



THE POWER OF YOUR PORK ORGANIZATIONS WORKING TOGETHER

THE STRATEGIC INVESTMENT PROGRAM (SIP) UNITES PORK PRODUCERS WITH A STRONG VOICE ON THE ISSUES THAT IMPACT YOUR LIVELIHOOD AND FREEDOM TO OPERATE.



- Secures and guides industry research funding
- Enhances domestic and global demand
- Provides producer information and education
- Delivers proactive issues management

**Mandatory
Checkoff**
\$0.40/\$100



- Develops and defends export markets
- Fights for reasonable legislation/regulation
- Informs and educates legislators
- Amplifies the producer voice with lawmakers
- Counters misinformation and activists

**Voluntary
Investment**
\$0.10/\$100



40%

National Pork Producers Council

Working for You

NPPC and the state organizations work diligently to assure that Strategic Investment Program (SIP) funds are invested in an effective and accountable manner. NPPC focuses on taking action on public-policy issues that impact the bottom line of investors such as agriculture and industry, animal health and food safety, the environment and international trade.



Fights for
reasonable
legislation and
regulation



Develops and
defends
export market
opportunities



Helps protect
your
livelihood

SUMMARY OF RECENT ACTIONS

- **CAFO Reporting Rule lawsuit dismissed.** The U.S. Supreme Court declined to take a case brought by Iowa environmental activists to force EPA to regulate air pollution from concentrated animal feeding operations (CAFOs) under the Clean Air Act. NPPC more than a decade ago negotiated with EPA a consent agreement on air emissions that delayed enforcement of the Clean Air Act on pork operations.
- **Country-of-Origin Labeling for pork and beef was repealed.** NPPC urged lawmakers to repeal the labeling provision for pork and beef to avoid retaliation. The pork and beef labeling provision of the U.S. Country of Origin Labeling (COOL) law, COOL required meat to be labeled with the country where the animal from which it was derived was born, raised and harvested. The repeal in mid-December with congressional passage of a fiscal 2016 catchall spending bill, allowed the United States to avoid retaliation from its two biggest trading partners Canada and Mexico.
- **Hours of Service trucking rule waived.** NPPC tackled the federal rule on truckers, including livestock haulers, which required drivers to take a 30-minute break for every 8 hours of service. NPPC, on behalf of other livestock, poultry and food organizations, petitioned for and received waivers and temporary exemptions from complying with the regulation.
- **Scored victories on the Waters of the United States rule.** NPPC pushed the EPA and Corps of Engineers to withdraw an interpretive document related to agricultural practices and participated in a lawsuit that resulted in a stay, halting the nationwide implementation of the rule.
- **Trans-Pacific Partnership talks concluded.** NPPC let a massive U.S. agricultural campaign to secure the best possible deal for U.S. pork producers, and after nearly six years of negotiations, the 12-nation TPP is final. Iowa State University economist Dermot Hayes, who said this agreement would be “the most important commercial opportunity ever for U.S. pork producers,” estimates the TPP will exponentially increase U.S. pork exports and help create thousands of U.S. jobs tied to those exports.
- **International Trichinae Standard adopted.** The Codex Alimentarius Commission, the food-safety standard-setting body, last year adopted global guidelines that provide a way for countries to define negligible risk for trichinae and establish methods for monitoring risk for it. NPPC and the National Pork Board provided scientific input on the international guidance, which will help increase U.S. pork exports by hundreds of millions of dollars annually.
- **Mandatory Price Reporting reauthorized.** NPPC pushed for and got included in legislation reauthorizing the livestock mandatory price reporting act for another five years. The reauthorized act was a provision establishing a “Negotiated-Formula” price category to better reflect the total number of hogs negotiated each day.
- **Trade Promotion Authority approved.** NPPC helped lead the agricultural coalition in support of Trade Promotion Authority (TPA), which defines objectives and priorities for trade agreements the United States negotiates and establishes consultation and notification requirements for the president to follow throughout the negotiation process.
- **Dietary Guidelines for Americans issued.** NPPC weighed in on the 2015 Dietary Guidelines for Americans. The advisory panel urged eating less red and processed meat and suggested that a plant-based diet is more sustainable than one including meat. The final guidelines did not recommend less consumption of meat and did not address the sustainability issue.

For more information on current
issues and success visit nppc.org

