

2025 ADVISEMENT

KEY RESULT AREA: Swine Health

ADVISEMENT NUMBER: 2025– A1

SUBMITTED BY: Iowa Pork Producers Association

SUBJECT MATTER: PRRS

MOTION: The National Pork Board in collaboration with Iowa Pork Producers Association and colleges of veterinarian medicine will work to develop actionable plans and strategies for when a PRRS outbreak takes place and to develop an evidence based protocol for producers to use on the farm.

RATIONALE:

PRRS has had significant negative economic impact on pork producers in Iowa. Extensive research and education has been conducted regarding PRRS and the movement from farm to farm.

RESPONSE:

The Iowa Pork Producers Association (IPPA) and the National Pork Board (NPB) recognize that a successful porcine reproductive and respiratory syndrome virus (PRRSV) response plan requires collaboration between the farm owner and the herd veterinarian to meet each site’s unique setup and pig flow challenges. Both organizations also understand the need for evidence-based practices to help producers and herd veterinarians respond to PRRSV while continuing to develop and discover new evidence-based responses to PRRSV outbreaks. Both organizations will continue to work on identifying appropriate methods to disseminate information on PRRSV control and elimination strategies.

NPB convened a PRRSV advisory group composed of producers, producer-veterinarians, PRRSV subject-matter experts and a representative of the IPPA to review current knowledge gaps in PRRSV control faced by producers at the barn level. Major categories of the identified knowledge/research gaps included:

- Immunology and virus characteristics
- Diagnostics
- Prevention
- Response
- Bio-exclusion
- Biocontainment

The PRRSV advisory group then shared the knowledge gaps with the NPB swine disease task force, which compiled them into a request for proposal (RFP) for research projects to address them. At the IPPA’s advisement, this RFP was distributed directly to state associations. It was also posted and shared through NPB’s regular RFP channels to universities and researchers. The task force received 32 proposals and voted to fund the following projects:

- Viability RT-qPCR assay for environmental PRRSV and PEDV infectivity detection
- Porcine Reproductive and Respiratory Syndrome Virus Early Detection
- Defining Immunogenic Targets of PRRSV for Next-Generation Vaccine Design
- RG-PRRSV: A Reverse Genetic System to Address PRRSV Knowledge Gaps and Vaccine Development Towards a Universal Platform for Self-Adjuvating Vaccines Against Emerging PRRSV Strains

NPB will continue to use the strategies and objectives from the National Swine Health Strategy to address PRRSV, based on producer input gathered. In general, PRRSV was the most frequently mentioned swine health challenge facing producers, with 664 mentions, followed by porcine epidemic diarrhea virus at 284. PRRSV was the most frequently addressed swine health challenge across all producer segments, with 134% more mentions. A complete summary of the National Swine Health Strategy, including goals and strategies related to PRRSV, will be covered in its specific 2025 advisement (2025–A3).

NPB compiled all checkoff-funded PRRSV initiative research from 1997 to 2024 to avoid duplication and provide a central location for sharing the information with producers and herd veterinarians.

The IPPA Research Committee also prioritized PRRSV research in their 2025 RFPs. IPPA's annual call for research categories includes swine health, livability, agriculture engineering and technology, pork quality and swine nutrition. All areas focus on driving innovation and delivering information to improve on-farm practices. Nine projects were selected for funding, three of which emphasize PRRSV prevention and response strategies:

- Reducing disease through dietary strategies
- Evaluation of elevated temperature process for the decontamination of PRRSV and PEDV on experimentally contaminated livestock transport vehicles
- A pilot project to assess the association of key production indicators with different PRRSV genes

2025 ADVISEMENT

ADVISEMENT NUMBER: 2025– A2

RESULT AREA: Swine Health

SUBMITTED BY: Iowa Pork Producers Association

SUBJECT MATTER: U.S. Swine Health Improvement Program (US SHIP)

MOTION: The National Pork Board in collaboration with National Pork Producers Council will continue to promote and engage pork producers in the U.S. Swine Health Improvement Plan.

RATIONALE:

The need for on farm preparedness for African Swine Fever (ASF) and Classical Swine Fever (CSF) is critical to the Iowa and U.S. pork industry. US SHIP has been developed to assist pork producers in on-farm disease prevention and provides monitored certification of ASF/CSF free status for U.S. pork production sites and slaughter facilities. US SHIP certified ASF/CSF free status will support continuing U.S. pig production and domestic/international marketing of pork during an ASF/CSF outbreak and recovery period. It is important the US SHIP be guided by pork producers, veterinarians, and industry representatives.

RESPONSE:

The National Pork Board (NPB) continues to collaborate with National Pork Producers Council to educate and engage pork producers in the U.S. Swine Health Improvement Plan. In 2025, the U.S. SHIP program was successfully transferred to USDA, which is staffing and administering the program during the codification process. Checkoff efforts in 2025 included financial support for hosting the House of Delegates meeting and, when requested, travel expenses for producer delegates. Additional efforts included presentations, tabletop exercises, media interviews and a news article on the Pork Checkoff website. U.S. SHIP was also featured in AgView® presentations to producers that emphasized the ease of participating in U.S. SHIP using the platform.

Support was provided for onboarding and technical assistance to official state agencies using AgView to certify production sites. NPB also supported producers’ participation in a traceability demonstration for augmenting the reporting of animal movement data from producers to state veterinarians’ offices using AgView. Further AgView integration with USDA’s U.S. SHIP site verification database continued to advance program efficiency and data connectivity.

NPB staff took leadership roles in supporting a proposed standard for voluntary porcine epidemic diarrhea virus (PEDV) clean status, a proposed resolution for demonstration of a PEDV monitored classification and the Secure Pork Supply (SPS) Advisory Group that developed an SPS plan for show pig producers and a feral swine mitigation plan.

2025 ADVISEMENT

ADVISEMENT NUMBER: A3

RESULT AREA: Swine Health

SUBMITTED BY: Minnesota Pork Board, Illinois Pork Producers Association, Ohio Pork Council, Indiana Pork, and Missouri Pork Association

MOTION: The Minnesota Pork Board, Illinois Pork Producers Association, Ohio Pork Council, Indiana Pork, and Missouri Pork Association moves for the development of a producer led National Swine Health Strategy by the National Pork Board. An update regarding the progress in developing the National Swine Health Strategy is to be provided by the National Pork Board to delegates at the 2026 Pork Forum.

RESPONSE:

Improving the health of the U.S. swine herd remains a top priority for U.S. pork producers. NPB has long contributed resources to support improvements to swine health. When looking for opportunities to improve swine health across the industry, national resources must be allocated strategically to provide the best return on investment. To develop a producer-led National Swine Health Strategy, NPB has collaborated with National Pork Producers Council (NPPC) and the state pork associations to gather producer insights, establish direction based on those insights and develop a method for coordinating industry work toward shared goals.

1. Producer Insights – To develop the strategy, NPB connected with producers to identify the most significant swine health challenges. From June to September 2025, input was collected from producers, veterinarians and other allied industry stakeholders through surveys, one-on-one conversations, listening sessions at industry events and state pork association outreach. This effort yielded over 800 individual survey responses and 47 group listening sessions that reached over 1,000 swine industry stakeholders. The insights included representation across production segment, producer operation size and geographic area, all of which reported similar swine health challenges. This information was shared with an advisory group of producer leaders to establish the direction of the National Swine Health Strategy.
2. Direction – The robust set of producer insights was shared with an advisory group of 12 producer leaders, representing varied geographies, sizes and segments of the pork industry; two state pork association executives; the CEOs of NPB and NPPC; and senior veterinarians at NPB and NPPC. The advisory group drafted the following goals and priorities for the industry to coordinate efforts toward.
 - a. Goal: Reduce impact of domestic diseases
 - i. Priority: We must eliminate porcine reproductive and respiratory syndrome virus (PRRSV) in the U.S. As we move toward that goal, we will continue to support new and ongoing efforts within the pork industry to reduce the impact and facilitate efforts to eliminate the disease.
 - ii. Priority: We must eliminate porcine epidemic diarrhea virus (PEDV) in the U.S. As we move toward that goal, we will continue to support new and ongoing efforts within the pork industry to reduce the impact and facilitate efforts to eliminate the disease.
 - iii. Priority: Reduce the spread of all pathogens in the U.S. pork industry. Critical to the success of each strategy, we will make a concerted industry effort to encourage health status sharing, reduce disease spread, and adopt science-based practices and technologies.
 - b. Goal: Keep foreign and emerging diseases out
 - i. Priority: To protect the U.S. pork industry, we will continue to implement strategies that prevent the introduction of foreign animal diseases (FADs) like African swine fever (ASF), classical swine fever (CSF), and foot and mouth disease (FMD) into the

- U.S. We will also enhance preparedness measures in the event that an FAD is discovered domestically.
- ii. Priority: To protect the U.S. pork industry, we will continue to implement strategies to rapidly identify and respond to emerging diseases (infection with a new agent or a new manifestation of a previous disease that threatens animal or public health).
3. Coordination – Using the identified goals and priorities as guidance, efforts have been focused on identifying and summarizing the key drivers and stakeholders in swine health, summarizing the existing work being done under each priority area and coordinating new or ongoing work to achieve these goals. New work is being coordinated through several avenues — first, collaborative tactic-building sessions; second, information-sharing sessions for each priority; and third, research coordination with industry stakeholders.

Critical to the success of this effort is managing industry communications and collaboration around swine health. NPB continues to work on identifying and executing best practices for producer communication and new ways to collaborate across organizations. This approach isn't about reinventing the wheel — it's about steering the industry in the right direction to strengthen U.S. swine health. The NPB swine health team remains committed to continuing work on the National Swine Health Strategy, facilitating collaboration across groups, amplifying producer voices, and providing research and education aligned with the National Swine Health Strategy goals and priorities.