



What is the Strategic Investment Program (SIP)?

It is the primary source of funds for the National Pork Producers Council (NPPC). These funds are used to strengthen NPPC's mission to enhance and defend opportunities for U.S. pork producers at home and abroad. Pork producers participate by voluntarily investing a percentage of the sales of each pig sold. A portion of this investment is distributed as unrestricted funds to the state organizations, allowing them to respond to threats on a local basis.

How do investors benefit from NPPC's actions?

- **Fighting for reasonable legislation and regulation** — NPPC keeps costly regulation in check by connecting lawmakers and regulators with the reality of the U.S. pork industry.
- **Developing revenue and market opportunities** — NPPC develops revenue opportunities for investors and aggressively defends investor interests in trade negotiations, increasing export market access for U.S. pork.
- **Protecting investor livelihoods** — NPPC proactively addresses issues of industry and consumer concern, such as food safety, environmental protection and animal health and welfare.

Why was the Strategic Investment Program started?

The SIP was started to ensure that adequate funding is available for critical programs focused on public policy, including legislative, regulatory and trade issues. Voted into action in 2002 by producer delegates, the program was originally called the Producer Consent Program. Now as the SIP, the program also ensures that adequate funding is available for state organizations to support their members on local legislative and regulatory issues.

What unique benefits do investors receive?

As an investor, producers have a voice in NPPC policy development. Investors receive direct daily and weekly communication on critical policy and regulatory issues being addressed by NPPC. Producers and allied industries are faced with more critical issues than ever before in an increasingly complex environment. SIP investors are provided with resources to act on these issues that threaten their freedom to operate responsibly.

Who are investors?

Investors are producers of all types and sizes, representing 42 states. This unified investment allows NPPC and its state affiliates to act with one voice and effectively utilize these resources.

What is the standard investment?

Investors voluntarily invest 15 cents per \$100 of gross pig sale value or contract value. Employees can voluntarily invest for \$150 annually.

How does the Strategic Investment Program help on a local and state level?

All SIP investments are split with 40% going to state organizations and 60% to NPPC. State affiliates spend these unrestricted funds as directed by the members and leaders of their organization.

Iowa

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Urbandale, IA 50322 | 515-278-8012

Washington

122 C Street NW, Suite 875
Washington, DC 20001

Contact

Invest@NPPC.org
www.NPPC.org

How do I begin investing?

Pig Owners

Sign up by completing the SIP Market Sales enrollment form. This form can be obtained from your SIP sales representative by calling (515) 278-8012 or emailing invest@nppc.org. Return the completed form to NPPC or your state pork organization. Please direct any questions to invest@nppc.org.

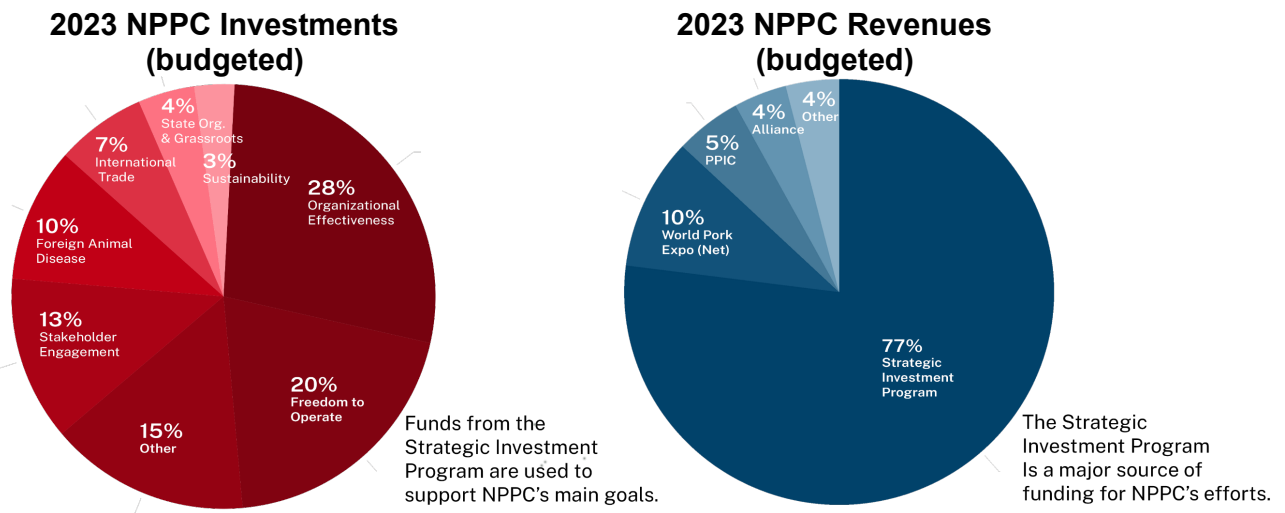
There are three methods for investing:

- **Point-of-sale:** When you complete your enrollment form, please indicate where you are currently marketing your pigs. Your enrollment is confidentially communicated with the appropriate packer/market. All major packers of market animals, sows, etc. are set up to deduct this investment at the point of sale and send the funds to NPPC.
- **Direct remit to NPPC:** Send an SIP check, with an EZ-101 form provided by NPPC, for all hogs marketed (market hogs, sows, feeder pigs or seedstock) for a specified period directly to NPPC.
- **Direct remit to your state organization:** Send an SIP check for all hogs marketed (market hogs, sows, feeder pigs or seedstock) for a specified period directly to your state organization.

Contract Growers/Employees

Contract growers and employees directly remit payment to NPPC. Please contact invest@nppc.org to obtain information on how to directly remit your investment to NPPC.

How are program funds used?



Do the Strategic Investment Program funds duplicate mandatory checkoff funding?

No. By law, checkoff dollars cannot be used for public policy or lobbying.

SIP funds, managed by the NPPC, are unrestricted and can be utilized to address legislation, regulatory policy and trade policy as directed by your state and national leadership.

Mandatory checkoff funds, managed by the National Pork Board, are used for demand enhancement, and educational and research activities.

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