

2026 ADVISEMENTS

KEY RESULT AREA: Pork Quality

ADVISEMENT NUMBER: 2026– A1

SUBMITTED BY: Iowa Pork Producers Association

SUBJECT MATTER: Assessing advantages and disadvantages of pork quality grading system

MOTION:

The National Pork Board in collaboration with Iowa Pork Producers Association will support the development of a comprehensive assessment including research to determine the advantages and disadvantages of a pork cuts quality grading system.

RATIONALE:

In 2013, the National Pork Board collaborated with researchers from Kansas State University in developing an economic needs assessment intended to guide the pork industry consideration of developing a pork quality grading system.

The principal recommendations of that report suggested that the industry first 1) increase knowledge of consumer demand and pork quality preferences, 2) improve techniques and cost-efficiencies to objectively measure quality attributes pertinent to identified consumer preferences, and 3) expand consumer education on pork quality and eating experiences.

In the nearly 12 years since the study's release, the industry continues to evaluate pork product quality, fabrication, and positioning in relation to consumer preferences. A report summarizing the work will be shared at the 2027 IPPA Annual Meeting.

2026 ADVISEMENTS

KEY RESULT AREA: Swine Health

ADVISEMENT NUMBER: 2026– A2

SUBMITTED BY: Minnesota Pork Board and Minnesota Pork Animal Health Taskforce

SUBJECT MATTER: National Swine Health Strategy – Producer Led Committee

MOTION:

The Minnesota Pork Board moves for the establishment of a producer-led national swine health committee to guide and support the implementation of a coordinated National Swine Health Strategy for the benefit of the U.S. pork producers. An update on implementation progress of the National Swine Health Strategy is to be provided by the National Pork Board to delegates at the 2027 Pork Forum.

RATIONALE:

The National Swine Health Strategy provides an important framework for improving U.S. swine health. To effectively translate this strategy into action, clearly defined tactics, timelines, and tools to measure progress are essential.

Implementation should be guided by a producer-led committee to ensure relevance, accountability and efficient use of industry resources.

A producer-led taskforce will:

- Prioritize proposed tactics to focus limited industry resources
- Define clear actions and measurable outcomes to track progress and demonstrate impact
- Address both the risk of transboundary diseases and the ongoing burden of endemic pathogens, including PRRS and PEDV

This committee shall be established within 60 days of the 2026 Pork Forum to ensure the timely initiation of prioritized tactics that align with the National Swine Health Strategy’s two goals and five priorities.