

## 2026 ADVISEMENTS

**KEY RESULT AREA:** Pork Quality

**ADVISEMENT NUMBER:** 2026– A1

**SUBMITTED BY:** Iowa Pork Producers Association, Montana Pork Producers

**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.

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**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.