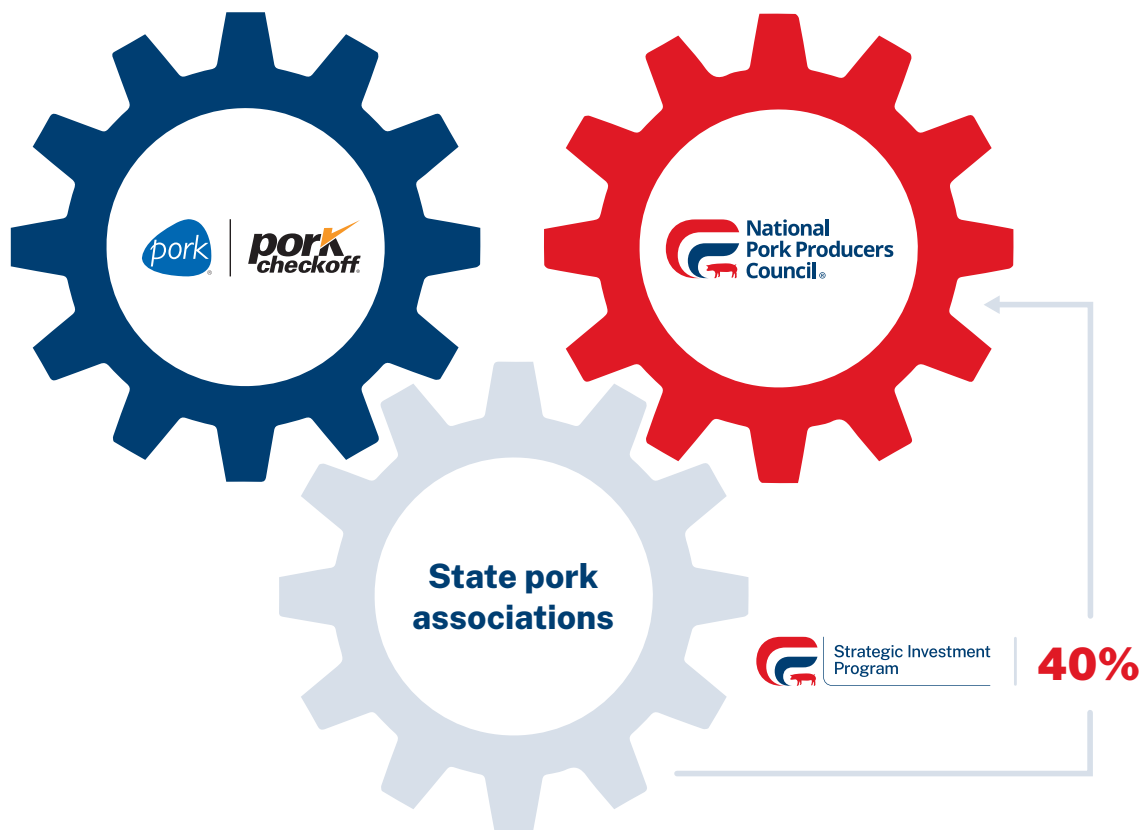


The Strategic Investment Program (SIP)



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

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

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.



- Producers set a new value record in 2023 of \$8.16 billion of product shipped to foreign destinations.
- Led a stakeholder letter to USTR Katherine Tai with 33 agricultural organizations regarding the administration's trade agenda and the need for enforcement of current agreements and international commitments.
- Secured final adoption of Maximum Residue Limits (MRLs) for Zilpaterol Hydrochloride.
- Worked with Congressional committees and offices to include text in the Generalized System of Preference House bill to address market access and enforcement issues.

WE SPEAK UP to keep animals safe and healthy.



- Spearheaded the development of mandatory traceability standards, approved through a National Pork Forum resolution, and submitted to USDA for consideration.
- Influenced President Biden's proposed 2025 fiscal budget, with an increase in USDA funding of \$2 billion from 2023 levels, including \$4.7 million for swine health programs – with \$4.25 million dedicated to establishing the Swine Health Improvement Plan (SHIP).
- Steered new policy supporting the use of mRNA vaccine technology in animal agriculture within the NASDA Animal Agriculture Committee and the American Association of Swine Veterinarians.
- 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.

WE SPEAK UP to remove barriers to your success.



- Worked closely with Agriculture Secretary Tom Vilsack, who warned and pled with both the House and Senate Agriculture Committees to deal with the consequences of California Proposition 12.
- Led bipartisan discussion on implications of Prop. 12 and Question 3 with House Ag Chairman Thompson and a bipartisan group of Committee members.
- Influenced USDA's Food Safety and Inspection Service to extend time-limited trials at six pork packing plants operating with faster harvest line speeds, which could increase packing capacity and alleviate supply issues.
- Secured USDA purchase of 33,500,000 lbs. and \$78.65 MM in pork products.
- Defended producers employing H-2A workers by filing an amicus brief before the U.S. Supreme Court, supporting onfarm 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.
- 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.

WE SPEAK UP for the next generation of farmers.



- Scored a victory for producers against the U.S. Securities and Exchange Commission's application of "burdensome and unnecessary" climate disclosure requirements under Scope 3 of the proposed rule.
- Secured industry recommendations in the House Agriculture Committee Labor Working Group's final report on the H-2A visa program to streamline and expand program access that supports year-round workers and improves visa access.
- NPPC President Lori Stevermer participated in a roundtable with Secretary Vilsack, discussing conservation, climate-smart programs, and Proposition 12.
- Advanced Arizona Proposition 129, limiting future ballot measures to a single subject for the 2024 ballot.
- 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.

Connect with us:

