

The Strategic Investment Program (SIP)



As the global voice for the U.S. pork industry, the National Pork Producers Council (NPPC) unites pork producers with a strong voice on the issues that impact your livelihood and freedom to operate.



Mandatory Checkoff \$0.35/\$100

Secures and guides industry research funding

Enhances domestic and global demand

Provides producer information and education

Delivers proactive issues management

Voluntary SIP Investment \$0.15/\$100

Develops and defends export markets

Fights for reasonable legislation/regulation

Informs and educates legislators

Amplifies producers' voices with lawmakers

Counters misinformation and activists

Areas of Advocacy



WE SPEAK UP to increase global opportunities.



- Testified before the Ways and Means Committee on Trade to support the renewal of the U.S. Generalized System of Preferences, a tool to persuade countries to eliminate trade restrictions on U.S. products, including pork.
- Championed Ghana's market opening for U.S. pork.
- Successfully secured Malaysia approval for exporting pork and pork products at several U.S. establishments.
- Proactively worked to engage with governments and foreign producers to develop plans to reopen markets should a foreign animal disease outbreak close markets.

WE SPEAK UP to keep animals safe and healthy.



- Led a coalition of more than 50 agricultural and other organizations in endorsing the reintroduction of the Beagle Brigade Act, which unanimously passed in the House Agriculture Committee, a critical step in advancing the bill.
- Testified before the House Committee on Agriculture's Subcommittee on Livestock, Dairy and Poultry to discuss NPPC's policy priorities for the farm bill.
- Actively participated in a USDA Animal and Plant Health Inspection Service African Swine Fever subcommittee, providing guidance to update the Red Book and drafted a control zone movement permit for live swine and semen.
- Initiated pork industry input for mandatory swine traceability standards to support continuity of domestic and international trade in the event of a FAD detection.

WE SPEAK UP to remove barriers to your success.



- Coordinated and facilitated USDA Section 32 purchases, including orchestrating a \$50 million purchase to offset industry losses and demand weakness in Massachusetts (MA) Question 3 (Q3), and successfully engaging packers with a 98% subscription rate to a USDA Section 32 supplemental purchase opportunity.
- Developed new relationships with over 20 contacts at major retail grocery chains (Ahold, Amazon, HEB, Publix, Target) and 60 new contacts at leading foodservice chains and distributors (Bloomin Brands, Darden Group, Dine Brands, Jack in the Box, Texas Roadhouse), encompassing approximately 160,000 foodservice outlets.
- Hosted a bicameral, bipartisan Hill briefing on the "State of the Pork Industry" to highlight economic challenges.
- Defended producers employing H-2A workers by filing an amicus brief before the U.S. Supreme Court, supporting on-farm construction projects, including hog barns.
- Educated the House Agriculture Committee's Labor Working Group on industry labor shortage and advocated for H-2A visa reform to expand the program to year-round industries.
- Secured supply chain certainty by negotiating a resolution to the MA Q3 issue, delaying the implementation date to August 23, 2023, and ensuring the protection of all products in the supply chain for future sale in MA. Also, obtained a substantial settlement with MA, preventing the enforcement of transshipment provisions and instigating new rulemaking to rescind these provisions entirely.
- Negotiated settlement with California (CA) Gov. Newsom and the CA Department of Food and Agriculture post-Supreme Court decision and secured a court order for the continued sale of existing supply chain products until December 31, 2023, thereby minimizing disruptions from CA Proposition 12.

WE SPEAK UP for the next generation of farmers.



- Sacket v. EPA: NPPC orchestrated and led a robust coalition of agricultural stakeholders, resulting in a court briefing that decisively redefined the Waters of the United States (WOTUS) and compelling substantial revisions to the EPA's longstanding efforts to regulate agricultural land as WOTUS.
- EPA's CAFO Regulation: Orchestrated a consortium of animal agricultural trade associations to intervene in federal litigation initiated by extremist groups, thwarting their efforts to reopen EPA's CAFO regulation and impose burdensome permitting limits on pork producers.
- Advanced Arizona Proposition 129, limiting future ballot measures to a single subject for the 2024 ballot.
- Spearheaded a coalition of agricultural groups supporting North Carolina's Property Protection Act, preventing trespassing on farms and fraudulent employment attempts by extremists.
- Contributed to the passage of Montana Senate Bill 93 to enhance prerequisites and filing fees for proponent/sponsors when filing a state ballot initiative.
- Effectively led agricultural efforts to protect the continued industry use of rodenticides and prevent the EPA from imposing stringent restrictions.

Connect with us:    