

2024 ADVISEMENT

KEY RESULT AREA: Market Demand

ADVISEMENT NUMBER: 2024– A1

SUBMITTED BY: Iowa Pork Producers Association

SUBJECT MATTER: Pork Marketing & Innovation

MOTION: The National Pork Board should invest time and Checkoff funds to move pork products through the retail channel as quickly as possible. This would include additional programs and activate with channel partners. National Pork Board will invest checkoff resources to initiate innovation and development of new pork products for consumers as quickly as possible. This program should enhance current programs in place.

Passed

Rationale:

Demand for pork products is adequate but needs to improve. The current economic situation is creating a need to expand our demand and sales of pork via the retail channel. Competitive proteins have developed many new innovative products and pork innovation has been limited. The pork industry needs a catalyst to create and attempt more innovative pork products.