

NOT YOUR GRANDPA'S PIG FARM

This is a story about change. Mike Barhorst works on a family farm. It is a privately owned business that has grown and changed.

How have consumer demands for pork changed in the **last 30 years**?

How has the animal environment on the farm changed in the **last 30 years**?

How have technology and specialization changed the day-to-day operations on the farm?

What college education did Mike Barhorst get to prepare him to work in the changing marketplace?

GRAPHIC ORGANIZER

Organize your information for then (1978) and now (2008). Consider the producer, the consumer and the product. Include specifics of science, technology, education, specialization, animal health and welfare, consumer demands, and trade (exports).



PRODUCER	education size of farm specialization		
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CONSUMER	type of pork desired in diet who buys Ohio pork		
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PRODUCT (HOG)	leanness of hog		
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SCIENCE AND TECHNOLOGY OF	genetics diet animal environment		
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