The Strategic Investment Program (SIP)

Unites pork producers with a strong voice on the issues that impact your livelihood and freedom to operate.

- Develops and defends export markets
- Fights for reasonable legislation/regulation
- Informs and educates legislators
- Amplifies producers’ voices with lawmakers
- Counters misinformation and activists

Voluntary SIP Investment
$0.15/$100

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

Mandatory Checkoff
$0.35/$100

State pork associations

40%
**Areas of Advocacy**

### Market & Commerce - Issues such as immigration, product labeling and federal funding of agricultural programs all impact pork producers’ ability to build and sustain their operations.

- Worked with foodservice and retail leaders to push against animal agriculture activists to provide solid science-based counsel on important welfare issues. This resulted in:
  - McDonald’s shareholders voting down two director nominees backed by activist investor Carl Icahn as part of his effort to change how the fast-food giant’s pork suppliers treat hogs. Only received 1% of shares.
  - The McDonald’s outcome convinced Icahn to drop a similar proposal he had planned for Kroger.
  - A Walmart shareholder resolution requiring the retail giant to report fresh, frozen and deli meat sourcing based on sow housing settings was defeated (86-14).

- Joined other stakeholders, with members of Congress, to successfully extend the comment period for the Packers and Stockyards Act proposed rule on inclusive competition and market integrity.

- Successfully advocated for USDA’s 2022 pilot program for select plants to operate at faster line speeds, boosting future U.S. harvest capacity.

### Environment & Energy - Like all Americans, pork producers are concerned about safeguarding the nation’s resources for future generations.

- Engaged with the Waters Advocacy Coalition on development of U.S. Environmental Protection Agency regulations rescinding the Navigable Waters Protection Rule and finalizing Waters of the United States (WOTUS) replacement rule.

- Addressed WOTUS through the management of a significant litigation coalition in numerous domestic lawsuits.

- Developed and led a comprehensive legal strategy responding to petitions attacking the carbon footprint of the U.S. pork industry.

- Led a coalition of livestock groups to preserve appropriations rider exemptions from Greenhouse Gas Reporting and Title V Permitting for manure management systems.

### Animal Well-Being & Food Safety - NPPC advocates for science-based approaches to improve animal health and production and opposes legislation that would dictate on-farm production practices that could impact the health and well-being of the pigs and a safe food supply for consumers.

- Executed a multipronged legal strategy, led a coalition-building effort and implemented a grassroots communications campaign that resulted in successfully bringing a challenge against California Proposition 12 through the court system and to the Supreme Court of the United States (SCOTUS).

- Delayed the implementation of both Proposition 12 and Massachusetts Question 3 until a SCOTUS decision is reached.

- Led over 50 organizations in support of the Beagle Brigade Act of 2022.

- Worked in concert with the National Pork Board and USDA Animal and Plant Health Inspection Service on a comprehensive foreign animal disease crisis communications plan.

- Lobbied Congress to support the renewal and expansion of key Farm Bill programs that protect the pork industry, including the Foot-and-Mouth-Disease Vaccine Bank, National Animal Health Laboratory Network and National Animal Disease Preparedness and Response Program.

### International Trade - Pork exports add significantly to the bottom line of each U.S. pork producer, so opening new and expanding existing markets for U.S. pork exports through free trade agreements (FTAs) are vital to the continued success of the U.S. pork industry.

- Supported India opening its market for U.S. pork and pork products imports.

- Welcomed the opportunity to export sausage and similar U.S. pork products to Nigeria and remain optimistic that Nigeria’s partial opening will lead to more access for U.S. pork.

- Commended the White House on a deal with Vietnam to reduce tariffs on U.S. pork, which went into effect on July 1, 2022.

- Recognized the 232 tariff arrangements and cooperative frameworks for large civil aircraft with the EU and UK that lifted retaliatory tariffs on billions of dollars of U.S. exports, including agriculture products like butter, cheese, pork, nuts and distilled spirits.

- NPPC was a key driver of the Ocean Shipping Reform Act, which was signed into law in June to address some of the most egregious practices threatening U.S. agriculture exports.