

NEBRASKA PORK PRODUCERS ASSOCIATION

NEWS RELEASE

For Immediate Release
October 3, 2016

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Pig Farmers Connect Farm to Fork during October Pork Month

October became known as Pork Month because it marked the time of year when hogs were traditionally marketed. Today, it serves as a celebration to thank pork producers and share their stories with consumers.

“If you eat, you have a connection to a farmer every day,” said Russ Vering, President of the Nebraska Pork Producers Association and pork producer. “October Pork Month is an opportunity to refresh the connection consumers have with farmers. Our mission is to produce safe, nutritious food in a responsible manner for families across the United States and around the world.”

In 2008, pork producers adopted six We CareSM ethical principles at the National Pork Industry Forum. The pork industry follows the six guiding ethical principles of the We Care initiative to maintain a safe, high-quality pork supply. Producers are committed to:

- Producing safe food;
- Safeguarding natural resources in all industry practices;
- Providing a work environment that is safe and consistent with the industry’s other ethical principles;
- Contributing to a better quality of life in communities;
- Protecting and promoting animal well-being; and
- Ensuring practices to protect public health.

“The ethical principles define our values and who we are,” Vering said. “Consumers can be confident that the pork they eat was raised using these ethical principles.”

Pork is the world’s most widely eaten meat, representing 36 percent of all meat consumed, according to the USDA Foreign Agricultural Service.

“For the past 55 years the Nebraska Pork Producers Association has been proud to represent all of Nebraska’s pork farmers,” said Vering. “These family owned operations have compiled a rich history of continually providing a safe, healthy and nutritious product.”

The Nebraska Pork Producers Association is a grassroots, incorporated, non-profit 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.