The Nebraska Pork Producers Association’s Strategic Plan

BUILD TRUST...

With the general public
► Increase social media presence.
► Expand technology use to connect the public with producers (Zoom, live events, YouTube hosts/shows, etc.).

With opinion leaders in the community
► Provide farm tours for influencers (chefs, elected officials, teachers, etc.).
► Promote the positive health aspects of pork consumption (dieticians, health care industry, chefs, etc.).

In the political arena
► Support ‘livestock friendly’ office holders and candidates.
► Educate farmers on public policy issues and encourage their active participation.
► Support pro-livestock policies at the county and local government level.

Among our key stakeholders
► Partner with National Pork Board programs and research.
► Utilize pork producers/farmers to tell their stories and educate.
► Enhance and expand communications to SIP and Allied Industry members.
► Be agile and active in addressing issues affecting the pork industry.

ADD VALUE...

In the educational sector
► Continue developing ‘Pork in Schools’ program.
► Foster impactful relationships at all school grade levels to enhance swine education.
► Work with 2-year college programs to develop swine curriculum.
► Support swine industry career exploration for youth (FFA, 4-H, Ag classes, show pigs, others).

In the commercial sector
► Work with food distributors, grocery stores, and others to promote pork sales.
► Work with chefs to expand pork menus (provide product, education, ideas).

In the research sector
► Review current research projects and address unmet needs.
► Explore multi-state and public/private partnerships for research opportunities and grad student support.
► Prioritize NPPA funding to Nebraska research projects and researchers.
► Explore ways to enhance Nebraska swine research facilities.

With our own constituents
► Expand state SIP membership numbers.
► Explore ways to enhance NPPA revenues through publications and sponsorships.

FOR MORE INFORMATION CONTACT:
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