

NEBRASKA PORK PRODUCERS ASSOCIATION

NEWS RELEASE

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Contact: Dee Petersen, Information Director
1-888-627-7675

Pork Proud

By Al Juhnke- Executive Director, Nebraska Pork Producers Association

As ‘Pork Month’ comes to a close, we at the Nebraska Pork Producers Association (NPPA) want everyone to know that we are here working year round on behalf of our farmers. In fact, we have been here since 1961 as a grassroots, incorporated, non-profit organization.

NPPA is a USDA Checkoff organization. Via the Pork Checkoff that every Nebraska pork producer pays, dollars are used for three things: education, promotion, and research. As stewards of the checkoff, NPPA makes sure all three of these areas are addressed within our strategic plan and that we are doing the most good for our family farmers and their farming operations.

Our goal, as described in NPPA’s vision statement, is to ensure opportunities for success - for Nebraska’s producers of pork, regardless of size or production style. We do this by educating the public about pork products, and by keeping growers up-to-date on advances in the pork industry. We seek new customers and work to expand our existing pork markets here and around the world. Finally, we know our future is dependent on strong research programs, which we advocate for, and support.

We also work with our state’s youth, by enhancing their opportunities for success within the pork industry. NPPA wants to make sure our kids understand the opportunities available to them in agriculture and the raising of pigs. These young people are our future workforce and an important piece to the economic success of our rural communities. It makes sense to focus part our resources on them.

Pork production in our state is growing and prospering. NPPA and our farmer members are proud of what they do. Know that we will be here when needed as outlined by our motto: *Serving Nebraska’s Pork Industry — Responsible people. Sustainable pork.SM*

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Twitter - @NePorkProducers
Website - nepork.org

The Nebraska Pork Producers Association is a grassroots, incorporated, nonprofit organization established in 1961. NPPA was developed to promote the pork industry through the enhancement of consumer demand, producer education and research. For more information, visit NPPA’s website at www.NEpork.org.