

# 2024 ADVISEMENT UPDATE

**A1 - 2024: - Market Growth** – Submitted by: Iowa Pork Producers Association

**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.

**UPDATE:** NPB has invested resources to support Advisement A1 to ignite innovation discussions across the pork industry, leading to incremental growth opportunities for the pork category. The following progress and projects have resulted:

1. **Innovation Project 1:** The development of NPB Innovation Strategy and Framework that guides NPB's investments, resource allocation and innovation projects.
2. **Innovation Project 2:** Foodservice Project 1 — This project is focused on improving pork acceptance beyond current portfolio items and driving incremental distribution and menu opportunities.
  - a. **Scope:** Designed to increase relevance of pork and bring them into more high visibility and high-volume selling opportunities — multiple day parts and menu parts, multiple occasions and as an ingredient in culturally relevant cuisines.
  - b. **Progress:** Identified a foodservice distributor and established a partnership to elevate pork menu opportunities through solving some of the operator's biggest challenges: labor (one step removed preparation, ease of handling/storing); consistency of product/eating experience (techniques and technology); and menu concept ideation (culturally inspired cuisine that will appeal to younger generations and be a trip builder). NPB developed two new product innovation concepts and program ideas for launch in the casual dining and c-store segments.
  - c. **Next:** NPB is currently working with the distributor to sell in and sell through the pork opportunity, program and concepts so they can be introduced in the back half of 2025.
3. **Innovation Project 3:** Foodservice Project 2 — This project is focused on influencing chefs and ensuring pork and its versatility are widely understood, valued and embedded in the next generation of foodservice leaders. We are achieving this by putting pork in the hands of the students and designating pork as the protein for the curriculum.
  - a. **Scope:** Designed to increase the relevance of pork and bring them into more high visibility and high-volume selling opportunities — multiple day parts and menu parts, multiple occasions and as an ingredient in culturally relevant cuisines.
  - b. **Progress:** NPB has partnered with and sourced incremental funding from another commodity organization for this innovation project, which will put pork at the center of the food science program at the Culinary Institute of America (CIA).

In partnership with CIA, NPB has integrated pork into the 2025 curriculum of the CIA food science program. Pork will be the protein that the chefs, instructors and students study and use for the application of the program, which includes:

- **Product design:** Working through the NPB consumer segmentation, the students will design products and applications for specific consumer groups. The broad project goal is to increase direct experience of product design professionals and chefs with pork products. By connecting students with real-world product design projects and an iterative, insight-driven process, students will view NPB as a resource for product and process thought leadership.
  - **Product positioning:** The students will understand how and where to consider pork — raw material, processing ingredient ability and product positioning related to culinary expertise.
  - **Consumer-first approach:** Students must leverage the learnings of the NPB *Consumer Connect* segmentation tool to develop their menu and product concepts.
- c. **Next:** The first semester runs from January through March. The second semester runs from April through June.

- 4. Innovation Project 4:** This project is focused on identifying and sharing innovation opportunities with key stakeholders across the industry to spark new thinking and development through the entire value chain.
- a. Scope:** NPB is developing an innovation summit that will be held in September 2025. In this session, NPB will communicate the biggest near-term, mid-term and long-term opportunities for the pork category and how to use innovation as a key to unlocking growth.
  - b. Progress:** NPB is currently working on the design, build-out and details of the event.
  - c. Next:** Confirmation of the event agenda and content/speakers is expected by June 2025.

**A2 - 2024: - Animal Welfare – Submitted by: Iowa Pork Producers Association**

**MOTION:** The National Pork Board is asked to encourage packers to include producer owner representatives and livestock hauler representatives in the process of setting any new delivery policy at plants. Packers should provide adequate parking and holding pens for scheduled loads to be unloaded in a timely manner and packers increase communication if a plant emergency occurs.

**UPDATE:** The National Pork Board’s Producer and State Engagement team, plus the Packer/Processor team, reached out to high-volume packers in the U.S. These packers account for 57% of the total packing capacity and represent 20 individual packing plants.

After discussions about A2-2024, each of the packers confirmed that they do have an advisory team at the plant or corporate level that consists of producers and livestock haulers. The team is consulted and informed on any policy changes or actions proposed by the plant.

**A3: 2024: - Nutrition – Submitted by: Iowa Pork Producers Association**

**MOTION:** The National Pork Board is asked to further develop and test new food frequency questionnaires and dietary evaluation tools that clearly isolate pork, to better understand impacts of pork on nutrition and health outcomes. The updates should be reported back to the NPB Board of Directors, the proper task force and delegates at the 2025 IPPA Annual Meeting.

**UPDATE:** The National Pork Board has focused on three key action steps to support this motion.

Investment in human nutrition methodology research projects bolsters and creates consistency in isolating pork in human nutrition research. Each of these studies listed below will help to isolate pork in the future of nutrition research accurately and more consistently:

- 1.** Brown, A. Lumping vs. splitting—evaluating approaches used in nutrition research to categorize foods and nutrients in assessing nutrition and health. University of Arkansas for Medical Sciences (RP-00339) (expected completion: 2025).
- 2.** Wallace T. Developing a standardized means for calculating pork intake in future analyses of NHANES. Think Healthy Group (RP-00338) (expected completion: 2025).
- 3.** Butler L. Development of quantitative food frequency questionnaire to assess pork and traditional food intake among persons of Mexican heritage in Central Texas. Texas State University (23-ASN Award) (expected completion: 2025).
- 4.** Baum J. Affordability, nutrition, sustainability, and health — the role of dietary protein in diverse dietary patterns. University of Arkansas. NPB co-funded a grant with USDA NIFA on a project; one part is to create a validated protein knowledge tool. (PO-002719) (Expected completion: 2027)
- 5.** Completed 140 one-on-one meetings with nutrition scientists, researchers and key stakeholders to discuss pork research potential and improved research methodology. We also added details about the importance of isolating pork in nutrition research and past/current cohorts, which was a focus of our 2024 Request for Proposals (RFPs) and our 2025 RFP.

**A4: 2024: - Management Oversight** – Submitted by: Indiana Pork, Ohio Pork Council, Minnesota Pork Board, Pennsylvania Pork Producers Council and Montana pork Producers Council

**MOTION:** The National Pork Board fully supports the recommendations of the State Pork Industry Task Force, approved on November 28, 2023, and begins implementation of the Checkoff-related aspects of the recommendations listed below.

**UPDATE:** 2025 National Pork Board Progress: Advancing the Pork Industry Visioning Task Force Recommendations

As we move into 2025, the National Pork Board continues to build upon the strong foundation laid in 2024, furthering the recommendations from the Pork Industry Visioning task force. Through focused efforts in collaboration, resource optimization and state leader empowerment, we have taken substantial steps to strengthen the pork industry at both the state and national levels. Below is a summary of the specific actions we've implemented in the past year and how we will continue these efforts in 2025.

#### **Incorporating State Leaders in Annual Planning**

In 2024, we deepened our engagement with state leaders in the national planning process, aligning priorities and strategies to ensure that industry goals were pursued while respecting each state's autonomy. A key event, the State Leaders Meeting held in Reno, Nevada, in June 2024, set the stage for this collaboration. The insights from the Pork Industry Forum earlier in the year, which incorporated producer and delegate feedback on NPB and industry priorities, directly informed the discussions in Reno. This process was designed to foster collaboration, and we plan to continue this momentum with the next State Leaders Meeting in 2025, where further refinement of strategies and alignment will occur.

#### **Strengthening Assistance for High-Population, Low-Pork Production States**

NPB has made significant investments in states with high populations but lower production numbers, enhancing their resources and collaboration capabilities. This initiative has been critical in helping these states address challenges while maximizing national resources. In 2024, we made strides by providing targeted financial support to these states, facilitating their participation in strategic planning and industrywide initiatives. We have also actively funded state pork associations, enabling them to hire executive-level staff and implement programming that would not have been possible without Checkoff funding. These efforts strengthen the overall industry by ensuring these additional states have the resources to engage effectively.

#### **Enhancing Financial Support Through Participation and Partnerships**

To boost financial support for state associations, NPB worked to increase producer participation and foster key partnerships. The financial support we put in place through the Pork Checkoff Grant Program, with \$1.4M allocated to states to apply for, allows flexibility in funding to address each state's unique needs or support multistate collaboration. State associations also have access to an additional funding mechanism through operational funding, which helps them remain viable and sustainable, particularly in states requiring critical resources to stay competitive. These funds are also being used to drive collaboration across the industry by facilitating strategic planning sessions that ensure alignment and success on both a state and national level.

#### **State Staff Development and Leadership**

As part of our broader commitment to leadership development, NPB has made significant progress in training and supporting state association staff. In 2024, we developed an onboarding and orientation program, which includes regular touch points with NPB staff as well as self-guided learning opportunities through six interactive learning modules. A key highlight of this effort was the inaugural Elevate session, held in December 2024. This professional development program brought together 20 executive directors and staff from 13 states, equipping them with the leadership and relationship management tools needed to drive the industry forward.

## Looking Ahead to 2025 and Beyond

As we continue to execute the recommendations from the Pork Industry Visioning Task Force, NPB remains committed to empowering state leaders, fostering collaboration and optimizing resources across the pork industry. The work we've accomplished in 2024, including strategic planning sessions, leadership training and supplemental funding, has positioned our state partners for even greater collective success in 2025. The upcoming State Leaders Meeting in June will be another critical milestone, allowing us to refine our strategies, review progress and align future industry priorities.

Together, through continued collaboration and strategic resource alignment, we are working to build a resilient pork industry that remains poised for long-term success. Your continued support is essential in advancing these efforts and ensuring the growth and prosperity of the entire industry.

Let's continue this journey, united in purpose and dedicated to advancing our shared vision for the pork industry.

### **A5: 2024: - Swine Health** – Submitted by: Minnesota Pork Board

**MOTION:** The National Pork Board in collaboration with interested parties will work towards establishing a clear, concise, and properly designed Foreign Animal Disease indemnity program that addresses current gaps in federal programs for Foreign Animal Disease responses.

**UPDATE:** In November 2020, USDA APHIS published an African swine fever (ASF) response overview of finance and administrative procedures that summarizes for producers the financial process for paying swine owners and contract growers. This information would have considered input from the National Swine Disease Council, whom USDA APHIS asked to provide input on indemnity and payment procedures. The USDA APHIS ASF Response Plan: The Red Book (October 2023) identifies in section 4.13.1 the authority (7 U.S. Code 8301 and 9 CFR 53) for indemnity and compensation during an ASF outbreak but does not outline specific response guidance on the indemnity process. While NPB is prohibited from influencing government action, it contributed factual information that was included in a white paper to provide information about the current indemnity structure and considerations related to a potential ASF outbreak.

In 2024, the National Pork Board hosted, provided demonstrations of, helped sponsor, and/or attended swine depopulation and disposal sessions in multiple states, including using the current finance and administrative procedures for indemnity. These events drive continued education to states and producers on available methods and have been conducive to gaining producer and state feedback on the indemnity process. The NPB has also sponsored various research projects on depopulation and disposal, including shallow burial, composting swine slurry, water-based foam and high-expansion nitrogen foam. These demonstrations, exercises and research projects have all assisted in informing the recent updates to the AVMA Guidelines for the Depopulation of Animals that recently just ended their commenting period for revision. The new proposed AVMA Guidelines include foam methods. Including these methods supports receiving indemnity if utilized in the field.