Pork Checkoff: At Work for Producers

Todd Rodibaugh, National Pork Board

JANUARY 21, 2021
Our Time Together Today

• What is the Pork Checkoff
• Data Driven Insights
• Pork Checkoff Resources
• Perspectives From Producers
A Rich History

Fort Dearborn Hotel, December 2, 1914
The Foundation: 1985 Farm Bill

The Pork Act

• Define Scope & Purpose
• Established National Pork Board
• Established Delegate Body
• Oversight by US Dept. of Agriculture
• Mandatory Checkoff
• Represent *all* producers
National Pork Board Today

• Operating according to the Pork Promotion, Research, and Consumer Information Act of 1985 aka “The Pork Act”
• Pork Checkoff rate is $0.40 per $100 (0.4%) of value
  – Research, Promotion & Education Programs
• ~ 80 Professional Staff, headquartered in Des Moines, IA
• 15 Producers serve on the board, direct Checkoff investment
• 100+ producers serving on various committees
• Represents ALL PORK PRODUCERS
Understanding Your Pork Organizations

- Legislative and Regulatory Relations
- International Trade Interaction
- Swine Science Expertise
- Checkoff Program Implementation
- Statewide Pork Promotion
- State & Local Gov’t Policy

Voluntary Investment:
10 cents per $100 market value

Mandatory Investment:
40 cents per $100 Market value

- Swine Science Research & Implementation
- U.S. & International Marketing/Promotion
- Producer and Consumer Education

State Organizations
Our Strategic Imperatives

- **Build trust:** We work in a trustworthy manner and transparently share the story of U.S. pork.
- **Add value:** We leverage innovation to increase the value of U.S. pork.

*Consumer-focused, Producer-led*

<table>
<thead>
<tr>
<th>Build Trust</th>
<th>Add Value</th>
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</thead>
<tbody>
<tr>
<td>Animal Well-being</td>
<td>Swine Production &amp; Health</td>
</tr>
<tr>
<td>Public Health</td>
<td>Domestic Marketing</td>
</tr>
<tr>
<td>Environment</td>
<td>International Marketing</td>
</tr>
<tr>
<td>Food Safety</td>
<td>Technology &amp; Innovation</td>
</tr>
<tr>
<td>Our People</td>
<td>Risks &amp; Opportunities</td>
</tr>
<tr>
<td>Community</td>
<td>Human Nutrition</td>
</tr>
</tbody>
</table>
Leveraging Data for Consumer Insights for Pork
Since The Pandemic Was Declared:

- Beef: +34% $ / +18% lb
- Turkey: +33% $ / +29% lb
- Chicken: +21% $ / +14% lb
- Pork: +30% $ / +19% lb

Processed Rfg Meat: +31% $ / +21% lbs

$ Growth Since Week Ending 3/8/20

Source: IRI Market Advantage Total Store View + Perimeter, Total Meat, weeks ending 9/6/2020
Consumption is Different

50% of consumers stated VARIETY as top Reason for buying different cuts/products

63% Consumers say their Meat IQ Improved (knowledge/comfort)

12% of consumers are making meats they typically get in a restaurant

13% More Fresh Food Sales Year-to-Date

50% Of Shoppers bought different cuts than usual

Nearly 60% WILL CONTINUE to Buy Greater VARIETY OF MEAT CUTS

Shoppers are Making Fewer Fresh Trips, But Spending More

1. IRI Fall 2020 Retail Advisory Council Meeting Presentation “IRI POV: FOCUSING ON THE NEXT SET OF RISKS AND OPPORTUNITIES, October 6, 2020
2. Annual Meat Conference Mid year PDM update
Supply Chain Transparency Is Growing Mindshare...

With health and safety concerns top of mind, food product transparency is increasingly important

Consumers Want To Know The Supply Chain is Keeping Their Food Safe
Trust And Transparency Will Be Key Drivers Of US Consumers’ Purchasing Decisions Immediately Coming Out Of The Pandemic

<table>
<thead>
<tr>
<th>How important are each of the following when making a purchasing decision?</th>
<th>Not important</th>
<th>Somewhat important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authenticity and honesty</td>
<td>6%</td>
<td>45%</td>
<td>49%</td>
</tr>
<tr>
<td>Clear labeling</td>
<td>7%</td>
<td>49%</td>
<td>45%</td>
</tr>
<tr>
<td>Transparent source or product origin</td>
<td>14%</td>
<td>52%</td>
<td>34%</td>
</tr>
<tr>
<td>Guarantee of ethics</td>
<td>13%</td>
<td>55%</td>
<td>32%</td>
</tr>
<tr>
<td>Product certification</td>
<td>14%</td>
<td>56%</td>
<td>30%</td>
</tr>
<tr>
<td>Products sourced locally to support the community</td>
<td>15%</td>
<td>54%</td>
<td>31%</td>
</tr>
<tr>
<td>Online reviews</td>
<td>15%</td>
<td>54%</td>
<td>30%</td>
</tr>
<tr>
<td>Guarantee of origin</td>
<td>16%</td>
<td>55%</td>
<td>29%</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>15%</td>
<td>61%</td>
<td>24%</td>
</tr>
<tr>
<td>Targeted advertising</td>
<td>26%</td>
<td>57%</td>
<td>17%</td>
</tr>
<tr>
<td>Social media</td>
<td>46%</td>
<td>40%</td>
<td>14%</td>
</tr>
<tr>
<td>Celebrity endorsement</td>
<td>64%</td>
<td>27%</td>
<td>9%</td>
</tr>
</tbody>
</table>
# Consumers Care Most About Supporting Farmers And Knowing Their Meat Came From Healthy Animals.

### Environmental Opinions

<table>
<thead>
<tr>
<th>Environmental Opinions</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowing buying products support U.S. farmers</td>
<td>53%</td>
</tr>
<tr>
<td>Buying meat from animals never given hormones/steroids</td>
<td>51%</td>
</tr>
<tr>
<td>Buying meat from animals never given antibiotics</td>
<td>50%</td>
</tr>
<tr>
<td>Knowing meat came from animal born/raised in U.S.</td>
<td>48%</td>
</tr>
<tr>
<td>Knowing meat came from animal fed a nutritious diet</td>
<td>46%</td>
</tr>
<tr>
<td>Buying meat that is locally sourced</td>
<td>46%</td>
</tr>
<tr>
<td>Buying meat produced with a commitment to animal care/well-being</td>
<td>44%</td>
</tr>
<tr>
<td>Buying from companies that use sustainable practices</td>
<td>43%</td>
</tr>
<tr>
<td>Eliminating GMOs from foods</td>
<td>43%</td>
</tr>
<tr>
<td>Spending more on brands better for the environment</td>
<td>39%</td>
</tr>
<tr>
<td>Knowing about the farm where meat came from</td>
<td>38%</td>
</tr>
<tr>
<td>Reducing impact of meat production on environment</td>
<td>34%</td>
</tr>
<tr>
<td>How much purchasing decisions contribute to climate change</td>
<td>33%</td>
</tr>
</tbody>
</table>

**Base:** Total US National (Q1 n=1,583; Q2 n=1,636)

Q12: When it comes to the foods that you buy, please tell us how you feel about each of the following.

Q13: For each of these food trends, please indicate how it has or will influence you, if at all. Arrows indicate if significantly higher/lower than Q1 Total.
The Farm Story Influences Purchase (% Yes)

Base: Think about a lot/a little for Pork (How pigs are raised n=6,680; What pigs are fed n=6,715; The cleanliness of pigs n=6,644)

M3 Q8a: Does any of the following influence how much pork you buy?

- The cleanliness of pigs: 50%
- What pigs are fed: 49%
- How pigs are raised: 48%
Consumers are calling for REAL

OUR 7 BRAND TRUTHS for PORK

- Flavor
- Craveable
- Connections
- Farm to Fork
- Family Meals
- Good for Me & My Family
- Sustainability & Stewardship
2020 Highlights: Real Pork’s Satellite Media Tour

Former Top Chef contestant and restaurateur Chef Kevin Gillespie joined NPB’s director of nutrition and dietetics Kara Behlke.

130 airings

Reaching nearly 5.4 million consumers
Pork Checkoff Resources
Pork Checkoff Resources

  - Product Labeling info – Links, FAQs
  - Animal Care Training, Certification Programs, Marketing items
    - PQA, TQA, Cut Charts, Temperature Guides
  - University resources – Links

• Pork Information Gateway:  [www.porkgateway.org](http://www.porkgateway.org)
  - Factsheets, how-to guides, references, videos
  - Small & Beginning Farmer
  - Pork Quality
  - Marketing
  - Swine Health & Reproduction

• Marketing Your Pork – A guide to digital marketing (February ‘21)
  - Guide to digitally marketing pork directly to consumer
Connect with us

• State Associations
  • www.pork.org/about/state-pork-associations/

• Serve on a Task Force
  • www.pork.to/TaskForce

• Contact us:
  • 1-800-456-7675 (PORK)
  • info@pork.org
  • www.Pork.org