



PROGRAM OVERVIEW

The National Pork Producers Council (NPPC) created LEADR as a grassroots program to effectively build, maintain, and coordinate trained volunteers to advance the U.S. pork industry agenda and defend against unfavorable public policy at both the state and national levels. LEADR participants include a wide range of individuals involved in every aspect of pork production, including producers and contract growers, hog buyers, veterinarians, nutritionists, suppliers and others. All are engaged in the U.S. pork industry, and all have a livelihood to protect.

JOINING THE LEADR PROGRAM

The LEADR training program is designed with you in mind. Trainings are customized to fit your timeline and experience level. You will be able to learn the necessary skills to become part of the grassroots network, as well as a voice for the U.S. pork industry. Below are the key components of the LEADR training:

Basic Presentation

- Overview of NPPC and our opposition and their strengths in the U.S. Government.
- Why your voice is important in the halls of Congress.
- Effectively communicate with your elected representatives.
- Practice phone calls, letters, and office visits.
- LEADR program objectives.

Additional Material Covered

State Update

- Provides the opportunity for participants to receive an inside update of what issues are pertinent at the state level.

Washington, DC Update

- Update on legislation or regulation affecting the U.S. pork industry.
- Provides insight regarding the legislative and regulatory processes with first-hand knowledge and experience.

CONTACT

Lucy Russell, Director of Producer Engagement
russelll@nppc.org
515-864-7983