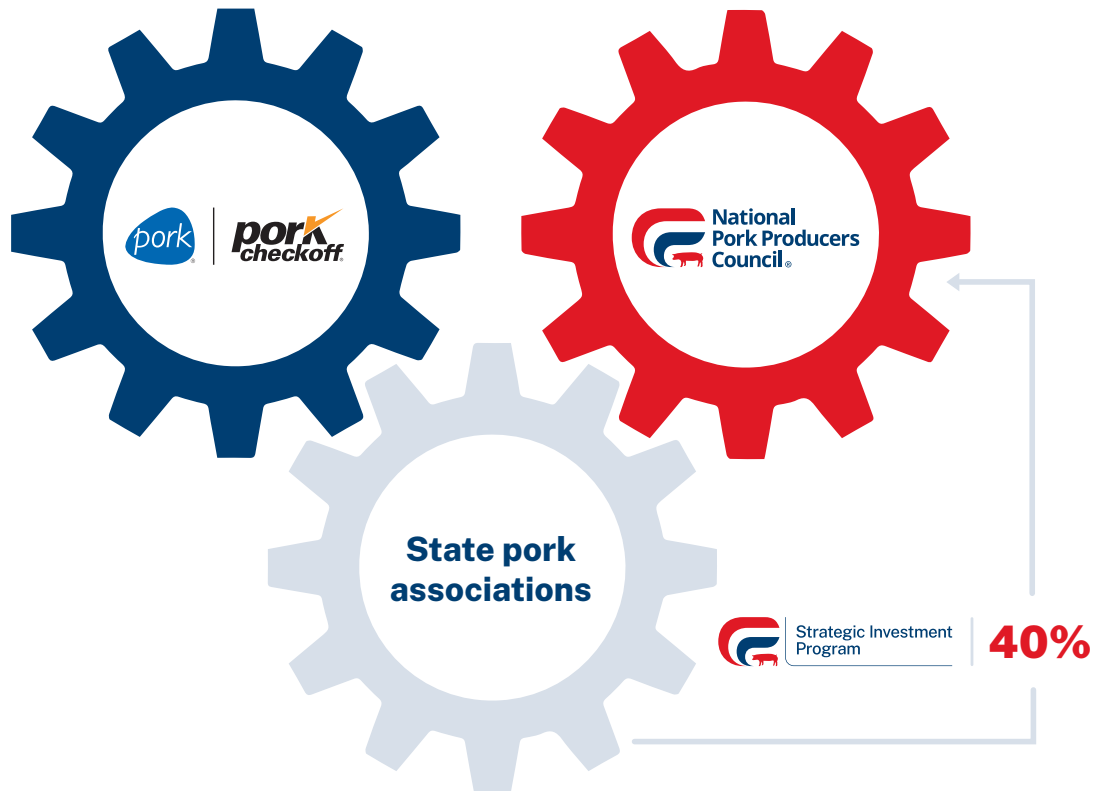


The Strategic Investment Program (SIP)



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

Strengthen your future. Invest in SIP today.
invest@nppc.org | nppc.org/invest

Connect with us:

Areas of Advocacy



WE SPEAK UP to increase global opportunities.



- **Secured extended reduced tariff rates on U.S. pork exports to the Philippines**, ensuring competitive access to a top 10 market valued at over \$109 million annually, while collaborating on African swine fever prevention to support trade stability.
- **Opened new trade opportunities for U.S. mixed meats in Peru**, driving collaboration between USDA, USTR, and

Peruvian officials to finalize export certifications and strengthen free trade partnerships.

- **Delivered record-breaking \$8.16 billion in U.S. pork exports for 2023**, opening new markets and expanding existing ones, boosting export value to 25% of total production, and contributing \$64 per hog marketed.

WE SPEAK UP to keep animals safe and healthy.



- **Achieved policy support for mRNA vaccine technology** in animal agriculture through NASDA, ensuring access to innovative, safe, and efficient solutions to combat animal diseases and enhance outbreak preparedness.
- **Championed enhanced live swine traceability standards**, securing producer approval and submitting comprehensive regulations to USDA to mitigate foreign animal disease risks, protect export markets, and safeguard economic stability.
- **Successfully defended science-based antimicrobial practices**, leading the U.N. to reject a proposed 30% reduction target and restrictions on key antibiotics in animal agriculture, preserving veterinarians' decision-

making authority and protecting U.S. pork producers from international regulatory challenges.

- **Established trusted advisory roles** on national restaurant animal welfare councils, influencing updated animal care policies, strengthening relationships with foodservice and retail partners, and ensuring informed decisions on pork production practices.
- **Secured funding increases for swine health and livestock programs** in President Biden's FY2025 budget, including a \$2 billion boost in USDA discretionary authority and allocations for animal disease prevention, the U.S. Swine Health Improvement Plan, and veterinary stockpile resources.

WE SPEAK UP to remove barriers to your success.



- **Secured \$103 million in additional USDA pork purchases**, leveraging Section 32 and Commodity Credit Corporation funds to support producers during market challenges, driving a \$1.75 per hog value increase at the farm level.
- **Advanced critical reforms to USDA's final rule on inclusive competition**, successfully advocating against vague regulations under the Packers and Stockyards Act to ensure enforceable guidelines that protect producers and foster market innovation.

- **Achieved inclusion of all NPPC priorities in the 2024 House Ag Committee-passed and Senate Ag Republicans' Farm Bills**, securing key funding, a fix for California Prop 12, and support for foreign animal disease prevention, export promotion, and producer certainty."
- **Championed the exclusion of ground pork from Massachusetts Question 3** regulations, reducing compliance burdens and preserving pork product availability while addressing the challenges of state regulatory patchworks.

WE SPEAK UP for the next generation of farmers.



- **Defended agriculture in landmark Lake Erie nutrient lawsuit**, leading a coalition of 11 state and national agricultural groups to protect farmers from excessive nutrient restrictions, uphold science-based regulatory processes, and safeguard investments in water quality improvements.
- **Defeated activist-driven changes to EPA's CAFO rules**, leading a coalition of agricultural groups in a successful

legal strategy that upheld science-based regulations and protected pork producers from unjust Clean Water Act violations.

- **Prevented burdensome SEC Scope 3 climate disclosure requirements**, leading a strategic coalition to protect agriculture from unnecessary greenhouse gas reporting mandates and shielding pork producers from costly data collection obligations.