

The Nebraska Pork Producers Association's Strategic Plan



Mission Statement:

Serving Nebraska's pork industry –
Responsible people. Sustainable pork.™

Vision Statement:

To ensure opportunities for success...
for Nebraska's producers of pork,
regardless of size or production style, as
well as the state's youth in the pork industry.

BUILD TRUST...

With the general public

- ▶ Increase social media presence.
- ▶ Expand technology use to connect the public with producers (Zoom, live events, YouTube hosts/shows, etc.).

With opinion leaders in the community

- ▶ Provide farm tours for influencers (chefs, elected officials, teachers, et. al.).
- ▶ Promote the positive health aspects of pork consumption (dietitians, health care industry, chefs, etc.).

In the political arena

- ▶ Support 'livestock friendly' office holders and candidates.
- ▶ Educate farmers on public policy issues and encourage their active participation.
- ▶ Support pro-livestock policies at the county and local government level.

Among our key stakeholders

- ▶ Partner with National Pork Board programs and research.
- ▶ Utilize pork producers/farmers to tell their stories and educate.
- ▶ Enhance and expand communications to SIP and Allied Industry members.
- ▶ Be agile and active in addressing issues affecting the pork industry.



ADD VALUE...

In the educational sector

- ▶ Continue developing 'Pork in Schools' program.
- ▶ Foster impactful relationships at all school grade levels to enhance swine education.
- ▶ Work with 2-year college programs to develop swine curriculum.
- ▶ Support swine industry career exploration for youth (FFA, 4-H, Ag classes, show pigs, others).

In the commercial sector

- ▶ Work with food distributors, grocery stores, and others to promote pork sales.
- ▶ Work with chefs to expand pork menus (provide product, education, ideas).

In the research sector

- ▶ Review current research projects and address unmet needs.
- ▶ Explore multi-state and public/private partnerships for research opportunities and grad student support.
- ▶ Prioritize NPPA funding to Nebraska research projects and researchers.
- ▶ Explore ways to enhance Nebraska swine research facilities.

With our own constituents

- ▶ Expand state SIP membership numbers.
- ▶ Explore ways to enhance NPPA revenues through publications and sponsorships.



FOR MORE INFORMATION CONTACT:

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Adapted by NPPA Board January 2020