

Nebraska Pork Producers Association's Strategic Plan (2022-2023)



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...

By preparing for Foreign Animal Disease (FAD) and African Swine Fever

- ▶ Encourage "Secure Pork Supply Plan" development with producers in conjunction with Pork Board, NDA, UNL, processors, packers, and others.
- ▶ Explore use of FAD tools such as AgView, RABapp, SHIP, etc.
- ▶ Continue development of depopulation and disposal plans specific to Nebraska farms.
- ▶ Develop reliable FAD communication plans via multiple resources including social media, USDA and State Emergency Management, Veterinarians, UNL Extension, and Pork Board.



Within our community

- ▶ Promote positive health aspects of pork consumption (dietitians, health care industry, chefs, Ag-in-Schools, etc.).
- ▶ Promote positive pork messaging to the public.
- ▶ Provide factual and current information about our industry, our products, and our farms.
- ▶ Utilize pork producers to tell their stories and educate through social media, farm tours, and pork promotion within their communities.



In the public policy arena

- ▶ "Be in the Room" at meetings, events, and hearings affecting our farmers.
- ▶ 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.
- ▶ Work jointly with the Nebraska "Ag Leaders" group to promote strong ag policies.
- ▶ Be agile and active in addressing issues affecting the pork industry.



ADD VALUE...

In the educational sector

- ▶ Foster impactful relationships at all school grade levels to enhance swine education.
- ▶ Work with 2-year college programs to develop swine curriculum (including use of USPCE on-line courses, internships, and Pork 101).
- ▶ Support swine industry career exploration for youth (FFA, 4-H, Ag classes, show pigs, others).
- ▶ Continue swine education development and collaboration with 4-year colleges and Extension.

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).
- ▶ Collaborate with Nebraska's Pro-Start program.

In promoting producer sustainability

- ▶ Work with Pork Board to define producer sustainability metrics in Nebraska and solicit participation.
- ▶ Educate about the benefits of renewable energy technologies on our farms.
- ▶ Work with other ag groups and organizations to address healthy soils and clean water initiatives.

In the research sector

- ▶ Use NPPA Research Committee and Check-off dollars to address unmet needs (including soil and water quality, manure benefits to soil, sow and pig welfare, etc.).
- ▶ Prioritize NPPA funding to Nebraska research projects and researchers when possible.
- ▶ Explore multi-state and public/private partnerships for research opportunities.
- ▶ Explore ways to enhance our swine research facilities.

FOR MORE INFORMATION CONTACT:

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