boy it, this is really interesting.

51. LT: Interesting stuff, isn't it? [DS: Yeah, it really is. Yeah.] Yeah. [TG: Yes]

S-A.12 Producing pork for Japan differences in meat preferences

1. DS: Now, I'll show you, this ah...this is Dr., this is Dr. Loren Christian. And he was the one that was helped by those Chinese. Now he's got cancer now so that's why he...[LT: Oh really?] [TG: Hmm.] Yeah, he's... He just received this ah reward from the Pork Producers but, [LT: Hmm.] [TG: Uh huh.] He's an excellent man. He's done a lot for the pork industry in Iowa.

2. DS: He comes from, and his, his brother teaches up there, too. [LT: Hmm.] His name's Loren. Anyway, ah I don't know if you'd ever want to visit with him, he's a very interesting guy.[TG: Oh really?] Yeah. Yeah, he ah I'm sure he'd be interested in visiting with you, too. [LT: Yeah.]

S-A.13 Loren Christian

S-A.12 Producing pork for Japan differences in meat preferences continued

1. Those are the only two I have out here.[LT: Oh.]. And bear in mind you those have been frozen for awhile.[TG: Yes.]

2. DS: Yeah, they have been frozen for quite awhile. I can't...[LT: Yeah.]

3. You can't really tell too much...

4. LT: It's hard to tell there. Yeah.

5. Let me set this down here, yeah, I think the only ones I have down stairs we have do some smoked pork chops [TG: Oh.] [LT: Oh] [DS: Smoked pork chops.[TG: Uh huh.] And that, too, you can't really tell by the color once it's been smoked.

6. TG: (chuckles)[LT: Oh, yeah.]

7. Just about out of the pork. [LT: Yeah. Yeah.]
8. TG: In our country dark color is not appreciated...[LT: Huh.]
    by the consumers [LT: Really.] And at the same time, pale color also. Ah, ah...
    [DS: Uh huh.]

9. LT: So a medium

10. TG: Yes, medium color.[DS: Uh huh, uh huh. Uh huh.] Ah, is very much appreciated. But...Yes, my wife was very much surprised to see the meat sold in the supermarket, in Washington DC. I dare say. Ha ha. [LT: Uh huh.] [DS: Uh huh, uh huh.] Ah...yes, ah concerning the pork chops, there is really a various colors of pork chops sold in the supermarket.[DS: Mmmm.]
    And, she can't, she can't understand the meaning of that. [DS: Huh.] And, yeah I explain...

11. LT: Because of the variety. [TG: Yeah variety.] Ahh.

12. TG: And ah at the same time, it is very good. The price of itself is very, per pound, is really the same. Yeah.[LT: I see. I see, yeah.] And so I explain to her ah the reason why this meat is so dark or this meat is so pale.[DS: Uh huh, uh huh.] [LT: Yeah, yeah, that's interesting] The pale meat is ah, yeah, I don't know, yeah so called Pale Soft P ah PSE , pale sort, ah yeah.[LT: Huh.] Such kind, yeah that that kind has. And so too too pale products and too dark products is produced depend produced ah, ah depending on the stress to our immediate transportation.[DS: Yeah, yep yep.] [LT: Ahhh.]
    So that can reduce its taste. So you had...[LT: Really?] better, yeah. I told my wife, you'd better buy a medium color.[LT: Mmm.] And maybe you've never seen such kind of dark meat and pale meat in our country.[LT: Yeah, huh.] But, but this is a very important point, I told my wife. [LT: Uh huh.]

13. DS: Mmm. Sometimes I've heard that the packers will bring in, have pigs brought in. They'll rest 'em for awhile so they, they get rid of the stressful.[LT: Oh really?][TG: Yeah.] And then they'll slaughter 'em.[LT: Oh yeah? Huh.] Yeah.

14. TG: That's very good point, yeah. [LT: Huh.] [DS: Yeah, yeah.] And yes [LT: That's interesting.] and yeah, I'd like to ah talk to you about our situation of our supermarket. We ah, I think that you have never been to Japan? [DS: No] No yes. Ah so, ah maybe you are surprised to our supermarkets if you, you come to our market, because concerning the beef market, ah yes...if you can see your ah...yeah so called, yes, sliced beef. Yeah we we we use ah the beef very thin sliced for the side, ah for the cooking for the side dish, almost all the supermarket have the four grade of beef in the supermarket, regularly. [LT: Huh.] This is very important point. Ah, during my stay in Washington DC., I only found ah select grade of beef. Here in Iowa state I can see a choice grade that's very good. [LT: Uh huh.] But in Washington DC. I can find only grade. This is really the difference. [DS: Huh.] In our country ah, the ah the four grade, yeah, the four grade that means four pr ah full prices. The most expensive is Wagyu beef. Ah...Have you ever heard the name Wagyu? [DS: No... ] Japanese Japanese black breed, Japanese black breed made very much marbled and it's, and and yes, ah grain fed period, grain fed period is 22 months average, 22 months of raise. [DS: Whew (whistles).] [LT: For cattle, huh. Amazing you, I suppose. [LT: Amazing, yeah. Yeah.] Yes. So very much marbled. Yes. [SS: It's be very expensive.] It very expensive, yeah. [SS: Very expensive.] [DS: Wow.] [SS: Very fattening!] Very, yes, very much. Yes [DS: Ha ha.] So it is
no use to comparing the meat price of our domestically produced beef and
the... [LT: Right.] ...the ?? here in the United States. [LT Yeah.] Ah, yes.
That is the top grade, and the second grade is, may, it also make you
amazed that ah Japanese domestically produced dairy breed that is the
regarded a higher grade than the U.S. beef grade. [DS: Uh huh.] But at the
same time you can understand the situation. Ah, such beef is basically fed
for 10 months full beef, ah full grain.[LT: Uh huh.] So that is the reason
why, ah so that has really reduce our certain kind, certain marbling. So...
[LT: Right.] it is regarded the second grade. [DS: Hmm.] And third grade
is ah United States grain fed. Yeah, I suppose prime beef. [LT: Right, OK.]
Ha ha. And third grade is Australian grass fed beef. [LT: Hmm.] Ah, that's,
no no fourth grade yes. [DS: Uh huh, uh huh.] Ah, yes ah... but this is also
very good example. The fourth grade is now facing very severe situation
because now, as the Japanese consumer knows, yes, it is very cheap but at
the same time it doesn't taste us ??? [DS: Uh huh.] So...we liberalized our
beef market in 1991. Six years ago. And in earlier stage of our liberalization,
ah, that means 1992 or 1993, the United States could expand its export to
our market. And at the same time Australia also. But now, the United still,
the United States still expanding to our market. Yes, it's growth rate is a
little bit moderating, comparing to the early stages, but still expanding. But
on the other hand, Australia is suffered by a very severe situation, because
we know and we appreciate it's taste rather than it's price.[DS: Hmm.
Hmm.] This is also a very good example. [LT: Huh.] [DS: Hmm.] Yeah
so...yes and yes, ah...that is the reason why, ah...we are, I dare say we are,
means I and my wife are very much surprised ah at the supermarket. [DS:
Hmm.] There is only a grade of select. And it's beef taste is, yeah I dare say,
not so tasty comparing to... [DS: Sure.] to the ah hmm... [LT: Yeah.] [DS:
Uh huh.] There what I hoping and yeah what what yeah... US product that I
bought in Japan ah yes. [LT: Right.] Umm. So, before I came here, I couldn't
understand ah that fact, that most of the ah prime product is exported to
Japan.[LT: Huh.] So...Now I understand. It is also no use to merely compare
the United States product ah in imported to to price no no, it is no use to
compare the price of the US product ah over in Japan and here in United
States. Because it's quality is certainly different itself.[LT: Right] [DS: Uh
huh.] So...it is very the different ah important point. [DS: Hmm. Yeah,
yeah.] Ah... so... it is very interesting and... [DS: Yeah.]

15. LT: What have you noticed about the ah taste of the meat here in the
supermarket... [TG: Hmm.] compared to Washington? [TG: Uh huh.] The
pork and the beef, do you notice any difference? [TG: Yes, yes.] Freshness
and quality?

16. TG: Umm, yes ah...yes ah on ah after I came here, ah frankly speaking, I've
never bou..., I've never bought ah, a no, no, I've never bought a, sorry, a beef
product here. [LT: I see.] Ah...but ah...[LT: Yes.] Ah we were invited invited
to the um, ah, the home of Dr. Hayes, and there we eat the beef product.
[LT: Ah.] Ah no no, the the beef steak. And I realize "Oh this is the taste of
beef" and it was very good...[LT: Uh huh, uh huh.] [DS: Hmm.] compared
to the beef in Washington DC. [LT Right.] When I was in Washington DC,
ah yes, I tried only once and I stopped. Ha ha. [LT: Ha ha] [SS: Ha ha.] And,
and at the same time, ah concerning the pork chops, this is also very
good example, ah...when we reached Washington DC ah and we go to
supermarket, my wife bought a boneless pork chop at the store. And then
then she cooked the pork chop and we eat it. She complained me, "This is
not pork chop. This is not steak." [DS: Hmm.] [LT: Huh.] So I suggested her
to buy a bone in product. [LT: Huh.] That much better. Yes. [DS: Hmm.]
[LT: The bone in, huh.] The pork, as you know ah...in a ah...very close side
of the bone there is really good part. [DS: Uh huh.] [LT: Yeah.] So that the
reason why we get we continue get very good taste of pork chop. [LT: Ahh.]
[DS: Hmm, hmm] Yes, in our country, ah bone in product is hardly seen.
[DS: Huh.] Ah...hardly seen. [DS: Uh huh.] [LT: Uh huh.] So...it is very
different.

17. LT: 'Cause when you take the bone out you take out some of the fat. [TG:
Yes.] That ah that's the reason that the taste changes. Yeah. [TG: Yes, yes.]
[DS: Hmm.]

18. TG: So... yes in our country ah we don't have to leave a bone in the pork
chops because we still have the ah... [LT: Right.] Ah...fat around or inside.
Yes.

19. DS: That's a...(chuckles)

20. LT : What a what a different market, very different from us.

21. DS: It's it's fascinating to think they want the fat and we don't want that.
Ha ha. [LT: Yeah, right.]

22. TG: Ah but maybe ah, you know, that the taste and healthness is trade off.
[DS: Sure, sure. Absolutely. Absolutely.]

23. LT: And like Mr. Go said, they get ah so much more of their protein from
animal, ah from ah plant...[DS: Sure, sure.] ah... they the soy bean and rice.
That, and they eat much less meat but what they eat they want the, they
want the taste. [DS: Right, sure. Yeah.] It makes, it makes sense but I had
never thought of it that way, but it sure makes sense. Yeah. [DS: Sure, sure.
Absolutely.]

24. TG: Such means, yes. Ah, I, I was very much surprised to be here... [LT:
Right.] ah that ah the situation out here ah of the United States., yes.

25. LT: Diets really do change a lot from culture to culture. [DS: That's for
sure.] No doubt about it. You mentioned that you spent one month in
Pakistan? [TG: Yes. That's true.] When you were younger? And and you
were surprised to discover how different the meat... [TG: Yeah.] how it was
there you know. Yeah.

26. TG: Ah, when, ah when I was a a student I ah lived in Pakistan for one, one
month. And ver..yeah, that city was Karachi. And, ah very, very hot there,
and yes, I was very much shocked of the, of my experience there. [SS: Ha
ha.] [DS: Ha ha.] We we hardly see a pork there. [LT: Yeah.] This is, yeah
we can't see a pork there. Yeah because of the religion. [LT: Right.] [DS: Oh.
Uh huh.] And the taste of beef yes ah.... That is not beef I dare say. Ha
ha.[LT: Ha ha.]

27. We have had beef in France, that you could hardly chew.[LT: Really?] [TG:
Yes.]SS: It was terrible. [TG: That's sure.] [LT: Yeah, yeah.] [SS: (sighs)]

28. LT: But you said the lamb was good, didn't ya? [TG: Yeah, yeah.] In
Pakistan was the lamb okay?
29. TG: In Pakistan was very good. Yes, the lamb was very good. [LT: The lamb was OK.]

30. TG: Yes, the lamb was very good. [LT: Yeah. OK.]

31. TG: And I think ah they know the...yes, the way of cooking ah....for for such kind of, yes, sheep or lambs oh...yes. [LT: Uh huh.]

32. TG: Yes. Ah so...Some kind of yeah so called, some kind of kebaboo? Kababoo? [LT: Right] Yes, si si kababoo or yeah, I forgot the name, but there is some kind of sheeps.... [LT: Shish kabob is very good, yeah.] Shish kaboboo. [SS: Uh huh.] And another kind of kaboboo is here. [LT: Yeah. Yeah.] I suppose they, the meaning of kaboboo is the ah ground meat products such kind. [LT: Right, right. Yeah, that's right.] [DS: Yeah, right.] And very spicy and that is very good products and...so yes...There is a certain difference of the, I guess, the culture of the foods. [DS: Uh huh.] Yeah, over all the world, yes. [DS: Hmm.] [LT That's right.]

33. DS: We have a, we have a friend that lives in southern Illinois. He's a farmer and he travels a lot. He's been to China and he's been all... And one of his last trips was to Argentina. [LT: Uh huh.] And he was out on a ranch in Argentina. And these cowboys, I know that's not the name they, what do they call those? [LT: Gouchos?] [SS: Gouchos.] [TG: Yeah! Goucho.] Pre, prepared the the beef and he said it was the most delicious he'd ever had, you know. [LT: Hmm.] They know, you talked about preparing it... [TG: Uh huh.] [LT: Yeah.] and they did an excellent job. He said it was just excellent.

34. LT: Was it marinated?

35. DS: I don't know. I suppose it was. [TG: Uh huh.] Yeah, but ah...

36. I think it would have to be. It was very tender. [LT: Yeah!]

37. DS: Yeah, but he was really...He was really impressed right out there on the ranch how good that tasted. [LT: Huh.] Yeah. So... [LT: interesting] The key is the preparation, I...[TG: Yeah, that's right.] [LT: Yeah.]

S-O.6 Invitation of walk around

1. DS: Would you like some more coffee?

2. LT: I'm fine, thank you. [TG: Yeah...]

3. DS: I didn't know if you wanted to walk around a little bit or what you, what you'd like to do or...

4. TG: Yeah, if possible, I'd like to walk around. [LT: Yeah.] OK. Ah...

5. LT: Like he said, he's his heart's on the farm. [TG: Ha ha.]

6. DS: OK, well. Like I said before, we don't have anything real pretty to look at but ah we're functional and we make a living at it.
7. LT: Uh huh, that's right. That's the whole point isn't it?

8. DS: I'll get the....

9. That seems to be the reason for it. [TG: Ha ha.] [LT: Ha ha.]

10. DS: ....our little book ...

11. Not for your health.

12. DS:...and we'd like to have you guys sign it. Excuse me. [LT: OK.]

S-O.6 Invitation of walk around WC: 142

Pause as we go outside.

S-A.14 Feed rations and tour

1. LT: So if you, if you feed all your own grain, Dick, you spend a lot of time making feed here. [DS: Right.] Can you tell us a little bit about that?

2. DS: Well, we don't, we don't ah... see we wean pigs at about 4 to 5 weeks. Now we don't, we don't wean 'em as early as some of these people do. [LT: Uh huh.] [TG: Uh huh.] And...so we don't...as long as the sows milking real well we don't feel like we need to...ah...give 'em any kind of a special baby pig feed or anything like that. [LT: Uh huh.] Ah....we have, we have 2 of these machines here [LT: Yeah] that ah grind and and process the feed. [TG: Uh huh.] We have a.....we have a....this...we have 2 different products here. This is a what we call a base... [TG: Uh huh.] pre mix with the different vitamins and minerals... [TG: Vitamins, uh huh.] [LT: Yeah.] and stuff. And then this is... [TG: Yes.]

3. LT: So everybody gets that. [TG: Uh huh.] [DS: Well, ....] [LT: Or not.]

4. DS: Yeah, yeah. And then...[LT: Everybody gets that. OK.] for the sows, for the lactation ration, and...[TG: Ah, OK. Uh huh.] and the gestation ration, we put some of this in.[LT: OK.]

5. TG: OK, so this is material for the fattening, fattening pigs.[DS: Yes, right.] [LT: Right.] and this is for sows. OK.

6. DS: Yeah. Well, .... I'll show you a ration here for the sows... Recently, the the the price of the, the price the bean meal is .... [TG: Uh huh.] is high enough that we can, we can add 3 pounds of lysine [TG: Ha ha. Uh huh.] and substitute that, ah a hundr...leave out a hundred pounds of the bean meal... [TG: Uh huh.] [LT: Huh.] so that, that saves us about $2 a ton or something like that. [TG: Uh huh.] [LT: Huh.] But the the bean meal has to be up at a certain price. [LT: Right.] Let's see if I can show you a....Well this is just a....just...

7. LT: So, price of feed ingredients makes a difference in what you're actually putting in your ration then. [DS: Yeah, right.] Yeah, OK.

8. DS: OK, here's here's a gestating and lactation... [TG: Uh huh.] We put in this what we call sow base 40 pounds.... [TG: Hmm, uh huh.] 50 pounds of the a the base, that other material. [TG: Uh huh.] Then 395 pounds of a, ...
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[TG: Uh huh.] of bean meal. [TG: Uh huh, OK. Soy bean meal.] And then this is, this is what we get over here...[TG: Uh huh.] in the way of of the different ah... [TG: Oh, uh huh.] triptofane and and the...[TG: Lysine. Uh huh.] The ah, amino acids and... [TG: Uh huh, amino acids.] Yep, yep.[TG: OK. Oh.....] So......Ah, I use, I use a little copper sulfate. That's a little ah growth promoter, that's real cheap. [TG: Uh huh.] And ah, I use, I use about a pound of that to, well half a pound on the the very, very end, a half a pound per ton. [TG: Uh huh.] It's not very much. And then we're usin' some tetracycline... [TG: Uh huh.] Ah... [TG: Ahh, OK.

9. LT: What are, what are you trying to prevent with that, pneumonia?

10. DS: That's just a growth promotant. [LT: Oh.] It's not a, ah at a, at a higher level that's kind of a therapeutic but it... [LT: I see.] [TG: Uh huh.] but at a lower level it's just a growth promoter. [LT: Oh it is? ] Yeah, yeah, yeah.

11. LT: I didn't realize that. Yeah, huh. [TG: OK.]

12. DS: Oh there's different, lot's of different ones, Tylan and ah BMD and there's all different kind of ones that we we could use. [LT: Uh huh.] I don't know which is the best. Ha ha. [LT: Yeah.]

S-A.14 Feed rations and tour WC: 650

S-0.7 National Geographic

1. TG: Yes. And I found National Geographic itself over there.[LT: That's right. Ha ha.] [TG: National Geographic?] [DS: Oh yeah! [TG: Ha ha.] [LT: That's, that's right.] DS: Old issues. [LT: Very good magazines.] [TG: Yeah, I know!] There's about 15 years of of Geographics.[TG: Oh really.] If you want them, you can have them. [TG: Yeah, ha ha.] [LT: Ha ha.] Shirley's been trying to clean the house; we've got so many ...

2. TG: Ah but National Geographic is a ah very good magazine, I believe. [DS: Yeah.]


4. LT: That's one of the ways that, as children, we learn about places like Japan.[TG: Yeah, ha ha.] With the beautiful photography, that's quite a... [TG: Yeah.] that's quite true actually. [DS: Yeah.] Yep. We ah....

5. DS: I've got, I've got some old bound issues that I had when I was a kid back in the '30's. [LT: Oh yeah.] Yeah. Still have them. [LT: Yep.]

6. DS: That's kind of what I grew up with.....(machinery noise drowns out rest) [LT: Yep.]

S-0.7 National Geographic WC: 187

S-A.15 Genetics and production techniques of Snyder's hogs

1. DS: Ah, now ah, these are ah,...these are Lee's, Lee's pigs, and these are some of those Seagers pigs.... [LT: OK.] [TG: Uh huh.] that we were talking about.

2. LT: You thought they might be a Danish breed? Is that what you said? Or what did you say, the...
3. DS: Well....I don't know where they, where they originated from.... [LT: Uh huh, uh huh.] [TG: Uh huh] ...but these, ....ah there are some in here with tags in their ears. Here's one. [TG: Uh huh.] [LT: Yeah.] Now he's gonna save that for breeding purposes. [TG: Oh really. Uh huh.] Yeah, yeah. And there's another one, there' another one. [TG: Uh huh.]

4. LT: They look like an awfully long,... [DS: Yeah.] lean hog to me, very....

5. DS: They, they cut out, they cut out real well.[TG: Uh huh.] [LT: Oh they do?]

6. DS: According to our standards. For your standards... [LT: For for the lean. Ha ha. Yeah.] Now....I think, we can walk down to the other end. I think the other end is where ah we have the cross breds. [TG: Uh huh.]

7. LT: Oh yeah. These are all gilt then.

8. DS: No, I don't think... [LT: Are we.] No, there's some barrows in...

9. LT: No there's barrows, OK.

10. DS: ...No there's some barrows in here that will be, now he'll probably sell them. They're big en..., they're large enough he can sell those this week.

11. LT: Alright, so so we're looking at your ah market hogs here. [DS: Yeah.] LT: Yeah.

12. DS: He has them sorted. Now this is one thing we shoulda' done before. He has 'em sorted out his gilts... [TG: Uh huh.] ...and they would get a different ration. [LT: Right, right.] [TG: Uh huh.

13. DS: We can walk on down here and see the... [LT: Right.]

14. TG: Beautiful day!

15. LT: It's finally...yeah this is not bad. Much nicer than Sunday. Ha ha. [TG: Ha ha.]

16. LT: Oh dear, that was something.

17. LT: What kind of ah...feed conversion do you get, Dick? Do you,... [DS: Oh, well...] is that a number that you worry about a little bit, or...?

18. DS: Oh sure we're we're concerned about... [LT: Yeah.]

19. DS: That's one thing that ah....that's one thing that we're....with our facilities we're not real proud of. [LT: Yeah.] We ah, I think Lee's, Lee's been getting around 3 1/2 pounds of feed to a pound of gain, and... [LT: Uh huh.] and some of the better producers are getting close to 3 pounds.[LT: Oh yeah.] But, we do maybe more, well I can't say that any more. We, we used to market ours a little bit heavier than most, but the average weight that was marketed in this record keeping thing was around 253 pounds.[LT: Uh huh.] So, that's about where we are, so...

21. DS: Now these guys on the end here, I think are are more that's the Farmers-Half Hybrid or the... [LT: OK.] ...the ah, the.....

22. LT: Yeah. You got more spots in here, and Duroc and Hamp. [DS: Yeah.] There's a little Hamp showin' through, with the belt there.

23. DS: I don't think that the Berkshire breed is, is a been involved in ah, in this... [LT: You don't.] this cross breeding system. No, I don't think they have been at all. [LT: OK. Uh huh, uh huh. Yeah.] You, you see ah, you know they've got a kind of a short nose, and you'd see that probably .... [LT: Yeah.] In their snout. [LT: Yeah, uh huh.] Here's one of the gilts he's picked out. [LT: Oh yeah. yeah.] Some of these guys that are marketable, they're, they're gonna weigh over 260 - 270 I'd think. Those gilts will probably weigh over 300.

24. LT: Yeah, there are some big animals here, yeah, yeah.

25. DS: Yeah, yeah. He should get them off of the, get them off the self feeder and hand feed 'em 'cause they're.... [LT: Yeah.] It's, it's better for 'em if they're hand fed now, I think. [LT: Uh huh.] Special rations, so... [LT: Yeah, yeah.] Well, we can, we can climb over the fences and walk down that way and.... [LT: OK.] [TG: OK.]

S-A.15 Genetics and production techniques of Snyder's hogs WC: 711

S-A.16 Pasture farrowing and related research

1. LT: All right. (walking).....How many of those A-frame farrowing houses do you have out there?

2. DS: Oh...some of them.....I suppose all together, counting the good ones and the bad ones, we've got around 300 and some, but... [LT: Oh yeah.] There are some out there that, well one thing their doing this afternoon is robbing the good material off some of those old ones and... [LT: Oh yeah.] repairing. He's got some out there that need some repairs, so.... [LT: Uh huh.] Do you know Mark Honeyman?


4. DS: He's, he's one of the animal science professors. He brought a class out here last week. [LT: Oh yeah.] They wanted to look at... [LT: Uh huh.] Our situation here. [LT: Yeah.] We've got, ah we've done some experimental work here several years ago. Iowa State was ah working with Pittman-Moore on this product called ah hyber.... no ...cymatretropin, I don't know if... [TG: Cymatretropin I know, I know.] OK, OK. All right, well what we did here was inject... [TG: Hmm.] daily. [TG: Uh huh.] Injected 'em with ah some of this ah... [TG: Cymatretropin? yeah I know.] Yeah. And ah well we had one pen we took up to about oh 250. And then the next, they wanted to see what would happen if we continued that up to 290 lb. [TG: Uh huh.] And they didn't really, didn't really show much effect of that... [TG: Uh huh.] 'til they got up to about... [TG: Yes.] 190 lb., and then it was really dramatic, their muscle muscular development. [LT: Huh.] [TG: Yeah.] We got a, got a more of the more lycine in the ration than the cymatretropin....(windy) They got so muscular they, they sort walked like
this. [TG: Oh, really? Yeah] Yeah, yeah. [TG: Uh huh, uh huh] But it was
dramatic how those pigs developed muscle with that stuff. [TG: Huh.] I
don’t know what they’re gonna do with that product but, We didn’t know
what, what price to assign to, through the product but... [TG: Uh huh.] We
kind of guessed what it might cost us. [TG: Yeah.] And of course, that,
that’s a rather labor intensive thing to do... [TG: Uh huh.] [LT: That’s right.
That’s right.] to inject ’em every day. But Lee had a system out here in this
alley and ah, after, after he’d been doing it about a week, those pigs kind of
got out here and they kind of went through the routine. [LT: Uh huh.] They
had a special syringe. [LT: Uh huh.] It wasn’t like, ... [LT: Right.] you know
it wasn’t pistol grip, it was...

5. TG: Yes, I yeah I, I, like a pistol (sound effects of shooting the syringe)Yeah,
yeah. But anyway...

6. LT: Just a poke kind of a thing.

7. DS: Yeah, they had a different type of syringe, a prototype that they... [LT:
Huh.] it worked pretty well.

8. TG: Only the needle have changed, I think. [LT: I see.] [DS: Yeah,...] [LT:
Huh.]

9. DS: But ah,...we, we kind of calculated ah, we realized about $15 an hour
doing that you see. [LT: Uh huh.] [TG: Uh huh.] So it would be worthwhile
but, boy it takes, you know, it takes a lot of time to do that...[TG: Uh huh.]
[LT: Yeah.] every day, every day, every day. [TG: That’s right.][LT: Yeah.] And
we just did it on two small groups or so. [LT: Uh huh.] [TG: Yeah.] But
it was interesting.

10. LT: Was that a hormone? Or what is that?

11. TG: Yeah, hormone.

12. LT: Is it a hormone?

13. TG: ... hormone

14. DS: Well, that’s the, that’s the product they’d been ah using with dairy
cattle.

15. TG: Yes, that’s sure.


17. TG: Yeah, so called BST. [DS: Yeah.] [LT: Oh yeah, I see.] Concerning the
dairy, dair, dairy dairy cows [DS: Yeah.]

18. TG: Ah...such kind of eh implementation makes around 50% rise of its milk
production. [LT: Oh yeah.] TG: Yes. [LT: Uh huh.] So, in the meaning,
concerning the dairy sector, such kind of treatment is very much profitable.

19. DS: Well we’ve got 4 different kinds of feeders here. [LT: Uh huh.]
Different, different feeders. [TG: Oh, really.] Now, he’s got, he’s got a few
more of those Seegars. [LT: He's picking out a few for..] Yeah. [LT: ...for
breeding stock so] I think there's a half a dozen or so in here... [TG: Uh huh.]


21. DS: Well, the...[LT: Or your own ,, I mean.] the last, last of the breeding
stock I have now I bought from the Farmers Hybrid. [LT: Uh huh.] [TG: Oh.]
I wanted to try them, but I don't know if...I was a little disappointed. I
thought I'd realize better carcass and so forth. [LT: Uh huh.] But I
ah...maybe it's some [LT: Yeah.] I'm somewhat disappointed. [LT: Yeah.]

S-A.16 Pasture farrowing and related research WC: 853

S-A.17 Draft horses

1. DS: Well, let's see...this is an old barn that ah actually was built for horses.
   [TG: Oh really] they raised a lot of draft horses here.... [TG: Oh, yes I
   know.] and they, they got out of that part of it. And...set up in there, and
   they had to carry it by hand and...we got out of the cattle, we never used
   them for the pigs...(static)

2. TG: Oh, uh huh..the procedure...very like the building for the draft horse, I
   ....I am very much fond for the draft horses. [DS: Sure.] Yeah. Belgians and
   the Percheron [DS: Sure] [LT: Yeah.] [LT: Belgians and the ah...] [DS: Ha
   ha.] Yeah from Belgium. Ah, yes Belgian breed is very good.

3. DS: We ah we understand that ah...they eat a lot of horse meat in France,
   for example.[TG: Yes.] [LT: Oh really?]

4. TG: Percheron, Percheron is from France. Percheron is from France. Yeah.
   Belgian is from... [DS: Yeah.]

S-A.17 Draft horses WC: 154

WIND

S-A.16 Pasture farrowing and related research continued

1. DS: Would you like to walk out and see ah...it's just beyond those little
   ports... those little metal buildings there's there's a pen out there I have
   some, some litters of pigs and they ... if you want to go see that or not.
   That's up to you guys. (WIND)

2. LT: Whatever you want to do. [TG: Yeah, I like to see.] (WIND) [LT: Good.]
   [DS: All right.]

3. (Walking out.....lots of pig noises)

4. LT: This is way too cold for... [DS: Oh!] ..for April, isn't it Dick? [DS: It's
terrible, terrible, terrible!] Ha ha. Way too cold for April. [TG: Ha ha.] [DS:
   It certainly is.] [TG: Yeah.] Ha ha.

5. TG: Yeah, I think is very happy time for me. Ha ha.

6. LT: The grass is green. I mean it's gonna get warm sometime. [TG: Yeah.]
7. DS: Still miming?

8. LT: I try to everyday, yeah. Try to get out a little bit every day.

9. DS: Did you ever go over and run the "Bix" at ah Davenport?

10. LT: Yeah, I went to that a couple of years. [DS: OK.] Yeah, uh huh.

11. DS: I walked it one year with Robin. [LT: Oh yeah.] Ha ha.

12. LT: Uh huh. That's quite a steep hill in the beginning, isn't it? [DS: Oh my!] That first mile is...

13. DS: Yeah. You know, we got, one of the most impressive things to me, we got there a little late, for the line up... [LT: Uh huh.] and when that thing starts you can look up the hill there, and you could see thousands of bobbing heads up and down. [LT: That's right. Yep.] I'll never forget that.... [LT: That's amazing, yeah.] that was quite a sight. [LT: It is, yeah.] But it takes a lot of work ah to get that thing goin'. [LT: Yeah, that's a big event.] Yeah. All the volunteers and... [LT: Yep.] [TG: Ahh]

14. LT: I didn't know you had so many hay racks, Dick.

15. DS: Ah well, I use those for different things... [LT: Uh huh.] ..ah...there not in very good shape. (static)...use them for shade in the summer.


17. DS: ... we can use 'em for a ... (far away)

18. LT: Yeah. This is some of that rock you bought a few years ago, I guess. [DS: Well....yeah. (static)] [LT: Ha ha.

19. DS: This load was put in last year. [LT: Uh huh.]

(walking)

20. LT: So how much ground do you devote to farrowing space, here?

21. DS: Ah....it's about....oh 50 acres I guess, total. [LT: Uh huh.] It's kind of chopped up. If we get up on top here we can see... [LT: Yeah.] look out and see.

22. LT: Yeah. You must spend a lot of time moving pigs around. [TG: Ha ha.]

23. DS: Oh yeah. [LT: Yeah.] It's more of a labor intensive thing you know when you have to raise 'em this way [LT: Uh huh. Yeah.] When the weather's...when the weather's nice it's ... kind of a joy to work with these pigs. [TG: Uh huh.] [LT: Uh huh]

25. DS: Now you can kind of see where we're, how we're situated here. Ah... [LT: Yeah.] We got, we got 6 pens over here I rotate back and forth... [TG: Uh huh.] .each year. The rest of these we just kind of use every year, and
they're large enough they don't get it, they don't get it down to the bare
ground. [LT: Oh.] raze it clear down to the ground, so.

26. LT: Do you haul water out here?

27. DS: Yeah. That's one thing that we...if I had it to do over again, that's one
thing I would change. We could have... [LT: Uh huh.] we could have run
water lines out here to these pigs. [LT: Uh huh.

28. DS: And there's, I think we could have saved some, I know we could have
saved some time, and then... [LT: Yeah.] Anyway...we come out here
anyway to to check 'em. [LT: Yeah.] And sometimes we'll bring a little
water, we'll just do that you know. [LT: Yeah.] We got, we got, oh I don't
know, 13 or so of those, of those tanks.

29. LT: Uh huh. Do you, is one of the reasons you rotate ah for health? You
leave.... [DS: Oh sure.] ...leave one or two fallow every [DS: Yeah.] .every
time, so to speak? [DS: Yeah, yeah.] Yeah, uh huh.

S-A.16 Pasture farrowing and related research continued WC: 737

S-A.18 Swine diseases

1. DS: But, I don't know with these diseases kinda, kind of slip up, you know,
creep up on you. We'd ah... [LT: Yeah.] .we'd never had a problem with this
roto virus until 2 or 3 years ago, and now we're vaccinating for that. [LT:
Uh huh.] And ah...on once in a while, I think 2 years we've had a problem
with baby pig disease. [TG...TGE, I you know.] [LT: Yeah.]

2. TG: That was caused by corva virus.

3. DS: And ah, boy that one, that one really clobbered ya, you know. But
that's a....normally a cold weather disease but...[LT: Uh huh.] .we've had it
happen in April. [LT: Oh really? Yeah.] Yeah. And that thing is highly
contagious. Whoa! [LT: Oh yeah.] I think it must be airborne or something
because....[LT: Uh huh.] [TG: Oh yes.]

4. LT: So mov...so leaving some of these paddocks ah fallow didn't, didn't
knock that one out. [DS: No, nope, nope.] Ha ha. Yeah, well.

(walking)

5. LT: Well these guys are hard at work over here. [TG: Ha ha.]

6. DS: This door isn't supposed to be warped like this.

8. LT: Uh huh. There's a...there's a new litter. [TG: Ahh.] [DS: Today.]} [TG:
It's ???(wind noise)} Yeah.

9. DS: They're ah...it's ah it's pretty cold they, you know, they're not extremely
comfortable but they're all right. [LT: Yeah.] [TG: ???(bad wind
noise)]

10. LT: Uh huh., You write the date on there. Yeah, yeah. Yep. These here are 2
days older than that bunch, it looks like maybe. [DS: ???(wind noise)} Oh
yeah.
11. DS: She's got hers right here. They have a sense of kind of protecting them, you know. [LT: Oh yeah. yeah.] They get off to one side and ah, those those pigs know a warm place when they... ???(still wind noise) [LT: Yeah. Uh huh.] [TG: Yeah, yeah] We've got. See, we're pretty close to the Skunk River. [LT: That's right.] As you get get closer to the Skunk River it gets a little rough ground. This is the rough part of the farm. [LT: Yeah.]


13. DS: Well there's a, there's a family operation up in northeastern Iowa. They've got a lot of sand underneath. [LT: Uh huh.] [TG: Oh yeah.] And that's, that's just excellent because the drainage is real good. They don't have the disease problem. [LT: Yeah.] [TG: Oh.] That sand is pretty good...???(wind)

14. LT: Yeah, I went to school with...

15. DS: Are you warm enough? Ha ha, you're wrapping that coat...[TG: Yeah...]

16. LT: Are you warm enough?[TG: That's OK.] You all right?

17. TG: That's OK [LT: Yeah, yeah]

18. DS: I could have offered you a coat.


20. LT: Very interesting, isn't it. Yeah. [TG: Yeah.] Well, he raises a lot of pigs out here with this system. Ha ha ha.

21. TG: Yes, most of the Japanese can't understand what is raised here. Ha ha. [LT: Yeah, yeah, yeah.]

22. WIND

23. DS: Ah, you know, ah...they used to have these balloon festivals down in... [TG: Ah, balloon festivals, yes.] [LT: Right.] Down in Indianola? [LT: The hot-air balloons?] Yeah. [LT: Yeah.] And, and some of them will get this far north. [LT: Really? Uh huh. [TG: Ha ha.] And they'd see these A houses and they wonder what a big cemetery that is. [TG: Ha ha, ha ha.] [LT: Ha ha, ha ha.] Ha ha. Til they got here and realized what it was. Ha ha.

24. LT: Yeah. Ha ha. Oh dear. Ah that's a good one. Uh huh. Oh there they are working over there, Yeah,. I see them now. The guys are over there? [DS: Oh, OK. Yeah.] They're working on it, yeah.

25. DS: One ah...one fall we had a wind come through here that......Well we had some of the houses and some doors up... [LT: Uh huh.] And some with the doors down. The doors, the houses with the doors up had enough resistance. [LT: Yeah.] And... just rolled, well it just rolled them clear off. [LT: Oh really?] Across the fence and stuff. We lost probably a dozen. It just rolled them completely away.

27. DS: I thought, Oh brother. But you know, those pigs and those sows all come together. [LT: Uh huh.] It's amazing what they do.

28. LT: Yeah. What breeds are, do you like for the mothering instinct? That, that'd probably be pretty, maybe more important out here the way you farrow. [TG: Yes.]

29. DS: Yeah, it is important. Ah.....well, the Landrace is supposed to be one of the better breeds. I don't think there's any Landrace in this... [LT: Uh huh.] program....that's a Yorkshire there ...I don't know, ah....most of these sows are [LT: Uh huh.] They grow up in this system and... [LT: Yeah.] ...Whenever we feed 'em, I feed 'em once a day and I like to , don't always do it, but [LT: Uh huh.] But just walk around 'em and, and let them know you're there... [TG: Yeah.] [LT: Yeah.] I was just reading some stuff in that pork magazine last night about...in the nursery part especially, if you spend a little time with those pigs... [LT: Yeah.] they do better. [LT: Oh yeah] They've, they've done some research on that... [LT: Uh huh.] and they're more efficient. And they...you know they just feel more secure and so forth. [LT: Yep.] We can walk up this way here. [LT: OK. Yep. Thanks.]

30. DS: Ooh, that wind's so chilly. [LT: It's cold!] It sure is.


32. TG: Yes. Yes, ah....after I came here I realized the word "wind chill." [LT: Yeah, that's right. Yeah.] Ah yes. this is not ... I know.

33. LT: Yeah, we ah, we are all too familiar with that term here, aren't we Dick? [DS: Oh... ] Wind chill. Ha ha. [TG: Ha ha.]

34. LT: Much too familiar. Ha ha. We get it every winter and it's never e...easy to take.

35. DS: Your son decided on, he's pretty young to decide or early to decide yet what he'd like to do after high school.

36. LT: No, he's still, he's like every other 15 year old. He's...I don't think he even thinks that far ahead. Ha ha. [TG: Ha ha.] [DS: No, ha ha.]

37. DS: Even after they get through college they don't always know. [LT: That's right.] Yeah.

38. LT: Yep. And hopefully they get it figured out during college, but...ha ha. [DS: Yeah, yeah.] Yeah. Do you sell to one certain packer most of the time? [DS: Oh... ] Or do you...kind of...

39. DS: IBP....IBP buys most 'em but we do... [LT: Uh huh.] [TG: Uh huh.] .we try to get bids from 2 packers at least.
40. LT: Yeah. So they mostly go to Perry then? [DS: Yep.] Uh huh. yeah. Do you...do they give you any kind of...carcass ah numbers? Any kind of ah...feedback on the...

41. DS: Oh sure. I can show you if you'd like to look at some kill sheets. I can...

42. LT: Kill sheets? Yeah, they.... So you know,... [DS: Yep.] you know what kind of quality you're producing? And so on? [DS: Yeah, yep yep.] Uh huh.

43. DS: And when they....we don't sell on grade and yield, but when they bid they bid on the last ones, the last 5 loads average. [LT: Uh huh. Oh, I see.] Yeah. So indirectly we're, we're selling on grade and yield. [TG: Oh.] [LT: Yeah, I see. Uh huh. Yeah, that's....] Well, I can show you some kill sheets if you'd like to look at some.

44. LT: Are you interested in that? [TG: Yes.] Tatsuya?

45. TG: Yeah, very much interested in...[LT: The kill sheets?] kill sheets, yeah.

46. LT: And this would be from IBP then. [TG: Yes.]

47. DS: Oh, yeah. I've got some

48. TG: Yeah, that's OK. (heading back inside)

S-A.18 Swine diseases WC: 1348

S-0.7 Return to house

1. DS: That's OK

2. LT: Are we all right with our shoes? [DS: Yep. Just go on in.]

3. DS: I think I can find them today. Just go on in.

4. LT: It's a little warmer in here. Ha ha. This feels a little different. Go on in, that's okay, he said...

END OF SIDE TWO, TAPE ONE

5. DS: Well, let's see here.....

6. TG: Ah there a figure of horse. [LT: You're right. Yeah.]

7. TG: ...photograph, I am very much attracted for the ...

8. DS: Just have a seat and I'll, I've got to go back in the bedroom here and ... [LT: OK.]

9. LT: Thanks. ......That's a prayer in Norwegian language here.[TG: Oh. Oh yes.]

10. LT: For ah before you sit down to eat. [TG: Uh huh.]

11. LT: This is a prayer. [TG: Oh, really?] Yeah, yeah. Yeah, Norwegian language, yeah.
12. TG: We also have such, such habit, yes, before eating. [LT: Uh huh.]

13. TG: we have to, ah we have to say, nitamakamusu, nitamakamusu, (sp? Japanese phrase) means now we are eat, ah we are Yes.

(waiting for Dick?)

S-O.7 Return to house 169

S-A.19 Kill sheets

1. DS: Okay. Come on over here to the light, a little better. [LT: Yeah.] [TG: Yeah.] Here's Ah... [TG: Oh.] from IPB. And...they're kind of complicated. It takes awhile for me to really ....ah....It gives you the back fat...[TG: Uh huh.] and the grade and the... [TG: Uh huh.] carcass grade. And over here they tell you how much you would've gained if you'd had 'em up to .... [LT: Oh!] ...their... [LT: OK.] Now they these ah we had they're, they dressed out oh well...75 1/2 %. [LT: Uh huh] [TG: Uh huh.] Let's see, that's that's mine. [LT: OK.] Lee, Lee's got some in there, too. [LT: yeah] They're, it's kind of complicated but... [LT: Yeah. That's interesting though.] Yeah. And most of that's done with automatic breeding machines, I guess. [LT: Uh huh.] I don't know, I haven't made it to the packing house for a long time, but...

2. LT: Yeah. Yeah. So, you were in the top 25% ah, let's see, in yield. Is that how that works? You were in the middle... [DS: Yeah.] You're middle ...Back fat and grade premium were in the middle and....What's sort?

3. DS: Well, that's, that has to do with the weight. You see, there's a...[LT: Oh.] wide range of weights here on on these [LT: Oh.] and they, actually one of their ploys, you might say... [LT: Uh huh.]...ah, you want to have it as close to one weight as possible. [TG: Uh huh.] That's the idea. [LT: I see. Yeah. They like uniformity] Yeah, yes. Right, exactly. Exactly. [LT: Yeah, OK.] Alright, alright.] Yep. [LT: Huh. OK.] Here's here's a sort factor of 61 cents, and here down here was 38. [LT: Yeah.] [TG: Oh.] That's year to year to date comparison. And this is the current load here. [TG: Uh huh..] [LT: Right.] Yeah.

4. LT: So these are, these are only your animals year to date? Or is this ... [DS: Yes.] all the animals they bring in? [DS: Eh...] This is, this would only be your farm here.

5. DS: That would be only 59 head, wouldn't it?

6. LT: Year to date comparative carcass info. Number of head 59.

7. DS: This this shipment was 106, but they still have year to date... [LT: Yeah.] ....59 head. I don't know, that doesn't make sense to me. It looks like they'd have whole... [LT: Right..]...have the whole total there.

8. LT: Maybe maybe that's the, is that the average load? Year to date? Could that be? [DS: That could be.] And then the average yield. These are all averages? [DS: I don't know, it could be...] I don't know. [DS: ...That could be. I don't know.] That doesn't make sense though, you you told me they were 252 and that's what these are, is 252. [DS: Yeah.] [TG: Average live weight here.] [LT: Yeah. Yeah, huh. Yeah.] [DS: But ah...] Yeah, that
Snyder/Go Transcript

will...this is very interesting. It gives gives... [TG: Yeah, interesting. Yeah.]...gives you a lot of information. Yeah.

9. DS: Okay, now down here it tells you the current lost, lot lost, opportunities...comparison well, Ah...compared to the top %25 and so forth. [TG: Yeah.] [LT: Yeah.] So... [LT: Yeah.] As far as the leanness part, you know, we have... [TG: Uh huh.] we have some...some ah improvement to make there. [TG: Uh huh.] [LT: Yeah.] But another thing they brought out at this meeting when we analyzed the records, was that the guy that has the leanest pigs doesn't always have the the largest profit margin. [TG: Uh huh.]/ What is their cost...

10. LT: That is a good point. That is a good point./ [TG: Yeah.] [Yeah.] What does it cost you to get that leanness, see.

11. LT: Right, yeah, yeah.

12. DS: And...ah there are other factors in there, like ah, for example ah, your wean...number of weans per litter. [TG: Hmm.] Doesn't always mean that if you get the highest, you've had the highest profit. See this is... [TG: Uh huh.] [LT: That's right.] The main things that enter in to make it a profit, you know.

13. LT: Right. You might have a more expensive feed, for example.... [DS: Yeah.] to get them there. [DS: Yeah, exactly] well then you're losing...[Yeah.]...compared to the guy who's...

14. DS: Yeah, yeah. So there's so many things that go into what makes a profit, so. [TG: Yeah.]

15. LT: That's right. Yeah. That's a good point, yeah.

S-A.19 Kill sheets...WC: 736

S-O.8 Thank yous and farewell
1. LT: Well, we really appreciate this, Dick. We've... [DS: Oh.] [TG: Yes...] taken a lot of your time here this afternoon. [TG:...very much]

2. DS: Oh, I've enjoyed that. Enjoyed meeting Dr. Go and ...

3. TG: Yeah, thanks very much.

4. DS: I hope that your trip to this country is fruitful and...[TG: Yeah. Thank you very much.] Yeah, yeah.

5. TG: Yeah, I'm very much hmm surprised and I'm very, I I'm very, I'm very enjoyed ...[DS: OK.]...today. Yes. [LT: OK.] Now yeah really beautiful, beautiful farms. Yeah. And, yes at the same time, very good field...[LT: Right.] for farrowing. Ha ha.

S-O.8 Thank yous and farewell...WC: 102

S-A.20 Pasture farrowing
1. LT: Very, and and, Dick, they're unique. I mean, I ...are there 20 farmers in Iowa maybe that do this? At...at this scale... [DS: I...]. I doubt it.

2. DS: ...I don't know. I really don't.
3. LT: I mean you're in a pretty small group, aren't ya? [DS: Yeah, yeah.] The way you're, the way you're set up is?

4. DS: Now Mark Honeyman has been over to Europe and and he said there's a, especially in England,... [LT: Uh huh.] there's a trend back to being outside with pigs. [TG: Oh really?] [LT: Oh really.] Yeah. [LT: In England?] Yeah. [TG: Oh. Huh.] Yeah. [LT: Huh.] Yep. [LT: I'll be darned] Yeah. So...I don't know what's gonna...

5. LT: Dick, now you're on the cutting edge. Ha ha. [DS: I don't think.] Ha ha ha. [TG: Ha ha.]

6. DS: I don't think that's gonna happen. For one thing, our climate here isn't that, ah like, you know, England doesn't have the severe ... [LT: Right.] weather that we do here. Now that's the thing that really ....and the soil is another thing you know, and... [TG: yeah.] They use a lot of straw, you know, and... [LT: In England?] yeah. [TG: Uh huh.] Yeah.

7. LT: Well, in a way, our aren't we ah...isn't this advantageous here for disease control, with our extreme temperatures? [DS: Sure. Yeah, yeah.] You kill some of the... [DS: Oh, sure! That's right.] problems in in the winter here? In England they... [DS: Yep.] they ah... [TG: Uh huh.] the bacteria might stay alive... [TG: Yeah, uh huh.] but here they would die? I, I don't, you know more than I do about this. [TG: Yes, yes.] With the very low temperature, I would assume that we're... that's a little bit of disease control there. [TG: Uh huh.], [DS: Yeah.] Ah...

8. DS: Yeah, one other thing in how powerful these animal rights people will get, who knows...[LT: Right.] but ah, you know. They would be more friendly to this type of thing and ah... [LT: That's right.], [TG: Uh huh.] and our sows, our records show that our sows, we can get more litters out of these pigs, or these sows... [LT: Really?] outside, oh yeah. 'Cause then there's not near the stress. [LT: Hmm.]

9. DS: Now we had a student that worked for us, and he's a senior in Animal Science now,... [TG: Hmm, uh huh.] and he had ah...he made a point when he came to Iowa State, he wanted to work for different operations, you know, different type of, he was worked here for a couple ah semesters then he went to another type operation that was inside. [LT: Yeah.] And ah, he said they had a difficulty in ah, in the sows to settle you know? [LT: Uh huh.] And ah... [LT: They wouldn't feed so well?] They'd get maybe 3 litters out of a sow and they'd have to cull her. We get, we can get as many as 5 and 6 out of these sows here. [LT: Huh. Really.] Yeah, and we have very little udder, udder problems. [LT: Really?] Yeah. [LT: Huh.] So ...Yeah there's advantages you know. That's just part of the management. You have to weigh one thing... [LT: Yeah, yeah, yeah.] It's a trade off, you know.... [LT: Yeah. ] .so... [LT: Yeah, that's interesting]
Right. And he said when you take people away from the land, strange things happen. Ha ha {TG: Ha ha.} {LT: Ha ha.} And I think, you know, there's some truth in that. {LT: Yeah, yeah.} {TG: Yeah, for sure.} You know, if we're close to the land, I think we learn a lot of things that are real positive about the responsibility and discipline...{TG: Uh huh.} and so forth. You know this very well, you know. {TG: Yeah, I agree} Yeah, yeah. So...even if a...I've read, too, that there's a trend back to people having a little vegetable garden and flower garden. And that's a that's a nice thing, you know. {LT: Yeah.} Raise your own stuff and they appreciate the, those things....{LT: Yeah, yeah.} anyway. Now you, well you were raised on the farm, weren't you?

S-A.21 People and land connection WC: 198

S-O.9 Family

1. LT: I I wasn't. I I'm, actually I'm more like ah Dr. Go. {DS: Ohh.} I...my ah grandpa ah sold, had his farm sale ah 1921. And moved to Des Moines. {DS: OK.} And ah, Ronald farmed the the ground. Ronald Tesdell raised his family...{DS: Yeah} on my grandpa's farm... {DS: OK. Alright.} .there. Ah it ended up the Schonhorsts bought that, {DS: Yeah, yeah.} bought that. But we still have an 80. {DS: OK.} That we kept, ... {DS: Yeah.} but no I, I'm in kind of the same boat. I always had this kind of romantic notion of, you know...{DS: Hmm.} ah being on the farm was good and and.... {DS: Now Betty...} Iowa was good and so on, but...

2. DS: Yeah. Betty's your sister. Is that right?

3. LT: Ah, Betty Lee is my ah dad's first cousin. {DS: Ohh. OK.} Yeah, yeah. So we're, we're closely related but not quite that close. {DS: OK, OK.} Yeah yeah. {DS: I'm sorry, I thought I ...} My grandpa was Ben, and her dad was ah Sanford. {DS: Alright.} Right. So Ben and Sanford were brothers. {DS: Alright, OK. Ben's your dad.} Yeah, ah my grandpa. {DS: Alright.} My dad was Loren, yeah yeah. So actually my dad grew up in Des Moines. {DS: Yeah.} And ah, so he was a city boy and ah ah my ah...I was in 4H and stuff. I mean I always enjoyed the outdoor stuff, so...We're...

4. DS: Yeah. You still like to grow...

5. LT: Yeah, we we raised our own lamb and our own meat and we have a big garden and stuff and you know. We...I kind of work with Mike on the 80, we rent our 80 out to Mike and Charles Hellend. And ah do a little bit of management there and I keep...I'm kind of like him, you know, if ...{TG: Ha ha.} if I were rich enough and had enough land I'd probably be farming at least part-time, too. But...{DS: Yeah. Yeah.} But, you know there's no way, in in our economy, there's no way. {DS: Ohh.} Ah, start from scratch, really.

6. DS: Ah it's just horrible what it costs anymore. {LT: Yeah.} {TG: Oh yeah} It just really is, yeah. yeah. {LT: Yeah.}

7. DS: How is Betty doing? I haven't heard much about her...

8. LT: Pretty well. {DS:....Is she?!} Pretty. She's...I saw her, ah we we had a family get together in July. {And I saw her last July and she was...} {DS: Yeah.} she looked good. {DS: Yeah.} She's kind of taking care of Paul and, of course Severt passed away in October so...She lost one of her brothers. {DS: Oh, I didn't know that.} He, Yeah, we we buried him on the 26th of October I think it was.
9. DS: I'll be darned. That's too bad.

10. LT: Well, I saw her there. That, that is the last time I saw her.

11. DS: Well, OK. Now how old was he? Wasn't he...


13. DS: Well, Betty is a unique lady, too. [LT: Yeah, she...] She was one of the first, you know, pastors here.

14. LT: That's right. Yeah. She ah, yeah she's quite something. [DS: Yeah.] We liked her husband, Lee, quite a bit, too. He...

15. DS: Oh, he was a great guy! [LT:...was a real nice guy. Yeah.] DS: He was a great guy.

16. LT: Yeah. I think, if I remember correctly, he worked for Wallaces Farmer for awhile. [DS: Probably.]

17. LT: He was a writer I think for... [DS: Yes, yes.]

S-O.9 Family WC: 649

S-O.10 Farewells and gift giving

1. LT: ...before he went to Iowa State. [DS: I think he did.] LT: Uh huh. [DS: Yeah.] LT: Uh huh. [DS: Sure.] Well, I suppose we should make our way on ah... [TG: Yes.] down the road. Thanks again, Dick. [TG: Thanks again.]

2. DS: It's been a real joy to meet you. [TG: Yeah.]

3. DS: Again, I hope your trip to this country is fruitful, Ha ha ha. you know. Ha ha.

4. TG: Thanks.


6. LT: We're hoping he does. Ha ha. [TG: Ha ha.] [DS: Sure, sure. OK.] Yeah, yeah. [DS: Good.] They say, you know, there's a saying in Egypt that if you drink once from the Nile... [TG: Uh huh.] you know, you're gonna come back and drink from it again. [TG: Ha ha.] [DS: Alright.] Well maybe there's the same thing here in Iowa, right? [TG: Ha ha.] You come once here,... [DS: OK.] you have to come back and visit again. Ha ha. [DS: Yeah, yeah.] [TG: Yes.]

7. DS: Yeah, it's a...it's an interesting world, isn't it. You know, we've done a little traveling but ah, it's quite a world. [LT: Yeah.]
8. DS: It's just good the different cultures can get together and and... [LT: Uh huh.] you know, share notes and so forth.

9. LT: Yeah. We sure don't think alike, but it's interesting to discover how other people think and live and all. [DS: Yeah, yeah. Right.] Yeah. [DS: Yeah.] Discover the differences and the similarities.

10. DS: Sure. We basically all have the same needs, I guess, but ah... [LT: Oh yeah.] have different ways of getting our, getting to those needs.

11. LT: Yeah. Yeah, yeah, well thanks again.

END OF SIDE ONE, TAPE TWO

12. LT: Oh, that's very nice, yeah.

13. TG: Yeah. Yes ah, this is...yes. And this is the right place. Here is the North...[LT: OK.] and East and West and South. [LT: OK.] And here is the Hokkaido area where I was born, but 200 years ago this island is not ah, not found by the Shogun, so Shogun didn't realize the [LT: Uh huh. Ha ha. ha] go around the Hokkaido island [LT: Huh.] And this is Honshu Island, and here is, I suppose here is Tokyo. And here is Osaka, and Kyoto, And, yeah, this is Shikoku and Kyushu Island.[DS: Oh.] Yeah, they are very...yes, very tiny souvenir. Yeah.] [DS: Alright. Well, thank you very much.] [LT: That's very nice.] Yeah, my welcome, yeah. [DS: Yeah.] They are yeah, very tiny. [DS: I appreciate that.] [TG: Yes.]

14. DS: Shirley will like this. [LT: Yeah.] [TG: Ha ha.] Shirley will like this. [LT: Yeah.] Well, thank you very much.

15. LT: Now what's the date of this map, would you say?

16. TG: Yeah, I suppose around 2000, no no, 200 or 300 years ago. Ah this figure was described. [DS: OK, alright. Alright.] [LT: Right.] And, yeah, here described is the name of the...[DS: Sure.] yeah ah, state. Not not the state, prefecture. Ha ha. [DS: OK.]

17. LT: Like a province or a...

18. TG: Yeah, like a province yes. that's right. [DS: Alright, OK.]

19. LT: ....or something. County maybe? County?

20. DS: Yeah, alright. That's that's....Now what what material is this? Is this...?

21. TG: Ah, this is ah, I suppose, cotton or such kind of... [DS: OK. OK.]

22. TG: Ah, excuse me, ah...yes, cotton cotton 100%. [DS: Alright, alright.] And, but this color, yes this color is very typical for Oriental, I believe. [LT: Ah.] [DS: Oh. Uh huh, uh huh.] Yeah, uh huh.

23. DS: Now, where do you import, or where what countries do you get the cotton from? Do you, you know... [TG: Ah...]

24. DS:....know which country?
25. TG: Yes, mainly from the United States. {DS: Uh huh.}

26. TG: But from China or Egypt, or ....

27. LT: Egypt, yeah, yeah.

28. TG: ... yeah, some other countries.

29. DS: Alright, OK. Alright. yeah, well thank you very much.

30. TG: Yeah, my my welcome. {LT: Yeah, yeah.}

31. DS: Thank you.

32. LT: Yeah.

33. TG: Thank you.

34. DS: Well, alright.

35. LT: Yeah, thanks again Dick.

36. DS: Alright.

37. TG: Thank you

38. DS: Come again.

S-O.10 Farewells and gift giving WC: 683
April 10, 1997
Wayne Reinhart/Go
Slater, Iowa
7–8:20 a.m. @ Hailey's Comet Cafe in Alleman and then @ Wayne's farm.

TG: Tatsuya Go, visiting Japanese official
LT: Lee Tesdell, researcher
WR: Wayne Reinhart, farmer
W: Waiter at Hailey's Comet Cafe

Lee arrived a little late for the appointment to have breakfast together at Hailey's Comet.

R-O.1 Weather and calves
1. WR: A little snow to be walking through this morning, but I think we're going to luck out.
2. LT: They postponed in about a day it looks like.
3. WR: Gosh, I thought we were going...
4. LT: The snow's going to start. Snow's going to start during the day today. It was supposed to start last night, originally.
5. WR: I was hoping maybe we'd just miss it all together, I don't know. [LT: Yeah]
6. LT: I don't think we're going to Wayne.
7. WR: I just don't need this Lee with all those calves.
8. LT: I know it. Yeah.
9. WR: But I guess they'll survive.

R-O.2 Ordering breakfast
1. Coffee?
2. LT: Yes, please. You guys ordered yet?
3. WR: No. [TG: Ha ha ha]
4. LT: Yeah, you take that one and I'll go get another one here.
5. WR: Yeah, I probably know, I don't eat a lot for breakfast, Lee.
6. LT: Take one from this man, he doesn't want to order two breakfasts. Ha ha ha. Or you probably know it so well already that...
7. WR: I'll just have one of those ah, he makes like a sausage sandwich.
8. LT: You've better have something here. //

R-O.3 New neighbors and blizzard

R-O.2 Ordering breakfast WC: 90
1. LT: So we have new neighbors.

2. WR: Yes

3. LT: Wayne owns the the house between our house and the highway. [TG: Uh huh!] And ah, the former renters just moved out [TG: Oh really!] And so now we have a new family coming in, it turns out, I was talking this over with my son, that, I think they have a son in his grade.

4. WR: Oh really? Josh?

5. LT: Freshman? Yeah, Is he a freshman?

6. WR: Well, you know I don't know what grade he is in for sure. Yeah, Josh is his name.

7. LT: Josh, he said that ah, he was a pretty nice kid, so this may work out real well. [WR: Oh good] My wife, might just be real happy.

8. WR: Well, that's a good deal and they're real nice people. [LT: Good.] They're really nice people.

9. LT: And she's always ah, worried, shall we say, that living in the country, you know is not giving the kids enough opportunities to have friends, and I don't really agree, but anyway this will, this'll help our relationship on that account. Ha ha ha

10. WR: Well, great. Yeah they're working on the house right now [LT: Are they?] quite a bit, he's gonna', oh, the bathroom needed a lot of work and stuff, [LT: Oh yeah] and so that's he's guttin' that completely out. [LT: Oh yeah]

11. LT: You realize we spent the blizzard, the night of the blizzard, there, did you know that?

12. WR: Yeah...

13. LT: We never made it home.

14. WR: ... I forgot all about that, you had, you had to break a window to get in, didn't you, or something?

15. LT: Ah, well, ah, Tammy had to break a window on our house to get into our house. [WR: Oh, okay, okay, that's it.] Ah, we ah, ah, Kepler and Ronni were home, they had just made it. [WR: Ah okay] We had a blizzard on the 25th? 26th [WR: Yeah] of January last year, twenty, twenty, it was a Friday, I think the 25th of January a year ago, [TG: Uh huh] and the snow was coming down so fast and heavily that we, we got as far, we got off the highway. [TG: Uh huh] And we left our car about [TG: Uh huh] 100 meters in from the highway, [TG: Ha ha ha] we got to our road, [TG: Uh huh] but there was no way, [TG: Ahhh] it was just, it was, it was probably this deep by that time [TG: Uh huh] and it was snow was blowing so hard it was horizontal, literally, was just blowing horizontal to the, so anyway we got to that house, [TG: Uh huh] that he owns [TG: Oh really?} and we, we slept there that night, [TG: Ha ha ha] And there were other neighbors farther west, [TG: Uh huh] that only got as far as our house, [TG: Uh huh] broke in the back window. [WR: Gosh I, I] We were talking to each other by phone telling each other how [TG: Uh huh] the, where the food was, [TG: Ha ha ha] and how to make the furnace work.
16. TG: Yes, I heard last week there was really tremendous ah Washington’s, yeah, before
   (WR: Uh huh) I came here, I spent five months in Washington, D.C.[WR: Okay] And ah,
   yeah, yes, the people says that yeah this winter is very mild, but unfortunately [LT: Ha
   ha ha] last winter was...

17. LT: They got hit by the last week, [TG: Yeah] but wasn’t, it was worse farther north
   around Boston, [TG: Uh huh] and those areas I think, yeah, they had two feet of snow in
   some parts of Massachusetts last week, yeah, [WR: Huh] two feet of snow.

R-O.4 Introduction
1. WR: So, so you say you spent five months?

2. TG: Yes

3. WR: Okay what were you doing then, ...?

4. TG: Oh yes, it is very difficult to explain. I am an official of the Ministry of Agriculture
   now, ah, but at the same time, we have a very beautiful, ah, a very good program, ah, to
   improve the ability of the official itself. And it is implemented not by the Ministry of
   Agriculture, but by the Agency of the Personnel Official. [WR: Okay] So, now, that
   means that now I am an official of the Ministry of Agriculture now, and at the same time
   I am an official of the Agency of, of, ah, yes, Personnel Official, [WR: Uh huh] so, yes,
   and this program was implemented by no, no Agency of Personnel Official, so, I
   don’t have a strict obligation right now, so, ah, yeah my main purpose is to talk with
   good farmers, ha ha, and ah, study from such persons how the United States
   agriculture is hoping for and how they are managing the farms, or, and such kind of
   things.

5. WR: Well interesting, that’d be...

6. LT: It’s kind of, it’s really a year’s worth of research and ah,

7. TG: Research and study

R-A.1 Exports
1. LT: study, right, how we do things, it, we’ve, I’ve heard Mr. Go talk a lot now to, to
   farmers and I know that one of the things is that the, ah, planners in Japan, in the
   Ministry of Agriculture, um, ah, want to figure out the best ways to ensure a good quality
   and quantities of ag. imports because with their limited land ah, cultivable land, of
   course, ah, they’re going to have to continue importing a lot of meat and grain and so you
   know, they wanna, but at the same time the consumer wants a certain kind of quality,
   and so on, and so they are real interested in how we produce it on this end, since we’re
   the biggest producers and they’re huge importers they want to that’s a real important
   relationship, as you know better than I do. [TG: Hmmm]

2. WR: Well, yeah, you know we rely on those exports, you know, ah, [LT: Right] because
   it’s no secret that we produce more than we, [LT: Right] than we consume, [LT: Right]
   and so...

3. LT: You’re ah, ah, Wayne’s produced beef, for what, you’ve been in the beef business for
   25 years at least probably or...

4. WR: Well of course my dad was in it before that...
5. LT: So on their farm probably continuous at least 75 years

6. WR: It's a hundred year farm...

7. LT: Hundred years, you've been raising beef for a hundred years probably, your grandpa probably too, [WR: Yeah] So they have a long tradition of it.

8. WR: Ah, the thing that a, that a, I want to make sure is happening is that ah, I know we're doing a good job of producing it, you know, for the most part, on the, on the farm, [LT: Uh huh] I hear reports all the time that by the time, by the time some of our finished products, whether it be grain, or beef, get to some of the foreign countries maybe it's been some problems with it, you know, and I, that distresses me because I know how, I know what the quality of the grain is that we haul off the farm is like [LT: Right] and I know what we produce, [LT: Right] as far as meat and stuff [LT: Right] you know, but I want to make sure that [LT: That's a good point] we're getting good quality products exported.

9. LT: What are some of the reasons, that, or some of the things?

10. WR: Oh I just think it's..[storage and] Yeah, there are just some things that happen to it before, you after it leaves our hands that, and I think they're doing a lot better job than they used to be, you know ten, twelve, fifteen years ago there was ah [Yeah I'm ready, Buddy, sausage egg with a sandwich with a orange juice.]

R-A.1 Exports WC: 492

R-O.5 Ordering breakfast
1. TG: I'd like to have this with sausage

2. Waiter: How do you like your eggs?

3. TG: Yes

4. LT: Scrambled?

5. TG: Oh, yes, turned over, turned over

6. Waiter: Turned over easy?

7. TG: Yes

8. LT: Easy or hard?

9. TG: Ah, easy, that's the way of Japanese, I think. Ha ha ha [LT: Okay. All right. Good]

10. LT: I'd like a scrambled eggs, whole wheat toast, two scrambled eggs and whole wheat toast.

11. Waiter: All right.

12. LT: Thanks.

R-O.5 Ordering breakfast WC: 75

R-A.1 Exports (continued)
1. LT. Thanks. What, so what are some of the reasons that you see from your end {TG: Uh huh} that a high quality product {TG: Uh huh} could maybe degrade a little bit {TG: Uh huh} by the time it gets to the destination, from, from your point of view, {TG: Uh huh} what are some of the problems, {TG: Yeah} I mean obviously there is shipping and {TG: Uh huh} the packing house is in there, and a...

2. WR: I think, I think the meat probably isn't as much of a problem, I wouldn't think {LT: Uh huh} Usually that's a pretty good product {LT: Uh huh} you know by the time, you know most, ah and most of it's boxed right out of the {LT: Right} And ah, it's pretty hard to ah change it, {LT: And it's frozen,} Yeah, and it's frozen and stuff, usually you shouldn't have too much trouble with that {TG: Uh huh} I wouldn't think, anyway. {TG: Uh huh} Ah, course there is a lot of different qualities of beef out there that we in this country still are producing, that in my opinion now there is certain types of beef animals that probably are ah, aren't the best beef yet. {LT: Right} You know and I think we need to work on, in my opinion, we need to start we need to start ah, in this country, we need to start ah giving people ah, premiums for that higher quality beef, and {TG: Yeah, that's true. I agree.}

3. LT: That's the point that came over, Mike Helland was saying the same thing, the Japanese market, for example, is looking for more marbled pork, a little more fat, and he said well, we could produce it, and we've been breeding them leaner and leaner for 20 years, but we can produce you know with genetics a fatter pork, but we have no incentive. {WR: Right.} Where's the, show me the incentive. You know, which is what you're saying too.

4. WR: Well and...

5. LT: Where's the incentive for a particular kind of product?

R-A.2 Beef marbling
1. WR: You gotta, beef's a little different, you have to have marbling, to any kind of decent, decent ah flavor in it you know.

2. LT: Right. You've been saying that for quite a while, the taste and the fat go together.

3. WR: And there's certain, there's certain ah, there's certain breeds that just naturally produce it. {LT: Right, right} In my opinion I am producing one of those you know we've got a lot of Black {TG: Uh huh} Angus {TG: Uh huh} {LT: Yeah} and ah,
5. LT: It was interesting to me to hear how the Japanese supermarkets, the grades of beef, you've heard of the Wagyu Beef, the Japanese ah, ah breed that's raised in a special way and then that was the first, the most expensive,

6. TG: Yes, the most expensive. Yes.

7. LT: and the second one was?

8. TG: Yes, second one is, ah yeah, maybe you are surprised, ??? the Holstein beef and the third, ah yes,

9. LT: But that was dairy, [TG: Dairy, yes, yes, dairy breeds] weren't they dairy breeds that they feed for a longer time [TG: Yes yes] until they get the higher...

10. TG: That have a really, yeah, yes, it's really feasible, because they were fed for ten months for grain, ten months is grain fed period. [WR: Really?] Yes.

11. LT: Which is way off of/

12. TG: Yes, that's the reason why, //yeah that's the reason why, yes, ah, that's quality exceed, believed to be exceeds the quality of the United States beef breeds, yeah, because the that's, yeah I know, that's grain-fed period is around four or five months. [WR: Right.]

13. LT: That's what you do, from four to five months? [WR: Right] That would be a silage and grain ration, or?

14. WR: Uh huh. Well you can look at it today when we get down there, but ah, they would be on feed from oh, I'll probably go more than maybe four or five months, [TG: Uh huh] see they'll be on feed from about November through, they should be done by ah, August probably...

15. TG: Oh really? Oh, I believe that such kind of beef is very ??? very especially for our country, [LT: Yeah] I believe.

16. WR: I could push 'em a little harder but, and maybe get 'em done a little faster that that, but ah, ah, for me any way, I do, I try to keep that ah, oh that grain right around ah, right around 2% of their body weight. [TG: Uh huh] [LT: I see.] And ah you can move it up to 3% probably, but but then you, it's a little hotter ration probably get 'em done a little faster, but then you're, for me any way, it's a little more expensive, of course. [LT: Uh huh.] [WR: Feed that]

17. LT: If it's five dollar corn it makes a difference too, [TG: Uh huh]

18. WR: It's what you ration, yeah.

19. LT: Dick Snyder was [TG: Yeah] explaining [TG: Yeah, yeah.] to us that the five dollar corn made a little difference in his operation last year. Ha ha ha.

20. WR: Well, it made a difference in all of ours, you know, we just have to, but it, but you can only cut back, ah, if you're feeding cattle, in my opinion, of course hogs you know, you don't have any choice, but, [LT: Yeah] they have to be, they have to be fed corn to get fat [LT: Right] and cattle are basically the same way, [TG: Uh huh] it takes, it takes so many, so many calories of grain to get, get 'em to market. [TG: Uh huh, yes] And ah, and I think we've been selling and lot of our cattle ah, on a live weight basis, just bid so
much a pound [TG: Uh huh] and I think last year I sold the last two loads on just a yield, not a grade and yield, just yield [TG: Uh huh] [LT: Huh] and ah I think they'll be more, as we go to more and more in that, um, I think a lot of your packers are going to just require that as you go to more and more of that yield, as I, as it turned out, you know, it worked out well for me [LT: Uh huh] probably should have been selling all of my cattle that way 'cause I got little better quality cattle than I thought I did so the yield really was more [LT: I see] than what the...

21. LT: So, this is a move on the part of the packers to reward the better quality livestock coming in, well that's, that's good news for you isn't it? [TG: Yeah, that's true. Uh huh] In other words there's, you know more about the meat when it comes in maybe.

22. WR: But as that, if they go to requiring that, then more and more I think more and more breeders'll ah will breed out or get rid of that livestock that isn't yielding and go to the [LT: Right] go to the ah [LT: Right] ones that do. [LT: Yeah, right]

R-A.2 Beef marbling (continued) WC: 808

Friends walk in

R-O.3 Conversation with friends
1. LT: Morning. How are you doing?

2. Lori Cory: Fine. Hi Wayne!

3. WR: Hi!

4. Lori Cory: How ya?

5. WR: What's going on?

6. Lori Cory: A little meeting of the minds this morning.

7. LT: How are you?

8. WR: Sounds good. [LT: Ha ha ha]

R-O.3 Conversation with friends WC: 42

R-A.3 Meat grading
1. LT: Yeah. You, it was real interesting to me, I didn't realize this, the big difference in um, in the way beef and pork [TG: Uh huh] are graded. [TG: Uh huh] I didn't, I didn't realized this, in this country that there is so much difference in meat, when you, you know, buy a prime [TG: Uh huh] piece of meat, beef, [TG: Uh huh] you know something about it, but there is no, apparently no equivalent system for pork. Or at least it is not [TG: Uh huh] being used universally. [TG: Uh huh] And that was interesting to me, 'cause you're, on your end you're very interested in the quality that's coming in, [TG: Uh huh] obviously, you, you know, you want to be able to know more about it, and therefore sell it in a different way. But the pork wasn't [TG: Yes, hold on for a second] graded that way.

2. TG: Yes, ah yes, before I came here, ah that means when I was in Washington, DC, ah, yeah, I visited ah AMS agriculture marketing service of USDA.

3. LT: I see, AMS?
4. TG: Yeah, AMS, yes. And ah, asked about the fact concerning the grading system itself. And yes ah they answered me ah, the pork have ah, a pork grading system. Yeah we have also the pork grading system, ah, but unfortunately, it is not used in the real market, [LT: Huh] and ah, ah, yes, in other words, in trading matter, they don't have, ah they have the original, ah yes, an original evaluating system or such kind of things, so unfortunately, ah, yes, we have a grading system itself, but it's not used. [LT: Huh] And I studied the grading system itself, yes, but ah they don't have the grading system, that summarized the meat quality directly, ah it is very the difference between beef situation, ah, beef have ah, yes, quality grading system, and at the same time, yield quality, yield, yield, yield, grading system, and in your country, [WR: Right] so, um, that's very convenient for us, ah, um, to yeah to talk with its meat grade or such kind of matters, things, ah, yes frankly speaking such situation is almost the same in our country. [LT: Really?] Yes, our country have a meat grading system for beef and it's much strict than that of the United States, I think, [WR: Huh] but...

5. WR: A lot more stricter?

6. TG: More strict, yes...detailed grading system, yes but...

7. LT: You're speaking of domestic production?

8. TG: Yes, domestic production, concerning the domestic production. Yeah, we don't have the ah, yes, grading system for imports from outside, [LT: Right, right, right] I dare say, because such grading was implemented, on a carcass basis [WR: Okay] so that's very the difference. [LT: I see] but at the same time, yeah, we also don't have a...

R-A.3 Meat grading WC: 481

Breakfast orders arrive.

R-O.3 Conversation with waiter

1. LT: That was quick. Thank you.

2. Waiter: Sure.

R-O.3 Conversation with waiter WC: 8

R-A.4 Fat color preference

1. TG: meat yeah, a strict grading system for pork products. Ah, yeah, yes, in other words, pork products is evaluated by ah, its yield and its weight, body weight, and its fat, and color of the fat, ah, graded, yeah, it is graded, but it is not so strict comparing to that of meat, [LT: Right] that of beef, yes, [LT: Right] that is very the difference.

2. LT: So the fat color, I didn't realize this either, fat, fat color, [TG: Uh huh] plays a role in the consumer's choice in the supermarket in Japan also, they like the white [TG: Really white] the white fat.

3. TG: So [WR: Oh really?] yes, yes, in our country this is very important concerning the pork issue. Ah, yes, ah, hog fattening farmers use the barley for its final stage,

4. LT: I had never heard of that, had you heard of that? [WR: Uh uh] use the final, final [TG: Yeah] grain finishing on barley to get that fat, white fat..

5. TG: White fat, yes, [WR: Really?]

7. TG: Yes, ah, that situation is almost the same in the beef situation, ah, [WR: Huh] in the final stage, [LT: Really] people use barley? [LT: Use barley?] Yes, and to make the yes, and this is not the good issue [LT: Excuse me] for the health of the um, yes, ah, health of the livestock, I dare say,

8. LT: Oh really, [TG: Yes] it affects their health?

9. TG: yes, this is very important thing, yes, I dare say, using Vitamin A, [LT: Ahhhh] this is very important thing, as you know Vitamin A is very much close to the production of carotene. [LT: Okay] Yes, so if Vitamin A is enough, ah, easy to make the color of the fat yellow, as you know. [LT: I see] So, in final stage ah, the reduction of Vitamin A in its feed is very important,

10. LT: So the Vitamin A intake goes down when you finish with barley?

11. TG: Yes, so, but, but, using Vitamin A and give the barley is the key point to make the fat white. Ah [LT: Oh]

12. WR: They feed em, they feed em barley and reduce Vitamin A


14. WR: That's kind of interesting. What's the thinking behind the consumer's, I mean why, why is white fat so important over there? [LT: Huh]

15. TG: Hum. I suppose, (Eating noises here) ah, yes, yeah, in my point of view, yes, basically our main source of the animal products is basically and traditionally, ah, we eat, yeah, such kind of protein is from fish, animal protein, mainly obtained by fish, [WR: Okay] and, concerning the fish, ah, yes, ah, if it is fresh, ah, its color is basically white. [LT: Hum] Ah/ yeah but if if the time passes, ah,

16. LT:, that's interesting, right, right, right? //

17. TG: its color changes to a little bit yellow.

18. LT: That's interesting, so that carries over into the fat ah,

19. TG: So, that might be our tradition, [WR: Huh] I believe, and at the same time, the taste itself, ah, ah, there is some difference between the taste [LT: Huh] ah, ah, between the ah, the taste itself have a little bit relationship for its color, [LT: Huh, really] so,

R-A.4 Fat color preference WC: 577

R-A.5 Fat
1. WR: 'course that's a waste product in this country.

2. LT: Yeah, we trim it off.

3. WR: Everybody trims it off. Ha ha ha. [TG: That's true]

4. LT: It was interesting for me to hear the rationale on that, that because, their staple is rice, meat is a side dish rather than a main dish, and so the meat consumption is less, but when they do use it they like to have it a little tastier. And therefore you get a little
more fat to get the taste which is, I mean that all makes sense, but in our culture that
doesn’t work, we’re eating all the time, ah, products that have a little more oil, or fat
content to them, and um, also meat can often be the main dish, rather than a you know,

5. WR: Probably is most of the time. It’s getting to be, it’s getting to be less though.

6. LT: Yeah, definitely, yeah.

7. TG: So yes, let me explain, in detail, yes, concerning the protein ah, protein ah, protein
intake for us, in our country around 50% of the protein intake is ah, served by ah, yes,
plants that means soybean {WR: Huh} and rice. Around 50%. {WR: Huh} Yeah, basically
this is very the difference between ah, because United States around, around or more
than 70% is from animal products, I believe, concerning {WR; Huh} the protein intake.
And only 50% of the protein intake is served by animal products. And in this 50%
around yes, around, yes, that takes in, that changes into 100%, around 64% is from
seafood or fish products. {WR: Huh} Only 36% is served by animal products, that, that,
that, includes milk, or dairy products and meat. {WR: Okay} So ah its share is very
small, {WR: Yeah} compared to the United States.

8. LT; Quite different from our...

9. TG: This is very important point, yes.

10. WR: That does make sense {LT: Huh} why they would want to make {LT: Right} the fat
more {LT: Right} and it is you know, ???

11. LT: Yeah, we know that, it’s just that we try not to eat as much.

12. WR: We know, we know it takes better. I still enjoy {TG: Uh huh} eating the you know,
{LT: Oh yeah} the best meat is right along the edge of the fat,

13. LT: Right, that’s best tasting.

R-A.5 Fat WC: 392

R-Q.5 Talk about eating breakfast

1. WR: Well, let’s go ahead and eat there but...

R-Q.5 Talk about eating breakfast WC: 9

R-A.6 Importance of Japanese beef market

1. LT: That’s interesting to me though to ah, to hear those numbers but at the same time
realize, at the same time, how important the Japanese market still is. {WR: Oh yeah.}
You know we’re talking an important market, but we’re talking um, ah, um a large
population but one that um, eats a smaller percentage of its protein coming from red
meat. Still an important market. Your population is about half our population, but it’s a
big number of people. {WR: Well} With a good income, you know. {TG: Uh huh} People
can afford to buy meat, you know. {WR: Sure} That makes a difference too. The G..., ah,
ah, income of a country makes a huge difference.

2. WR: Well that’s an important part of it, we gotta we do export, we got to make sure that
we’re gettin some money back, {TG: Uh huh} that’s the main thing.

3. LT: Yeah. Can’t buy it. That’s right, yeah.
4. WR: Well we're just hopin', from my standpoint, you know, I'm hopin' we can just keep expanding that market, because that's important to us. [TG: Uh huh]

R-A.6 Importance of Japanese beef market WC: 185

R-A.7 Destination of beef
1. LT: Do you know where your meat goes? Do you have any idea?
2. WR: From what I sell?
3. LT: Yeah
4. WR: No
5. LT: Yeah, interact and never says anything?
6. WR: No
7. LT: Does it mostly go to ah, do they do beef at Perry? Is that where that goes, or? I know they do hogs. So IBP at Perry.
8. WR: IBP at Perry is where I (LT: Yeah) usually, usually sell. [TG: Uh huh.] And ah. And I think they are pretty much all boxed meat there. [TG: Uh huh] [LT: Huh] I don't know if there is too much carcass [LT: Huh] ah, meat go out there or not. [LT; Huh]

R-A.8 Japanese beef imports WC: 112

1. LT: How much of your imported [TG: Uh huh] US grain fed beef is on carcass and how much is boxed products? Do you know about that?
2. TG: Yeah, almost all products is imported by boxed beef. [LT: Oh really?] Yes. And especially, this is very important, um, ah, almost all the products from the United States is imported on yes, um, what I say, is not imported, on a full set basis. Ah, that full set means all of the products from the carcass. [LT: I see] Yeah. [WR: Hum] Yeah, our import is I suppose is very much specialized for loin products, or some kinds of meat products.
3. LT: So you don't take the whole animal.

R-A.9 US hamburger consumption WC: 118

1. TG: Yes, this is also very important point, I heard, yes, this is my surprise that in United States around half of the beef is consumed by ground basis, grounded basis, [LT: Really?] [WR: Is that right?] Yeah, almost half. [LT: that's a big number, oh] And, and I come here, I realized the fact. People eat so much hamburgers. [WR: Yes] Yeah. but almost a half is very, very a number. [LT: Huh] I am very much surprised.
2. WR: Well we got a, ah we'll even as myself, we'll have a we'll take a not always a [TG: Uh huh] good fat, fat steer or something, but I'll take maybe a cow that lost her calf or something. [TG: Uh huh] [LT: Uh huh] and ah take it over to the locker [TG: Uh huh] and have the whole thing ground into hamburger.
5. WR: Very good quality hamburger. [LT: Ha ha ha] Very lean you know [LT: Yeah] [TG: Uh huh] and yeah, and yeah we are a hamburger

6. LT: That's partly to do with time, doesn't it? We've got less time, hamburger quicks, cooks quickly. [WR: Yeah] Throw a few hamburgers in the, on the grill and...

7. WR: Yeah, we are a, we are, we are a barbecue-type [TG: Uh huh] and grilling-type society. [LT: Yeah] Where we...

R-A.9 US hamburger consumption WC: 236

R-A.10 Uniqueness of Hokkaido Island
1. LT: It was interesting to me, you mentioned that ah, ah, the northern island of Hokkaido, where Mr. Go is originally from is ah, is ah, usually that's how they do the lamb, [TG: Uh huh] it's a barbecue [TG: Uh huh] product, they think of lamb as a barbecue like we would think of hamburgers or sausages or something. [WR: Huh] And that apparently that's the only place in Japan where they eat very much lamb, or let's say that's where the biggest lamb consumption is, the northern ah, is that right? [TG: Yes, ...] The northern areas? [WR: Really?]

2. TG: I am from northern island and Japan was ??? contructed from four big islands, and ah, yes, ah, I am from the northern island. Northern island has a very short history. It's history is around 450 years. A very short history.

3. LT: We call that a long history here, but [TG: Ha ha ha]

4. WR: Ha ha. [TG: Ha ha ha] We don't have a history that long.

5. TG: That's almost the same period as that of the United States I think. [LT: Yeah] Ah so, ah, concerning the eating habit or such kind of thing, it is a little bit different from the mainland. [LT: I see] Very important. [LT:Yeah] Ah, yes, I suppose we are the largest consumer of yes, sheep products.

6. LT: Really? In the north? [TG: Yeah] Yeah. We saw Tom and Mary Cory's lamb operation last week. [WR: Oh yeah.] LT: Got to, got to look at a whole lot of lambs.

7. WR: Yeah, I bet you did.

8. TG: So I personally very much appreciate and I prefer lambs or [foget???] and at the same time in the north, I like to eat.


10. TG: Ah yes, it is grounded, ah grounded [LT: Okay] and used by, as a kind of, certain kind of stew or [LT: I see, mutton stew, yeah ] so that is very good, so that is very good [LT: Yeah] but in mainland or most of Japanese, in other words most of Japanese don't like such kind of products [LT: Yeah] because they usually says that it smells. Ha ha ha

11. LT: We we've heard that haven't we?

12. WR: Yeah, we have.

13. LT: Lamb and mutton smell according to a lot of our consumers too. [Hi John, how are you?] Not that I agree with that, but.
14. WR: Well I got sheep too. {TG: Uh huh} So we'll have to go down and look at those.

R-A.10 Uniqueness of Hokkaido Island WC: 428

R-O.7 Talk with friend in cafe
1. WR: What are up to today, John?

2. John Brendeland: Guess I haven't figured it out yet.

3. LT: Gettin' ready for the snow? {TG: Ha ha ha}

4. John Brendeland: As ready as I'll ever be.

5. LT: Got the snow plow on?

6. John Brendeland: Yeah

7. LT: That Charles Helland is a go-getter isn't he? I saw yesterday he had snow plow on ready to go. Ha ha ha. We'll blame it all on him, if we get it. Yeah. How's that, we'll go over there and we'll steal his plow.

8. WR: I hope we miss it.

R-O.7 Talk with friend in cafe WC: 94

R-O.8 Talk with waiter
1. Waiter: Want all these separate, or...?

2. LT: No, just put...

Noise of cash register being rung up.

R-O.8 Talk with waiter WC: 10

R-A.11 Calving talk
1. John Brendeland: Get calves yesterday?

2. WR: Had about 3 yesterday. Ready to go. I don't know, John. This darn snow's got me so darn nervous I don't what to think.

3. John Brendeland: They'll probably wait till it's over with.

4. WR: Well I hope you're right.

5. LT: If they have enough sense they will, huh?


7. LT: Now the question is, how smart is a cow? {TG: Ha ha ha} I know the ewes aren't too smart, but maybe cows are smarter. I don't know.

8. WR: Well they're not too bad, it's just ah...

9. LT: At least they'll go make a little nest and try to take care of it. {WR: Yeah} I noticed the ewes are have a little habit of sort of trying to make a nest, they'll scratch around a
little bit sometimes before they lamb and get off in a corner somewhere and a little bit of sense but not too much.

10. WR: You know how the, they'll go inside though, [LT: Yeah] even an old cow she'll kinda', she'll try to find at least a windbreak, or someplace that's got a little bit, [LT: What's that?] the biggest thing though that makes 'em, that drives 'em out of a place is that, and that's what I got it, and that's what I got a problem now, we've got so many cows, with calves already, [LT: Oh yeah, yeah] they get really nervous if they go in a barn there's already a bunch of, bunch of, bunch of an company.

11. LT: They want to be a little more private yeah.

12. WR: Well they realize that that calf when it's born, there, nature knows, it teaches 'em that calf is born, she, you know that it isn't too bright, [LT: Right] and so they want it by itself so it can nurse, otherwise it's runnin' all over and pretty soon she gets mixed up, there's about three or four calves runnin' up next to her, and she can't figure out whose is whose. [LT: Right] So, one year when I was really, oh it's been years back, Dad and I made the mist^e, we were, well it was similar to like this, [LT: Uh huh] wasn't enough for all the cows to get in so we separated the calves, [LT: Uh huh] put them on one side of the barn,

13. LT: And these calves were how old?

14. WR: Oh they were two, three weeks old, week. Spend more tryin' take care of 'em. Next day snow storm's over. Let the calves back out. It was a nightmare./

15. LT: Couldn't find mom. // Couldn't find mom. Huh?

16. WR: It was a nightmare. We were gettin' cows in had to get 'em back in, had to get 'em to nurse. It was just, I'll never do that again. [LT: Yeah]

17. John Brendeland: I thought that would have worked. You said two three weeks old, I thought that woulda' worked.

18. WR: Well it did on the most part of 'em I suppose John, but I bet we had to get in three or four of 'em, you know, into the chute, [LT: Huh] so.

19. LT: They hadn't bonded, the younger ones hadn't bonded well enough.

20. WR: Well, they just got, they get, the get together all night like that, and they kind of lose their smell, [LT: Uh huh] and then when I let everybody out, everybody was just all mixed up. [TG: Uh huh]

21. LT: Do they, are they like sheep, where they ah, they identify with smell and sound both, it looks to me like with the sheep it's smell, but they talk a little bit, too to each other? Are cattle like that?/

22. WR: Ah, it's both./. For the, far away, it's sound [LT: Right] I've watched 'em. [LT: Yeah] An old cow started bellering [LT: Uh huh] and you look around at the calves and pretty soon one jumps up, [LT: Right] one head comes up [LT: Right] and ah,

23. LT: That's interesting.

24. WR: And it is interesting. [LT: Yeah]
25. LT: I've watched ewes do the same thing and I've, you know with the human ear we don't get all the differences, but I think sometimes I hear kind of a unique call, you know, a little lower or higher, or a little different somehow but...

26. WR: They don't sound any different to me, you know.

27. LT: It's hard for us.

28. WR: Even cows and calves you have catch a calf or something and it's stuck or something [LT: Yeah] or where you grab one to tag it [LT: Yeah] uh, none of the other cows will usually, well, there might be two or three that'll, that are real motherly type cows [LT: Get worried] come over and check it out [LT: Yeah] and make sure it's not theirs, [LT: Yeah] usually that one, that mother, well she'll come running up there. [LT: Yeah] Yesterday I got, I got hit really hard, in fact my arm is still hurt...

29. LT: Really? [WR: Uh huh] A, a, a, motherly cow came over and...

30. WR: A very motherly cow,

31. LT: A little too motherly, ha, ha ha...She just hit ya'?

32. WR: Oh yeah, [LT: Really?] hmmmm, in fact if we go in there today I'll have to have you be kind of careful [LT: Yeah] 'cause she's a little on the mean side [LT: Yeah. huh] I was going to tag her calf so I just grabbed him, and I shoulda', I knew she on the, she was kind of bellerin' over there, and kinda' scratchin' around. The next thing I knew I was, I was about five feet away, [LT: Really?] She lifted me off the ground, and banged me, [TG: Ha ha ha] and then she kept pounding me [LT: Really?] with her head. [LT: Ha ha ha! Man!]

33. WR: So any my arm kinda' been, [LT: Yeah] kinda' hurt...

R-A.11 Calving talk WC: 986

R-O.10 Talk about going to see the farm
1. WR: Well shall we go tour?

2. LT: It's snowing.

3. WR: Let's go tour then.

4. LT: It's snowing, we better get moving here.

R-O.10 Talk about going to see the farm WC: 22

Now we drive from Hailey's Comet in Alleman, to Wayne's farm just south of Alleman.

R-A.12 Bulls and beef genetics
1. WR: You ah, that's the, this is the outfit that I, we should go up and look at my bulls. This is the outfit I buy the bulls from for the last four years. [TG: Uh huh.] This is their ah, their sale coming up here in guess it's in about two weeks, but ah [TG: Oh really] Uh huh. What I, what I go, we buy, we buy most of our bulls with ah, ah, the EPD's, are you familiar with the EPD's? [TG: Ha ha ha. Yes, I know. [LT: Hmm]

3. WR: ...and I go by that a lot.
4. LT: What are, explain the EPD to me.

5. WR: EPD is predictability of your ah, is what it is, it predicts, this is the percentage of predictability of these, this is birth weight, [LT: Uh huh] ah, ah, weight gain, your milking ability of your cows, and yearling weight.

6. LT: Any progeny of this bull should, should meet that number, those numbers.

7. WR: Well, that's, these numbers are the ah, that's the, that's the basis of how good that herd is compared to the rest of the herd of what that calf is. In other words,

8. LT: Oh that animal itself. [WR: Right. Right] Okay. All right.

9. WR: So in other words on this one here, this first one here, it's a .9 which is very very good on [TG: Uh huh] birth weight, anything anything below 2 or 3 is a a a a plus 3, 4, 5 or 6 is gettin' up their pretty high, [LT: I see] ah, and birth weight is very very easily to pass through [TG: Uh huh] as far as [LT: I see] [TG: Yeah.]

10. LT: On the father's...

11. WR: On the genetic side [TG: Uh huh]..

12. LT: But don't certain traits pass through ah more on the male side than, you know I mean, you know their certain...

13. WR: Yeah, certain traits just pass through ah, more predictable and [LT: I see] birth weight is one of them. Um milk, milking ability passes through pretty well [TG: Uh huh] [LT: Okay] yearling weight and those kind of things maybe

14. LT: More dependent on feeding [TG: Uh huh] and nutrition and stuff

15. WR: Yeah, there is a lot of things that, that ah, [LT: Yeah, yeah] and I like the fact that they give a frame scoring here, [TG: Uh huh] now I [TG: Uh huh, yeah that's true.] You know [LT: Great]

R-A.12 Bulls and beef genetics WC: 408

R-A.13 Checking cows and calves
1. WR: But anyway so we'll go up there first and I'll show you what, we'll start there, I've got the, we got cows and calves at about 3 different places. I got my heifers locked up here at the south place where they ah, ah, and the bulls.

2. LT: You raise all your own heifers, Wayne?

3. WR: I didn't this year, no, I have before. But that's where my, that's where I calve the most of my biggest group of cows, right out...

4. LT: They're right out here? Uh huh.
5. WR: ...and that's why this snow kind of bothering me. But they can get in there down there in the barn if they want to bring 'em up. [LT: Yeah, Uh huh] They probably won't, they probably won't bring 'em up until the weather really gets bad. [LT: Yeah] The only thing with snow is I worry about one year the cows, or the calves will stay out there [LT: Oh] [TG: Mmmmm] And the year that ah, oh it's been 15 years ago probably the snow came so heavy that the calves stayed out there [LT: Oh yeah] and then they what it did, it just suffocated 'em. [LT: Yeah] [TG: Uh huh] They would have been fine, but they just ah.. [LT: Yeah].so...

6. LT: So how many cows are you calving out this year? This spring.

7. WR: Oh we got about 120 [TG: Mmmmm] .I suppose this year with the heifers. [LT Uh huh] So, [LT: Uh huh]

8. LST: You mix your ah, you got silage coming down here and you

9. WR: These get ah

10. LT: These are cows so you're not feeding as much grain, probably, or heifers so you're not...

11. WR: This is corn silage and then...

12. LT: Corn silage right...

13. WR: And this happens to be corn silage here, that I'm feedin', [LT: Right] but I feed these, this group gets a little better feed [LT: Uh huh.]

The following was done by Jill Anderson. This part finishes out this side of the tape.
(from about 356 on the counter until the end)

14. WR: I'm using the younger, what I do is, um, these are all the heifers up here [LT: Uh huh] The bulls, and any older real thin cows I bring up here in January. [LT: I see.] [TG: Uh huh] So anything that needs a little more energy [LT: Yeah. O.K.] Uh, comes up here. [TG: Uh huh] [LT: All right.] And then, uh, the only thing I'm probably doing wrong is just because I don't have a, another place for the bulls, they're, they're so hard to handle [TG: Mmmmm.] [LT: Oh yeah] This time of year. They really don't need this, this much corn silage yet. [LT: Yeah.] You'll see when I get out here that they're

15. LT: Yeah, there's one of your bulls there yeah, [TG: Ha ha ha] he's a big, muscular fellow.

16. WR: They're all, they're all Angus bulls. [LT: Yup.] And uh

17. LT: Wayne's one of the few farmers around here still makes corn silage. [TG: Uh huh] I don't think, I don't think, I'd have to think real hard now to think of anyone else in the neighborhood who's out there chopping corn in August, or September. Is there anybody else at all?
18. WR: Oh, my neighbor south here does. [LT: Yeah] There's just not too many people that have cows and calves anymore. [LT: Yeah] [TG: Mmmmm] in Polk county.

19. LT: Yeap, yeap. He's one of the few

20. WR: Why don't you guys back up a little bit so you don't get your... [TG: Oh]

21. LT: One of the few that still has a silo that he uses. They know what that sound means. They know...[WR: Oh yeah] Yeah.

22. WR: You guys don't have to come, but I gotta go up to make sure I don't have any new calves.

23. LT: All right. Well, we better stick with you.

24. WR: Big old boy there. [LT: Yep]

25. LT: You know, they're not like rams. You don't have to watch your, watch your backside with a bull, so much, huh?

26. WR: Well, not really. [LT: Yeah]

27. LT: With a ram you just, you never trust them, oh pretty much.

28. WR: These are the, these are the heifers here that [LT: Uh huh] And they've all, they've all had their calves already.[LT: Uh huh]

29. LT:: Fir, first calf,

30. WR: First calf.

31. LT: So you raised these

32. WR: I bought, I bought those heifers.

33. LT: You bought them.

34. WR: They're straight Angus. I really like them. I think they're going to be pretty good cows.

35. LT: Uh huh. You like the Angus then.

36. WR: And then they were, uh, they were A.I.'d to a, uh, really easy-calving bull.[LT: Yeah] And so I just didn't have any trouble at all.

37. LT: So use artificial insemination on some of the, uh, just on uh, on uh, first timers?

38. WR: I don't usually, but these, these, these I bought bred.

39. LT: Oh, I, I see, I see. [TG: Uh huh] They had been already, yeah, I gotcha. All right. I gotcha.
40. WR: I guess everybody’s all right. Nobody new.

41. LT: No new calves, huh? Well.

42. WR: Well, there’s the, the newest one’s over there in the corner. See? Over there.

43. LT: Oh yeah.

44. WR: ??? clear back over there by the grayish wall there.

45. LT: How old’s that one? [TG: Uh huh] Is that a couple days old? Er?

46. WR: Yeah, I think he came uh not yesterday, but the day before. [TG: Uh huh]

47. LT: So that’s the one the mom hit you?

48. WR: No, not here. [LT: Ha ha ha] No, we haven’t gotten to that spot. [LT: Okay] But anyways. A lot of these older cows, like that other, number 233 there, she’s probably been, she’s probably been around for I would, I’d hate to say how long I’ve had her that old white thing there. [LT: Yeah]

49. WR: She has a nice calf every year, and (laughter)

50. LT: Keep her. Bet as well keep her. [TG: Ha ha ha]

LT: She been calving for ten years maybe, or, or more?

51. WR: She’s at least ten years old.

LT: Is she?

52. WR: She might be twelve.

53. LT: Yeah.. Go around this place ???.

54. WR: Don’t want to uh, bother the boys, there.

55. LT: No, no, I’d just as soon stay clear away from them. These animals are way too big for me, Wayne. [TG: Ha ha ha] I like sheep. I like the size of a sheep. At least you got half a chance with a, with a ewe or a ram. I like the smell of silage [TG: Yeah] [LT: Don’t you?]

56. TG: Yeah, I, I like the smell of silage [LT: Yeah] Very good, good, good smell

57. LT: It, Mr. Go’s grandpa.

END OF SIDE ONE

R-A.13 Checking cows and calves WC: 1132

This is where Jill Anderson stopped transcribing. LST began here again.

R-O.9 Talk about age and local history
1. LT: Yeah {TG: Ha ha ha}

2. WR: I used to be like that, too, may, got to roll away from the table a little bit more often, {TG: Ha ha ha} { LT: Ha ha, ha}

3. LT: I was thinking that you and I, you and I are about exactly the same generation here Wayne; we, if I had grown up here, we’d probably have been in the same class in school, wouldn’t we? Did you graduate in ’68?

4. WR: ’69

5. LT: Oh, you did? Okay.

6. LT: Just a year off.

7. WR: Year off. Yeah.

8. LT: Pretty close. This is an old railroad bed, here Mr. Go. {TG: Oh really} there used to be, ah, they called in the InterUrban. {TG: Uh huh.} It ran from Des Moines up to Ames and Fort Dodge, didn’t it Wayne? {WR: Uh huh} A little light rail track here and um people used to just be able to flag it down almost anywhere and {TG: Ha ha, oh really!} go to Des Moines for the day and come back {WR: Yep} At least I’ve heard that my relatives used to do that.

9. WR: Yep, your, it’s been, then they took that out, then they finally took the railroad out. They sold the railroad back to us, now, I use it to pasture the sheep on {LT: Yep} It’s about the only thing it’s been, it’s really good for, I guess. {LT: Yep} R-O.9 Talk about age and local history WC: 240

10. R-A.14 Silage making and storage

1. LT: Yep. Do you use your Harvestore here also then, or {WR: Uh huh} So you fill ’em both every year {TG: Oh} Do you ever try alfalfa silage?

2. WR: Yeah,

3. LT: or haylage?

4. WR: we chop a lot of haylage. In fact, I’m on ah, we’re feedin’ out haylage right now {LT: Uh huh.} That’s what I got down here right now. {LT: Oh yeah} R-A.14 Silage making and storage WC: 66

11. R-A.15 Opening the gate

1. WR: Well, we’ll drive out here, I haven’t been out here yet.

2. LT; Do you want me to get the gate for you?

3. WR: No, you just stay put.

4. LT: I’ve done this before. Ha ha ha

5. WR: Stay put. {LT: All right} R-A.15 Opening the gate WC: 43
R-A.16 Checking for new calves

1. LT: Some of those calves are pretty small, aren't they?

2. TG: Yes.

3. LT: Only a few days old.

4. TG: Yeah, they are small. [LT: Yeah] Beautiful cows.

5. LT: They're so cute. [TG: Yeah]

6. LT: Now Wayne now there's a calf runnin' around over there with a lot of gray in it, what's the, what's the genetics on that?

7. WR: Well, it's probably out of either that ah, why ah, see that Charlois cow there, that dirty Charlois right there? [LT: Yeah. Yeah. Yeah.] [TG: Uh huh] It'd be either out of her [LT: Okay] [TG: Uh huh] that has a black bull, that's what color they are

8. LT: Do you want me to get that gate?

9. WR: No, they won't bother here


11. WR: Yeah, and I'll show ya', there's two or three, you know, there, with all cross-bred cows, and when I came back my own heifers I don't always keep back all black heifers. [TG: Uh huh] [LT: Yeah] So...

12. LT: Do you have some ah,

13. WR: I like these...

14. LT: Chianina or what are some [WR: Throat clearing] of these other light colors in here, Gelbvieh or something, or?

15. WR: No, most of 'em are are Charlois cross, [LT: Charlois] [TG: Uh huh] the other, the other cow that I really like is, is, any kind of a red-colored Charlois [TG: Uh huh] [LT: Yeah] [TG: Uh huh] Has a little Hereford probably, or little something in the back, back

16. LT: That's why it's redder like that?

17. WR: Yeah where you get that red color. [LT: Uh huh] And a red-color Charlois is a very good, very good a quality cow too [TG: Uh huh] [LT: Really, huh] And when you cross it with an Angus [LT: Uh huh] [TG: Uh huh] you get a very good carcass. [TG: Uh huh]

18. LT: You got a three-way then [WR: Yeah]

19. LT: So the calf would be half Angus and quarter Charlois and quarter Hereford.
20. WR: Really, if you get the, if you get the black bull, you can end up with some pretty good quality. [LT: Yep] [TG: Uh huh]

21. WR: If you got a little, I don’t like any Chianina, I don’t like any of that. [LT: No] [TG: Uh huh] No, too much legs and not enough ah, ah, we, we tried it just like everybody else. [LT: Sure.] you never get ‘em to finish, [LT: Oh yeah] to finish out. [LT: Yep] And ah with anything that ah, anything that has a tag here is, [LT: Uh huh] is okay, that’s what I’m lookin’ for, anything without a tag


23. WR: So then I just

24. LT: I notice how they kind of bed down where you had this ah, did you have some big bales there?

25. WR: Yeah.

26. LT: The corn stalks?

27. WR: Yeah, I’ll bring...

28. LT: They sort of bed down in those, huh?

29. WR: And then, when you guys, when you guys leave, then I’ll try to bring some more out, but I’ll probably bring ‘em up there where those cows are, so [LT: Uh huh, yeah, uh huh] I won’t bother those guys

31. LT: This, this one laying right in front of her mom here is that a new one there? There’s two of ‘em right next to each other. One’s tagged, is that other one? Yeah, I guess it is maybe. Yeah, yeah. okay.

32. WR: There’s one here, this one here, this cow with the white patch on her head. [TG: Uh huh] [LT: Yeah] Her calf isn’t. That’s another one that I was, wasn’t able to tag ‘cause of, [LT: Oh] ah, she’s purty motherly. [TG: Ha ha ha] [LT: Ha ha ha]

33. LT: Which is trait we want though too, so.

34. WR: Yeah, and really, you know I breed for that, I buy bulls for that reason. [LT: Yeah] But, the downfall on that is that yeah, when you, you set on one of their calves and start taggin’, [LT: Yeah] they don’t much care for it. [LT: Yeah] And they’re goin’ to let you know. [LT: Yeah.] The cows are really, if I had a choice of ‘em and I could just pick out my own cow herd and [LT: Uh huh] make everything the same, I’d pick out these black-whiteface. [TG: Uh huh] [LT: Oh yeah] And, and then breed ‘em back to black bulls. [TG: Oh.]

35. LT: So those are, are those ah, they wouldn’t be half Hereford though for that white face, would they?

36. WR: Oh,

37. LT: be less than half.
38. WR: yeah, they could be.

39. LT: Could they? [TG: Uh huh]

40. WR: Yeah. Yeah.


42. WR: Yeah. But they're very good, but they're very good mommies. [LT: Yeah] And they breed back very, you know, always, seems like and ah,

43. LT: Isn't there something called a Red Angus, is that, [WR: Yeah.] is that a lot different from a?

44. WR: I don't have any, but yeah, it's not a, it's just a Red Angus, [LT: Uh huh] is what it is. I'm not real familiar with 'em. [LT: Huh] These red, these red white-face cows are nice too, as far as that goes. [LT: Uh huh.] Now, something like that I don't care for. I can't...

45. LT: The white one here? [TG: Uh huh]

46. WR: No, she's, she's hard to hard along with, but I keep her around, you know. [LT: Yeah] For an old commercial man like me. [LT: Ha ha ha] you know, you [LT: Yeah] they keep raising live calves, they getta' stick around. [LT: You bet] They don't cause you/ too much grief

47. LT: That's the bottom line yeah//

48. WR: They don't cause you too much grief they stick around.[LT: Yeah]

49. LT: Now, with a, with a ewe, one of the best warning signs I've found is the udder drops. Now, with a cow, what'd you look for?

50. WR: You look for ah, an udder drop too, [LT: Uh huh] but you also look for the springin', [LT: Oh] on how, on the heavy, on much they're springin' in the, in their, in their, the rear end,

51. LT: Oh, okay. All right. You get kind of a bulge or ah, you get a little discharge and stuff

52. WR: Really, they walk it just sets there and [LT: I see] bobbles up and down. Specially on an old cow. You can away the book on that one, on heifers, [LT: Yeah] heifers for one they may not even bag down till after the calf, [LT: Yeah] almost,

53. LT: Yeah, they're

54. WR: but ah,

55. LT: Ewe lambs are just as unpredictable, yeah, they'll, I've, I've seen 'em walkin' around one day and they look like a market lamb and the next day they've got a lamb, [TG: Uh huh] and they, just can't figure 'em out.
56. WR: Oh, I'll tell ya', this is my, if it just wasn't snowin' today, those kind of
things they bother me, but ah, this is my, this is my favorite time. [LT: Yeah]
I enjoy, I enjoy walking and driving around the calves.[TG: Uh huh.]

57. LT: You bet. Yeah. Well, this is, it really is, is what it is, besides when you
ship your fat cattle off, this is really the, what you've been workin' for all
year, to see those calves come. [WR: Yeah] You know.

58. LT: You know, you work hard all winter, and or all year, and ah,

59. WR: Yeah, ewes are the same way.

60. LT: Put the feed up and do the chores this is the outcome you want.

61. WR: There is no doubt about it, we probably need to be figurin' out a way
to be doin' it more than once a year, but ah,

62. LT: Well when you're crop farming the fall is a problem. You know, you're
in the field tryin' to get the crop out,

63. WR: Dad used to fall calf. [LT: Oh really] And ah

64. LT: Need some four-wheel drive, huh? [TG: Ha ha ha]

65. WR: Here we are. [LT: Yeah, yeah]

66. WR: Then we'll go check out these, I gotta' check in these barns, here, make
sure I don't have anybody new. [TG: Uh huh.] [LT: Okay]

67. WR: You guys, you guys are here to help chore, aren't you?

68. LT: You bet. [TG: Ha ha ha] That's why we're here. Ha ha ha [TG: Oh]

70. WR: Watch, watch where you're steppin' [LT: Yeah. Yeah. Okay.] Might be
some fresh....

72. LT: Fresh stuff here. [TG: Ha ha ha]

73. WR: There is, there isn't anybody in here now. They'll, if it snows a lot
they'll bring [TG: Awww] 'em up in here.

74. LT: They'll come in, huh. [TG: Oh] [

75. WR: I got all this [LT: Yeah] Some day, Dr. ..., see this used to be for square
bales. [LT: right] This old barn, now it's really kind of useless, you know.
[LT: Uh huh] They ah, but I need to tear all that out and if I put pens and
stuff in there then I could ah, I have some more room.[LT: Yeah.] It's not,
it's pret... you know a lot of air gets through it, but it's really you don't
need a lot of protection,

76. LT: Sure. You just need to stop the wind and, yeah, yeah, have you looked
into the 4X4X8 large bales at all and a way to feed those, would that,
would that make sense?

77. WR: Oh
78. LT: I mean I know you put up some small squares every year, but, big bales for cattle I guess are really the way to go with cattle.

79. WR: Yeah, specially since I got the baler and stuff,

80. LT: No I really haven’t

81. WR: I ah,

82. LT: I ‘spose that’s better for dairy where you have to feed a high quality hay every day.

83. WR: Yeah, I really haven’t checked that out too much.

84. LT: I guess one drawback is the baler costs as much as a new house, huh? Ha ha ha. Yeah.

85. WR: ...bounces there?

86. LT: Yeah. Oh yeah, she’s real fluid. [

87. WR: Gettin’ pretty close.[LT: Yeah] I got about...

88. LT: ...that red one’s ready to calf there yeah. Yeah. You got to tell us which one of these cows is going to hit us, now Wayne. Ha ha ha

89. WR: I’ll kinda’ watch for her. Ha ha ha. [TG: Uh huh] I don’t wanna get hit again.

90. LT: No, that’s still sore, you don’t want to go through that, again. That little black guy there, is that a new one?

91. WR: No, that’s the one that hit me. [LT: Aghh] I won’t get near her.

92. LT: No. The black one or the white-face?

93. WR: See the one, no, the black one lookin’ at you there? [LT: Yeah] See her calf in front of her, see how she’s watchin’ him? [LT: Yeah] Don’t go up there and see him.

94. LT: Look at her left ear, boy she’s serious. [WR: Yeah.] Her ear went straight up. Ha ha ha

95. LT: Yeah. That gray calf is awfully pretty. [TG: Yeah.] That’s a pretty color./

96. WR: There’s the momma. //

97. LT: That’s a pretty color.

98. WR: Walking, she’s walkin’ beside her, [LT: Yeah] she’s following mom again.[LT: Yeah, yeah, yeah., yeah]
99. LT: Nobody new, doesn’t look like. That one’s awful small, that little white face. That can’t be too old.

100. WR: Well, this is a new one right here. [LT: Yeah] That must have been...

101. LT: So that’s not the one that hit ya’?

102. WR: Don’t think so.

103. LT: Where the heck’s the afterbirth, or do they eat it?

104. WR: Oh they eat some. [LT: Uh huh] She may not have calved right there, she might have [LT: Yeah] calved some place else.

105. LT: That is a new one, look, kind of wobblin’ along. Yeah.

106. WR: Yeah, that’s a new one there. [LT: Uh huh]

107. WR: So, I’ll have to, the advantage of gettin’ there and taggin’ then, I can also set there and, while she’s, usually she’s really up close and personal with ya’ if your taggin’ [LT: Oh yeah] ‘em and I can get a good close look and see if they’ve been nursin’.

108. LT: Oh yeah. See if the bags, ah, the nipples are...

109. WR: And that’s, and that’s the main gain with this thing, if you don’t...Very, very few problems unless ah, unless they’re not nursin’ [LT: Yeah] I think, I think more young livestock starves to death, young livestock starves to death [LT: Yeah.] than we lose because of weather or other things. [LT: Yeah] Lambs the same way.

110. LT: Boy I learned the same thing, I was the first around I was so stupid I thought it was all air temperature and all this stuff, and lost a few and I finally realized the dumb things weren’t drinkin’! [WR: Yeah] [TG: Ha ha ha] It was that simple. [WR: Yeah] They get the colostrum in ‘em and they’re all right.

WIND

111. WR: ...colostrum...so far, I mean you guys are close, you know these milk replacers are really good, but there’s no substitute for real colostrum. [LT: No, no, no] And don’t know, what nature has in that...I’ve seen....[LT: Yeah, yeah, good stuff.] [Here it is very windy. The sound of the wind obscures the conversation.]

112. LT: What’s the word, I, I need to learn the word in Japanese for colostrum, Dr. Go. Ha ha ha [TG: Ah] That’s a good word. That’s an important word.

Truck starts here.

113. LT: Would you translate it as first milk? We were talking about first milk...[TG: Yeah, yeah, yeah] the other day. I thought maybe that’s...
114. TG: Yeah, in Japanese really the first milk is used.

115. LT: Yeah, yeah. This is why all my neighbors have four-wheel drive pickups. Ha ha ha

116. WR: Probably won’t work here, after today. [LT: No] I come by here with the tractor some times too, [LT: Uh huh] if it really gets bad. It’s been pretty nice [LT: Yeah] And I’ll put some stalks up against this building here and stuff today [LT: Uh huh] and you know give ’em a place to kind of lay down too, if they want to come up. [LT: Yeah] They probably won’t, they probably won’t even bother coming up until you know, it really gets bad. [LT: Yeah] I just hope we don’t end up with a lot of wind, with the deal. [LT: Yeah] You know.


R-A.16 Checking for new calves WC: 2401

R-A.17 Opening the gate
1. LT: Do you want some help with that?

2. WR: Nope, I’ll get ‘er. [LT: All right]

R-A.17 Opening the gate WC: 16

R-A.18 Specialization in farm production
1. LT: He’s got a lot a cattle.

2. TG: Yes.

3. LT: Lot a cattle. His brother raises only hogs. [TG: Uh huh] And he raises cattle and sheep. [TG: Ah] Hmmm. Little bit specialized. [TG: Ha ha ha] Actually these guys, between, Wayne and his brother, they are a lot less specialized than other farmers. We have neighbors that do only crops, we’ve got a lot of neighbors, really. [TG: Uh huh.] Don’t have a, don’t have maybe not even have a dog, ha, ha, ha, [TG: Ha ha ha] on the place, you know. But ah, Wayne and Gary are they even do chickens and stuff sometimes, and different, you know, just ah, raise almost anything.

4. WR: Well, I got the sheep, but, you know, they’re not a high money maker. [TG: Ha ha ha] As far as, as far as, [LT: Yeah] real, lots of dollars, [LT: Yeah] [TG: Uh huh] but thing of it is you never lose too much money on ’em. [TG: Ha ha ha] [TG: Yeah] And this year again they’re going to be great property, ‘cause lamb prices [LT: Oh yeah] is terrific. Right now. [TG: Yes, yes, yes.]

5. LT: Did you get any at a dollar a pound or better Wayne?

6. WR: I haven’t sold any yet. [LT: Uh huh, yeah] Have you been sellin’ lambs then?

7. LT: Oh, I had a few late ones, and I got over a hundred dollars a head. [WR: Geez] I couldn’t believe it, [TG: Ha ha ha] I came, took four lambs down there, got a check for 417 dollars.

8. WR: Wow... [E]
R-O.10 Farmer’s son
1. WR: Number one son there.

2. LT: Oh is that ah,

3. WR: That’s Brian

4. LT: That’s Brian?

5. WR: Yep.

6. LT: Oh I didn’t know what. Does he go visit our neighbors sometimes? I thought I’d seen that truck up at...

7. WR: No, that’s...

8. LT: Somebody’s got a truck just like it.

9. WR: Yeah, one of the neighbors there...

10. LT: Bowersox or somebody?

11. WR: Owens, Matt,

12. LT: Oh, okay.

13. WR: Matt Owens has got one...

14. LT: Alright. With ah, with a tool box maybe that’s, yeah....

15. WR: Yeah. Yeah.

R-A.19 Feeding fat calves
1. LT: Okay, that’s the...

2. WR: Well, anyway, when we get to this stage, this is where they’re, these are the calves from last year. And ah,

   Wayne opens door.

3. TG: Oh.

4. WR: Watch it! [TG: Ha ha ha] But ah,

5. LT: Get a pigeon in the head here, huh?

6. WR: Oh yeah. [TG: Ha ha ha]

7. LT: This is your feed operation, well this is pretty slick here. You got your silage and your grain and

8. WR: We can...
9. LT: everything all together.

10. WR: we'll get dusty so we can talk out here (LT: All right) but I'll show you a little, this is ah, this is our haylage right now (TG: Uh huh) (LT: Oh yeah.) we're in haylage right now, so...[LT: Uh huh]

11. LT: That's alfalfa.

12. WR: Alfalfa

13. LT: And that's what, second, third cutting?

14. WR: Oh, it's probably second maybe, I can't remember, second or third?

15. LT: And what kind of protein to you get out of that, just the haylage by itself?

16. WR: Oh, it's pretty high. It'll be up in that ah, I really haven't had this tested. I had my oatlage, I just got through with the oatlage, [LT: Uh huh.] (TG: Uh huh) Course you know with the Harvestore you know ya', whatever you put on the, whatever, everything comes out the bottom. [LT: Yeah] And so I got to take what comes, you know. [LT: Yeah] And the oatlage, oatlage was around 11%, 'bout like corn silage. [LT: Uh huh] And ah, haylage, I'm sure it's probably up around 14 or 15 or maybe even better than that. [TG: Uh huh.] I would assume.

17. LT: Protein, yeah. And you add some corn, you're adding some grain there, what, so what's

18. WR: Well...

19. LT: your total protein on that?

20. WR: Ah, I've never really had their ration totally balanced you know as far as...I go more by checking out their manure and stuff [TG: Uh huh] [LT: Uh huh] and making sure they, and ah, I'm probably right at about 1 and 1/2 % on corn right now. [TG: Uh huh] You know, I'll feed ah, probably this batch, I'll probably feed about half corn, half silage, you know, so it's about, and they're gettin' big, I just switched their protein over from all natural protein now they're gettin' ah, ah, 41%, which is ah urea,

21. TG: Urea?

22. LT: Nitrogen?

23. WR: Yeah. Protein additive'cause they're gettin' big enough now you know, they can handle it. [TG: Uh huh]

24. LT: What kind of weight are we talking about here, are we talkin'

25. WR: Oh, I'm hopin' they're

26. LT: 900?
27. WR: Oh, I'm hopin', I'm hopin' they're 8 anyway. [LT: 800, 800 or a little better?] I don't know, I betcha they'd fool ya'. [LT: Yeah.] There's some pretty good guys, gettin', there's some small ones out there too. When you raise your...

28. LT: There's a black one lookin' at us that looks a little. [WR: Yeah] smaller

29. WR: When I raise, when I only have one lot, and I, and I put everything together, I got heifers and steers and everything together, so I don't it exactly the way you should, if I had [LT: Yeah.] two or three different lots, it would be nice.

30. LT: Feed 'em separately,

31. WR: Feed 'em separately and do all that, but I don't, so. [LT: Yeah] and it works out. It's been workin' for me, so... [LT: Yeah.]

32. LT: Well you do what you can with what you've got. [WR: Yeah.] That's the way everything is. Yeah. So they go at what, 11, 1100 or how, how big to do you like to...?

33. WR: No, I like to feed to about 1275 or 1300. [LT: Oh. Uh huh. [TG: Uh huh.] Most of the cattle I have, can ah, the frame they got on 'em can, they can get that big. have [LT: Oh yeah.] But there's some smaller ones in there that, that ah, maybe, maybe only will be done at probably at about 1250. [LT: Uh huh.] Course, it depends, that's steers, now, [TG: Uh huh] heifers might be 1250 you know, or [TG: Uh huh.] something like that.

R-Q.11 Farewell and thank you

1. WR: Well, ah, you guys want to stick around and feed, or do you want me to take you back?

2. LT: Well, ah, I need, I need to roll along, if Dr. Go wants to stick around, he's got his own car, it's up to you guys, I guess. I...[TG: Ha ha ha]

3. WR: It doesn't matter to me.

4. LT: You probably...

5. WR: It's going to get a little dusty and dirty in here.


7. LT: I probably ought to take off. I can just walk, walk over to the house there Wayne. [WR: Okay] I'll just walk over. I've got a meeting I gotta go to.

8. WR: Well, that's fine.

9. LT: Hadn't seen that one comin' but I got to go so...

10. WR: Well, I can ah, Dr. Go, he can ah, we can finish chorin' here and stuff, [LT: Sure] and then I got a meeting after that so...

12. LT: Thanks, Wayne, I really appreciate it.
13. WR: Yeah, Yeah, Well thank you. Thanks a lot.
14. LT to Dr. Go: We’re neighbors and we’ve never had a chance to do this.{TG: Ha ha ha}
15. LT: You know I, we moved out here in ’82, it’s, what’s that 15 years, so...?
16. WR: Yeah, I know it.
17. LT: Have a good day. Yeah. Yeah. Take care.
18. TG: We’ll see you later.
19. WR: Well thanks for breakfast.
20. LT: You’re welcome. Do it again sometime. Thank you for the information. Now I’ve got a lot of work ahead of myself, to transcribe all this {WR: Well, ha ha ha} {TG: Ha ha ha} and make sense out of it.
21. WR: Well. I hope I...
22. LT: And finish that dissertation. Ha ha ha.
23. WR: Hope you make sense out of it. Don’t, don’t make me sound too bad. {TG: Ha ha ha}
24. LT: No, exactly what you said goes on the paper, but I only use ah, you know I only use what I need, I don’t use the whole thing.
25. WR: Okay.
26. LT: Thanks.
27. WR: See ya’.
R-O.11 Farewell and thank you WC: 355
May 14, 1997
Amana Society Farms Office
High Amana, Iowa

JB: John L. Brannaman, Director of Agribusiness Operations
TG: Tatsuya Go, D.V.M.
LT: Lee S. Tesdell

We are all looking at a large wall map of the Amana Society Farms

**A-Q.1 Map**
1. TG: Not, not this way, I think.
2. JG: Okay, okay [TG: Uh huh]
3. LT: May 14th
4. JB: This is West Amana.
5. TG: Oh, I guess, I guess, so sorry, I mean [LT: Yeah] went through this way. [LT: Right]
6. JB: This is the road to the interstate.
8. JB: And [LT: Yes] then came that way, and then South Amana. [LT: Yeah]
9. LT: Across the river here, yeah. [TG: Ah]

**A-A.1 Amana Farms location and area**
1. JB: So everything in red [TG: Uh huh] is our ground.
2. TG: Oh really! Ho ho ho!
3. JB: It's a big area. [LT: Hm]
4. LT: Ten thousand hectares according [JB: Yeah] to the quote in the
6. JB: It's about seven miles from here to that end [TG: Uh huh] [LT: Oh yeah] and ah, so it's a big, big area.
7. TG: It certainly, yes, [JB: Yeah] certainly, oh, when I was in ah, in National Breeding Center in, in Hokkaido, [LT: Yeah] that, that farm, that farm is really well known of its width. Ah it's very wide, wide farm, [JB: Hmmm] yeah, in our country, ah, but its width was 4,200 hectares. [JB: Okay] Yes, yes, /
8. JB: Big for Japan, huh/
9. TG: that is, in our country really unusual in our country, [LT: It's big] but here, I am very much surprised; [JB: Yeah, yeah] it's more than double. [JB: Yeah]

10. JB: And as you can see, a lot of the ground is timber [TG: Uh huh, ah timber, ah, really] along the river bottom and we have a forester who just left and he manages, this is ... [John: not forester] ah, he left, not forester, [TG: Ha ha ha] [LT: Ha ha] but they actually, he harvests the timber and sells it for hardwood [TG: Ah huh] [LT: Hmm] and the oak and, mostly oak and walnut and cherry,[TG: Uh huh] [LT: Oh yeah] and a lot of it goes to our furniture shop [TG: Uh huh] that makes furniture, [TG: Oh really!] or [LT: Great] some of it does, yeah. [LT: Great] Yeah.

11. LT: Didn't I read John, several years ago, also, about a, was it pulp wood you were getting into, or [JB: That's ah] some kind of a fast growing [JB: It's] poplar or something?

12. JB: There is a researcher from the University of Iowa [LT: Okay] [TG: Uh huh], it's right, this creek that runs down here [LT: Oh yeah], and he put in ah poplar trees [LT: Okay] [TG: Oh poplar trees? Oh]. Uh huh, they're, they ah, test the water here and they test the water here to see if they pull out the nitrites and some of the [TG: Ah] elements you know from fertilizer [LT: Right] and retain 'em, [LT: Yeah] [TG: Ahh] so they've got a whole row of ... along this creek.

13. LT: Yeah, I see.

14. TG: Oh really!

15. JB: This is a lake here, you can't see it very well, but it's a Lily Lake,

16. LT: Right, we saw it on the map, Lily Lake.

17. TG: Oh really.

18. JB: That's what that is [TG: Oh, really], so then the water runs into here. [TG: Uh huh] But this is, that's the Amana Refrigeration? where they build the refrigerators and microwaves.

19. TG: Uh huh.

20. LT: Amana brand? [TG: Uh huh] Maybe you are familiar with that?


22. JB: This is, this thing right here is a millrace, it's a canal?[TG: Uh huh] [LT: Oh yeah] and it used to power all of the [LT: I'll be darned] oh the equipment like the woolen mills and the saw mills [TG: Ah] years ago, and it comes, it enters the river [TG: Uh huh] here [TG: Uh huh]

23. LT: This is that canal all the way across here
24. JB: and it comes in here and it runs all the way, [LT: Hmmm] down through [LT: Hmmm] so you would have crossed it, [LT: Oh yeah] you would have crossed the river
25. LT: Yeah we came [JB: Yeah] across here just now yeah
26. JB: and the next thing you would have crossed would have been the millrace [LT: Oh yeah] [TG: Ah] So it goes all the way, [TG: Uh] [LT: Interesting] it goes to, this is Main Amana, [TG: Uh huh] and then it comes back into the river through here. [TG: Ah really?] [LT: Hmm, interesting] [TG: Interesting]

A-O.2 Introductory talk
1. JB: We can go sit down and talk.
2. LT: All right.
3. TG: Okay thanks.
4. LT: Well, thanks for taking some time for us here John. You’re ah, [TG: Ha ha] getting more handsome as you age here John. [TG: Ha ha ha] [LT: Ha ha] We like to tease ourselves about that anyway as we get [JB: Yeah, that’s right] older.
5. JB: That’s right, you look in the mirror and say what the heck happened? [LT: Yeah] [JB: Ha ha]
6. LT: We passed that 40 mark so we’re, now we’re in trouble.
7. JB: Let me get my card.
8. TG: Okay, thanks.
9. LT: Ha ha ha!
10. Silent pause while John gets his card
11. LT: Sorry, I didn’t...
12. TG: Yeah, yes, ah, let me ...
13. JB: So you’re a doctor of veterinary medicine?
14. TG: Yes, thanks.
15. LT: Thanks, John.
16. TG: Yes, ah, but I dare say, I’m so-called doctor of veterinary medicine but I, because I have a license of veterinary medicine, but now I am working for mainly market issue, [JB: Oh] Ministry of Agriculture, [JB: Okay] so/ah
17. JB: Let me//
18. JB: I’m going to introduce our, our beef manager, [TG: Oh... ] we do sell some, it’s not, we do not sell direct to Japan [TG: Uh huh] but we sell, we sell our cattle to a group that sells to Japan.

20. Silence while John goes to get John

21. TG: Yes, [Speaks in Japanese to son Fuma]

22. LT: Two colors.

23. TG: Two colors, yes

24. JB: This is John McGrath

25. TG: Hi, nice to meet you.

26. John: Nice to meet you!

27. LT: Lee Tesdell

28. John: Hi Lee

29. JB: Lee and I shared a house when we were at Iowa State. [laughter] He was upstairs and I was downstairs. [Laughter]

30. LT: He, he, I, for the record though, he had the bigger part.

31. JB: Yeah. [Laughter] I had the thermostat too. [Laughter] We all talk at the same time.

A-O.2 Introductory talk WC: 282

A-A.2 Amana Farms beef

1. JB: John is our ah livestock manager. [TG: Oh really!] And so he takes care of all our cattle. [TG: Ah really!] And we have 2,300 cows. [TG: Uh huh! Oh really! Beef cows?] Uh huh. [TG: Oh really] And then I was explaining, the, the, some of our cattle probably end up in Japan [TG: Uh huh] under the Amana Meats label [TG: Uh huh] Amana Beef. [TG: Yes, uh huh] And we’re also working on a project now with, with, what’s the company in Japan?

2. John: Marudai?

3. TG: Marudai? Oh, I am very much familiar with Marudei. Yes, ah Marudei is, what I say, the fourth largest ah, Japanese meat processor, [JB: Uh huh] and at the same time, I guess the fourth largest ah, feeder? in our country, and that has a very strong background in Kansai area in the western part of Japan. [JB: Oh, okay] That is very big company and very good company, I think.

4. JB: Maybe John can explain a little of what we’re doing that’s...

5. John: Well, they would like for us to produce a half-Angus half-Wagyu [TG: Ah ah] product for them [TG: Oh really? Uh huh] and [LT: Oh really] the struggle is ah, [TG: Ah!] they would like for it to come from certain [TG: Uh huh] AI bulls that all come from over there. [TG: Uh huh] It just gets to be extremely expensive to [TG: Yes, I think so] try to AI settle all those [TG: Yes] cows and everything like that, [LT: Hmmm] when you’re talking the
high semen cost (TG: Yes) and everything from those bulls, (TG: Ahh) and, so we’re givin’ ‘em ah, through our company that processes our (TG: Uh huh) Amana meats, we’re givin’ them bids to do that for them, (TG: Uh huh) but I think its costing, costing more than what they anticipated, (TG: Ahhh) of course they’re trying to produce it cheaper than what can be produced it in Japan, by the time you tack on the import duties and everything, it’s going to be very very difficult...that so. (TG: Yes, I think so)

6. TG: Ah, frankly speaking, my point of view, there have some difficulty to raise the Wagyu beef here in the United States, (LT: Right, right) most important point and the most profitable point for here in United States is, is you can export ah, or you can give us yeah, yeah, no, you can export us suitable for our imbalanced demand. This is the most important, the most strong point for United States industry because we have a special preference for tenderloin and loin, and so if you, if you would like to export on full set basis, that would make the very difficulty (LT: Right) ah for

7. LT: The whole carcass?

8. TG: Yes, the whole carcass. [LT: Right, right] because, so, ah, this is very important point, yes, ah in my point of view, this, this is a little bit bitter for you, I think, but ah, to improve the quality, I think, yeah I know, that here in the United States, ah people are basically very much health conscious, so people don’t want to see the outside fat, but, ah, but, as you know, ah yes, the taste and fat is in a relationship of trade-off, basically. [JB: Yeah] Yeah, so, in my point of view, the beef here in the United States is too lean for its taste. So, the marbling, is, I guess, in this ten years or twenty years in the future ah the United States again appreciate its marbling, yes [JB: I agree] I think. So to improve the genetics, ah the Wagyu genetics is very much helpful for the United States, so in the near, so in that future, ah I think the Wagyu beef ??? have see a very good, ah, yes, opportunity, because you can export loin and tenderloin in our, to our country, and ham or shoulder to the United States, ah, so that means...

9. JB: I know {LT: Yeah} that if I buy a steak, I know what I like it’s the marbling

10. LT: yeah, yeah, like the taste

11. John: Yeah, you bet, I do too}

12. JB: I thought I’d introduce you anyway.

13. John: It was nice to meet you.

14. LT: Thanks

15. TG: Thanks

16. TG: Ah, yeah Marudai is very very famous company [JB: Okay] in our country. And I, ah, yes, I know some, ah I know some manager, I know some manager of Marudai company, ah, yes, meat importing assistant manager, or [JB: Yeah] so.
17. JB: Well what they did, is they came to the, it's PM Beef is the group we work with at, [TG: Uh huh] ah, we either sell our cattle [Tg: Uh huh] to them, we actually raise cattle for them [TG: Uh huh] so they may own the cattle [Tg: Uh huh] and we'll feed 'em here and then they'll take 'em and process 'em and [TG: IBP?] Nope, it's ah, PM, P-M-Beef.

18. TG: P M Beef?

19. JB: Two letters, P-M.

20. TG: P-M-Beef, Okay

21. JB: And they're located in Virginia.

22. TG: Oh, Virginia? Oh really?

23. JB: But they're moving to Kansas City, I think they're moving [TG: Oh, Kansas City?] [LT: Uh huh] their office this year some time. [TG: Okay]

24. TG: Kansas City, ah, Missouri?

25. JB: Uh huh. [TG: Uh huh] You know more about our country than some of our people do. [TG: Ha ha ha] They say Kansas City, Kansas.

26. TG: Ha ha ha! [LT: Yep, yeah]

27. JB: And so, Marudai came to PM Beef, [TG: Uh huh] and said, this is what we'd like to do, and then they came to us and some other farms and said can you do this for us. [TG: Uh huh] So what we're, we're probably gonna' do is raise the calves [TG: Uh huh] and then [TG: Okay] very likely feed those [TG: Uh huh] calves out here too. [TG: Uh huh] And then they'll be, but we're talking two years from now [TG: Uh huh] before [TG: Okay] the beef actually gets to Japan. [TG: Uh huh] [LT: Right] [TG: Uh huh] So it's a long time. [TG: Yeah]

28. TG: [Speaks in Japanese to his son] Yeah, he would like to go to rest room [JB: Okay] He told to me. Okay, ah, that's very interesting.

29. JB: But like I said, it's, it's very new to us, and we don't know if it's long term or if it's [LT: Right] going to work or not but we're going to try it. [LT: Right, right, right] So. [LT: Right].

30. LT: It's real, it's real interesting isn't it, how different markets ah, have different demands [JB: Uh huh] that is the, consumers, /it's not the same every in the world

31. JB: Uh huh, and even, yeah, it isn't//

32. TG: Yeah, very much//

33. JB: Where our Amana Beef is basically marketed through Hy-Vee Stores, [TG: Oh really, Hy-Vee, uh huh] and it's all the, the center cuts, it's [TG: Uh huh] the prime cuts [TG: Uh huh] You don't see, typically you don't see Hy-Vee hamburger, Amana Beef hamburger, [TG: Uh huh] or those cuts, it's [LT:
34. LT: Where does your hamburger and other stuff go? is that...

35. JB: They, they try to market it through other channels but they have problems doin' all that, because people really don't want all that, they just as soon have the good cuts too. [LT: Right] It's gettin' more difficult to sell those products. [TG: Uh huh]

36. LT: It's a little bit like what Dr. Go was just saying that the Japanese or the Iowa beef producer probably will have better luck selling part of the carcass to Japan, not the whole carcass, [TG: Uh Huh. Yeah]

37. JB: Because if you're going to ship the product, you wanna ship your high-priced product too, the high quality product, [TG: Yes] because transportation is most of that expense. [TG: Yes]

A-A-3 Amana Farms beef WC: 1235

1. TG: And, at the same time, ?? [LT: Yeah] I personally think, I am very much optimistic for the future relationship of United States and of Japan. [JB: Oh good] ? Yes, in, especially, ah no, no, yes, yeah, yes, this is a, ah, this is ah, this is very much specialized for beef sector I think, [JB: Uh huh] even though [JB: Yeah] there is certain amounts of tariff, but I think, ah, tariff, yes, the level of tariff is around 40%, as you know, but it is not a problem because the Yen currency rate changes so rapidly, [LT: Yes] day by day,

2. JB: You don't know what, yeah

3. TG: so it is, it is much, much, much the problem, [JB: Yeah] [LT: Right] for both industry, I think. [JB: Uh huh] [LT: Right] Yeah, so I think yes, ah, if such kind of tariffs were imp... were set, on a yeah, what I say, specific duties level, [JB: Uh huh] ah, no, if it were set by specific duty, it might be very much ah problem, I think. [JB: Uh huh] Ah, but it is, yeah it is really a ?? duty so it is not so difficulty for United States industry, especially, for United States industry, and I think, this is my basic point of view, [JB: Uh huh] and I would like to explain you, ah what do you think, ah what do you think the reason why the United States is in a progressive composition comparing to the Australian industry? in our market? yeah, now United States is expanding its market share in our country,

4. JB: The reason, I don't know. Ha ha. I think it's because we have a, it's the spirit of the ah, probably the American farmer, some of that is to try to export I mean they've always been told/yeah

5. 95.TG: Ah yeah frankly// speaking it is not true I think, because Australia is very much export, yeah, eager to export [JB: yeah] because ah, almost half of their is exported to our country

6. JB: But I think the push from the American side is we're always lookin' for those markets too. [TG: Uh huh] And I think the United States now is a position [TG: Uh huh] where the economy is good, ah, [TG: Uh huh] the perception of our economy now [TG: Uh huh] how we're viewed in the
world I think is very high compared to where it was maybe even twenty or thirty years ago.

7. TG: Yeah, I think so, I agree.

8. JB: You take a typical American worker now and they probably are, their standard of living is much better off than it was [TG: Uh huh] twenty years ago, but they may not believe that, [TG: Uh huh] but it is, you know, they may think that, they're cautious, [TG: Uh huh] but a farmer and the ag industry has always been progressive in my mind [TG: Uh huh] ah in the United States. Some of it I think also is the lack of ah, trying to cut down on government subsidies, [TG: Uh huh] where I think that is a signal to us to say we need to find these markets on our own [TG: Uh huh] and not rely on the government [TG: Uh huh] to find these markets for us. [TG: Uh huh] Ah, and I think also just the relations. [TG: Uh huh] It's probably ah, you know, maybe ten, fifteen years ago, there was big push it seemed like to, to want the Japanese business. [TG: Uh huh] by the United States. [TG: Uh huh] And I think now it's startin' to pay off a little. [TG: Uh huh] Ah and then they kind of cycled to, they wanted the Eastern European market, [TG: Yes] which didn't work as well, [TG: Uh huh] because there's no capital there, [TG: Yes] very little money. [TG: Uh huh] Ah and now I think China's the next [TG: Uh huh] at least, country that the US is looking at, [TG: Yeah, I think so] pretty hard. [TG: I think so, uh huh] [TG: Yes] But we, we've also produce so much here [TG: Uh huh] ah, we need to export. [TG: Yes, I think so] especially in agriculture [TG: Uh huh, yeah, I agree] and especially in the Midwest. [TG: Uh huh, yes] We can't consume it all.

9. TG: Hmm yes, yes, I agree. Yes, ah, yes, ah I agree with you, ah, now in, yes, what I say

10. JB: And I think [(TG: Uh huh) quality too is an issue. You look at the Australian/New Zealand beef [TG: Uh huh] you know, you look at New Zealand and Australia. They have to export because they don't have that many people [TG: Uh huh] and they can produce [TG: Uh huh] so much [TG: Uh huh] that they need to export. [LT: Right] Ah, but the quality I think in their beef, the grass fed beef, [TG: Uh huh] is not as/ ...price yeah

11. TG: Ah. accepted...//

12. TG: Even though its price were really cheap [JB: Yeah] it is not accepted in our country. It is very important point. [JB: Uh huh] I think if it were exported, fully exported [JB: Uh huh] to this country that might be appreciated [JB: Yeah] by the [JB: Uh huh] consumer because people are very much conscious of, for its price, [JB: Yeah] rather than its quality. [JB: That's right] But in our country that is very much different. [JB: Uh huh] People prefer its quality [JB: Uh huh] in relatively, yes, [JB: Yeah] this is very important, in relatively cheap price. [JB: Yeah] Not completely cheap price, [JB: Yeah] relatively cheap price. [JB: Uh huh] It is very important point.

13. JB: And you look at how like New Zealand with their cheese and their milk products, [TG: Uh huh] they had to export. [TG: Uh huh] I mean they just couldn't [TG: Uh huh] possible use all that [TG: Uh huh] milk in their country and ah, they've not had government subsidies either [TG: Uh huh]
{TG: Uh huh} so they were pretty much forced {TG: Uh huh} to find those markets,

14. TG: Yes, I think so, yes I think so, I agree.

15. JB: And now we’re getting there, I think we’re getting their, I think we have a just a good a product {TG: Uh huh} or maybe better in some areas and now that the government is stepping down from the American farmer we’re looking for other markets.

16. TG: Yeah, I think so. Ah, now the United States is changing its policy. [JB: Yeah] ah because now, ah yes, ah, ah, federal meat market system have just changed, ah just changing, ah not changed, ah yes, 31 numbers of the organization was reformed to 10 or so, I think, I heard yeah


A-A-4 Tariffs
1. JB: It would be interesting to see, well this is where I met Lee, was in Des Moines at this conference {TG: Uh huh} and they talked about ah borderless world, {TG: Uh huh} {LT: Right} where we could have free trade {TG: Uh huh} and exchange {LT: Right} it would be interesting to see what would happen {TG: Uh huh} ah, if that would happen tomorrow. I mean if we wake up tomorrow and {TG: Uh huh} say there’s no tariffs, there’s no duties, there’s no ...

2. TG: Hmmm, that is, that is, very different from your point of view and my standard point ah yeah, because, yes, this is really my point of view, the competition for winner should be decided only from human’s ability, not from the background or natural resource, so certain amounts of tariffs is not illegal or not unfair, [JB: Yeah] certain amounts of tariffs is really legal and its helps the ah, fair competition

3. JB: Yeah, to a certain degree, yeah, I agree. {TG: Yes}

4. TG: Yes, this is very important point.

5. JB: And it’s both sides, it’s not, {TG: Uh huh, yeah}

6. JB: The US does the same thing as Japan does and then, other countries. {TG: Yes, uh huh} They, it’s ah, it’s self interest {TG: Yeah} to some degree {TG: Yeah} to support some of the businesses they have in the country which is {LT: Right} good, {TG: Yes, uh huh} but it’d be interesting to see if it was all gone, {TG: Yes, uh huh}

7. LT: What do think would happen?

8. JB: Chaos {TG: Ha ha ha} for the first, first, ah, you know, until everything gets sorted out. But ah, it would take a big adjustment, {TG: Uh huh} I think, {TG: Uh huh} to get everything to you know, to flow right. {TG: Uh huh} Ah we would, we would, we would lose, I think the US would lose, a lot of business, {TG: Yeah, I think so} ah, and more probably more labor intensive businesses to {TG: Uh huh} some of the ah, like Mexico {TG: Uh huh} and some of the other

10. TG: Ha ha ha Tomatoes? Ha ha ha

11. JB: Yeah, and we'd probably pick up more, ah, maybe higher value, {TG: Uh huh} technical, you know, industries, less labor, more capital/ag, and

12. LT: Ag technology areas// Yeah, I think, you know, the basic, ah, where you get out of the commodity crop type things and do more of the value added crops, {TG: Uh huh} the, you know we do sell clear hilum beans also to {TG: Uh huh} Japan, {TG: Uh huh} you know, {TG: Uh huh} tofu beans, {LT: Right} some of those things I think we would see, ah, produced more of, {TG: Uh huh} {LT: Hmm} ah, then again, it's transportation too, I mean the biggest {TG: Yes} a lot of times the biggest issue /is not the product,

13. TG: Yes, yes, I agree//

14. TG: Yes, I agree, not only, yes, the most important point is not the transportation cost, {JB: Uh huh} but the transportation time, {JB: Uh huh} it is very important {LT: Hmm}

A-A.4 Tariffs WC: 485

A-A.5 Perishability

15. LT: Because of perishable products

16. TG: Yes, especially in our country, ah, the perishability or producing date is very much consumer ah, consumer, yes, consumer,

17. JB: They look at it {TG: Yes} , they look at it and they say well, they say they want high quality fresh produce and things like that and if it takes six weeks to get fruit from {LT: Ha ha} here to there, it's, that's too long.

18. TG: Ah this is very important thing, ah, I would like represent you one example. Ah, ah, it is not obliged for Ministry of Agriculture but Ministry of Health and Welfare, concerning the rubbering of the date {JB: Uhhhh} on ah, ah, yes, milk products. {JB: Okay} Ah, until two years ago, ah, in our package of fresh milk, ah the producing date is imprinted {JB: Uh huh} and after finished the negotiation of Uruguay Round ah, it is obliged to ah, write, to write ah, what I say, yes, the deadline date of that is useful that is accepted. {LT: Aaah} Should be graded or imprinted. And that means that ah, yes, the government must not or should not, or the government cannot obliged to ah, imprint {JB: Uhhhh} the producing date. {LT: Aaah} Ah, that is decided. {LT: Aaah} Yes, and we, yes, we tried to delete the producing date and turn to yes, deadline date {JB: Uhhhh} imprint on the package of fresh milk.

19. LT: So this was the date of expiration/ of the ah quality period or whatever you call it.

20. TG: Yes, yes, date of expiration, yes, yes//

21. JB: Date of the, cause people look at that and say {LT: Yeah} if it's last week it's produced they probably {TG: Nono} won't buy it. {TG: Yes, it is very important.} {LT: Yes}
22. TG: Yes, and in our country was worth, even the one night that was not sold in supermarket [JB: Yeah] supermarket store, the next day it is discounted around yes, 10% or 15% ah it is really [JB: Yeah, yeah] ah it is really required in our country, maybe, yes, maybe you are, [JB: Yeah] most of United States people are surprised about the fact that but it is really required in our country, and this is very interesting, ah, even though we try to delete the date [LT: Ha ah] of production, consumer's union or very much registered for that, and, unfortunately, I dare say, ah, we can't, [JB: They think...] yeah, we destroyed our law itself, ah, that defined the yes, obligation of dating, but still in the market, ah the producing date is imprinted, [LT: Interesting] yes, because it is required by consumers. [JB: Uh huh]

23. LT: So the consumers did not go for the change at all.

24. TG: Yes. [LT: Huh]

25. JB: Perception, [LT: Aaah] it's all in the consumer's perception because it's the same milk [TG: Uh huh] and [LT: Ahh] it's still the same quality but it's the perception, if it's, they think it's old. [TG: Yes] and they don't want to buy it.

26. TG: Yes, so which is much better? Yes, I agree, if there is ah, two product, yes, one is for example, ah May the first and one is for May the second, [LT: Uh huh] and if the price is the same, [JB: Take May the second] yes, the second. Yes, everybody takes the second. [JB: Uh huh] It is no doubt. [LT: Right] So, cons... I personally understand the way of thinking of the consumer, [JB: Uh huh] ah, they really required [LT: Right] for such kind of dating ??? [LT: Yeah] Yeah, so, [LT: Ha ha] this is very, very interesting [LT: Good illustration] to understand our country, I think.

A.A-5 Perishability WC: 573

A.A-6 Household food expenditure
1. JB: The other thing too is in the United States the percent of the person's income that's spent on food is not that much. [TG: Uh huh] compared to other countries. [TG: Yes, I agree] They may think it's a lot of money. [TG: Yes] but it's, compared to, you know I spent time in Eastern Europe and they spend maybe 90% of their income on food. [TG: Uh huh] [LT: Oh really] and we spend maybe 12-13 or maybe 15 [TG: Ah, yes, I think 14]

2. LT: My goodness, 90%?

3. JB: 90% is spent

4. TG: Not 19!

5. LT: Whoa!


7. TG: Yes, yes, ah, [LT: Ha ha] frankly speaking, now, 22.5% [LT: 22.5] [JB: See...] But I read that read Iowa Farm news or so, [LT: Okay] the chairman, the chairperson of the NPPC, [LT: Yes] ah, he visited Japan and [LT: Right] he talked about the Japanese expenditure percentage for food is 40% oh this is really mistaken. Ha ha ha! Really mistake. Ha ha ha. Yes, big mistake.
Yes, ah, consumption percentage, yeah, no, no, no, this expenditure percentage is declining really rapidly in our country. (LT: Hmmm) yes, ah, declining, around 0.4 or 0.5 % annually.

8. JB: Because of the, maybe an increase of income, or is it more of...decreasing of the price.

9. TG: Decreasing of the price.

10. JB: Okay

11. TG: Ah, yes, especially in meat produce I think.

12. JB: Oh, okay, good.

13. TG: It is very interesting

14. JB: But here, like I said, it ah, we do not spend that much on food. (LT: Right) but we don't know that very well. (TG: Yes) (LT: That's right) We think we spend a lot on food. (TG: Uh huh)

15. TG: Yeah, in my point of view, even though Japanese people pay around 20 yes 2.5 or 23% of their expenditure for food, but considering its difference of the quality or the cut or yes, availability or easy to cook, cook, or some, such kind of procedure, (LT: Uh huh) such kind of 22.5 or 23% (LT: Uh huh) is not so expensive comparing to here in the United States, because here in the United States, (LT: Right) eventhough the planned expenditure percentage is 14%, the quality is ah, yes, (JB: It's a wide range) yes, yes, and quality is yes, generally speaking, quality itself is ahhhhh, less, ahhhhh, not so much, not so better comparing to Japan.

16. LT: Like you said and I think this is true, I think that the consumer in an Iowa supermarket is probably more cost conscious than quality conscious. (JB: Yeah, yeah) / I think that's probably true, yeah, yeah

17. TG: And what we see is much so, ah is too much, I think so, // comparing to Iowa state, ah frankly speaking after I came here Iowa state, ah, the quality of the Iowa, the food here in Iowa is much better than that of the Washington, D.C. eventhough its price is relatively expensive, ah that's very much appreciated for our Japanese I ...

A.A-6 Household food expenditure WC: 473

A.A.7 High quality meat leaves Iowa

1. JB: I agree. Yeah, we have such, ah, we probably have more variety, I mean we have more space for stores (TG: Uh huh) here in the Midwest, (TG: Uh huh, yes, it is very important.) you know, where we have a lot of space we can put a lot of different products in and a wide range of quality (TG: Uh huh) (LT: Yeah) ah, we can have a very inexpensive (TG: Uh huh) low quality item (TG: Uh huh) to something that's half way expensive (TG: Yeah, yeah) high quality, (TG: Yeah, yeah)

2. TG: Yes, ah, I was very much surprised to hear ah, that the prime beef (JB: Yeah) produced here in the United States, around 60% of prime beef is exported to Japan. (JB: Yeah) (LT: Ha ha) It's a very important thing. So, some person complained about the price ah, by looking the price sold in ah,
supermarket, ah, ah, between the difference of the Japanese, ah sold in Japanese supermarket and sold in United States, but it is no use, I dare [JB: Yeah] say, because there is a certain difference of quality, [JB: Yeah] [LT: Yeah] ah, yeah, I, I, I rarely find the prime beef here in United States, and frankly speak, speaking, I’ve never seen the prime beef sold here n the United States,

3. JB: No, not in a supermarket, [TG: Oh] you’ll probably find it restaurants, [TG: Yes, I think so] that would be about it. [TG: Yes] [LT: Really, is that right?] [TG: Yes] You go to like a Hy-Vee [TG: Uh huh] you won’t find prime beef, you’ll find choice, [TG: Yes] select, [TG: Select or something] but you won’t find a prime. Most of that is to the high end restaurants, [LT: Oh really?] hotels, [LT: Really?]

4. TG: Ah, it is a very important issue, [JB: Uh huh, yeah] I think. Most of the Japanese don’t know that fact.

5. JB: They don’t compare with, they’re looking at what they buy in Japan [TG: Uh huh] and think that we have that same product to buy here [TG: Uh huh] and we don’t.

6. TG: But it is not, yes, it is very interesting thing. Ah...

7. LT: We heard something similar last week at USDA, we were at Ag Marketing Service [JB: Okay] downtown in Des Moines, [JB: Okay] the people that do all the number crunching, [JB: Uh huh] for the whole area [JB: Uh huh] and ah, in the ah, they were telling us that the lamb situation is somewhat similar in that all the good lamb leaves Iowa. [JB: Hmm, yeah] All the good lamb goes to New York or some other place, so /kind of the same idea there

8. JB: Yeah, yeah, //what we’re finding now is is producers like us that will find a market and we’ll raise that higher quality beef, and, market, find a market first, so like [LT: Right] in our example, we’re sellin’ it to PM Beef who’s got a contract with someone in Japan [TG: Uh huh] to buy that beef, [TG: Uh huh] and so we’ll raise that, but that beef won’t ever go into the US market, [LT: Yeah] it’s, it goes straight to Japan. [TG: Uh huh] Probably the same in lambs. [TG: Yeah, I think so]

A.A.7 High quality meat leaves Iowa WC: 508

A.A-8 Value-added ag. in Iowa

1. LT: Is it, so is this, that, that fits right into our question about value added [JB: Yeah] stuff we read in an article in the Register a week or two ago that someone was suggesting that that’s really the direction Iowa agriculture [JB: Uh huh] needs to go in, talking about a 20% figure I [TG: Yeah] think, trying to raise the amount of value added stuff in Iowa/

2. JB: I think, I think// Is that what you’re doing, is that how you see that?

3. JB: And we do it on a, it’s easier I think to do it Lee on a small scale farm [TG: Yes, yes, I agree] because if you are a family farm you don’t have as much acres and you can focus on [LT: Right] a few things and do ‘em right. [TG: Uh huh] Here we, when we do value added, we might do ah, 500 acres or 1000 acres, of value-added soybeans.

4. LT: You said clear hilum soybeans?
5. JB: And that's a lot compared to someone [LT: Right] that does 20 acres [LT: Right] or 50 acres [TG: Uh huh] they can spend more attention [TG: Uh huh] on it and probably higher quality [LT: Right] than what we can do. [LT: Yeah]

6. LT: On the other hand you’re if the market is good and its there then you stand to ah, through your ah, through your, what’s the term I want, ah, economy of scale, [JB: Yeah] [TG: Uh huh] you’re going to come out pretty well.

7. JB: And what, I think what companies like when they come to us, is we have, we have a lot of resources. [TG: Uh huh] We have people, we have land, [LT:Right] we have equipment they can come and say we want a 1000 acres of tofu beans [LT:Right] and they can come to us and just do it here. [TG: Uh huh] without having [LT: Do the whole thing here, right] to combine 10 or 20 farms [LT:Right] to do it. [TG: Uh huh] but if I was farming on my own I would probably look for value added [TG: Uh huh] contracts [LT:Right] and do that [LT:Right] [TG: Uh huh] because the commodity, the commodity market, the commodity beans, the commodity corn, ah, is not, other countries are goin’ to that, [TG: Uh huh] [LT: Right] you know ah, Russia, Ukraine those [TG: Uh huh] countries that don’t have a lot of capital [TG: Uh huh] will raise the balance of the world’s commodity crops I my mind. [TG: Uh huh] You’ll be able to, what ever surplus they have, if a country needs corn, [TG: Uh huh] just yellow corn, [TG: Uh huh] they’ll get it from those countries, where hopefully we’ll be producin’ the higher value [TG: Uh huh] white corn, [LT: High oil corn] high oil corn, those things, [LT: Organic corn] yeah. [LT: Yeah] [TG: Uh huh] We raise about, oh, 2500 acres of white corn for ah Quaker Oats, [LT: Oh yeah] that goes into their cereal, [LT: I see] (TG: Oh really) so we’re already doin’ that, [LT: Right] that’s a high, high value, or value added, we get a about 40-50 cents more a bushel for that corn, [TG: Uh huh] compared to our yellow corn [LT: I see, oh you do] [TG: Uh huh] yeah. [TG: Uh huh] And then we also raised Round-Up Ready beans? [TG: Uh huh] about 500-600 acres of those. [LT: Uh huh] that we turned to the company, like Pioneer, [LT: Right] we bought the beans from them, we raised 'em and then they took the beans back for seed. [TG: Uh huh, okay] [LT: Right] But it’s easy for those, those companies to come to us because we have a lot of ground. [TG: Uh huh] [LT: Right] and they can get a lot [LT: All in one piece] done just working with one person. [TG: Yes, that is very interesting, yeah] The challenge we have is quality because we, it’s still difficult when you do something on a 1000 acres [TG: Uh huh] if you do something wrong [TG: Uh huh] it’s a 1000 acres. [LT: It’s a 1000 acre mistake, instead of a...]

8. TG: I’d like to ask you about the ah, what do you think about the factor of the quality? Ah, yes, ah, what I mean [JB: Ok...] is yes, for example, ah, yes, yes, organic or something, as you know the final product produced from organic procedure or regular procedure is almost the same, [JB: Uh huh] as you know. And it is ah, very difficult to identify [JB: Uh huh] or distinguish those, three.. those two products. But I think such kind of product is very much appreciated in our country. Especially in our country, I think. [JB: Yeah] because even though the quality is not only obliged from the final product but for, but for the procedure or where it is raised, it is also very important point I think. Ah, what do you think about that?
9. JB: Ah, I think that's the market for the smaller farms. (TG: Uh huh) Where the smaller farms, [TG: Yeah, I agree, I very much agree] a lot of it is, it's a good market, it's not a, it's not, I think it's a market for fresh vegetables, [TG: Uh huh] those types of products that ah, you know, not processed items, [TG: Uh huh] I think those, that isn't the market for it, like a farmer's market where you come in and you pick (TG: Uh huh) ah, fresh vegetables (TG: Uh huh) or produce (TG: Uh huh) that's a big market. And I think people will pay more to know that there were no chemicals (TG: Uh huh) or anything put on those crops. For us to do that is very difficult. (TG: Uh huh) because of our size. (TG: Uh huh) and that's where I think a small farmer that's has a lot of labor, (TG: Uh huh) say they want to put a lot of labor into 25 acres or 30 acres, that's to get the value out of that ground, that's the best way to go. (TG: Uh huh) And I agree. I think it's a good market.

10. TG: Yes, I very much agree your point of view. (JB: Yeah) Ah in such means, Iowa farmers (JB: Uh huh) have a very good opportunity to export to our market I think. (JB: Yeah) I very much agree. Yes, in total in a larger scale. So, I realize that for United States industry anyway, the biggest market is the domestic market. (JB: Yes) so for a very big company, (JB: Uh huh) the best way to produce the product is to sell for the United States domestic industry

11. JB: Uh huh, then what's left over, we can find contracts for export, that's good. It doesn't, it's not the bulk of our (TG: Yes) marketing. (LT: Right)

12. TG: So, such ah, as far as such procedures are implemented if there were something ??? in a world market, such kind of product should be appreciated, (JB: Yes) but once such market was overflooded or a little bit loosened, loosing, such kind of product might not be appreciated (JB: Yes) so for smaller farmers, especially here in the United States (JB: Yes) they have very good future (JB: Uh huh) for exporting in our country I think.

13. JB: And if they're located near a larger city, (TG: Uh huh) you know where they can also market direct to that city, with their high value maybe organic (TG: Uh huh) products (TG: Uh huh) that's good too, here in Iowa (TG: Uh huh) we don't have that many people. (TG: Ah yeah) We're so spread out, (TG: Uh huh) and it's hard for us to grow organic crops (TG: Uh huh) and (TG: Uh huh) do a good job at it, (TG: Uh huh) plus try to market it, (TG: Uh huh) we did do some chemical-free soybeans (TG: Uh huh) two years ago? (TG: Uh huh) and it was all weeds. It just didn't work for us. Ah, because we don't have the labor to attend to it. Too much for the people we have. (TG: Uh huh) We always have something else to do it seems like.

A.A-8 Value-added ag. in Iowa

A.A-9 US vs. Australian beef in Japanese market

1. TG: Yes, ah, let me explain of my understanding why the United States, yes, turn to the first point, ah, yes, why the United States industry, beef industry, is now in a relatively good situation ah, comparing to the Australia yes, I dare say, if concerning the yes, cost of production, comparing to the Australian beef industry and here in the United States, yes, there is a certain amount of the grain-fed facility in Australia and their cost is much cheaper than that of the United States (LT: Hmmm) (JB: Uh huh) yeah, so and its concerning the meat quality or taste itself, ah, yes, ah,
some person talks that ah, its quality of the Australia is almost the same or much better here in United States. Okay and shelf life, Australia exceeds the shelf life than that of United States but United States is now almost winning, the reason is very simple, the United States can export only loin or only tenderloin, okay, [JB: Yeah] this is very important, this is the only one point


3. TG: Yes, yes, this is very important [JB: Yes] point. [JB: Uh huh] This is the, ah, this is almost, yes, in my point of view, this is ah, the reason ah, more than 80% [JB: Yeah] the reason why the United States is almost winning. [JB: Uh huh] Ah, most of the United States beef producers don't know the fact that the cost of the ah, Australian gran, ah grain, grain-fed beef is much cheaper than that of the United States. [LT: Hmmm] ah, but ah, this really the true.

4. LT: What, what do, what kind of griiin do they use in Australia?

5. TG: Yes, ah barley. [LT; Barley?] Yes, this is, this is also very important point, because barley finishing product is really important to export to Japan. [LT: Uh huh] Including also, also, and ah, and hog industry and I realize most of the hog producer here in the United States don't know that fact. [JB: Uh huh] So concerning the meat t..., yes, quality from the point of the taste, ah the Canadian pork is very much appreciated in our country because they [JB: Barley] Yes, very very ... barley raised [LT: Right, right, right]because if you use barley for feed, ah, the fat color turn to be very white [JB: Uh huh] and ah very much [JB: Yup] attractive for us, ah, and at the same time, taste is also better, I think. So, yes, ah,

6. JB: It's it's [TG: Uh huh] what the consumer likes, too. I mean that's a lot of it, a US person growin' up here is used to corn-fed beef and corn-fed hogs [TG: Uh huh] where somewhere else it's different [TG: Uh huh] they're used to, like you said barley-fed and there's a little taste difference, [TG: Yes, I think so] that's what they're used to. Yeah. U huh. [TG: Yeah, it's really the fact, I think so]

7. TG: Ummm, and, ah I think, and this is yes, ah, I think such kind of unbalanced demand [JB: Uh huh] in meat in our country [JB: Yeah] is I think, based on, our culture because we are, basically we are a, we are a seafood eater, [JB: Uh huh] I dare say. Ah, for a long time, and ah, yes, seafood is much soft, so not so hard, not so firm comparing to meat. So, we are very much appreciate its softness [JB: Uh huh] rather than [JB: Okay] its taste so I personally agree that the taste of the ham or shoulder is much better than that of the tenderloin. I think. [JB: Uh huh] The taste itself. [JB: Okay] but it is very difficult to chew [JB: Yeah] yes, for the child and women I think, [JB: Uh huh] especially in our country. [LT: Hmmm] So, we are very much, ah we have very much preference for tenderloin, or loin, [JB: Yeah] in our country.

8. JB: Because of the tenderness?

9. TG: Yes, because of the tenderness and color and freshness there is the key point for our country I think. [JB: Okay] Ah, this is really important thing and interesting thing I think. Ah.
A.A-10 Dr. Go's US itinerary

1. JB: How long are you here for?

2. TG: I came here United States last September. [JB: Okay] And I stayed in Washington D.C. until the end of February. And ah, throughout the March I travelled down from the East Coast ah, I visited North Carolina and northern part of Florida and Georgia. [JB: Okay] And then I moved to here in Denver, ah; no, no, in Colo..., in Des Moines [JB: Okay] and I will stay here until the end of May. [JB: Okay] Yes, so the residue around yes, 17 days or yeah, around half month and then I'm going to move to Denver, Colorado. [JB: Okay] And then I will stay there for around 3 months and then to the California, [JB: Uh huh] the northern part of California, or Oregon, or Washington and I will go back to Japan the end of September. [JB: Okay, so over one year] Yes, and this is really my training program implemented by National Personnel Agency, [JB: Uh huh] not by the Ministry of Agriculture, this is very important point yes, [JB: Hmmm] and interesting point. [JB: Yeah] So I don't have obligation to write a report [JB: Ha ha ha] to Ministry of Agriculture, this is very important. [JB: It's good] It's very good, yes, so ah, yes, ah, depending of my former marriage I can write a report to National Personnel Agency, this is very important [JB: That's good] ah, it's very good, and yes, ah, that is the reason w...


4. TG: And yes, and the Washington D. C. and here is very much different, I, I

5. JB: And you'll see big, you'll see changes between here and Denver [TG: Uh huh] and also marked changes between here and California.

A.A-11 Similarities between culture in Iowa and Japan

1. TG: Yeah, I guess so. [JB: Big change] Yeah, I think so. Ah, but this is yes, ah, yes, last Monday ah we visited a soybean company, [JB: Okay] a soybean products company. [LT: Right, right] and he ah, yes, ah, in that company, the, yes, yes, CEO [LT: Right] yes, CEO is [JB: Uh huh] Japanese, [LT: Right] ah, and yes, ummm...

2. JB: Which one was that, is that...


4. JB: Yeah, ah, they're in it's a partnership with an American company or is it, there's a, cooperative, [LT: Right] [TG: Yes] elevator that sits right [LT: Right, that's right] next to it. [LT: Right, that's right] Okay [LT: Yeah, right there in Jefferson, yeah, yeah]

5. TG: Ah, yes his name is Mr. Tanaka, Mr. Tanaka talks to me that ah, most of the people living in Japan or living in the United States thinks that the California is much resemble to Japan rather than the Iowa, yes, ah, but after I, after he, I ah
7. ... are very much conscious for the community [JB: Uh huh] or yes, what I say, sustain us products or something. [JB: Yeah] ah, in such means, such kind of feeding is very much closer to [LT: Yeah] our country [JB: That's good] yes, I think so, ah, yes, ah it is very important point. Yeah it is/very interesting

8. JB: We have/ a lot fewer people here in Iowa than in Japan. [LT: Ha ha ha]

9. TG: Yes, maybe so ah it is less difficult to understand our feeling for the people ah, [LT: Right] here in the Iowa, rather than ah, the people living in California or living in East Coast [JB: Yeah] or so,

10. JB: I agree, we have that same feeling about them, I think! {TG: Yes, so...}

11. LT: Yeah, is that, I was interested in his comment too. I like that.

12. JB: Yeah, and you take people from Iowa and they wouldn't live anywhere else because they like Iowa.

13. LT: Right, well both you and I came back.

14. JB: Yeah, enjoy the state. Yeah.

15. TG: Yeah, yes, so I am much comfortable to move, after moving to here in Des Moines. [JB: Good] it is very good. [JB: It's, yeah] I personally think that yes, which in the basis of money, is very important thing, yes, it is really important thing, but it is no use, ah we cannot buy the ah, easeness of our mind [JB: Uh huh] by money. [JB: Yeah] So here in Iowa state the community is really [JB: Uh huh] excellent and ah people are very much friendly and I was very much surprised that just after moving to our apartment our neighbor talks to us that "Oh, you have a child, over there is a elementary school and you have a pri... and yes, you have a playground there, yes, this is, this is, that is, that is the first time ah, we met him, but he explained us such kind of thing, and this very, such kind of information very much helps us, [JB: Uh huh] so the quality of living is really excellent and such kind of thing is very much appreciated. [LT: That was very nice.]

16. JB: See that's what this farm is a community. Because we're, it was a, it started by some German immigrants that came from the state of New York. {TG: Uh huh} They immigrated to New York State {TG: Uh huh} and then they came here {TG: Uh huh} and it wasn't until 1932 that they actually {TG: Uh huh} split the business from the church. {TG: Uh huh} and [LT: Hmmm] we're always community, community oriented, so any time we do something, ah, we think about the people that live here, {TG: Uh huh} and umm, and how it's gonna to appear to you know, we wanna' be good ah, we wanna take care of the land, {TG: Uh huh} we wanna take care of the land, {TG: Uh huh} we wanna look out for our water quality, {TG: Uh huh} we do all these things for about 2000 people {TG: Uh huh} ah, and that's, we're always thinking of those things. {TG: Uh huh, oh} so we can't just go, if there's an old barn sitting {TG: Uh huh} out here we can't tear it down because {TG: Uh huh} there's a community that wants to preserve {TG: Uh
huh} some of those {TG: Uh huh} things, they wanna keep 'um {TG: Uh huh} and think about their history {TG: Uh huh} and so we do things different

17. TG: Yeah that is very important thing, I think, for our mind, I dare say. [JB: Uh huh] Yeah, on the basis of economy that is [JB: Yeah, yeah] useless, I think.

18. JB: Yeah, right, right, for knowing that you're doing something, you're going out of your way to do something you think's right, [TG: Uh huh] ah, it's good for your mind.

19. TG: Yes, I think so. And that is the right, I dare say. [JB: Uh huh] That is the good right. [JB: Uh huh]


21. TG: Yes, there is really a less, less rude people here. [LT: I hope so, ha, ha, ha] In Washington, D. C. there is a lot of, ah, there is really excellent transportation system [JB: Uh huh, yeah] METRO, but in even though in the day time, ah, there is a lot of rude person [JB: Uh huh] moving by using the METRO and they sometimes spit on the floor, [LT: Oh] or something, ah, yes, that doesn't make harm to us directly, but it makes us feel bad. [JB: Uh huh] It is very important thing. [LT: Yeah] Ah, such kind, yes, kind of small thing is very much important for us, I think. [LT: That's right] Piling up such kind of small ah yes, frustration, or something never make the people happy. Yes, this is very important thing.

22. LT: Little indicators of people's respect [JB: Uh huh] you know, those little things, you're right.

23. JB: Yeah, and there's probably less respect in Washington, D. C. for

24. TG: Yeah, I think so, too much private, [JB: Yeah, uh huh]

25. JB: Too many politicians, ha ha ha

26. TG: Yeah, I agree, I agree, yes Washington, D. C. is a city of politicians and strategy. [JB: Yes] Yes, I, I personally don't like the word of strategy, [JB: Uh huh] yes, strategy is a, very much, what I say, is a result oriented word, [JB: Uh huh] and they are very much appreciate for its result, eventhough ah it's way of doing is not so, not so, not so excellent, I dare say. [JB: Uh huh] Yeah, they told to, they might be told to me that it is not unfair, [JB: Uh huh] it is not unfair, but yes it might be fair, [JB: Uh huh] but it is not excellent, I think. [JB: Yeah] So it is very, ah, yes, ah very, it is very one, attractive city, Washington, D. C., [JB: Yeah] but at the same time, [JB: To visit] yes, to visit, [JB: Ha ha ha] yes, not to live, I agree, yes, ah very attractive, [JB: Same feeling] yes, ah, yes, one week visit is enough, [JB: Uh huh] and if ah, and yes, twice a, twice a year or something, ah that is enough, [JB: Uh huh] [LT: Yeah]

A.A-11 Similarities between culture in Iowa and Japan WC: 1186

A.A-12 Iowa goods and export market preferences
1. TG: (continued from above) I think, so, in such in means, ah I am very much happy to hear ah, from your point of view, that ah, for the smaller farmers here in Iowa state have certain opportunity for our exporting market. I really agree ah, of your point of view. And at the same time, yes, this is, and this is really my point of view, I think, ah, yes, ah, ummm, yes, Des Moines Register Sunday version ah, ah, some economist, regards the 20% of annual growth for its export market, [JB: Uh huh] but I would like to ah, give information to that economist, to expand the ah, foreign market, [JB: Uh huh] yes you have really the potential, I agree, [JB: Uh huh] but the most important thing is to produce a different product, that is not suit for the United States demand. [JB: Yes] This is very important point.

2. JB: What we produce here is not necessarily what the Japanese consumer wants. We think, a lot of farmers years ago, [TG: Uh huh] thought well, if I cannot sell all my product here, I can just take some of it and sell to [TG: Uh huh] Japan [TG: Uh huh] or some other market, [TG: Uh huh] and it didn't work. [TG: Uh huh] Qual..., or maybe the quality was okay, but it wasn't the product they wanted. Completely different product. Yeah.

3. TG: Uh huh. Yes, yes, that's true. So in such means I think the quality, the measure of the quality differs by country by country. [JB: Yeah] This is very important point.

4. JB: It might be a quality product but it's not something you want. [TG: Yes] You want something different. [TG: Yes] You know, a type of rice or type of meat [TG: Yes] or a type of something [TG: Yes, that's true] that we don't have here [TG: Yes] or we don't produce here. [TG: Yes]

5. TG: So that is very ah, very, yeah you know very much and I, I...

6. JB: Well it's like the beef, the soybeans, the clear hilum beans, [TG: Uh huh] We don't produce that product for our market, we produce it for export. [TG: Uh huh]

7. TG: So, this is very interesting. I agree. So this is really really ironical, ah yes, ah yes, example, as we Japanese very much appreciate red and fat rich pork. [JB: Hmmm] Okay. Thirty years ago, produced here in United States. [JB: Yeah, yeah, exactly] Ha ha ha. [LT: It long longer exists here]

8. JB: We have picture of those big old hogs and yeah, and we don't do that anymore. [LT: Yeah] Yeah.

9. TG: So it is very interesting. [JB: Uh huh. Yeah] So...

10. JB: And that's where, that's the opportunities, [TG: Yes, for, I agree] And I think our biggest challenge is, is, ah making the contacts, [TG: Uh huh] with, with the Japanese companies or the consumer [TG: Yes, I agree] exports, importers and how to get those contacts made has been our biggest challenge.

11. TG: Yeah, I strongly agree because ah, to understand the Japanese consumers' demand, [JB: Yeah] Japanese con... Japanese company have very much familiar with that [JB: Uh huh] field, and they have very strong competitiveness for its ah distribute [JB: Uh huh] to our consumers.
12. JB: I could as ah, manager of this farm, I could go to Japan and I could waste a month there and get no result where I could work with a someone, an importer in Japan, a distributor, [TG: Uh huh] who can say this is what I want, [TG: Uh huh] you produce it for me [TG: Uh huh] and this is what we’ll pay you [TG: Uh huh] then that may happen, [TG: Yes] but I couldn’t do it on my own. [TG: Uh huh] It wouldn’t work. But if I work with a Japanese company, [TG: Uh huh] [LT: Yeah] it would work.

13. TG: Yeah, yes, I agree so to understand the difference of the demand, is very important thing, yes, [JB: Yes] including the farmers, [JB: Uh huh] if you have such kind of mind, you don’t hesitate to ah, take ah, [JB: Uh huh] to make up a tie or to make up a joint venture with Japanese company. If you that ah, yes, ah, there is really another demand in [JB: Uh huh] [LT: Yeah] our country, ah but ah, unfortunately, some of the person who is working for Washington, D. C. I dare say, [JB: Uh huh] [LT: Yeah] they still believe that ah you can change our demand, [JB: Yeah] our style of demand,

14. JB: See it was always to sell our corn, [TG: Uh huh] our beans, just the way we sold them here, [TG: Uh huh] but export ‘em to Japan or somewhere else it doesn’t work.

15. TG: Yes, it is very important thing. To realize such kind of thing is a key to expand our importing, ah yeah your exporting market to Japan I think. [JB: Uh huh] Yes, to pushing our government is very easy, [JB: Yes] but our government [LT: Ha ha] don’t control our market. Okay. [JB: Yeah] [LT: Good] This is very important. [LT: Good point]

16. JB: And then, what we’ve, we’ve make a lot of mistakes in the past, where if we would sell commodity corn [TG: Uh huh] or beans to somewhere [TG: Uh huh] typically it’s not high quality, [TG: Uh huh] you know the, it may be poor quality [TG: Uh huh] corn put in a barge [TG: Uh huh] and then shipped over [TG: Uh huh] takes three weeks to get there [TG: Uh huh] and then it’s, it’s oh, mush, [TG: Uh huh] I mean it’s on fire, [TG: Uh huh] it’s hot, it’s yeah, and it’s not good [TG: Yes, I] and then our foreign buyer says [TG: Uh huh] we don’t want any more. [TG: Uh huh] We’re not even going to come back and talk to you [TG: Uh huh] because what you sent us [TG: Uh huh] is no good. [TG: Uh huh] Because we’ve always, years ago it was well, we can’t sell it here in the US we’ll sell our same product somewhere else and it’s usually not the higher quality product, it was a blend/of everything, leftovers mixed in the

17. LT: and all leftovers and the//we did a lot of that to Europe, I think. [TG: Uh huh] Maybe not so much Japan, [TG: Uh huh] but ah, I know we sent a lot of bad quality grain to Russia too, back in the 70’s [TG: Yeah, I think so] [LT: Really?] Yeah. The ship would come into port and it was on fire. [TG: Uh huh, really?] Yeah burning in the tanks, because it was so hot. [TG: Ohhhh!] Yeah. [LT: Cause it was wet?] Uh huh. [TG: Yeah, I think so.] Some of those problems [TG: Uh huh] and we didn’t, we learned. Now we’re shipping, you know, a lot of times when we ship beans to Japan, it’s in a container and it’s all sealed [TG: Uh huh] and it’s, they know that that bean we produce it here, it goes to an elevator to get cleaned and it’s put right into a container and they seal it up. [LT: Right] And then you know, you can trace those soybeans right back to the this farm.
18. TG: Uh huh. Oh, that is really required, I think. [JB: Yeah] Such kind of information helps ah, the Japanese, helps ah the understanding of the Japanese consumer I think. [JB: Yeah] And I think there is some other uncertainty in our market. [JB: Uh huh] ah that is the procedure of the production itself. Ah so I guess, I guess, I don’t frankly speaking you are using the growth hormone or [JB: Uh huh. We do] Yes, ah, you do, ah, for beef? [JB: Yeah, for beef, uh huh] Yes and as I am a veterinarian [JB: Uh huh] and I know, scientifically it is safe [JB: Uh huh] but most of the Japanese consumers don’t know that fact. The beef imported from the United States is ah, made by using the hormone. [JB: Yeah] And this is also very important point, in our country, almost all the producer don’t use such kind of practice [JB: Yeah] and especially reorganized formed of hormone is not permitted to use in our country. [JB: Okay] Okay so, [LT: Hmmm] So even though, so I guess around three or four percent of our Wagyu raising farmers are using ah hormone but it is obtained [JB: Okay] from natural source. [JB: Okay] Ah so, and we don’t, yeah, we government don’t intend to advertise [JB: Yeah] this fact because there is really a difficulty of ah there is really a difficulty of consumption shrink [JB: Uh huh] in the future, [JB: Yeah] but yes, now some politician now have knowledge about this. [JB: Yeah] It have some difficulty in the future, I think. [JB: Yeah] Ah.

19. JB: Someone will bring it up when it’s in ... to their benefit.

20. TG: Yeah, I think so such kind of what I say, ah yes, to expand our market itself is make a benefit for both side, I think, [JB: Uh huh] for Japanese farmers and United States farmers. And United States producers also.

21. JB: Yeah, and our ah, I think our biggest, one of our concern, is, say we, say John McGrath changes his production to to meet some demand for the Japanese market, [TG: Uh huh], you know the, [TG: Uh huh] if he does some changes in genetics, [TG: Uh huh] his biggest concern is will that market be there [TG: Uh huh] five or ten years from now twenty years from now. [TG: Yes, it] That’s our biggest concern is [TG: Yes, I think so] we don’t know if the Japanese demand is changing too, [TG: Yes, yes] it might be.

22. TG: It is very important thing. Yes, yeah, as you know, Japanese demand is changing [JB: Uh huh] recently. It is said, this is a little bit bitter not yeah, for for Australian industry, [JB: Yeah] I dare say, now our consumer is very much longing for domestic product, [JB: Uh huh] because of its taste or quality, [JB: Uh huh] [LT: Hmmm] yes, ah, because we liberalize our beef market in 1991 and in early stage people eager to eat enough amounts of beef, but now its gross of its consumption amount is [JB: Uh huh] almost level, yes, ah, in 1992 or 1993 ah the consumption growth is around 8% or 7% very high but, yes, last year, is ah, is ah incomparable because of the outbreak of madcow disease ah, [LT: Right] or 0157 e-coli food poisoning problem in our country, but ah, in 199. .. although in 1995, its growth rate was around yes, 3.5 or so [JB: Uh huh] and so its growth percentage is shrinking year by year, that means that ah, our amount, our consumption amounts of beef, is almost in a ceiling, ah, near the ceiling [JB: Uh huh] and people are now longing for the taste [JB: Uh huh] ah or yes,

23. JB: They may eat the same amount, but they want better quality
24. TG: Yes, better quality and value-added products [LT: Yeah] and it is very
interest..., important, ah, ah, maybe this is a little bit ironical that ah, yes,
ah we liberalized our beef market in 1991 and the export amount from
United States [JB: Uh huh] have grown and export value also grown, [JB:
Yeah] but I dare say, the growth of the export value is ah, [JB: Yeah]
caused by Yen appreciation, [JB: Uh huh] not by Japanese expansion of the,
not caused by the Japanese expansion of expenditure, okay? [JB: Yeah] So
on a amount basis, our beef market have improved dramatically in this
seven years, but on expenditure basis I guess it is not expanding, [JB: Yeah]
not at all, almost not at all. This is very important point. [JB: Yeah] Okay?
So, ah, but from now on, there is really opportunity to improve our market.
[JB: Uh huh] To export value-added [JB: Uh huh] and I dare say, high cost
but high priced products. [JB: Uh huh] to our market. [LT: Hmmm,
interesting] cultivate our market.

25. JB: One thing we do now is we keep records on every animal that comes
through here. So, ah, we can probably take a, if you have a piece of meat in
your counter in Japan, [TG: Uh huh.] its, we can be able to trace that [TG:
Uh huh] animal back to this farm [TG: Uh huh, huh] and know exactly how
it was treated, [TG: Uh huh] ah, what kind of shots it had, [TG: Uh huh]
where those shots were given on the animal, [TG: Uh huh] we have a map
and we [TG: Uh huh] mark and that we think’s going to help us, [TG: Yes]
because, [TG: Uh huh] like you’re saying, the Japanese consumer [TG: Uh
huh] wants to say well I want to know that that animal, [TG: Uh huh] how
it was treated, where it [TG: Uh huh] came from, and I want to know [TG:
Uh huh] how it was fed [TG: Uh huh] and if it had any kind of disease
[TG: Uh huh] and if it was fed ah, animal protein [TG: Uh huh] so I
don’t have madcow disease, [TG: Uh huh] things like that, [LT: Hmmm]
[TG: Uh huh] we, we want to be able to provide that information [LT:
Interesting]

26. TG: Yes, yeah, it is very required in our country, and to keep a record is very
much important, and as you know, now European Union [JB: Yeah] have
just established such [JB: Yeah] kind of system. [JB: Yeah]

27. JB: We’ve been doing that here for years, [TG: Uh huh] but the thing is, is
we’ve, it’s not been useful to us in our domestic market, [TG: Uh huh]
because our domestic market [TG: Uh huh] really hasn’t asked for that yet.
[TG: Uh huh] It’s the export market, [TG: Uh huh]

28. TG: Yeah, I think so. Yeah. Your, your domestic market is very much
specialized for price competitiveness, I think so. [JB: Yeah, uh huh] Such
kind of record is not so [JB: Yeah] useful here in United States.

29. JB: And if it is it’s a very small market and it’s [TG: Uh huh] not necessarily
a Midwestern market it’s a East Coast/[TG: Uh huh] West Coast/[TG: Uh
huh] Chicago [TG: Uh huh] those kind of markets [TG: Uh huh] and a very
small part. [TG: Uh huh] ah, we had a group of people from France were
here. [TG: Uh huh] and they asked a lot of questions about the growth
hormones [TG: Uh huh] because they don’t, they wanna ban any kind of
hormones [TG: Yes, I think so] for beef imported to their country. And I
tried to explain to them [TG: Uh huh] that it’s safe. [TG: Uh huh] I said it’s
ah, like in France, they’ll build a nuclear power plant [TG: Uh huh] [LT: Uh
huh] They’re okay with it, I said here in the United States we’ll never build
one. But he says we, eventhough they’re the safest power plant you can
build, the perception ah, is that it's not good, [TG: Uh huh] it's not safe and
ah, and it's the same with the hormone. Your perception is it's not safe, [LT:
Yeah] so we're not gonna win, it's ah, no matter how much we try to tell you
it's safe, you're not going to believe it. And you can tell us our nuclear power
plants are safe [TG: Ha ha ha] and we're not going to believe it. [LT: Right.
Ha ha ha ] [TG: Ha ha ha] it's the same thing

30. TG: Yeah, I think so. Ah what do you think about the ah, the fact that ah,
what do you think about the, what I say, laval rouge? Do you know laval
rouge? [JB: Hmmm] Laval rouge is implement, yes, ah, the made?? is
implemented by French government ah, [LT: I see] yes, ah, laval rouge is
what I, certain kind of labeling system that is obliged to the industry that
shows that this produce, that this product is produced in French. [LT: Oh, I
see] That is obliged by government, [JB: Okay] obliged by government, [JB:
Uh huh] so if privately I think, ah, ah the disclosure, disclosure of the
information itself is very important, but it is not obliged, it should not be
obliged by government, [JB: Uh huh] government should support to
establish such kind of system, but it is, [JB: consumer] it should not be

31. JB: Let the consumer demand what they want.

32. TG: Yes, I think so. [LT: Interesting] Ah, so, if there is a fault labeling or
something, yeah, the government should ah, yes, give fault ah, to the such
kind of bad person, [JB: Uh huh] yes, but ah, government should not
directly control such kind of system, I think.

33. JB: Just too much of their communism system I think is still there and you
know their socialist type government (TG: Yeah. Ha ha ha. I agree)
A.A-12 Iowa goods and export market preferences WC: 2786

A.A-13 Cross-cultural communication and market preferences
1. LT: Little while ago John you talked about um, importance of, to deal with
the export market, the importance of personal connections or networking,
you said something it's easier to deal with a Japanese importer than you
yourself going and I know in the article, you, your job here is described as a
lot, partly anyway as people management, [JB: Uh huh] and you had um,
you had your experience in Russia um, obviously there was a lot of
cross-cultural communication and so on there. What do you try to put in
practice here, maybe even with your own team here, [JB: Uh huh] ah, you
know ah communication strategies, I don't know, although you don't like the
word, [TG: Ha ha ha] ah communication techniques and things that you've
learned over the years [JB: Uh huh] maybe that work both here and with
cross-cultural...

2. JB: One thing that works I think is never be afraid of an idea. [TG: Uh huh] I
try to implement ah, a, not a strategy, but ah, ah, culture here that don't be
afraid to try some things. Don't be afraid to come up with an idea that may
sound stupid [TG: Uh huh] but may work. Because [TG: Uh huh] it may
lead to something. Ah, and don't be afraid to change. I think [TG: Uh huh]
the biggest fear people have is we're going to change and [LT: Uh huh] they
don't like it [TG: Uh huh] not because of the result, but they're not, they're,
they're afraid, they're afraid of change and they're not they don't think they
are qualified to meet the change [TG: Uh huh] or change may require more
work or something like that. [TG: Uh huh] Ah, so I try to implement an
idea that don't be to make a mistake [TG: Uh huh] because we'll learn. [TG:
And if we did everything we did 50 years ago, we probably would not be in business 50 years from now. Because the market's changing, the demand's changing. Where 50 years ago we'd never sold beef to Japan, we'd never sold beans to Japan or anywhere else. Ah, we were always selling corn and soybeans to the local market and we never knew how, what happened to those commodities after that. And we took to an elevator that was all we were worried about. We didn't think about who was actually going to buy that product and what they wanted. That was somebody else's problem. So what I try to do is encourage our guys to ah, to give me ideas, be innovative, but don't be afraid to make a mistake. You know if you try something, think it through, but you'll never lose your job for making a mistake. Ah, we'll learn from it, you make it twice, yeah. Don't do it twice. And then have an open mind, I mean and a lot of that is because of change. Get out of the mindset that this is, this is, the way we've done things for years and this is the way we're going to do things for years. Because there's different demands out there. You know, I'm not afraid to raise to a different kind of breed of cattle for a different market where it may scare other people. They don't want to do it. Ah, hopefully more open communication, I know it's easy to say but you have to set an example.

3. LT: What works with your ah, international, are there differences between international deals and international visitors, are there things that maybe stuff that you learned in Russia or or that are unique to international or do think the same kind of things work in your team here as work with, with international things?

4. JB: I think that the biggest thing that I learned was, and I think people in the United States need to learn is the United States businessman or farmer thinks they can go to another country and they can go into say Russia/Ukraine or some other country, and say this is how I do it in Iowa and this is how it'll work here. And they it doesn't. They'll go in and say I'm a large farmer in Iowa and I know how to raise corn and soybeans and this is how you need to to do it. And they're, it's not ego, but it's more naive, they don't know that it's a whole different

5. LT: What's an example of raising corn and soybeans in Russia/Ukraine?

6. JB: An example, let's say we went in, let's say we would go into Russia, and I took a farmer and say this is the way, he's going to tell the Russian farmer, this is how to raise corn. Okay. What he doesn't understand is, he can't pick up a telephone and call a company to come out and spray his corn or to get parts for his tractor or to get, it doesn't happen. Sometimes the phone doesn't work. They don't understand that.

7. LT: So infrastructure would definitely be one thing. Infrastructure definitely makes a big difference. Ah, also how, you know, for seventy (70) years like in Russia they were taught to I drive a tractor, that's all I do. I plant corn, that's all I do. I don't do anything else. They were told what to do. We're told we have to have the corn in by a certain date. If it's raining, we're going to plant corn
anyway because that's [LT: Really!] what we're told do. [LT: Oh my
goodness] Ah, so it's the mindset that you don't, people, you know here it's
kind of like ah ah thought process hopefully comes from the people, there
it's all top down. [LT: I see] They had to be told to do everything. Every
little detail had to be told to them where here hopefully we have a set of
workers that think on their own. [LT: Right] And can go out there and look
at a problem and solve it. [TG: Uh huh] Okay. Like in the old
socialist/communist system, everything was controlled. [TG: Yeah] So for
me to go in there and say this is the way I want you to farm won't work
because, ah, the infrastructure is not there, the, say you do pick the corn
and there's no where to take it. You know because there's no infrastructure.
[LT: Hmmm, no where to store it] Yeah, you don't have ah your ah, credit
markets, you don't have, you can't get loans, and if you do, it's three
hundred percent interest [LT: Ohhh] things like that you know where we
take things for granted here. [LT: Yeah, yeah] where we have a lot of, we
like cooperatives and some of the elevators do a lot of the work for us that
we don't do. [LT: Hmmm] we can call them and say fertilizer and spray
chemicals and have access to all those markets. [LT: Hmmm] Where there,
they might have one organization that controls all the fertilizer for an entire
area, and you can't go, there's not competition, so you can't go and try to if
you don't like this guy, [LT: Ha ha] there's no where else to go. [TG: Ha ha
ha] you have to work with him. He may not like you, you may not get
fertilizer.

8. LT: That must have been frustrating to try to work in that situation.

9. JB: Yeah, uh huh, so based on all that, I think the people in the US really do
not understand international markets. They don't. Ah, the majority of the
people still believe that well, if it works here it'll work in South America, it'll
work in Russia, it'll work in China. We're going have some of the same
problems in China, [TG: Uh huh] because there's such a distinct culture and
we [TG: Uh huh] don't, we're not adaptable. You know the typical
American is not gonna' adapt to China. [LT: Yeah]

10. LT: Would swine genetics maybe an example of where you [JB: Uh huh] ah,
you know, there may be some efforts to raise swine in larger [TG: Uh huh]
quantities and on a farm maybe and and the genetics are so different maybe
that obviously the lean hog isn't going to sell so well, [JB: Yeah] I don't know
if that a possibility [JB: Yeah, it's a possibility] there would be some
disagreement on what genetics to use.

11. JB: Yeah, and antibiotics and drugs and those things like, like when we were
just talking about growth hormones in beef, we're so used to using those
kind of products, we have a hard time goin' into somewhere else and not
usin' 'em. And not being able to use antibiotics, and things like that that
we're used to. That make up for our ah, well it comes down to our
efficiency, you know, it's a trade off we'll either, we'll use the growth
hormone and then we don't have to feed as much feed, or they're [LT: Uh
huh] not here as long and things like that ah, where in other countries that's,
it's more of a concern to have chemical-free product, whether it's safe or
not, or unsafe, it's still a perception. [LT: Right] Yeah.

12. TG: Ah, that yes, I think and ah, I think, that depend on the mind of the
I say, the informa... the disclosure of the information should be implemented
I think (JB: Uh huh) but ah, such kind of performance is basically ah, depend, should, should basically depend on ah market basis, (JB: Uh huh) I think. It is very unfortunate that if such kind of matter ah, have to, ah, should be disclosed by government, or Japanese government or such kind of thing, that would be very much unfortunate, yes, so, ah we are standing in a relatively difficult position. We know and we would like to advertise the fact that growth hormone is basically, even though it is recombitant hormone, (JB: Uh huh) that is safe. We would like to advertise it. But if we, ah, we, we advertise the fact, ah, that at the same time have the risk that most of the products imported from United States is already using such kind of products (JB: That's right) yes, so there is really a difficulty, yes, so we don't, we hesitate to ah step up (JB: Uh huh) ah to from our governmental side, so such, ah, and at the same time, I think United States meat exporter's federation also don't want to advertise that fact

13. JB: Right, because they (TG: Aaahh) don't want to bring/

14. TG: sometimes such .../because, we would, we would raise beef without growth hormones (TG: Uh huh) for a specific market, (TG: Uh huh) but we know we have to be compensated more (TG: Uh huh) for that product than (TG: Uh huh) the normal (TG: Uh huh) market. (TG: Uh huh) And so a lot of it's economics, (TG: Uh huh) we would do it. But you have to have that connection with the that company in Japan or wherever, that says this is the product I want and this is what I'll pay you for this product. And then you think, well, it's such a different, it's so hard to understand well how long will this relationship last? Is it gonna go one year, two years, or is it gonna be twenty years? That's our biggest problem we have, (TG: Uh huh) is we can change things (TG: Uh huh) and meet that market, but we don't how long that market's going to be there.

15. TG: Yes, so it is very important thing, I think. So, to understand..., yes, ah, that is also the uncertainty for our domestic producer as you know. (JB: Yeah) (LT: Right) So such kind of risk is not only exist here in United States, but also exist in our country. (JB: Uh huh) Yeah, so, and I think, here in the United States the meat market is I guess, much stable, no, no, no, much ah, much ah, yes, ah, much, not stable, much ah, certain (JB: Uh huh) also in the future, (JB: Yeah) ah, but ah, in our country there is really a difficulty because its consumption have grown so rapidly so there is really a possibility of shrink it rapidly. (JB: Uh huh) (LT: Yeah) Yes, but I think, I personally think ah, in the future, ah, yes, in the near future, ah, the consumption level of the meat, should be plateau ah, to be on the level (JB: Okay) ah, but, and its amount is far from that of the United States or some European country ah. (JB: Uh huh) because we are very much ah specialized for ah, yes, plant protein or seafood or something, and yes, let me say, around half of the yes, around half of the meat protein (JB: Uh huh) obtained in our country, is served by soybeans in our country. (JB: Okay) Okay? In our country 8.5% of our protein source is obtained from soybeans (JB: Okay) and only 17% is from livestock products including poultry, okay? (JB: Okay) so it is very

16. JB: So you look at the actual protein from beef, it'd be a very small amount?

17. TG: Yes in the future also, (JB: Yeah) but in the future also. But at the same time, we very much prefer for its taste (JB: Uh huh) and eventhough the production cost of such kind of product might be expensive, we very much,
we don’t hesitate to pay a relatively much amounts of money for such kind of product. This is very important point and this is the key point to cultivate our meat market. And in the next ten (10) years the best way to earn the money from our market is to raise the price on a Yen basis. This is very important point and yes, and some of the ah, United States politicians talk that ah, talks about ah, the this word, yeah, talks, use this word, yes for the “happiness of the Japanese consumer” or something [JB: Yeah] but ah, yes, from the viewpoint of the United States the consumer of the United States happiness a no, no, for, from the viewpoint of the ah, happiness for the United States’ consumer, the price selection is the primal thing. [TR: Yeah] But in our market, [LT: Yeah] [JB: But it’s] it is a little bit...

18. JB: Yeah, I think that’s the difference where the U., where the US producer does not understand that the product that’s going to Japan is a completely different product.

19. TG: Yeah, I think so. That is really unfortunate.

20. JB: Yeah, yeah, and I’d say the majority still don’t understand it. They think that their beef that they’ve raised here for twenty (20) years is the same beef that Japan wants to buy. And all we need to do is lower the price [TG: Uh huh] and you’ll buy our beef. [TG: Yes] That’s not it. It’s a different product.


22. JB: And ah, and I think some of that is because the, you know most of the, there’s not a lot of Americans that travel. [TG: Uh huh] I mean [TG: Yeah, I think so, uh huh] you know, they, travel is basically in North America in Canada or somewhere else in [TG: Yes] the United States. But very few [TG: Yes] have, ever get out of the country. [TG: Yeah, I think so]

23. TG: And if certain person have certain amounts of money, [JB: Uh huh] they want to go to the ah, yes, what I say, Macchu Pichu or something, or some Mexico, in Mexico. Or if possible, they have certain amounts of money they want to go to Australia, I think so. [JB: Yeah] Ah yes, the future country, I think. [JB: Yeah] Yeah, for a long time it is said, as a futures country. [JB: Uh huh. Well, good]

A.A-13 Cross-cultural communication and market preferences WC: 2660

A.O-3 Farewells and Amana information
1. TG: Umm, yes, I was very much ah attracted of your ah, of your story, and I very much appreciate your point of view. Ah, I very much agree.

2. JB: Well, I’m glad you came.

3. TG: Yeah, it’s very interesting.

4. JB: Do you plan on eating here? [LT: We..] Do you know what you’re going to do here Lee, or?

5. LT: We, well we were, yeah, we were ah, kind of wanting to look around a little bit [TG: Yes, yes] I think and ah, I think we, we more or less blocked out most of the day for over here, [JB: good] so ah, I...
6. JB: There's a lot of things to see in Amana. Ah, you know, some are owned by our company, Amana Society and others aren't. [TG: Uh huh] so, they have a furniture shop where they actually make furniture that you can go to, a woolen mill where they still have a lot of the old, ah, you know [TG: Uh huh] they can make blankets and things. [TG: Uh huh] Sometimes you can see 'em doin' that. [TG: Uh huh] There's a lot of things to shop. [TG: Ah, really] I mean there's little stores everywhere, that's in.. Most of that's in Amana though. [TG: Uh huh] And there are some good restaurants, [TG: Uh huh] too down there, if you want to eat. Ox Yoke is a good one. [LT: Oh yeah] [TG: Uh huh]

7. LT: Is that in Amana?

8. JB: That's in Amana. I'd recommend that one. [LT: Ox Yoke] Ah, and then you're welcome to look at the farm too, I don't know if you want to...

9. TG: Ah, if possible I'd like to see. /Yes, yes, yes

10. LT: It might be interesting to see some of the operation// that is very much appreciated. Because, ah, yes, frankly I was born in a very, very, small village [JB: Uh huh] and my father is working for the farmer's cooperative, [JB: Okay] Yes, and yes, but, and yes the father of my wife is a local official, of the local government, and a kind of, and working for the livestock sector, so luckily I and my wife well know about the farm itself, but unfortunately my son was born in a urban [JB: Uh huh] area and he don't know have the background [JB: Yeah] and he never see very good farms, so that is [JB: Yeah] one of the reasons why [JB: Yeah. Uh huh] I would like to visit here, [JB: Yeah] ah, I would like to let him know.

11. JB: Let me, ah, let's see what time is it, [LT: Got 11:15???] let's see if John can maybe take you to the feedlot real quick and

12. LT: Bet that...

A.O-3 Farewells and Amana information WC: 431
Hill Farm
Ellsworth, Iowa
May 27, 1997

PH: Paul Hill, farmer and CEO of West Liberty Foods
TG: Tatsuya Go, Japanese Ministry of Agriculture official
LT: Lee Tesdell, researcher

LT: Tuesday, May 27th.

H-O. 1 Introductory
1. TG: Ah, but ah, yes, this is the card {PH: Okay} I am a vet. {PH: Okay}

H-A.1 Turkey consumption
1. TG: Ah, we don't have a turkey, yeah we have a very small amount of
turkey consumption in our country as well as turkey farmers in our country.
{PH: Sure.} Ah

2. LT: Didn't you say though Dr. Go that it was highly seasonal, that there is
a, was it New Years or what time of year was it when you have a?

3. TG: That is very much specialized for Christmas season in our country. {LT: Christmas, okay}

4. TG: Yes, but after my coming here in the United States, I am very much
surprised to know the fact that here in the United States turkey is really a
common product. {PH: Yes.} ah, sold in supermarket especially in the
Eastern coast. Ah East Coast. {PH: Yeah.} Ah, so I think there is really a
possibility to export to our country {PH: Right} ah, from here in the United
States {PH: Uh huh} but ah I think ah, there is some difficulty for Japanese
trading firms, ah trading companies to make a contract or to import from
United States. Ah, maybe they don't know ah, the good procedure to,
yeah...

5. LT: This is the man to talk to right here. {TG: Ah, hah.}

H-A.2 New Co-op
1. LT: Starting a new co-op aren't you?

2. PH: We ah, we started a new co-op, a closed co-op in the state of Iowa. We
bought ah, a plant from Oscar Mayer. {TG: Oh Oscar Mayer, oh really, uh
huh?} And they, see Oscar Mayer owns Louis Rich. {TG: Uh huh.} PH: And
we bought their facilities here in the state of Iowa, all their facilities in the
state of Iowa. {TG: Uh huh} {LT: Huh} And ah, then we are now producing
turkey under a the label called West Liberty Foods. {TG uh huh} West
Liberty, Iowa is where the plant is. {LT: Yes.} {TG: Uh huh}And ah, we are
marketing, about half our product goes back to Louis Rich. We do a lot of
custom work for them. {TG: Uh huh} And we are looking for new markets,
of course. {TG: Uh huh} We just started marketing in Hy-Vee here {TG: Uh
huh} a few weeks back and a...

3. LT: Is that a turkey ham, or is that a, or different products ...?
4. PH: We started with turkey tenderloins ah, (TG: Uh huh, oh) and then ground turkey (TG: Uh huh) and turkey drums. (TG: Uh huh) And now we're working, getting approval from them with some ah turkey breasts, and ah, then we'll supply a bunch of we call 'em slicing logs, we do a lot of salamis and pastramis and bolognas. (TG: Uh huh) And ah, then we package then in different forms and this type of thing. (TG: Uh huh) And our West Liberty label should be going in there within the next month, or so. We've been, we've been packaging for them and then they put it in their fresh meat counter, you wouldn't know it was from West Liberty Foods. (LT: I see, I see.) But ah, we've been able to attain lot longer shelf lives (TG: Uh huh. Yeah) in the process that we use versus for example what ConAgra has been (TG: Uh huh) doing. They've been one of their suppliers. (TG: Uh huh) And ah, when we came in and showed them how they could double their shelf life, (TG: Uh huh) then they became interested in a hurry. (TG: Yeah) And ah, we have the opportunity to control our product (TG: Uh huh) from the day one, (TG: Uh huh.) when we get that little poult, (TG: Uh huh.) until it goes to the consumer. And we can maintain the safety controls, (TG: Yeah) you know what goes in it. (TG: Uh huh.) we cut out the middle pack people, (TG: Uh huh) and ah work directly with supermarkets and ah, food distributors around (TG: Uh huh) the country (TG: Uh huh) that that ah, oh there's a lot of, oh turkey and pork (TG: Uh huh) are quite compatible, (TG: Yeah, I agree) ah and you work with both meats. We may very well work with a pork processor with our turkey line using some of his pork in our in our line ah so that he doesn't have ah (TG: Uh huh) to work with our turkey, see you can lean up (TG: Uh huh) the pork line (TG: Uh huh) with the turkey meat (TG: Uh huh) and then get more of a fat free type of product. (LT: I see) (TG: I see, very interesting. Yeah, but a lot of exciting things are goin' on in our market and it's ah it's also very frustrating because ah the turkey markets right now in this country are not very good, they are very poor.

H-A.2 New Co-op WC: 596

H-A.3 Export intelligence
1. LT: Let's say you're interested, let's say you have an export manager, I mean don't know how you all are set up but let's say you do and...[PH: Yeah, we...] Where would you get your intelligence about international markets, in other words [PH: Well] how would you go about researching and finding out what...

2. PH: Number one the State of Iowa has done a lot of this (TG: Uh huh) ah through the Economic Development Department. We are working with them (LT: Uh huh) and ah they've got some programs where we can come in. We are working with brokers right now. We are exporting to several countries. (LT: Uh huh) (TG: Uh huh) We have a lot of dark meat going to Mexico.

3. TG: Uh huh. That is very important point.

4. PH: Yeah. Yeah. The Mexican market (LT: Yeah) has been very good for for dark meat. Dark meat costs less money. (TG: Yeah)

H-A.3 Export intelligence WC: 156

H-A.4 Japan light meat/dark meat
1. PH: We need to be into Japan with our white meat. (TG: No.) Ah

2. TG: We are very much favor for the dark meat.
3. PH: Yeah, I know it.

4. TG: Yes you know.


6. LT: Is that true in Japan?

7. TG: No it is not true in our country. [PH: Okay.]

8. TG: In our country, dark meat is much expensive than that of white meat. [PH: Oh really?] [LT: Yeah] Yes, because of the demand. [PH: Okay.] Yes, so...

9. LT: So you have a better demand/ for dark meat?

10. PH: So it's a taste thing, then, is that/

11. TG: Yes, taste thing. I think people here in the United States are very much health conscious rather than its taste. And, yes, you are a producer of turkey, [PH: Sure] so you know that that concerning the taste itself, the dark meat is better than that of the white meat. Do you agree this fact? No? From your [PH: See, the, the..] point of view? [LT: Ha ha]

12. LT: On your table at home, Paul, what...

13. PH: White meat, [TG: Oh, you, yeah] what we'll go for, and the white meat for most Americans because of the health conscious thing. [TG: Uh huh] [LT: Yeah] the white meat is a, is a leaner meat. [TG: Uh huh] Umm we can mix the dark meat [TG: Uh huh] in with pork type products, [TG: Uh huh] come up with turkey ham [TG: Uh huh] and these types of things, [LT: I see] And that's been good, but the driver of our market is the white meat market. [LT: Really?] The turkey puts out a lot more white meat and it isn't just because he puts out more white meat, the value of that meat is usually, usually will run at least double, [TG: Uh huh.] [LT: Really?] [TG: Yes.] Of what dark meat will but, but...

14. LT: You were saying in the Japanese market [PH: Right, right] You could get a lot more for the dark,

15. PH: No, they, the way, their demand, it, he, their demand is for the dark meat. [LT: Right] They'll pay more for the dark meat. [TG: Yes] [LT: Right] By the time it gets to us, [TG: Uh huh.] we get paid more than we would in this country for dark meat, [LT: Uh huh] [TG: Uh huh]but it isn't anywhere as close to what we get [LT: Ah, I see] for, for white meat.

16. LT: Ah, I see.
17. PH: You get, you get into the brokers, and you get into all kinds of [LT: The packers, and the..] different things, so the best for us, [TG: Uh huh] is if there's some ways that you can connect us directly with some people,

18. TG: Yes, yes, that is the best way. Yes, I agree.

19. PH: And that would, and I have, I have our chief operating officer and our man that's head of marketing, [TG: Uh huh] be very interested in this type of thing.

20. TG: Yeah. I agree. This is very important and unfortunate fact for farmers here in the United States, that ah eventhough we have really the preference for dark meat, [PH: Uh huh] ah, maybe you can't sell dark meat as a relatively enough price, yes, [PH: Uh huh] or relatively suitable price [PH: Uh huh] for our demand. [PH: Uh huh] Ah so, it really the difficulty so that is the reason why ah, you have some ah ah misunderstanding [PH: Uh huh] that in our country there is still ah, dark meat is cheaper, yeah, you had the idea that yeah, in our country, we ah, the dark meat is cheaper rather than that of the breast meat, or something. [PH: Sure.] But it is not true. Frankly speaking, when, we have a very small market share of the turkey in our country, but we have a lot of market share of chicken in our country. [PH: Yes, I know.] And concerning the price of the breast meat of chicken, Japanese breast is cheaper than that of the United States because we have breast preference for the breast, [LT: Really. ahhh] but at the same time, concerning the price of the thigh, or ah, yes, dark meat, for chicken, [LT: Haaa] the price of the, such kind of dark meat of chicken, is around four times as higher [LT: Wow] than here in the United States.

21. LT: So thighs and the whole leg would be higher?

22. TG: Yes, in total, concerning the basis of whole chicken, yes, its price is higher in our country, [LT: I see] [PH: Sure] expensive in our country, [LT: Huh] but concerning, as far as price of the breast, [LT: Ha ha ha] it is cheaper in our country. [LT: Wow] It is very very interesting.

23. LT: So there is, there is another difference in definition. We've talked over this whole thing with pork a lot, but so the difference in turkey is that ah, again, what we value and what you value is different, [TG: Yeah] so to us good taste is different... [PH: Oh right, and our...to what good taste would be.

24. PH: And our concern is to produce what you the consumer tell us to produce. [LT: Uh huh, right] And ah, whatever the taste may be. Our challenge is, give the person that likes the white meat taste, [LT: We'll sell it..] give him the white meat, [TG: Yes] and the guy that likes the dark meat, give him the dark meat and get get a reasonable amount for your product.

25. TG: Yes, I think so. Ah, yes, what I say. Ah, before, yes, after I came here in the United States, I realized the fact, even though a livestock or the turkey, including turkey, or the turkey, one turkey should be divided to sub parts and one thing should be divided to domestic market and one part should be divided to export market. [PH: Sure]

The sound in the background is Mary Hill mowing the lawn nearby.
26. TG: That if such kind of system were made up, that would help the ah, exporter and importer side, [PH: Sure] tremendously, this is very important fact, but unfortunately, [LT: Hmmm] ah, um it is not well informed to the farmers until now. [LT: Yeah] [PH: Yeah] This is very the difficulty I think.

27. LT: So, are you talking about the whole bird, [TG: Uh huh]

28. LT: or are you talking about dividing the bird, /part for export and part for...

29. TG: Yes, part for part is very, very important thing, // concerning the chicken industry, ah, ah, really a typical try is now on going, ah because now United States chicken industry is exporting a lot of leg to our country, [PH: Right] only the leg, only the leg, [LT: Oh really] because no demand ah, in our country for the breast. [LT: Huh] So it is very interesting thing.

30. PH: Sure, we can do the same thing in turkey. Our plant produces no whole birds. [TG: Uh huh] We cut 'em up. [LT: Really] [TG: Oh really?] Oh yeah. They are totally cut up. Take all the meat off. [TG: Uh huh.] [LT: I see.] And make up, [TG: Oh really] we make further processed cooked products. [TG: Oh really] Our, our forte [TG: Uh huh] is cooked [TG: Uh huh] and smoked, [TG: Uh huh] either, either or. [TG: Uh huh, oh, really]

31. LT: Is your market, is it segmented like pork? Do you have a, a fresh [TG: Uh huh] chilled market [TG: Uh huh] and also a frozen products market?

32. TG: A frozen products market? Yes.

33. LT: Would that be similar for turkey?

34. TG: Ah, yes, ah, it is impossible to import chilled products from United States [PH: Sure.] ah, because of the problem of shelf life. [PH: Right.] [LT: Right, okay.]

35. PH: We get into, we get into, a lot of, our plant gets into a lot of cooked [TG: Uh huh] meat products like ah ah well like the salamis, [TG: Uh huh] and pastramis, [TG: Uh huh] the bolognas, [TG: Uh huh] the sandwich-type, [TG: Uh huh] meat-type products, [TG: Uh huh] that's, that is what we are very best at, [TG: Uh huh] that and then ah catering breasts, [TG: Uh huh] and any shapes that [TG: Uh huh] you would that you desire, you are a dark meat importer basically, so we look, would look at you and say hey, you do have a use for any type of sandwich meat or do you want to go for legs, [TG: Uh huh] legs and thighs and this type of thing. [TG: Uh huh] We can smoke those, [TG: Uh huh] we can smoke 'em [TG: Uh huh] and cook 'em [TG: Uh huh] and send 'em, send you cooked drums, [TG: Uh huh] cooked thighs, [TG: Uh huh] that type of thing. [TG: Uh huh] Those are the types of things that we do. [TG: Uh huh] We would like to work with ya, you know if you could help us out, putting us in touch with whom we need to be in touch with in the Japanese government or within the companies [TG: Yeah] that ah, that would be interested in this type of thing. [TG: Yeah, I think so.] We have programs that the state of Iowa can help us, for example, in advertising, in promotion activity in those countries and stuff.
TG: Yes, yes, yes, but I dare, but I would like to recommend you that the most important thing is to understand Japanese people's preference for taste. (PH: Yep) As you know, this is very, very different from that of the United States, as you know, because from my point of view it is very surprising matter that ah, you think that the white meat is much tasty than that of the dark meat. Ah that is, ah frankly speaking, that is surprising matter for me, yeah. So, Japanese people have ah, certain kinds of preference for processed products and concerning (LT: Yeah.)

Hill/Go Transcript

H-A.4 Japan light meat/dark meat WC: 1748

H-A.5 Processed meat products
1. TG: the most of the processed products, that is also very much different from United States (LT: Ahh, okay) (PH: Sure) and our country. Yes, I think the, the most of the people regard the Amana, Amana's countries, ah, Amana's processed ham (LT: Yeah, right) were the highest quality (LT: Okay) in the United States. (LT: Okay) And I personally, I agree. Yes. Ah, that should be the highest quality from the viewpoint of the United States. (LT: Amana ham? Okay.)

2. TG: Yeah, Amana ham, (LT: Okay) yes, and I already eat, (LT: Okay) and that is, yes, very thick and that is a real product, there is less additives, I think, (LT: Uh huh) and that is really a products. (LT: Huh) But, I think, that is not, that should not be accepted in our country. (PT: Sure) because there are the contents of the salt, (LT: Ahh) because of the hardness it is really hard, because there is less additives, (LT: I see) so, yes, so to understand our habit is very, very important because we are traditionally we are a fish eater, (LT: Right) so we prefer a soft products, (LT: Hmmm) and less salty products, and this is, and we eat it as a side item, (LT: Right) no, no, and we eat such kind of processed products as a side item of our rice, our rice eating, (LT: Yeah) so this is, so the suitability for yes, steamed rice is very the key factor (LT: Hmmm) to under..., ah, to improve our market...

3. LT: It would go with the steamed rice and (TG: So) So it needs to be soft (TG: Uh huh) and it needs to have a low sodium content.

4. TG: Yes, yes, and in addition, ah, there, there have, yes, ah, frankly speaking, I am not the person from the company, importing company, (PH: Right) or exporting company, so, I don't know, but there is some other factors that is important, that is very important, (LT: Hmmmm) to improve, or to come in (LT: Yeah) in our market, so to make up a close relationship to a Japanese company, or, yes, what I say, not the Japanese importing company, but the Japanese distributor, (LT: Okay) this is the key factor, (LT: Okay) okay? Importer, (PH: Okay) don't obliged to sell, to Japanese market. So, (LT: Ah huh) ah, this is very, if they have certain amounts of information for the market, but they have less information (PH: Sure) for the dist..., comparing (LT: Hmmm) to the distributor. And in our country the distributor of the meat process..., ah, the processed meat, is ah, this is very important, meat processor. The, yes, ah, in other words, the, yes, yes, I guess around more that fifty percent of the market share ah, for distributing the processed product, is owned by our meat processor, in our country. (LT: Hmmm, okay) So they have a processing plant and they have a distribution ah, chain, by themselves. (LT: Hmmm) This is very important point. (LT: Hmmm) So, I recommend you, this is, one a this is one, yeah, your attempt to export ah, already cooked, or already finished products to export to
Japan is one possibility, but I would like to recommend you that you had better try to export a raw material, as a raw material, [PH: Sure] ah, that should be treated in Japanese country. [LT: Aghhh] [PH: Okay, okay] Ah, that should be accepted, for, for example, the treating of the spice, [LT: Right] or treatment of additives [LT: Flavorings and things] or something should be much easier to produce in Japanese country. [LT: Hmmm] And this is also very important, the shelf life is longer if such kind of products were produced in Japan, [LT: Right] ah the shelf life should be longer than [LT: Right] that of produced here in the United States, [PH: Okay] [LT: Right] so that should be the second possibility, so, um, ah, that is the decision, ah yes, from your side, [PH: Yeah] ah but personally think the second option should have much good future, [LT: Hmmm] yes, to improve our market. Ah you know, ah, in our country, unfortunately in our country, the consumption of processed turkey, ah, really small, [PH: Right, very low] Yes, yes, very low. I think that is because the such kind of products, yes, the products ah, exported from foreign countries, is not, unfortunately, suited for our taste, [PH: Sure] [LT: Right, right] ah, because of the lack of the information, or lack of the tie, ah, between Japanese processing company and processing company here. [PH: Sure] [LT: Right] Ah, this is very important factor. Yes. And at the same time, the shelf life problem.

5. PH: So what we need. [TG: Uh huh] We need a company, [TG: Uh huh] a Japanese company to tell us...[TG: Uh huh.] this, these are our specs, [TG: Uh huh] this is what we want. [TG: Uh huh] We produce the product; send ‘em a sample. [TG: Uh huh] So, this is what we can do for you. [TG: Uh huh] How does this feel to you? [TG: Uh huh] How does this taste to you? [TG: Uh huh] [LT: Right, give it a try.] This is what we do with a lot [TG: Uh huh] of companies. [TG: Uh huh] Um, we, we have an ability, [TG: Uh huh] you know, within our company, [TG: Uh huh] to put products together. [TG: Uh huh] Have those types of people that are very very good at that. And ah, what it goes back to, the people that we retained within this company were the original people [TG: Uh huh] that Louis Rich himself [LT: I see] had that put products together. And we still have some of these old timers there [LT: Yeah] that have been putting products together for us for Hy-Vee, [TG: Uh huh] for a... We have been working with quite a few companies around the country [TG: Uh huh] that have been putting products together for; people come to us and say “Give us a product that tastes like or better than the same product that has a Louis Rich brand on it.” [TG: Ha ha ha] [LT: Ha ha ha] See, only we would like to have it at 10% less money! [LT: Ha ha ha] And we can do that. We can do those things, and and ah, we are working with some new products, [TG: Uh huh] that, what we need from your people, [TG: Uh huh] is, these are the specs, these are the types of things we want in the product, [TG: Uh huh] now you show us what you can do, meaning us, [TG: Uh huh] and we will. [TG: Uh huh]

6. LT: It, so are you saying Paul, that um, that the key is within your company you have the capacity to customize products for specific audiences or markets, and but what you need for the export market is you need the specific information about each one so that you can get to work, you know, [PH: Right] making some samples, and trying it out, that’s what you are saying, right. You can really customize [PH: Absolutely, that's] So Hy-Vee would be different/ from Grand Union.
7. PH: Well see this is the advantage that we have, we are not a bad guy, and we don't compete with anybody. We help people. [TG: Uh huh] We help other meat companies. [TG: Uh huh] Ah, and that's, we sit in a little different position than any meat company. Because we come into this thing and we say, hey, you need a product for this, we can produce it for you. [TG: Uh huh] We have the ability to do this in this plant. [TG: Uh huh] And there aren't many plants that have that ability, or most of these, let's take a Jenni-O or ah, Con-Agra, they make big runs of [TG: Uh huh] certain products. [LT: I see.] And the guy that comes and says I need a million pounds of this product or 700,000 pounds of this type of product, [TG: Uh huh] would you put that together for me? They'll say forget it, we're working on a 10 million pound run on this one or a 20 million [LT: Yeah, yeah] pound run on that one. [LT: Yeah, not big enough.] Not big enough. And that's what we do, and see you're talking about a specialized market here, [LT: Uh huh] that's where we come in. And we can do some good and hey there's no harm in trying. [TG: Uh huh] You know.

TG: Yeah, I think so. Concerning the poultry industry, ah, it is very, relatively, easy to find a way to export to the foreign market, because there is really a difference ah, difference of the preferences ah, between country by country. So, I think Japanese consumers are very, very, what I say, hum, yes, eager to eat only dark meat, and this is very important factor, [PH: Hum] so for maybe Japanese, I guess the reason why Japanese meat processing company don't try to, didn't try to come ah, here in United States to import ah, turkey meat is, I guess that, some of the company should offered them to buy a whole turkey basis, [PH: Yeah] [LT: Hmmm] so maybe they can't accept such kind of ah, [LT: Oh, I see] because they don't have a, yeah, they don't have a demand, ah, for white meat, [PH: Sure] and they don't have a way to sell such kind of white meat to here in the United States.

8. PH: See that's not a problem for our company. [TG: Oh really?] You don't need to, you don't need to buy one pound of white meat. [TG: Uh huh.] We don't need to export any white meat. [TG: Uh huh] The dark meat, fine, [LT: Yeah] that's what we need to know and that's what we work with. [TG: Uh huh] We work with somebody else on the white meat. [LT: Yeah]

9. LT: Are you aware of the preferences of other Asian consumers that might differ from Japanese consumers?

Processed meat products WC: 1710

H-A6. Turkey feet

1. TG: There is some difference I think. [LT: Yeah] Concerning the turkey position, ah frankly speaking, I don't have enough information for, about that, but I think, I think, ah, there is a certain amount, there should be a certain amount of demand in Hong Kong or Taiwan for their foot. [LT: Ah, turkey feet] Turkey feet.

2. PH: We've been workin' on that one [LT: Huh] and it ah, there are a lot of chicken feet that are exported [LT: Uh huh] ah, from this [TG: Yes, yes] country over to the Asiatic countries, but ah, not many turkey feet, and there's a lot of

3. TG: Too much hard, hard, too hard for them?
4. PH: Yeah, it's, what happens, we raise a turkey a lot longer, {TG: Uh huh} [LT: Ahhh] and there's two grades of feet, {TG: Uh huh} there's an A and a B feet and when we get into these larger turkeys {TG: Uh huh} you have 'em a lot longer, {LT: Hmmm} you get more burns on the bottom of that foot. {TG: Uh huh} And we get a B grade and there's too much price difference between an A grade {TG: Uh huh} and a B grade. {TG: Uh huh} When you get to the B grade you just as well put it in dog food. {TG: Oh, really, unfortunately} [LT: Really] Rather than for human consumption. [LT: Hmmm] {TG: Uh huh} But there are companies within our country that are exporting the female feet {TG: Uh huh} [LT: Ahhh] because they aren't, they only keep them about 14 weeks, where the tom turkeys we keep 19-20 weeks. {TG: Uh huh} [LT: I see, that's interesting.] And then you have a turkey that's holding 13-16 {LT: Right} [TG: Ha ha ha] pounds of meat and you [LT: That's...] have a turkey that's holding {TG: Uh huh} 32-40 pounds [LT: Yeah] on the male side. [LT: The leg is different then] And we raise all males, [TG: Oh really] [LT: I see, oh you do, I see] for our...[LT: That's interesting yeah]

H-A6. Turkey feet WC: 346

H-O.2 Politeness/negotiation of time use
1. PH: But if you would like I'll show you some turkeys. {TG: Ah yes.}

2. LT: Could you we look a little bit?/ Do you have time or...

3. PH: Yeah, I'll, // what I'll do is take you and give you a quick tour. And I see they brought my pickup back; it isn't super clean. But, I can take you and we'll go, we'll go into a brooder house, [TG: Uh huh] I'll take you into the entry way [TG: Uh huh] of the finished house. [TG: Uh huh] [LT: Okay] And I'll take you to our manure factory.

4. TG: Oh, that sounds very good.

5. LT: Wonderful, wonderful, /that'd be great if you don't mind.

6. PH: Bring anything you want and with you, I know I don't have plastic boots.

7. TG: Ah, no, no, it's not a problem.

8. PH: but if you have camera, anything you want.

9. TG: Unfortunately I didn't bring my camera.

10. LT: I didn't bring my either. I'll just bring this if it's alright.

11. PH: I've got all kinds of junk in here,

12. LT: A good typical Iowa farm pickup.

H-O.2 Politeness/negotiation of time use WC: 1682

H-A.8 Turkey swabs
1. PH: These are swabs...[TG: Oh, swabs, yeah] that we put down the throat of the turkey and we check for turkey corriza.

2. TG: Oh really? Uh huh.
3. **PH:** We are extremely, we’re extremely fussy ah, {LT: Uh huh} about any type of disease {LT: Sure} ah, we run a lot of turkeys in this area here {TG: Uh huh} {LT: That's right} and it...

4. **PH:** and it and disease is extremely important.

5. **TG:** That is really required. {LT: You bet.}

**H-A.8 Turkey swabs WC: 77**

**H-O.3 Mail man/Mary**

1. **PH:** Mail man, I’m going to avoid him.

2. **LT:** He only brings bills, right? {PH: Right}

3. **LT:** This is Mary?

4. **PH:** That’s Mary.

5. **LT:** I’ve spoken to Mary on the phone so I need to know who she is. You folks have been good with puttin’ up with all my phone calls. I apologize for buggin’ you so much but, with the dual connection of your sister and Dr. Burnett and poultry, I figured we’d better try to do this {PH: Sure, sure} I appreciate it.

6. **PH:** Well, we and we’re in a process right now where, you know, we’re an upstart company, and we’re really looking, really looking for avenues, we’ve got an ocean of opportunities and it all takes time to develop. {LT: Uh huh} And ah, we’re ah, {LT: Yeah} you want to make sure you make the right connections, {LT: Uh huh} and ah, develop what’s best for everyone... {LT: Yeah}

**H-A.9 Turkey raising WC: 155**

1. **PH:** We have this operation here, I’m not taking you through anything here because {LT: Uh huh} we’re just getting ready for turkeys in that building there, {LT: I see} {TG: Uh huh} and so there isn’t much to see.

2. **LT:** What do you, you get day olds, or what do you get?

3. **PH:** We get ‘em in at a day old, {LT: Uh huh} {TG: Uh huh} ah, we get turkeys in this set up tomorrow. {TG: Uh huh} That’s a brooder house there. What we do, {TG: Uh huh} we take that brooder house, the brooder houses at my place, and then we have brooder houses on the other side of the Interstate and we start all the turkeys at the same time, {TG: Uh huh} ah, on about 3 to 4 different set ups, {TG: Uh huh} and then ah, and then we take ‘em to one site or another site {TG: Uh huh} and ah, so we only raise one age of turkey on a site. {LT: I see} {TG: Uh huh} So like for example, these are all the same age turkeys on this site. In fact I’ll just do a little drive through. {TG: Oh really} {LT: Okay} This is our oldest set up. {LT: Okay} Here. And these were built in 1974. {TG: Uh huh} They’re smaller buildings. {LT: I see} And what they do here, ah, these are turkeys that are probably, they are all toms {TG: Ha ha ha} ah, we bring ‘em in here at about 5 weeks of age, {TG: Okay} {LT: Uh huh} and into these buildings. {LT: Uh huh} We have belt trailers that we {TG: Uh huh} load ‘em on. {LT: Oh yeah}
4. LT: So you don’t have to handle ‘em?

5. PH: We don’t handle ‘em. [TG: Uh huh] And then ah,

6. LT: That would be tiring, wouldn’t it?

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H-A9. Turkey raising WC: 311
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H-A10. Turkey diseases

1. PH: Yeah. And then we put ‘em in these, in these buildings. [LT: Uh huh] [TG: Uh huh] Do different vaccination programs. [TG: Uh huh] [TG: Uh huh] And the key for us [TG: Uh huh] is try raise turkeys without hardly any drugs. [TG: Uh huh, yes.] We work with a lot with vaccines [TG: Uh huh] and and pretty tight management. [TG: Uh huh] Very important.

2. LT: How do you vaccinate a turkey?

3. PH: We do it, well you can do it with a needle if you want, [TG: Uh huh] I’ve done that...

4. LT: In the water?

5. PH: ...or in the water. [TG: Uh huh] or in the air.

6. LT: Or in the air? [TG: Oh, in the air] droplets or?

7. PH: Mist. [TG: Okay]

8. LT: Mist, okay, I’ll be darned. That’s a new concept for me. Yeah, and we’re working with some misting of Newcastle [TG: Yeah, Newcastle, uh huh] vaccine [LT: Huh] right now, and right now, and it’s been fairly successful in the area, [LT: Huh] we’re just starting with it, because I did it a number of years ago, [TG: Uh huh] and it was, you could blow a flock up. [TG: Huh] [TG: Uh huh] [LT: Oh really.] But most of our barns are like this, where we have curtains on the sides of ‘em [TG: Huh] [LT: Uh huh] and they are set up automatically. We have ridges and I’ll show you a building, [TG: Oh! Really!] Roof, the whole roof opens up [TG: Uh huh] [LT: I see] and in the summer time [LT: Ahhhh] it works like an Indian tee-pee [LT: Uh huh] where they used to open the flap [LT: Sure, sure] up on top and let the air out. [TG: Uh huh] Well this is natural, the natural ventilation. [TG: Uh huh] And on a still day we can create a draft. [TG: Uh huh] And then we work with some mister lines and for hot weather, and of course we have heat in all these buildings.

9. LT: So similar to hogs, in the summer you can mist ‘em a little bit and cool ‘em down. Huh! Interesting. Just kind a like the same deal with spray, with spray nozzles, or...

10. PH: Right, same, same type, same principle only a turkey you’re best off with more evaporative cooling than getting them wet, unless you get above a 115 heat index. [LT: I see] You go above 115 heat index then you want to use water right directly on ‘em and get ‘em wet. [TLT: Right] And it’s, it’s, it’s pretty touchy. [LT: Sure] It’s a, it’s a tough call. I have two-way radios on everybody in our system [TG: Uh huh] [LT: Uh huh] and we talk so that
we don’t have to go back and forth between building as much. [TG: Uh huh]
[LT: You bet] Very important. [LT: Yeah]

H-All. New ideas in corn growing

1. PH: We’re very proud of our corn crop [LT: It looks early] because we do different things than anybody in this industry does. [LT: Uh huh] I pioneered taking turkey manure [LT: Uh huh] running it through a, what we call aerobic fermentation, which is a a totally different process [TG: Uh huh] than composting, [LT: Really] and I’ll explain that, this is our site up here, but I’ll explain that when we come back. [LT: Aerobic fermentation?]
Aerobic fermentation. [TG: Uh huh] And that in I that product in that pile sittin’ outside [TG: Uh huh] could be fed to cattle, it could be fed, if I dry [LT: Really] [TG: Oh really] it it could be fed to chickens, [LT: Uh huh] it could be fed back [LT: Is that right?] to the turkeys. [TG: Uh huh] It’s that good, from the standpoint of e-coli, I get rid of the e-coli’s, the salmonella, and the pathogens. [LT: Really, interesting] [TG: Uh huh] It’s all in the process. [TG: Uh huh] It all has to do with the carbon nitrogen ratio [TG: Uh huh] and a heat oxygen exchange, [TG: Uh huh] [LT: I’ll be darned] and ah, and you, it’s interesting because in crop production, [TG: Uh huh] I can take this product, I can put it on the land, and I can tell you don’t ever [TG: Uh huh] use a a a corn insecticide again. [TG: Uh huh] [LT: Is that right?] Because you won’t need to do, [LT: Is that right?] because there is something to do [LT: Huh] with how it, with the balancing effect, [LT: Is that a fact?] you put, you put all that aerobic bacteria in the ground [LT: Okay] and what happens is you get, you get a break down of your soils [TG: Uh huh] because aerobic bacteria, you get your soil microbes going and all of a sudden you get a loosening effect on your soils, your roots go out further, [TG: Uh huh] you get a healthier looking plant, and it, for some reason or other it wards off a corn rootworm, for example. [LT: I’ll be darned] You know farmers use a lot of corn [LT: There...] rootworm a for...

2. LT: Because the root is, is stronger or because the corn rootworm is somehow discouraged?

3. PH: We don’t know.

4. LT: That’s real interesting.

5. PH: We don’t know. [LT: Huh ha ha ha] There is studies done and no body can scientifically [TG: Ha ha ha] No body can scientifically answer the question and I tell everybody and I’ve done this with farm people since 1987. [LT: Uh huh] I started with one customer [TG: Uh huh] and told the story. [LT: Uh huh] And in, in, in the last four years, we sell out every year. We sell 17 thousand ton a year. [TG: Uh huh] [LT: Really] We totally sell out and it’s mostly to all farm people. [LT: Yeah] [TG: Huh] Now I went into the lawn and garden market with the same principle. [LT: Okay] Only I had to go into the lawn and garden market with a product that had odor. [TG: Uh huh] [LT: Ha ha ha] That product is not odorless.

6. LT: So they wanted to make sure it was real turkey stuff! [TG: Ha ha ha]

7. PH: And the problem with that is you get that into you the consumer and [TG: Uh huh] he takes it puts it in his car and takes it home to his wife and she says what on earth, [LT: Huh] where have you been, I mean, you stink
like shit! [TG: Ha ha ha] [LT: Ha ha ha] And as a result we ran into some problems [LT: Ha ha ha] in that market. We do market some through our own name, [LT: Uh huh] but not big amounts. [LT: Huh] That’s one of these little sidelines that you play with [LT: Yeah] but I have people coming up [LT: Yeah] and say I’ve never raised this good a tomatoes, or potatoes, [LT: Oh really] our product is a natural tomato fertilizer. [LT: Huh] [TG: Uh huh] But...

8. LT: So it ah, do you use that on all your corn ground [PH: Yes] or bean ground also or how do you...

9. PH: No, primarily, [LT: It’s a corn...] it’s a corn fertilizer. [LT: Okay] You don’t really need it for beans because you don’t get, you don’t get the advantage of nitrogen in bean crop.

10. LT: Right, sure. I thought there might be other

11. PH: There are [LT: Other effects, but yeah] advantages. We tell people, if you’re in a corn-say rotation, we go in and we put, we apply two ton to the acre [TG: Uh huh] ah, for people, [LT: Uh huh] and ah, I’m going to take you to this brooder house right here. [LT: Okay]

H-A12. Turkey raising stages

1. PH: What we do, I’m going to explain what we really do here because they just got through marketing a flock of turkeys here and [LT: Okay] we’ll go in the other building. [LT: All right] But, but, those turkeys when they’re five weeks old [LT: Okay] they’ll be brought down to this barn right here. [LT: Okay] He’s going around with a, I call it a car wash, a sprayer. [LT: Okay] And he’s spraying, and he’s blowin’ the dust down, [LT: Okay] about once a ... [LT: With water.] With water and soap. [TG: Uh huh] Once a year we’ll go in there and we’ll wash every board in that building [TG: Uh huh] and take out all the manure and sweep the floor [TG: Uh huh] and completely clean it. [LT: Once a year] About once a year. [TG: Uh huh] [LT: Okay] We’ll go in there now and we knock all the dust down and then we turn around and we go in and we have a skimmer and we go in and we skim off all the manure that, and then it [LT: Huh] separates all the manure from the sawdust, [LT: I’ll be darned] it’s a special machine that [TG: Uh huh] shakes the stuff.

2. LT: I’ll be darned, does it by weight, maybe.

3. PH: Yeah right now, this is not going to our West Liberty plant. I have a contract with another processor before we bought this plant. [LT: Uh huh] This setup’ll start going to our plant next year. [TG: Uh huh] [LT: I see] But right now, we take, and take the turkey from that barn and we’ll put ‘em in there [LT: Uh huh] and then I’ll grow another batch [TG: Uh huh] through that barn [LT: Uh huh] and then these’ll have gone to market and then...

4. LT: Okay, so this is a smaller building, does that mean that it’s the only difference is size or do you put two batches together in here, or

5. PH: We put, take one batch and go to one barn. [LT: Yeah] I start turkeys every eight weeks and I market turkeys every sixteen out of there.
6. LT: And the same number goes in here, so they expand, it's just size of bird.

7. TG: Oh, this is very good, [LT: Huh] ah, how to do transfer the ah, yes, the younger birds, to another another facility, ah, by using truck, no?

8. PH: I'll show you, I'll show you, we have a trailer [TG: Trailer?] that has a belt on it, [LT: Huh] and you run 'em on this trailer [TG: Uh huh] and the belt pulls the turkeys on [LT: Ha ha ha] and we go there and we reverse the belt and run 'em off. [TG: Oh really!]

9. LT: It's a good thing they're dumb, isn't it? Ha ha ha.

10. PH: There is only one thing dumber than a turkey [LT: Ha ha] [TG: Ha ha] and that's the person that raises them. [LT: Ha ha] [TG: Ha ha]


12. PH: Beans have been, they're a little slower comin', it's been pretty cool, you know. [LT: That's right] [TG: Ha ha]

13. LT: Cool, they're comin' all right.

14. PH: I'm going to let you, I'm going to take you in this entry way. You don't need to dip your shoes. [LT: Okay] That's fine, but I'm not going to let walk in because I don't have boots for you.

15. LT: That's fine. Do you want this door shut, Paul?

16. PH: Yeah, just shut the door and just leave the door open Susan, I have some people that wanna' look in [Susan (worker): Okay] Looks like they're turnin' the litter.

17. PH: [TG: Oh] What we've got here is turkeys... [LT: Oh yeah.] [TG: Ah] that are six or seven days old [TG: Uh huh] Well, how old are they? What day did they come on? That's all right, I'll fig..., I'll figure it out in a minute.


19. PH: So they are ten days old. [Susan: Ten days old] [TG: Huh]

20. LT: What's the breed here Paul?

21. PH: These are all hybrids. There's three basic breeds of turkeys, [LT: Okay] hybrids, Nicholas, and British United Turkey. [LT: Huh] And we run all three breeds. [LT: I see] But we grow 'em separate, we raise 'em separate, and we ah, feed 'em separate. [TG: Oh really] What we do here, she's ah, stirring the litter. [TG: Uh huh] [LT: Huh] She'll go through here every day [TG: Uh huh] and she'll stir this litter...whoops, I better shut that.

22. LT: I'll get the door. Yep. That's my fault I didn't shut it all the way. That was me. Yeah, I'm sorry.
23. PH: Um, but what we do, she stirs that litter, stirs that cake up and she
how she flipped it? And, and that cake'll dry out so we don’t get any burns
on the feet.

24. LT: Because it heats up so much?

25. PH: No, the, the manure. [LT: Oh, sure, okay] They, if we don’t, that
manure will, will start a burning process [LT: Is that right?] on the bottom
of the foot of the turkey. [TG: Uh huh] We ah...

26. LT: Are they cannibalistic at all?

27. PH: Turkeys?

28. LT: I know chickens are, but I didn’t know if...

29. PH: Yeah, [LT: I raise...] we have a, we have a, they do a machine that...

30. LT: Do you de-beak ‘em, or what do you do?

31. PH: Yeah, we put a drop on them. [TG: Yeah.] [LT: Oh, okay] And then we
turn around, and we have a microwave [TG: Uh huh Oh really?] and
microwave the toes [TG: Oh really?] [LT: I’ll be darned] so they don’t scratch
each other. [LT: I’ll be darned. Huh, that’s interesting.] Ah, we’ll start 20
thousand in this barn [LT: Okay] and we start ’em all in individual rings.
We put down paper rings [TG: Uh huh] and paper feeders and all kinds of
good stuff. [TG: Uh huh] Um, and then gradually we let ’em loose. And she
has just, ah, I think at about a week to ten days, we totally let ’em have the
whole building. [TG: Uh huh] [LT: I see] And that’s what’s going here now.
Then she goes through every day and she washes that waterer [TG: Uh huh]
and moves it to a different spot. [TG: Oh really] [LT: I’ll be darned]

32. PH: Each day. Then she’ll go through and she’ll stir all the litter [LT: Okay]
[TG: Uh huh] in the barn.

33. LT: And what, what’s the temperature in here? /I see you’ve got heaters ...

34. PH: Oh, we run about 85 to 88. // [TG: Uh huh] in there, right now. We
start ’em right around 88. [TG: Uh huh.] Sometimes 90, depends on

35. LT: Have you looked in, is there anyway that you can capture ah, heat that,
I don’t know, manufacture methane off the manure, or anyway of/, or solar,
or something?

36. PH: A couple years ago// we looked at that one, and ah, it isn’t ah, it isn’t
practical.

37. LT: Wouldn’t work, then. If the price of propane went a lot higher, it might,
but.

38. PH: Yeah, it’d have to go higher than a dollar a gallon even, I mean, it ‘d
have to get awfully expensive [LT: Yeah] before we could get into that. [LT:
Yeah] Ah, do much for us as far as your return.

39. LT: How many birds are in here then?
40. PH: 20 thousand. [LT: 20 thousand] We start 20 thousand in this barn at a time. And we start ‘em every eight weeks in here. [LT: Every eight weeks.] And when we will, take these turkeys, these turkeys will move out of here in 5 weeks, [TG: Uh huh] then we have 3 weeks to get ready. [TG: Uh huh] We go in here immediately and we wash the building with soap and water. [TG: Uh huh] everything, with the litter in ‘em, [TG: Uh huh] so that it soaks up the water. Then we take that litter and we’ll transfer that litter to a a a one of our finisher barns [TG: Uh huh] and keep using this sawdust. [LT: I see] Then we’ll go in there and we’ll go in with a broom on the front of a John Deere mower. [TG: Uh huh] [LT: Uh huh] And we, we broom the floor,

41. TG: One of those rotary?

42. PH: Yep, and we broom the whole floor and then we’ll go in here and we’ll wash all the dust down. [TG: Uh huh] And then we’ll turn around and disinfect everything. [TG: Uh huh] And we turn the heat up to get it up to about 100 degrees in here [TG: Uh huh] when we disinfect. [TG: Ah] We get a better kill. [TG: Ah, hah.] And ah, we used to use formaldehyde. But formaldehyde is still a very best thing that we could use, [TG: Uh huh] but it’s not legal anymore. [LT: I see] [TG: Hm, oh really!] Ah, if we get into a problem, I’ve still got some stashed, [LT: Ha ha ha] but that’s the old farmer in ya’. [LT: Yeah, yeah, that’s right] [TG: Uh huh] you know you always want to make sure [LT: Yeah] you got some for a rainy day in case it gets bad, [LT: Ha ha ha] but then, then, ah, and then we’ll take an insecticide and and we’ll put down on the floor, [TG: Uh huh] to keep any bugs, ‘cause this is a dirt floor. [TG: Uh huh] [LT: Oh it is, huh?] And ah, ideally, we’d put, we’d put, we’d use concrete. [LT: Oh, I see] TG: Uh huh] You know, it’d be better. [TG: Uh huh] It’s the expense. [LT: I see] [TG: Uh huh] and if I were doing new sheds today, they’d be con..., the ones for the little turkeys would be concreted [TG: Uh huh] because of the cleanliness that we get into. [LT: Sure, sure] [TG: Uh huh] Ah, then, ah, we let ‘em sit for about a week or ten days and we start gettin’ ‘em ready again. [TG: Uh huh] Bring in fresh sawdust [TG: Uh huh] [LT: Huh] and the whole bit, but ah, if she, if she, were to work somewhere else and come back into here, she’d take a shower. [LT: Uh huh] The only reason I came today is ‘cause I took a shower at noon. [TG: Uh huh] [LT: Right] I’d been with other turkeys [TG: Uh huh] and I knew I’d be showing [TG: Uh huh] you these [TG: Uh huh] this afternoon [TG: Uh huh] and even though I’m not goin’ in there, I came in the [TG: Uh huh] entryway. And that’s ah...

43. LT: Tell us a little bit about the feed, now obviously the feed changes according to the age of the bird. [PH: Right] Ah, you know protein content...

44. PH: We start out at about 28% protein. [LT: Uh huh.] And ah we work...[LT: From day one] From day one. We work with two different nutritionists. [TG: Uh huh] And then we gradually stage ‘em down and we finish on about a 14 or 15% [TG: Uh huh] protein.

45. LT: Mostly corn, or is it

46. PH: We use corn, we use soy...’course corn, soybean meal, we use bakery meal, [TG: Uh huh] ah, bakery by-products, what that is is anything that is a bakery product that’s a by-product. [LT: Huh] Ah it could be stuff from
candy bars, it could be stuff {LT: Huh} from doughnuts, ah, it replaces energy. {TG: Uh huh.}

47. LT: I see, that’s carbohydrates then, basically, okay.

48. PH: Yeah, and then we work with ah, fat, with animal fat, {TG: Uh huh} and we use the very top grade, we don’t use brown grease, we use white grease. {TG: Uh huh} Feed Energy in Des Moines, for example, is probably one of the better suppliers of top-quality grease. {TG: Uh huh} /That is so that you can

49. LT: Uh huh, and there’s a protein...// That is so you can get a high ah, energy ah, content with each bite that they take. {TG: Uh huh} Um we have learned this from people on the East Coast, where corn is higher-priced. {TG: Uh huh} Then they replace a certain amount of corn with fat. {TG: Uh huh.} And they’ve been able to get better feed conversions and this type of thing, and have to go with what we call best costing, {TG: Uh huh} ah maybe not necessarily least costing, but best, what’s going to give us the best value and it may not be the same here as it is on the East Coast {LT: Sure} {TG: Uh huh} or West Coast depending on what’s available. {TG: Uh huh} Ah...

50. LT: Do you get your protein from the soybean, or is there another, another source {PH: Yeii. Soybean, the soybean} So your soybean goes down in content as they get older. {PH: Yeah. Right} You do your own feed at all or ...

51. PH: Our company that we bought. We have our own feedmill. We’re working with two nutritionists and we hire the, the Albert City Co-op, they’re a large independent co-op, to ah, we work out a lease arrangement where they lease our mill and we buy feed back from ‘em. And ah, then we share the profits of the thing depending on how we are able to reduce the cost of the ingredient line and the costs of ah manufacturing, it’s kind of a win-win for everybody ah, and we didn’t have to buy the the expertise to come in in this manner and it’s working out quite well. We’re very happy.

H-A12. Turkey raising stages WC: 2327

H-A13. Plant and animal genetics
1. LT: I’ve got a question about plant genetics and animal genetics. A couple of weeks ago we got to look around the Sheldahl facility that Pioneer, ah Pioneer’s new, Pioneer, what they’re, in a general sense it looks to me like what they’re trying to do is trying match up plant genetics with ah, animal growth and that kind of thing. Is there a potential there for poultry?

2. PH: Absolutely, we’re...

3. LT: Certain, certain kinds of corn varieties, for example...

4. PH: I’m working with Cargill company right now, we’re running fifty acres of high oil corn {LT: Okay} that is specifically designed for a poultry market.

5. LT: Really. How high would that, like, 8, 9?

6. PH: Well, they’re, they’re experimenting, right now, the head agronomist for Cargill told me there are some talks going on between Monsanto, ah,
Pioneer, and Cargill, and they're working with high oil corn. High oil and high protein corn. A combination together. [LT: Aaah] They've some ex..., very, very first line experimental [LT: Right] stuff, 16.9 % protein... [LT: Wow!] [TG: Ha ha ha] and [LT: Wow!] 6.9% fat content. So you're startin', now we're startin'...

7. LT: That's almost a soybean! [TG: Ha ha ha]

8. PH: You're startin', that's right. And, and, but that gives you a little idea of the potential. I said, well, what's the yield? [LT: Ye^] He says when they get done, with this, you're going to see a plant that's gonna' outyield any commercial corn on the market. Because of the, of the, of the crossing, ??

9. what we're gonna' do, and I says, bring 'er on. I'm doing fifty acres for 'em this year, that...

10. End Side One

11. LT: That replaces the...

12. PH: And it all the studies that have been done, that's right, Land O'Lakes, ADM, um, a lot of 'em have done studies on this, on this oil and for poultry, it's different for swine, but in poultry that fat content, the higher the content, the higher the oil content, [LT: Okay] the, you can't buy an oil as good as the oil that's in that corn. [LT: Aaahh]

13. LT: So it's even more important for poultry.

14. PH: Oh! Absolutely. [LT: I see.]
15. PH: And, and it isn't that. [LT: Aaahh] The amino acids balance that you get with the plant [TG: Uh huh] is better than anything I can add in the way of balancing [LT: " Interesting, interesting] amino acids. [LT: Interesting] And what they're seeing, Land O'Lakes is seeing 40-60 cent a bushel premium. [TG: Uh huh] Well by the time you go out and contract with somebody to grow 100,000 acres of this stuff, you pay them 20 cents, and you start cutting the pie too many ways. [LT: Uh huh] Land O'Lakes is saying if you as a farmer are feeding your own, [LT: Right] so that you don't have to pay somebody to do it, [LT: Sure] hey, there's where you're going to win. [LT: Yeah] And we do. But I mean we, all our corn goes into our turkeys now, [LT: Uh huh] so we're starting to really look closely at that, and then if we can really up that protein content and that, [LT: Yeah] you know ah, this year, about all our corn is running about 8 to 8.1 %, we're higher in protein than a lot of 'em, get north of Highway 20 up and it'll run 7.

16. LT: 'cause of the soil?
H-A13. Plant and animal genetics WC: 575

H-A14. Manure
1. PH: I think partly because of that, um and they are really wondering if part of it has to do with, in this area, all the manure.[LT: Turkey manure?] Turkey and swine manure also. Um, the higher manure content...

2. LT: That makes a whole point difference in...
3. PH: Well this is what I've been telling the state for years. I sit there and scream at the, at Don Polland and and Hugo Ageno at the DNR, because I say you guys treat manure like a hazardous waste. [LT: Yeah] And I says [LT: Ha ha ha] it is the biggest natural asset this state has. [LT: Yeah. Ha ha ha] Other than ah, you know we have, we have ah, the swine industry and everybody bellyaches about the smell and the liquid and all that. [LT: Yeah] Well figure out how you’re going to put that liquid into that soil...[TG: Ha ha] and make something of it. And I say, [LT: Yeah] do a few things with some additives [LT: Yeah] in that liquid [LT: Yeah] and you’ll really have something to talk about. [LT: Yeah] You’ve got to treat it, [LT: Yeah] you’ve got to treat manure like it’s a huge asset.

4. LT: Like it as another product of the whole system.

5. PH: I’ve gotten more hog guys converted over to, hey, you guys know how many gallons you put on per acre, put it on even. [TG: Uh huh] [LT: Uh huh] And you do that much,

6. LT: and count in on your fertilizer.

7. PH: and then count it in your fertilizer [LT: Yeah] and all of a sudden you’re saving 30 dollars, 40 dollars an acre fertilization costs, [LT: Yeah] that’s what’s paying for your big tanks, and your pumps, and your tractors. [LT: Yeah] That’s what’s going to pay for ‘em.

8. LT: Yeah, that’s a good point.

9. PH: ‘Cause that’s what we’ve done on the poultry side. The advantage we have on our side, we’re workin’ with a dry product. [TG: Uh huh] And I can take and I ship this stuff 200 miles, [LT: Yeah] effectively. [LT: Yeah] And that’s the difference where the swine industry, [LT: Yeah] they can’t go more than a few miles and that’s it. [LT: Yup, Yup.] And ah, they have to figure out, I think what’ll, the swine industry’ll happen in this state, they’ll go back to puttin’ the pits under the buildings again. [LT: Yeah] Which is probably where they probably ought to be unfortunately, [LT: Yeah] and ah, and then you’ll get rid of, you’ll have the, number one you’ll get right of the odor problem, a lot of it, [LT: Yeah, yeah] number two, work with a wet-dry feeder. [LT: Right. We’ve seen those.] I’ve got two friends, [LT: Yeah] one of ‘em works with lagoons [LT: Yeah] and he’s a contract grower of hogs, [LT: Yeah] he runs 100,000 hogs a year, he’s a big one. [LT: Hmmmm] And it stinks like hell everywhere and he hauls shit all the time. [LT: Ha ha ha] ’bout goes nuts. [LT: Yeah, yeah] I’ve got another friend, runs about 30,000, he owns the hogs from farrow to finish. [LT: Right] But he does everything with deep pits and he has gone to wet-dry feeders and he says if anything I have, I almost have to add some water to my manure to I can pump it and he only cleans those buildings once a year. [LT: Yeah] [TG: Uh huh] Once a year. And what happens? He ends up with a more potent product. He doesn’t have...[LT: More nitrogen in it, yeah.] He doesn’t have near the odor. [TG: Uh huh] And he is able to use, utilize everything better and he isn’t running tractors...

10. LT: In the building that we saw, my neighbor has a new 2500 head/year building, ah, and we were in that building, ah, it’s exactly that, the pit’s underneath, wet-dry, Danish feeders?, Swedish feeders, [PH: Oh, I’m not
familiar] but anyway, and there’s no smell and they knife it in, you know, they have a honey wagon and ...

11. PH: But that’s the route [LT: Yeah] you gotta’ go, [LT: Yeah] but then ya’, see I sat on this, the committee that came up with House File 519.


13. PH: And, and, there’s just so many people that just don’t understand. The Department of Natural Resources says, you can’t knife it, you should knife it in and I say well the Soil Conservation Service on a third of our land in this state says well you can’t well you can’t disturb that soil, now how in the hell are you going to knife it in? [LT: Yeah. Yeah] We don’t care about that, that’s their problem. And that’s the attitude you end up with. I mean, and I say let that guy lay it on top in the winter time. There isn’t going to be enough run off to spit off of that. [TG: Uh huh.] But you know, you get into huh, let ‘em just lay a thin layer on there and they’ll get along okay, and then they’ll go in there and do just their planting in the fall or in the spring and you’ll have incorporated a little bit, yeah, you’ll going to lose some nitrogen, [LT: Yeah] so put on a few more gallons, [LT: Yeah] But I mean, there are some compromises here that can be made that can help the whole, [LT: Uh huh] the whole system. [LT: Yeah. Yeah.]

H-A14. Manure WC: 937

1. LT: (To Dr. Go.) You were impressed with 519, I think, weren’t you? (TG: Yeah. Yeah.)

2. PH: 519 is as good as you’re going to get. [LT: Yeah] You go beyond 519...[TG: Uh huh.] and then what you’re going to do is you’re going to kill the industry. [TG: Uh huh] You’re goin’ to, you’re goin’ to shut it off. And this is what happened [TG: Uh huh] at the end of the legislative session this spring. [TG: Uh huh] [LT: Right] Is that when they came, when Humboldt County made that, [LT: Right, right, right] [TG: Uh huh] judge made that decision, that is goin’ to cause more problems in this state than any House File 519. 519 needed to be given 3 years to work. [TG: Uh huh] And it, and it will work. But you can’t have something like, [LT: Uh huh] the judge go off half cocked like that I mean, he could, ah, what he can do to me is if I wanna’ expand one turkey, I have to put up so much money that I’ll just shut the doors. [LT: Uh huh] Walk away. My, my setups are worth nothing then. [LT: Uh huh] And that’s what’s happened, I mean there’s, there’s, it’s, it’s an emotional issue, [LT: Sure] But this state needs to realize where its bread is buttered. [LT: Uh huh. Yeah. Yeah.] And the governor knows and his people know. [LT: Uh Huh] But, we get into the emotions of a sociological issue [LT: Right] on this hog thing. [TG: Uh huh]And I sat...

3. LT: The family farm is, is the heart of it. (TG: Uh huh.) People are angry.

PH: Well, yeah, and you try to hang Jack DeCoster over here, [TG: Uh huh] and what you do is you hang the family farm. [LT: Uh huh] And, and Jack will, they’ll get him eventually if he has enough violations, they’ll get him. [TG: Uh huh] Now he’ll move out to another state is what’ll end up happening. But... [LT: Yeah.] We don’t have many people in, we’ve never had any people in this state like a Jack DeCoster I mean I’ve never seen a man like this, [LT: Uh huh] that totally has no care [LT: Yeah] for the land or for
people. [LT: Uh huh] But I, I do argue with my friends that have earthen
lagoons, I tell 'em they're a crock, [LT: Yeah] they shouldn't be, I don't think
an earthen lagoon should be allowed to exist. [TG: Uh huh] I've said that
from the very beginning. [LT: Yeah] We got...

4. LT: Put 'em under the building.

5. PH: We got so many tile in this country, [LT: Uh huh] and our country here,
that I, I argued with a friend yesterday on this and he says well, what's the
difference, if you got a pit under the building or a lagoon. Well, I says,
number one, your pit is confined on, you get [LT: Yeah] rid of your odor.
[LT: Yeah] He says what about, and I says if you have it concreted like
that, yeah, you could still have some minor leaks, [LT: Yeah] but it isn't
going to be a major one, [LT: Yeah] you get an earthen lagoon that covers
ten (10) acres of ground [LT: Yeah] and then all of a sudden you, you, it
goes down, it might have to go down ten (10) feet before you realize that it
went down. Now what damage did it do in the meantime? Well, geez, you
got all kinds of problems.

6. LT: You get rain, a whole week of rain and stuff and the wall gives away
and then, yeah...

7. PH: Then there's the other side of the coin, there's the other side of the coin
where you can argue that the chemicals we put on the lawns in the cities are
doing more damage than anything we do in the country and that's a
legitimate argument.

8. LT: My neighbors make that argument.

9. PH: And that's a legitimate argument [LT: Sure] ah, because we OD those
lawns in order to [LT: Kill the dandelions] get that green grass, [LT: Yeah
Ha ha ha] ah we OD it, and that said, we have to, we're always searching
for a balance, [LT: Yeah] the pendulum's always swinging and it never
lands in the middle, [LT: Yeah] but ah,

10. LT: Humbold County's off on one side and you think 519 kind of/ in the
middle somewhere?

11. PH: I think 519's, // I think 519, I, I sit on the American Farm Bureau
national board [LT: Uh huh] for um poultry [LT: Hmmm] and poultry's
gotten a tremendous amount of press this year, if fact we had ah, ah,
president of the American Farm Bureau Kleckner and all kinds of people
sittin' in on our meetings this year because we're saying all of a sudden, hey,
there, poultry is a bigger share of the meat market than anything [LT:
Hmmm] in this country right now, so you better pay attention. [LT: Yeah]
What's happening in the Carolinas, they went way too far and so they're
going to, they're going to shut that industry off. They're going to cut that...

12. LT: You're talking poultry?

   [TG: Yeah.]

14. PH: Now the poultry industry won't get shut off out there because it's dry.
   Difference.
15. LT: It doesn’t smell.

16. PH: And it doesn’t smell as much. The difference between dry, dry manure and we struggled with this down here for quite a few days. (TG: Uh huh.) Give me an explanation what’s dry manure and what’s wet manure and a guy from North Carolina explained (LT: Uh huh) it to me the best this winter, he says if you can pump it, (LT: It’s wet) it’s liquid, if you can’t pump it, it’s dry. (LT: Yeah) So he says we call it the Pump-It Rule. (LT: Yeah.) I says that’s the most sense I’ve heard yet. (LT: Yeah) (TG: Ha ha ha) If you can pump it, why it’s liquid. (LT: Yeah) And so everything in the, in the tanks, layers through turkeys it’s all dry anymore. (TG: Yeah) (LT: Yeah)

H-A15. House File 519 WC: 1043

H-A16. Poultry sleep
1. LT: I’ve got a question for you, I’ve always wondered this, when does ah, poultry sleep?

2. PH: Oh these guys, they sleep all,

3. LT: There’s one guy dozing right there.//

4. PH: Oh yeah, they sleep in little, in little...

5. LT: That’s all they get.

6. PH: Yeah, and then, but these guys, if you were to put the lights out, (LT: Uh huh) they’d, they’d, well probably their activity level wouldn’t be a lot different, (LT: Uh huh) they’re pretty ah calm right now, (LT: Uh huh) and I can tell you just taking one look in here the air is obviously very good, because they’re spread out all over the whole building (LT: Uh huh) very evenly and we’re talking down here and they aren’t paying any attention. That’s very unusual. (LT: Yeah. Yeah.) But, ah...

7. LT: That’s interesting. They’re just kinda’ napping there a little bit.

H-A16. Poultry sleep WC: 147

H-O.4 Transition to another building
1. PH: I’m goin’ to keep movin’ with ya’/a couple of other places...

2. LT: Yeah, we’re, we’re runnin’ out of time here.//

3. TG: Yeah. That’s very interesting.

4. LT: Fascinating. Fuma would love to see...

5. TG: Maybe, maybe

H-O.4 Transition to another building WC: 36

H-A17. Turkey house management
1. PH: Then you see we have all these little satellite drinkers in there (TG: Uh huh.) and we have three of them around each stove when we start these turkeys, ’cause water is very important. (LT: Sure) in about 5-7 days we take ’em out and then come through and take every apart. She’ll break all
these boards down, she'll [TG: Ahhhh!] She'll wash every little thing and then we'll turn around and run a, a, a very high chlorine solution through all this [TG: Uh huh] to kill any bacteria that [TG: That's good] Bacteria becomes extremely important to us. [LT: You bet. Yeah. Yeah.] The best way is to isolate. [TG: Uh huh] [LT: Yeah] She takes care of it, that's it. I have [LT: Yeah, one person] one guy that comes in, checks on her, showers, does some of those things, but, that's, that's, we get along with them. [LT: Yep]

2. LT: You have a well per building, or how do you do the water?

3. PH: We have a well, ah, we have two wells on this site, [LT: Uh huh] I have a well just on the other side of this brooder house, [LT: Uh huh] but I also have it connected with ah, with that site up there. [LT: Okay] [TG: Uh huh] And we try to run just two wells each site. [LT: Uh huh] If one goes down you always have a backup.

4. LT: You always have one, yep, you always have water, yep, yep

H-A17. Turkey house management WC: 252

Alarm bell in pickup cab rings.

H-O.5 Family location information
1. PH: My father lives on this farm. This is our original farm...[LT: Oh yeah.] and then ah...

H-O.5 Family location information WC: 17

H-A18. Cattle business
1. LT: You must have been in the cattle business originally.

2. PH: We were in the cattle business! [LT: Ha ha ha] [TG: Ha ha ha]

3. LT: Harvestores! Ha ha ha

4. PH: I can tell you! I came back to the farm in 1967 and we started, started feedin' cattle, we always did turkeys, [LT: Uh huh] and ah, feedin' cattle, [LT: Uh huh] and I bought, my Dad bought a farm where we moved on to and I started building cattle sheds, and I paid for 'em as fast as I could build 'em because the cattle market was that good. [LT: In the 70's] In the '67. In the early 70's it was just dynamite [LT: Yeah] and I ah, I made so much money and ah, we got up to 5,000 cattle. [TG: Uh huh] [LT: Wow] And ah, and we expanded in the turkey business and we did a lot of different things, and we bought a processing plant in Storm Lake, Iowa, and we were a minority stockholder in that thing, [LT: Uh huh] and that thing went [LT: That turkeys], that was turkeys, and that thing bellied up. Interest rates went high. [LT: Yeah. '78 and '79, '80] And ah, the cattle market went, went bad and I liquidated 40% of our land and totally liquidated our cattle business. [LT: Wow!] Super [LT: That was] major decision, [LT: Big shift, yeah] ah, that's what you call when you don't, you don't sleep at night and 'cause gut drains. [LT: Yeah. 40%.] And I was able to get a contract with Louis Rich. They would pay me so much a pound to grow turkeys. [LT: Uh huh] [TG: Uh huh] And I tell people the reason I built those buildings that long is 'cause that's how big my debt pile was. [LT: Ha ha ha]

H-A18. Cattle business WC: 312
PH: I was trying to service my debt (LT: Uh huh, I see) and we did, (LT: Huh) and we made it through. (LT: Huh) But it was a long hard grind. I let all my help go, and my, took my boys (LT: Uh huh) and were in junior high, and we wired buildings and we did all kinds of stuff, (LT: Wow) they played baseball, basketball, all the sports, and worked besides. (LT: Wow) And ah, in the middle of it all, two years before, I liquidated the cattle industry, I had been playing around, since 1975 composting. (LT: Uh huh) And I liquidated because I piled manure outside of a building (LT: Yeah) and I didn't get to hauling it away for about 8 weeks, (LT: Yeah) went nuts in the fall. (LT: Uh huh) And I decided, geez, I wonder what the, I wonder if cattle would eat that. (LT: Yeah) And I started nosin' (LT: Uh huh) around the country and found some people that were feedin' (LT: Really) some poultry litter to cattle. (LT: Huh) And decided well let me try it. (LT: Uh huh) I gambled and I tried it. Shoot I tried all kinds of levels and, (LT: Uh huh) and ah, I couldn't control it, then in the heat of the summer, I was usin' too much. Hell, I was feedin' 25% manure to cattle. (LT: Ah. I see) And, (LT: Ha ha ha) I had, I had so much protein into 'em I was imbalancing 'em. (LT: Uh huh) We ended up, I found an old, a guy came in one day out of Nebraska and he had this, he called it aerobic fermentation. (LT: Huh.) (TG: Uh huh) And he was workin' where he was usin' cattle manure, (TG: Uh huh) (LT: Okay) cattle manure with corn stalks and paunch. (TG: Uh huh) Paunch (LT: What...) would be the stuff from the inside of a, of a, of a ruminant animal. (LT: Okay) He was gettin' paunch from the processing plants... (LT: Ah, okay) in a cattle processing plants (LT: All right, okay) and he, it was, ah it was God awful raunchy smellin' stuff. (LT: Yeah) and he would mix 1/3 paunch, 1/3 corn stalks, and 1/3 cattle manure. And he'd let that (LT: Huh) let, he'd run it through a spreader and he'd let it go through a heap for two weeks. (TG: Uh huh) And he'd put it in one of these fermentation bays. (LT: Okay) And he'd cook that stuff for a week. (LT: Huh.) Then he'd turn around and feed it to the cattle! (TG: Uh huh) (LT: Huh) And it worked. (LT: All right) And I looked at that process and I knew I had turkey manure and (LT: Yeah) I said I have a lot better product than he does. (TG: Uh huh) (LT: Yeah huh) And we, and we started doing that, and, and that worked, but it didn't matter if, I was buying feeder cattle at the time, it didn't matter if I was feedin' 'em for nothing, I was still losing money on 'em. (LT: Yeah, ha ha ha) Cattle got that bad. (LT: Yeah, sure.) We got out of the cattle market. Well then what do you do? (LT: Yeah) Well then I went to using it on the land. (LT: Uh huh) And ah, and we've just developed a market for it over the (LT: Yeah) years. (LT: That's pretty neat) You know, I mean this is a smelly place. Let me explain (LT: Yeah) to ya' what happens. (LT: Okay) Each one of these bays, there's a split door, (LT: Right) you open the door, (TG: Uh huh) and we, and in the floor, (TG: Uh huh) there is a trench that's about four inches wide (TG: Uh huh) and about six inches deep and it goes down and it, and it, and those trenches are about a foot and a half apart, (TG: Uh huh) (LT: Okay) so we have a series of trenches go the length of the bay. (LT: Uh huh) In that trench, (LT: Uh huh) I put a 3 inch PVC pipe. I take that 3 inch pipe and every 6 inches I put a 3/8 inch hole (TG: Uh huh) in the pipe. I connect them at the back, I connect them all to a bigger pipe that goes to a blower fan in the back. (LT: I see) I connect that to a ten minute timer. (LT: Okay) Then I, when I started, I had an oxygen probe that went in, and
we, we could tell how oxygen was being utilized in the manure. [TG: Uh huh] And so then when we would, we would pump so many seconds of oxygen out of every ten minutes into that manure, [TG: Huh] and then we would see how it was utilized. Now, the key is this, you’ve got to have, maintain somewheres between a 20 and 30 to 1 ratio between [LT: I see] carbon and nitrogen, [LT: I see] or a carbon-nitrogen ratio. [TG: Uh huh] [LT: I see, 20 and 30] And most composting people will tell you that’s pretty, that’s pretty normal [TG: Uh huh] [LT: Huh] for composting. I, the advantage we have, we can go in here with a product that is 35% moisture or 45% moisture, do a great job. [LT: Uh huh] 50% moisture, no problem. Most people will tell ya’ ideal composting outside you want to do 50% moisture, 45 to 60% somewheres in that range. [LT: Uh huh] We don’t need to be that high in moisture at all [LT: Hmmm] to do what we’re doing. We attain heats a lot higher. [TG: Uh huh] I control every crumb of product in there. [LT: Huh] I’ll find that my heat’ll start in the bottom. I’ve got three points where I stick a three-foot probe in each one of these bays. [LT: Uh huh] I have three, you’ll see holes in the front of [LT: Right] these doors. [LT: Okay] Now you have to understand, I built this thing in 1982, [LT: Yeah] so these bays look pretty rough [LT: Yeah. Yeah.] but they’re all concrete. [LT: I see] Then they’re just skinned with, with [LT: Okay] steel and we have some major refurbishing to do [LT: Uh huh] this summer on a couple of these bays. [LT: Uh huh] but they’ve basically held up well.

2. LT: So basically kind of a cooker for the, for the [PH: It’s a cooker] [TG: Uh huh]

3. LT: Now what about, I see a lot of feathers in here.

4. PH: Well, yeah, you see feathers....

5. LT: How does that handle feathers?

6. PH: That’s all skimmings that came out of my buildings. [LT: Okay] I have a machine that goes through, I told you about these skimmings, [LT: Right] yeah I got these feathers, when they come out of there, [LT: Huh] now you go over to the, this is the finish pile...

7. LT: The feathers are ah, decomposed as well.

8. PH: ... the feathers, and the, and the, and the, I run at a 140-170 degrees in [LT: Uh huh] there these will continue at about a hundred and 30 to 50. [TG: Hum.]

9. LT: It’s that hot inside.

10. PH: Oh yeah, it’ll continue to cook. I can go inside of that pile a foot, you won’t find feathers. [TG: Uh huh] If, if the, if they’ve been, if the product’s been setting three weeks.

11. LT: I see. So the heat takes care of it.

12. PH: Oh yeah, the heat’ll take care of it. Then, you turn around and...

13. LT: Ah, this is what you ship then.
14. PH: No, that's what I ship right back there.

15. LT: Oh, this isn't done yet.

16. PH: This pile just sat here longer, [LT: I see] this is skimings that have come in, this is product that has come out of buildings, [LT: Uh huh] um, last fall and winter... [TG: Uh huh] where we cleaned the whole building. It isn't quite as potent as this and we mixed the two together. [LT: I see] [TG: Uh huh] Then, back [LT: Mixing] here in my little spot that I have hid from everybody [TG: Ha ha ha] I got dead turkeys. [TG: Uh huh] I bring all our dead, we compost [TG: Uh huh] we couldn't get, we, we used to bury dead turkeys in the ground. [LT: Right.] Then people incinerate 'em and they do all this. [LT: Yeah] And I developed a process, at Iowa State they were working with a pro... they make a little composter where you [LT: Uh huh, sure] can take your dead livestock? [LT: Sure, yeah] [TG: Uh huh] Well I took that concept, only I used, I used what we naturally have [LT: Uh huh] [TG: Uh huh] the, the product that's in those brooder houses [TG: Uh huh] is mostly all sawdust. [TG: Uh huh] And I take and, it's terrifically high in carbon, low in nitrogen. [LT: Uh huh] I take and, that's some of it right there, [LT: Uh huh] and I take that product and I cover 'em with that. [LT: Uh huh] And I can break those turkeys down to a bone about like that in a, in about a ten-day to two week period. [LT: Is that right?] Yeah. But you've gotta' turn 'em. [LT: Yeah, I see] You turn 'em and re-cover 'em. [TG: Uh huh] [LT: I see, huh] Now we've gone, we used to bring all our product here, what we do now, [TG: Uh huh] is on each growing site, [TG: Uh huh] we just dump some brooder product and we compost at the site. [LT: Uh huh] After the product is composted, maybe about once every two or three months, we haul it in here. [LT: Uh huh] And then we utilize that and we run it through our fermentation process. [TG: Uh huh] [LT: Okay] We end up with a bone about like that [LT: Uh huh] that's pretty brittle? [TG: Uh huh] That bone, if it's within in, if it's in from six inches in, in the pile, if it's on the outside six inches it'll just lay there. [LT: Uh huh] If it's inside that, [LT: Uh huh] it'll dissipate. [LT: Yeah, really] It takes about another 6 to 8 weeks. [LT: I'll be darned] It'll dissipate to nothing. [LT: That's interesting.] But, but that's how we get rid of all our dead and we don't... I used to work with a grinder, I used to grind 'em up. [TG: Uh huh] Well, that's great, but it costs money. [TG: Uh huh] [LT: Yeah] And but the feathers, the feathers, [LT: That's great] no we don't have any feathers when we get done. [LT: That's great. It's amazing]

17. PH: This is about as low as you'll see us on product, [LT: Huh] right now.

18. LT: What ah, so, your finished product that your customers put on corn ground is, is what, is what as far as nitrogen, N-P-K? /What do you come up with?

19. PH: We run about 40/42-45 units of nitrogen [TG: Uh huh] Now when we get into this product, we'll run about 50-55 units. It's a more potent product. We'll run [LT: That's high] We'll run, about 50-55 units of phosphorus. [TG: Huh] We'll run about ah, my little playground in here [TG: Ha ha ha] [LT: Ha ha ha] we have a little bagging operation back here that we set up here, [LT: I see] I have product back in there that I oh, [LT: Oh yeah] that I've taken and I run it through a tub grinder, [LT: Uh huh] I dry it, then I run it through a tub grinder again, I have a little dryer I set up here, and I, and I, run it through a tub grinder again, [LT: Uh huh] a finer screen,
and I basically pulverize it, [LT: Huh] and I add some soybean oil to it to take the dust out [LT: Uuh huh] [TG: Uh huh] and then we, we bag it, [LT: Huh!] and that's what we go into [LT: That's your garden product] the lawn and garden market, but it gets to be an expensive product, [LT: I bet, yeah] when you do all this. This product I have here is a specialty product, [LT: Huh] it has no, it has no ah, no dead turkeys in it. [LT: Huh] It's, that's just ah, [LT: It smells like coffee] [TG: Ha ha ha] and, and [LT: I don't know why, but] I have a number of customers, see I was at one point in time, I was registered in the state of Iowa and the state of Nebraska as a, to sell this as a feed ingredient. [TG: Uh huh] [LT: Huh] But the problem you get into when you sell it as a feed ingredient [TG: Uh huh] back to cattle people, is if the cow gets sick, what are they going to blame it on? [TG: Uh huh] [LT: Huh] Blame in on, on feedin' shit! [LT: Uh huh, ha ha ha] And I said, I, I can't overcome that [LT: Yeah] so forget it. Well I have several customers that I, come to me and I says now listen, I'm not registered in the state anymore, [LT: Uuh huh] um, if you want it, I'll sell it to ya', [LT: Uuh huh] but you're liable. [LT: Uuh huh] I'm goin' to show you what the process I run it through, [LT: Uuh huh] but it's, it's your product. [TG: Uuh huh] And, and I do that, and I, you know I probably have, I'll probably sell, oh, somewheres between 80 and 90 semi loads a year. [LT: Oh really] Of this product. [LT: Is that right, that's a lot.] That's a lot. Right now I got about 3 to 4 semi loads a week goin' out.

20. LT: For feed [PH: Uuh huh] Yeah. Huh. So those are for people that, they're ah, wanting ingredients to mix their own feed, mix and grind their own feed on the, on their feeding site.

21. PH. Just cattle people do this, and ah, you can replace all the protein the diet of the cattle [TG: Uuh huh] don't need to use commercial protein. [LT: I'll be darned] You see it's high in phosphorus.

22. LT: You can add a little, drip a little molasses in there like we used to and then make it nice and sweet too.

23. PH: Well, it's about like a molasses product. [LT: Oh is it?] Um, the product also has about 35 units of ah, sorry, 75 units of ah, I'm sorry, that's two ton, 35 units of calcium per ton. [LT: Huh] It's about 35-40 units of, of, potash per ton. [LT: 35-40 of potash.] The PH factor is 6.6. [LT: 6.6.] [TG: Uuh huh]

24. LT: Perfect for soybeans. [PH: Yep] [TG: Ha ha ha]

25. PH: But it's and I ah, I take all, I take the manure from all our operations, [LT: Huh] and we haul from a couple of other operations. [LT: Huh] If I wanted to, I could, the limiting factor for me [TG: Uuh huh] is getting the raw manure, because I can sell the product. [TG: Uuh huh.]

26. LT: Interesting. Now is, is turkey in a way very different in any way from chicken, or is it really pretty much all the same, or?

27. PH: Broiler manure and turkey manure are fairly similar. Broiler manure would be a little dryer. [LT: Uuh huh] Cage layer manure is pure manure, I mean [LT: Ah sure] that's pure manure, [LT: Huh] but the cage layer manure people, they make more money than I do with their manure, because they take and they run these fans and they keep that stuff dry, [LT: Oh sure] [TG: Uuh huh] 20-25% moisture, [LT: Sure] and now they're gettin' smart.
Farms Egg example up in Fort Dodge, they'll take their product and sell it to the Bode Coop. Bode Coop takes that dry manure hasn't had any processing done to it at all, [TG: Uh huh] and they mix it with some dry fertilizer. [TG: Uh huh] And then they, then they sell a combination [TG: Uh huh] to farmers. [TG: Uh huh] And they get paid, they're gettin' paid about double what I get. [TG: Oh really] [LT: Huh] But, they're, they're content of their manure is higher too, 'cause they got about 15-20 percent less moisture in the product, [LT: Yeah] it's a good product, [TG: Uh huh] I can take our product and do more with it though because of the process we've gone through [LT: Uh huh] and the bacteria that we've killed, [TG: Uh huh] Bacteria that we've created, [TG: Uh huh] [LT: I see] and there's, and therein is the big difference. [TG: Uh huh] [LT: Huh] Um, but there are combinations that are [TG: Uh huh] fine. [TG: Uh huh] It's ah, to me it's, we, we, if we're, what we're doing here, [TG: Uh huh] is we're taking a day old turkey [TG: Uh huh] we're trying to grow him as efficiently as we know how, [LT: Uh huh] and it's a fast track today. [LT: Uh huh] [TG: Uh huh] Because the margins are so thin. And if we can get a high oil corn, if we can be on the cutting edge there, [TG: Uh huh] you keep all your growing costs down, then you take this and you take it and you own your processing plant, and you keep those costs down, [LT: Uh huh] we can end up with a cost effective product [LT: Huh] for the consumer. [LT: Uh huh] And then start, and, and handle the safety the whole way through. [LT: Uh huh] That's what our...

28. LT: Add value to the fertilizer [PH: Right] or to the manure

29. PH: Right, and we're taking the fertilizer and adding value to that, um, we're ah, we're looking for every kind of possibility within our plant. [LT: Uh huh]

H-A19. Fertilizer business WC: 3072

H-A.20 Niche products
1. PH: For example, um, ah Louis Rich did not harvest the gizzards [LT: Huh!] We're now putting in a gizzard machine, harvesting the gizzards. [LT: Huh!] People in this country don't like the gizzards, but in his country they love the gizzards. [TG: Ha ha ha] [LT: Huh!] And so I mean, we're marketing those. [LT: Huh!] Ah, and what, [LT: Huh!] you know it's kinda' like one man's junk is another man's treasure. [TG: Ha ha ha] [LT: Ha ha ha] And it's a good thing we all don't think alike, that's why, [LT: Ha ha ha] that's why [LT: That's true] when the doctor here tells me that he doesn't, he doesn't ah, he don't like white meat, that's fine. [TG: Ha ha ha] [LT: Ha ha ha] Because if everybody liked white meat we'd have a heck of a mess.

2. LT: Gettin' rid of the dark meat what would we do?

3. PH: And I don't care [LT: Yeah] what sells for more money, [LT: Right] as long as it sells for a reasonable, [TG: Uh huh] [LT: Yeah] so we can end [LT: A little of return] up with a profit, [LT: Yeah, yeah] but that's really kinda' what it's, that's what it's all about. Now let me show ya' a couple things here. This, this is an old crib that I converted into a wash shed so that we run stuff in there and we wash everything [TG: Uh huh.] and ah try to maintain our cleanliness [LT: Uh huh] as best as we can. Um, this...

H-A, 20 Niche products WC: 261

H-A.21 Former cattle operation equipment
1. LT: These are remnants of your cattle operation.
2. PH: Yeah, this is remnants of the cattle operation. [LT: Ha ha ha] [TG: Uh huh] this is, these are the types of spreaders, I rent these out all over the state. [LT: Uh huh] I work with a lot of organic farmers, [LT: Oh yeah] [TG: Uh huh] because this product is certified for organic, [LT: Oh, sure] as an organic fertilizer [TG: Uh huh] and what I've done, I've started doing seminars over in the Carroll, Iowa, area about 8 years ago [LT: Uh huh] and see what that is, if you look at the back end of that, [LT: Oh yeah] that's nothing more than a lime spreader [LT: Yeah] with a wider throat on it, [TG: Uh huh] and is, and is made perfect [LT: Yeah] for our product. [LT: Uh huh] I rent those out all over the state. Guys pick 'em up and [LT: Huh] they, they, that's how they spread 'em, you can maintain a thinner spread. [LT: Sure] The key here is teaching people [LT: Huh] to get their manure spread evenly [LT: Uh huh] and thin enough. Most farm people always spread manure too think! [TG: Uh huh] Way too thick.

3. LT: They want to see it from the road, huh!

4. PH: They want to see it, [LT: Ha ha ha] and that, you don't need to see it, you can just ?? to the ground, it will do you just as much good. [LT: Uh huh] This is the machine that we use to skim our buildings with. [LT: I see.] That thing pulls up all the manure and it goes over that, [LT: Uh huh] that, that, shed. [TG: Uh huh] I think it shakes the, that thing just shakes the, what it does it just shakes the sawdust out of it, [LT: Uh huh] and the, the manure part goes back in too and is stored back there in that [LT: Huh] little cart and then we, that cart just get puke it out the back end [LT: Uh huh] in a little pile. [LT: Huh] Now, I'm gonna' show ya' this, this is, this is a trailer, we have two of these trailers. This is what we move turkeys with. There is a [LT: I see] belt on that trailer. Then that trailer tilts up. It's hydraulically, it'll tilt right [LT: Ahhh, okay] down to the ground and the back end, you chase the turkeys right on to the belt, and run that belt real slow and it pulls 'em right to the front of the trailer. Get a load, [TG: Uh huh] you take it, [TG: Uh huh] a guy lifts up the back end gate and [LT: Uh huh] that this trailer hasn't been cleaned out, and I told the guys today before it goes to another job. But, there you can see the belt. [LT: Oh yeah] the rubber belt. [LT: Yeah] It's a rubber belt that I'm talking about and that just pulls the turkeys forward [TG: Uh huh] and you get there, you lift up your end gate and it puts 'em out. [TG: Uh huh] [LT: Yeah] This is our old-style trailer where you push 'em all on, [LT: Oh yeah] and then you got to push 'em all [LT: that's a lot of work] off with a broom though. [LT: Oh man] Everybody 'bout dies by the time you're done, [LT: Yeah] your, your, I tell the guys they don't need to go to the health spa.

5. LT: That's right. No they don't.

6. PH: They've gotten their exercise. [LT: Yeah, ha ha ha] We took old cattle building and put fronts on 'em and made machine sheds out of 'em. [LT: Uh huh, yep]

7. LT: Yep. Now if someone could just figure out a good way to use Harvestores.

8. PH: I, I, ah, [LT: Ha ha ha] sold a couple of 'em and I've still got three of 'em [LT: Huh] sittin' around. And ah, the, [LT: Ha ] the new craze in the hog business, of course, is the slurry storage, comin' back, [LT: Oh] and they're
Putting hog manure above the ground, and ah, piping it in the top (TG: Uh huh) of a slurry store (LT: Oh) and then they get rid of a lot of odor 'cause they got it up in the air a lot further, (LT: Ahhhh) and they don't go down in the ground with them

9. LT: I see. So they convert 'em to that? (PH: Yup) Huh! They can stand the weight? (PH: Yesp)


11. PH: That's my hog friends were telling me this weekend.

12. LT: Yeah, that makes sense, yeah

H-O.6 Concluding pleasantries and card exchange
1. LT: Well, we sure appreciate this.

2. PH: But there's a lot of things that are being done. That's just the was it is.

3. LT: Thanks for your time.

4. TG: Thank you very much.

5. PH: Yeah, well I appreciate you stopping (LT: Thanks a lot) and ah, you know if you can a, I'll get you a card. Let me get you a card. (TG: Ah yes)

6. PH: No, I'll get you a card,

7. TG: Oh really. Ah, thank you very much, yeah.

8. PH: I'll get you my card, (LT: Yeah, okay) and ah that...

9. LT: Then when you go to J...

10. PH: If you, if you run across somebody (TG: Uh huh) that I need to be in contact with (TG: Uh huh. Okay) why ah, I'll just give you several cards, give 'em a card and get in touch with me because (TG: Uh huh) we're serious about this (TG: Uh huh) importing, just come on in (TG: Okay.)

11. LT: Then when you visit Japan, ah, in a few months, Paul, you can just ah (PH: Absolutely) look him up. Ha ha ha.

12. PH: I spent, I studied in Bangkok, Thailand my senior year in college (LT: Oh really?) and I spent time in Japan (LT: Oh really) and...

13. PH: Yeah, just take a few

14. TG: Okay. Ha ha, thank you.

15. LT: Thanks, Paul.

16. PH: If you run across some people, why...

17. TG: Thank you
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18. LT: Thank you

H-O.6 Concluding pleasantries and card exchange WC: 239

H-A22. Exporting and international communication

1. PH: We, we, we need to, [TG: Uh huh] there’s a lot of things that we need to
do to get us into the whole exporting thing, ah, [LT: Yeah, yeah, there’s a
lot...] we understand it takes time, I mean I might start talking to someone
this year and it might be two years before you have anything that’s, [LT:
That’s right] that’s workable. [LT: Yeah] But ah, I do know that we’re
making an ocean of test products right now, [TG: Uh huh] you know, and a,
if you can put me in contact, or our people in contact with somebody that
ah, says hey, we need a product, a turkey type product [TG: Uh huh]
that ah, we can eat with rice that we can mix with rice, [LT: Uh huh] that,
that, and these are what I’m, and these are the types of things I’m looking
for [LT: Uh huh] as far as if they have specs that they want in it, fine, if not
tell us what they want. Just put us in contact [LT: Yeah] with the right
people. So often times, if you can cut through the some of the middle
people, [LT: Right] and, and, [LT: Ha ha ha] just get to what people want,
we can, we can help, and that’s the real challenge. And I’m not as concerned
about the fingers in pie, [LT: Uh huh] as I am about getting the right
information and the right [LT: Yeah] communication.

2. LT: We were talking about how, how good information really is the key
sometimes, and we, we operate on on presumed ah being, we might think
we’re well informed on a certain subject, in fact the case may be a little
different, we, you know Dr. Go and I have talked a lot about this for the
past several months, but...

3. PH: I spent a couple of weeks in Japan in 1980. I had a sister that was a,
did some mission-type work ah, [TG: Uh huh] she was a Christian [TG: Uh
huh] mission [TG: Uh huh] there, in there in Japan. And ah, we went over
and visited her and this type 'a thing. And ah, well, that’d be the one, yeah
it’d be Anne, yeah, [LT: I know Anne] well she and her husband [LT: Oh
really] spent two years over there before she went for her doctorate

4. LT: I didn’t know that. [PH: Yeah] Oh I didn’t know that.

5. PH: and then her husband is a Lutheran minister.

6. LT: That part I knew

7. PH: but he went for the ministry and she went to work for her, on her
doctorate degree [LT: Huh] after they got back to this country. [LT: Ahhh]
They both taught school [LT: I see] for a couple of years [LT: Oh they did]
prior to that [LT: Huh] and ah, [LT: Interesting] so that kinda' how it...

8. LT: Well we have a common background, I've done some of the same stuff.

9. PH: Okay. But, it was interesting, then I went, when I went over there, I had
spent my senior year in college in 1966-67 studying in Bangkok. [TG: Huh]
'Cause I'd gotten my course study pretty out of the way, and I, they had a
program, I went to St. Olaf up north [LT: Sure, sure] of here in Minnesota
and they had a program where you could study in, in Bangkok. And I
studied at the university of Chulangkorn at the there in Bangkok. We spent
a lot of time in Laos, and (TG: Uh huh) Hong Kong, I was in Hong Kong (TG: Uh huh) twice, and we were in Japan twice, we were in the Philippines and Malaysia, and (LT: Good) Singapore so I mean, that area of the world’s like a, well I have a special place in my heart for that area of the world, and it’s interesting, I went back then in 1980, (LT: Huh) and I took Anne and Doug with me, and, and my wife to Hong Kong for a week. (TG: Uh huh) And it was interesting because I had seen these people that were escaping out of Communist China (TG: Uh huh) into Hong Kong in the late 60’s, and I mean living in shacks, (LT: Huh) and and just dirty poor, got back there and were were, I had read about the boat people, (TG: Uh huh) the Vietnamese boat people, (LT: Huh) and I got back there and I wondered because I had seen a lot of boat people before and they were really poor, you know, just a hole in the floor is where your bathroom was, (LT: Huh) and I got down in those boat people in the outer areas of Hong Kong and my gosh they had color Tv’s (TG: Uh huh) and thing were in pretty good shape, (LT: Nice boats, nice boats) and I thought this is neat. Because the economy of our world was definitely (TG: Ha ha ha) better than it was. (LT: Yeah) And ah, very interesting. (LT: Yeah) Of course, the Japanese people are very progressive people and ah, have done (LT: Yeah) very very well ah, (LT: Yeah) ah, everything is out and ah, done well in manufacturing and of course in all the, (LT: Yeah) geez, (LT: Yeah) the Sony company, (TG: Ha ha ha) I mean they just (LT: Yeah) in ??? the world right off the map when it comes to (LT: All the Tv’s, yeah) electronics and stuff it’s just incredible what they’ve done but it, but, but those things as you become more ah, affluent society, you have more problems because I know when we were at (LT: Yeah) the time I was there in ’67 heck you could walk anywhere you wanted to in the back streets of Tokyo and we could want into the little teen bar and kids would be, you know they’d all be lookin’ at you ‘cause you were white. (TG: Ha ha ha) and it was interesting and it was fun. (LT: Yeah) And but nobody would ever think of hurtin’ ya’. (LT: Yeah) And now you, you go back to Hong Kong and you know, they got policemen on every corner, (LT: Yeah) they didn’t used to have that, (TG: Uh huh) (LT: Hmmm) and ah, you think more about that. There’s more, there’s more crime (LT: Yeah) (TG: Hmmm) as you become more affluent. (TG: Yeah, yeah) These types of things happen. (LT: Sure, sure) But ah, interesting old world. (LT: Yes it is) sure a smaller one than it was. (LT: Sure is) I ah, I spent a lot of time with Russian people, and they come, and we show them, and ah, it’s interesting, because I’ve had the Communists here, and I’ve had people that have ah, being given land, (LT: Uh huh) and ah, and you know they got a real struggle goin’ on (LT: Ah yeah) and of course you know when the Wall came down, ah, in East Germany of course that was a big day, but it created a lot of problems too. (LT: Hmmm) And you got people that for 70 years they lived under Communist rule period. (LT: Right, right) And ah, you know Communism isn’t all bad, (LT: Yeah) and isn’t all good. (LT: Yeah) And Democracy isn’t all bad and all good...

10. LT: A lot of things like that.

11. PH: ...and there’s somewhere in between that’s probably okay. There’s a way to find that.

12. LT: We’re still lookin’ (TG: Ha ha ha!)

13. PH: We’re still lookin’ but we enjoy freedoms that, (LT: Yeah) I gave a Memorial Day talk (LT: Yeah) yesterday, I mean it’s ah, you know we, we
look for something better, but this is the best we've figured out so far, [LT: Yeah] and it's like one guy told me he says I fly all over this world and he says I come back to this country, he says I kiss the ground every time I come back. [TG: Ha ha ha] Ha ha ha. There's some things that okay, I maybe wouldn't say that if I lived in southern Los Angeles [TG: Ha ha ha] Ha ha and some of those places, it's, you're, you're fortunate to spend time out here in the Midwest, because/ we're, we're different...

14. TG: Yes, I guess, // very good place, yes, and I sometimes express my opinion that ah, I realize that here in Iowa state is very much closer to the situation in Japan because less crime rate, [LT: Yeah] very important. Yes, we can't measure it in to our mind. [LT: Yeah] PH: Yeah] But it is very important, very vicious?? so, I, I agree, yes, in the southern part of Los Angeles we have a lot of opportunity to make money. Yes. [LT: Ha ha ha] There is not doubt. But it is uncomparable. [LT: Yeah] Yes. For the good living here in Iowa state. It is most important thing, I think. [LT: Yeah, yeah] PH: Yeah]

15. PH: And I think what you'll find, [LT: Yeah] you know, I deal with all kinds of big companies now, and the one thing that you realize, I've maintained, this, our company will shoot totally straight. I mean, we're be, we're gonna' tell it like is. And we aren't out to gouge, [LT: Uh huh] we're out to make a profit, like anybody is, [LT: Uh huh] but we have to earn business, and we have to, we have to treat people right, [LT: Uh huh] and ah, I think, I maintain that'll go an awful long way/

16. LT: Uh huh, Yeah, I think so, the difference // But you have to communicate, man and that's, that's, you can say it, but to get people to believe it, I mean you, you have to, your actions have to speak [LT: Uh huh] louder than your words, [LT: Hmm, yeah] it's an exciting time (TG: Okay)

H-A22. Exporting and international communication WC: 1671

H-O.7 Concluding/leave taking
1. LT: Thanks for your time, Paul.

2. PH: You bet.

3. LT: Thanks, we've taken way too much of your afternoon, here. Way too much.

4. PH: We appreciate you stoppin' and this'll work out good. I have another appointment here at four o'clock.

H-O.7 Concluding/leave taking WC: 41
APPENDIX B: TATSUYA GO'S FINAL REPORT

Note: This report does not in any way represent an official view of the Ministry of Agriculture, Forestry and Fisheries in Tokyo, Japan.

Structural Changes of Meat Industry and Countermeasures for the Environmental Issue in the United States- Focused on Pork Industry -
Tatsuya GO,
Ministry of Agriculture, Forestry and Fisheries, Japan

1. Introduction
Through the liberalization of beef imports in 1991 followed by the implementation of GATT Uruguay Round Agreement, the Japanese meat industry is in a difficult international competition phase, and the industry is struggling to restructure.

On the other hand, the trend to concentration of pork production in the hands of corporate farms is progressing rapidly in the United States, the largest meat import source for Japan. In these decades, the Japanese pork industry has been struggling to expand its production, but such attempts at concentrated animal feeding have been hampered by a severe difficulty with managing environmental issues and therefore has met substantial difficulty in expanding capacity now.

The purpose of this report is to understand the countermeasures for the environmental issue in conjunction with the increase in production units implemented in the United States, and to outline the possible future of the U.S. pork industry.

2. The history and current situation of U.S. pork industry
2-1 Hog Production
Traditionally, hog production has been developed as a part of a diversified-farming operation in the mid-western states, one of the most productive areas for corn and soybeans in the world. In the 1980's, the trend to fewer and larger farms developed rapidly in U.S. agriculture. Like other industries, the hog industry had experienced a decline in the number of hog farms, but the total hog production was maintained in a certain level by the enlargement of the other farms. It is interesting to understand that this trend was attributed to the enlargement of independent family farms, instead of the entrance of large scale commercial farms. On the other hand, large scale hog raising facilities were built in Japan in the early- to mid- 1980's.
But around 1990, large scale corporate hog farming emerged in the south-eastern area of the United States, represented in the case of North Carolina which had suffered from the decline of the tobacco industry. In contrast to the mid-western area, hog production in these "developing" areas has increased year by year, supported by efficient facilities and advanced technology. The production share of these developing area accounts for around 20 percent of total U.S. hog production.

From the viewpoint of total hog slaughter and total pork production, they have continued to increase slowly over the long run. In recent years, the annual hog slaughter has been maintained at a level exceeding 90 million head, and total pork production is at around 7,500 to 8,000 metric tons. These figures represent around 10 times as much as those of Japan, notwithstanding the fact that the average head per farm in the U.S. (357 head per farm, Dec.1996) is smaller than that of Japan (619 head per farm, Feb.1996).

Generally speaking, around 70 percent of production cost is attributed to feeding cost, and thanks to the low feed grain prices, the production cost of U.S. pork is extremely low. But there is still some cost difference area by area in the U.S..

In the mid-western part of the U.S., more than 50 percent of feeder grain for hogs was grown on the same farms. On the other hand, the rate of "home grown" feed grain is significantly lower in the south-eastern states. As a result, the unit cost of feed grain is around 20 percent higher than that of mid-western states in south-eastern hog farms. In spite of the advanced and efficient management system implemented in the south-eastern states, the feeding cost per unit weight gain is still higher in such "emerging" production area than "traditional" one. Though the help of lower "capital replacement cost" and "opportunity cost" per production unit, "total production cost" is almost the same between emerging and traditional areas.

In comparing the production cost in the U.S. with that of Japan, the largest difference lies in the unit price of feed grain, then followed by veterinary, pharmaceutical expenses and labor cost. On the other hand, average "capital replacement cost" and "opportunity cost" are higher in the U.S. This fact shows the amount of capital invested in the hog unit is much larger, and as a result, higher feed and labor efficiencies are achieved in the U.S. hog industry.
2-2 Pork marketing
Due to the historical reasons, large hog packing plants are concentrated in the mid-western area. In the other areas of the U.S., the hog price sold by farmers tends to be lower than that in the mid-western area, because those packers can stand on a "take it or leave it" position due to the lack of their competition. The most important reason that the contract hog feeding operations are rapidly expanding in the emerging area is attributed to the intention to avoid the instability of hog prices.

Most of the fed hogs are sold on a live weight basis in the U.S., in contrast to the Japanese trading system where most of the hogs are slaughtered under farmer ownership and sold on a carcass basis. The hog producers in the U.S. tend to be eager for the higher "feed efficiency" and "red meat contents", but are less aware of the improvement of "taste" or "marbling" than Japanese producers. This trend must be related to the difference of the trading system between two counties. In addition, the "PSE (Pale, Soft, Exudative)" pork is much more frequently seen in the U.S. pork as well as difficulty for absorbing the water-soluble additives due to the substantial percentage of "Hampshire" genetics in the total herd.

The hog slaughtering-cutting system is substantially different between the U.S. and Japan. In the U.S., almost all of the packers are acting as follows; at first, they scald slaughtered hogs for 5-6 minutes followed by offal removal, then the pork carcasses are chilled in a refrigerator for 24 hours. This procedure is called "With-skin treatment system" in Japan. Despite the advantage in improving the treatment speed and working efficiency in the "With-skin treatment system", this procedure is rarely implemented in Japan because of its damaging effect on the meat quality. Several U.S. plants, which have a strategy to expand their market in Japan, have a "Improved with-skin treatment system" known as "Deep chill system", chilling the carcasses rapidly, but there still remains the difficulty in quality for exporting Japan. On the other hand, only a few plants have a "Skinned treatment system", whereby the skin is removed soon after slaughtering without scalding. Concerning the difference of standard cuts of fabricated pork, U.S. pork packers have noticed the importance for exporting to other countries, but there is still room for improvement.

2-3 Pork demand
Annual per capita consumption of pork in the U.S. is almost stable at 22-24 kg after 1980's, which represents twice the consumption in
Japan. From the viewpoint of total meat consumption, U.S. meat consumption is around three times as much as Japan. These days, beef consumption is on a decline replaced by poultry consumption due to the health consciousness trend.

National Pork Producers Council has taken measures against this trend. They advertise pork as "The other white meat" to the domestic market, and at the same time, they recommended hog farmers to produce hogs with higher feed efficiency and less fat. As a result of this recommendation, the character of hog is different from that of Japan, where the hog genetics are improved for taste rather than feed efficiency. Some person regards the strategy taken by NPPC as excellent, but others do not. But as far as the contribution for cultivating the Japanese pork market, this strategy has resulted in no profit.

Traditionally, around 95 percent of pork produced in the U.S. has been dedicated to domestic consumption. So, for the U.S. pork producers, the most important way to improve the demand has been to carry out research and to take appropriate measures for the domestic market, and that has been enough. But it is not enough for the future. Analysis of the consumers' demand in foreign countries, which tend to be different from the domestic one, is necessary for expanding the pork export to the new market. In addition, it should be followed by appropriate procedures for pork production as well as long term relationships. But, specialization for such small market has substantial market risk and is less efficient for large scale hog enterprises. Based on such background, the efforts to expand the exports made by U.S. companies tends to be on an ad hoc basis, very much inferior to the other exporters.

In the U.S. pork industry, the importance of the export market is widely recognized now, but they have a number of problems to expand the foreign market. It is relatively easy to put pressure on the importing country to reduce the import tariff, but as far as remaining with the U.S. standard, the U.S. industry cannot satisfy the export pork trade in the long run. For the U.S. pork industry, most of the "barrier" or the "obstacle" for export should be attributed to the lack of knowledge and communication to other markets. Unfortunately, only a few people realize this fact.

3. The social requirement for pork industry in the U.S.
3.1 Environmental issue
The environmental issue associated with livestock farming is generally categorized in two sectors; one is the water quality problem and the other is the odor issue.

Concerning the water quality problem, the Federal government has a regulation for confinement livestock farming --“Clean Water Act" established in 1977 which is tied to the number of livestock. Specifically, it creates the plan to insure no discharge of manure or process wastewater into the waters from the confined animal feeding operations, and such plan should be submitted to the National Pollutant Discharge Elimination System, who gives them permits.

While the government sets environmental standards, most of the states have their own regulations based on state laws, which are stricter than the federal laws. These states usually have a construction permit system for livestock facilities which requires a reliable structure for the manure storage facility, the manure application plan and the surveillance of the nutrients contained by soil to which manure is applied. When these regulations are violated, such operation may incur a civil penalty, and habitual violators may be penalized by the withdrawal of the permit.

On the other hand, there is no federal regulation for odor itself. "Clean Air Act" is a federal act, which pertains to the regulation of air pollution, but it regulates the density of measurable chemicals like sulfur dioxide or carbon monoxide. As subjective and immeasurable pollutant like odor is not prohibited by Clean Air Act, most of the states have indirect regulations for odor by setting a construction permit requirement for concentrated animal feeding operations. Such regulations are usually implemented by counties as well as states, and in most of the cases, it requires buffer distances (setbacks) between manure storage facilities and adjacent existing housing as well as manure application areas and boundary lines. If such requirements were not set by states, the permit for the ownership of the lands and for the construction of the facility should be allowed by local governments, such as city, town or county. So in the case that the county has a zoning requirement for livestock facilities, the projected operation should be in compliance with applicable requirements.

Thus, the requirement attributed to the environmental issue differs state by state because State governments and local governments
(including County, City and Town governments) have the substantial right to establish their own regulation.

Generally speaking, water pollution issues are a major concern of grass-roots groups and environmentalists in the eastern States, where hog farming has rapidly developed in this decade. Until several years ago, the requirements of manure application had not been strictly applied to the hog operations in this area. So we still can easily find a lot of huge earthen lagoons with substantial manure and wastewater there. By using lagoons, hog operations can easily obtain economic benefit because of the lack of need for manure application, soil surveillance and additional labor. On the other hand, this method affords substantial risk for environmental pollution, and actually the runoff or overflow of the stored manure sometimes takes place in this area. Finally, this "habitual" violation gives large hog operations located in the eastern states a bad reputation. In North Carolina, the moratorium for enlargement or construction of hog farms was decided and started in August, and is projected to continue until the end of March, 1999.

In contrast, in traditional hog production areas, almost of all the manure is used as a fertilizer because of the abundant croplands to apply it to. So, water pollution problems in mid-western States are less severe than that of eastern states. In addition, the application of stored manure is strictly obliged to the hog operation in mid-western States. As a result, the larger "Factory" farms tend to be more difficult (substantially "impossible") for securing the enough land for manure application than smaller "Family" farms. Furthermore, the buffer distance (e.g. the distance between hog facility and public areas) is set in line with the scale of production by state law in the mid-western States. So larger facilities have to abide by the stricter regulations than smaller ones.

In other words, the regulations of mid-western States are very strict for the larger farms, which tend to be regarded as "unsustainable", but they are relatively moderate for the medium-sized family farms.

3.2 Restriction for company farming

Generally speaking, most of the mid western states have regulations that restrict commercial farming and foreign investment in agriculture. These laws are applied to commercial farming itself, which includes livestock farming. In the sense of extent of regulations,
the laws in the mid-western states are stricter than Japanese farmland ownership laws, which target the acquisition of farmland. As a result, investment in agribusiness is allowed only in the wholesale or retail sector.

In the mid-western area, many citizens still believe that agriculture is best performed by family farms. Large farms particularly livestock confinement operation owned by outside investors are sometimes called "Factory Farms" and strictly distinguished from "Family Farms". I think that if such regulations had not existed, commercial operations should have tried to make investments in these states. But at the same time, most of the operations would have confronted severe difficulties for maintaining their operation due to public resistance. Anyway, there lies only slight possibility for relaxing the regulations maintained by these states.

In recent years, (due to the difficulty for investing in the mid western agriculture sector), many livestock operations who have invested in the South Eastern States are trying to find better locations in the high-plain states or Canada, where the population density is low and the groundwater level is deep. But the moving livestock operations is not a basic solution to the disposal of animal waste. In addition to that, there is still the difficulty of higher price of feed grain, compared to the mid-western states. So the larger operation who might move to new locations would not always make their profitability better than in the mid-western states.

Some of the persons concerned think that the decrease of hog populations in the mid western states is due to the difficulty for settling environment issue problems. But I think this is a misunderstanding. The most important reason for this decline is in line with the change of profitability of hog farming in recent years, which should be attributed to the growth of the market hog production in the other states and to the surge of the feed grain (corn and soybean) price in 1996. Because most of the mid-western hog operations are producing their own feed, the difference of profitability between hog farming and grain production tends to dominate their decision whether they may raise the market hog or they will sell the feed grain for cash. The profitability of hog farming was lower than that of crop farming in recent years.

4. The future of the U.S. hog industry
There is no doubt that the U.S. is one of the countries that has the best potential ability for hog production. I think that the best way for solving the environmental concern about hog production is to dispose of the waste as agricultural fertilizer. In other words, the best way for solving the environmental concern is to produce hogs in the midwestern states. But these states have difficulty for receiving the profit with decreasing the cost of production by accepting the large scale of hog operation due to the State's regulation as well as community's preference. On the other hand, the area without cropland would be confronted with insurmountable environmental problems sooner or later as shown in North Carolina.

Concerning the wholesale or distribution sector, the U.S. pork industry is behind the beef industry as measured by market maturation; the market share of the largest packer is still less than 20 percent of the total pork market. Most of the concerned persons think that the merger and absorption of packers and distributors will continue for several more years.

I suppose the strategies of large hog operations, including packers, should be divided into two categories. 
(i) The first strategy is looking for the way to invest in the midwestern states. At first, they might try to reduce the packing plant in this area to make the profitability of farmers decline. Then, they would support the lobby for lifting the restriction of States from the viewpoint of "activating the State's economy".
(ii) The other strategy is looking for the other "farm land" where the environmental concern is less possible, and possibly, the feed grain would be grown. Most of the foreign investors, including Japanese firms, seem to take this position. Spring wheat growing areas in Canada (Alberta, Saskatchewan, Manitoba) or Pampas in Argentina would be the possible locations for these firms.

Which strategy is better? No one can answer this question right now. Anyway, most of the "player" in the U.S. pork industry is thinking that it is a time to develop a long-range strategy.

5. Conclusion

The U.S. hog industry has a huge potential. But it still faces problems, which should categorized as follows - (i) "Difficulty for developing the quality suited for foreign markets", (ii) "Difficulty for seeking the best
solution to the environmental problem", and (iii) "Difficulty for investment to the most potential area".

Each of them is very important, and at the same time, answers are not easy to come by.

(i) Concerning the quality difference issue, some of the U.S. packers have realized this fact recently through the compensation for their deficit, which was caused by unexpected reaction by Japanese consumers. But, unfortunately, most of the producer have not realized this fact. To solve the quality issue, U.S. hog producers should change their viewpoint from feed efficiency to pork flavor, and U.S. packers should change their slaughtering and cutting procedure. There are still only a few firms that have close connections with users in importing countries. Needless to say, the most important point is to understand and respect the typical demand of the importing country. In such means, the U.S. pork industry should try to improve its communication with other markets.

(ii) Concerning the environmental issue, it would be attributed to the irrationality for raising hogs in the feed deficit areas. In such means, hog operations in the "developing area" are confronting the difficulty which Japanese industry confronted 10 years ago. It might be impossible to solve this issue fundamentally. So such operations should choose one from the following two possibilities; stopping the enlargement to unite with the neighbors or seeking new locations with fewer residents and more cropland.

(iii) Concerning the restriction for commercial farming issue, this must be the most difficult matter to solve. If commercial farming had been permitted, these states would have dominated almost all of the production in the U.S.. In such case, the production cost would have been lower and environmental concern should have been less likely there. But it is doubtful that the quality of life would have been improved (at least from my investigation). I think that there is still little likelihood for lifting the current regulations in the mid-western states.

To imagine the future in the hog industry, we have to solve the difficult issues as above. But from the other viewpoint, we still have room for improvement. I believe there is a future of great potential in this industry.
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