

BUILD TRUST / ADD VALUE

Pork Checkoff: At Work for Producers

Todd Rodibaugh, National Pork Board

JANUARY 21, 2021

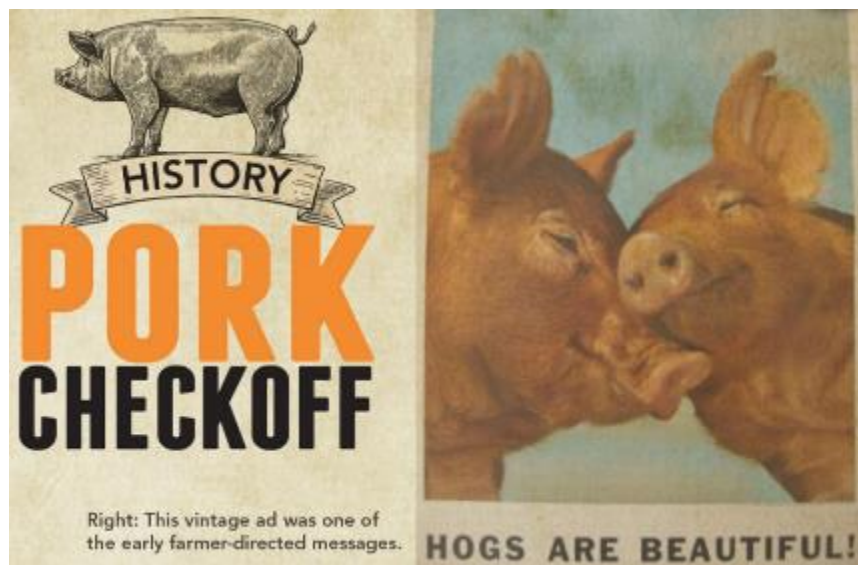


A close-up photograph of three pork chops cooking on a metal grill. The grill is over a bed of glowing orange and yellow charcoal briquettes. The pork chops are arranged in a row, with the one on the left being the most cooked, showing distinct grill marks and a browned exterior. The middle and right chops are slightly less cooked, with more pink visible in the center. The background is dark and out of focus.

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

PORK PROMOTION, RESEARCH, AND CONSUMER INFORMATION ACT OF 1985 ¹

(7 U.S.C. 4801-4819)

SHORT TITLE

SEC. 1611. This subtitle may be cited as the "Pork Promotion, Research, and Consumer Information Act of 1985". (7 U.S.C. 4801 note.)

FINDINGS AND DECLARATION OF PURPOSE

SEC. 1612. (a) Congress finds that)

(1) pork and pork products are basic foods that are a valuable and healthy part of the human diet;

(2) the production of pork and pork products plays a significant role in the economy of the United States because pork and pork products are)

(A) produced by thousands of producers, including many small- and medium-sized producers; and

(B) consumed by millions of people throughout the United States on a daily basis;

(3) pork and pork products must be available readily and marketed efficiently to ensure that the people of the United States receive adequate nourishment;

(4) the maintenance and expansion of existing markets, and development of new markets, for pork and pork products are vital to)

(A) the welfare of pork producers and persons concerned with producing and marketing pork and pork products; and

(B) the general economy of the United States;

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***

2020-2021 National Pork Board



Gary Asay
Oswego, Illinois



Deb Ballance
Raleigh, North Carolina



Rich Deaton
New Madison, Ohio



Todd Erickson
Northwood, North Dakota



Pat FitzSimmons
Dassel, Minnesota



Bill Luckey
Columbus, Nebraska



Russ Nugent
Lavelle, Arkansas



Alicia Pedemonti
Hopkinton, New Hampshire



Scott Phillips
Drexel, Missouri



Micheal Skahill
Norfolk, Virginia



Bill Tentinger
LeMars, Iowa



Alan Wulfekuhle
Quasqueton, Iowa



President
David Newman
Jonesboro, Arkansas



Vice President
Gene Noem
Ames, Iowa



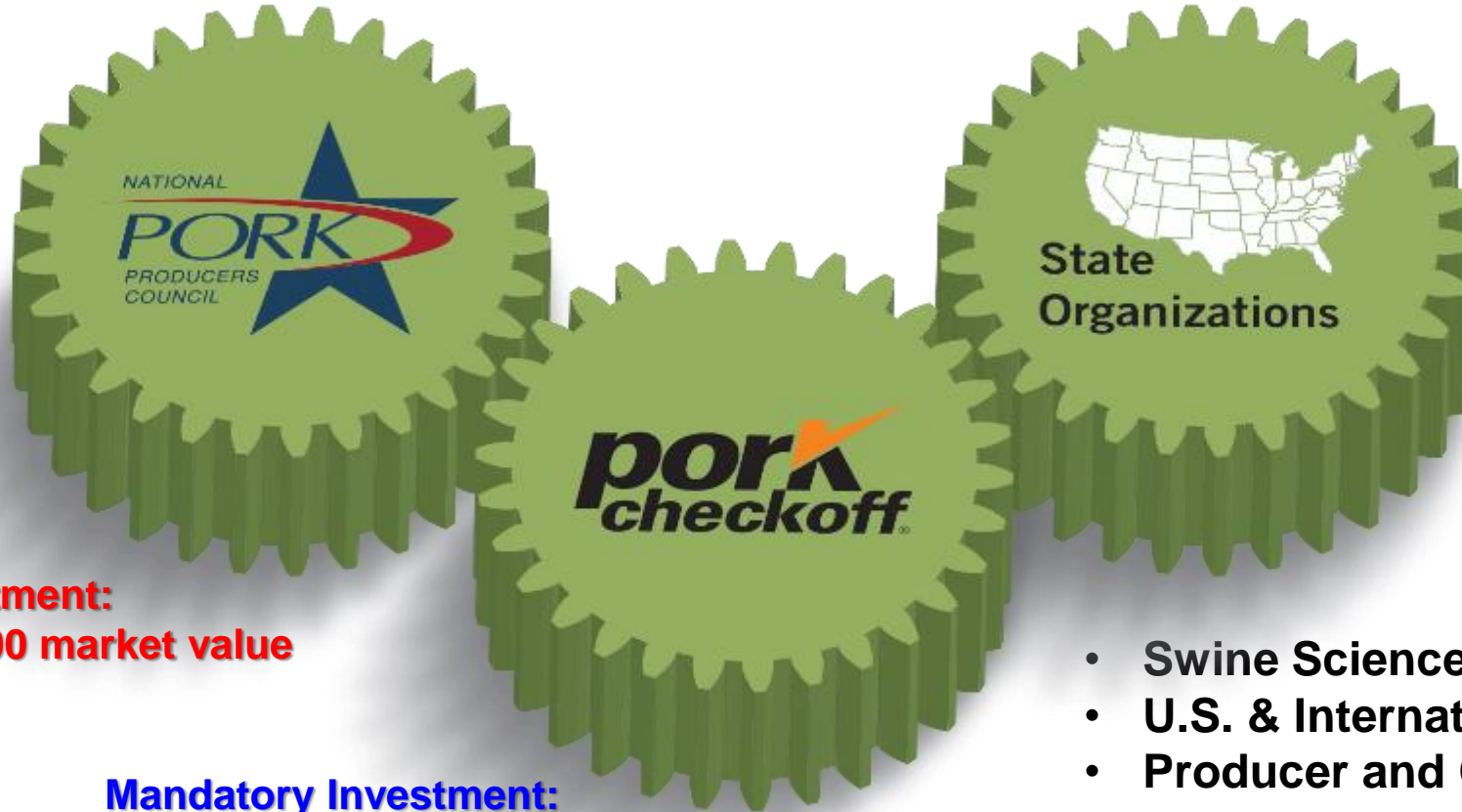
Treasurer
Heather Hill
Greenville, Indiana

**pork
checkoff**

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

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

Build Trust
Animal Well-being
Public Health
Environment
Food Safety
Our People
Community



Add Value
Swine Production & Health
Domestic Marketing
International Marketing
Technology & Innovation
Risks & Opportunities
Human Nutrition

RESEARCH TO INSIGHTS TO ACTION

DETERMINING WHAT CONSUMERS ARE ...

FILTERING AND DISTILLING
RESEARCH TO GET TO
WHAT MATTERS

DEVELOPING ACTIONABLE INSIGHTS
TO BUILD TRUST AND ADD VALUE



Leveraging Data for Consumer Insights for Pork

Meat Sales in All Retail Outlets

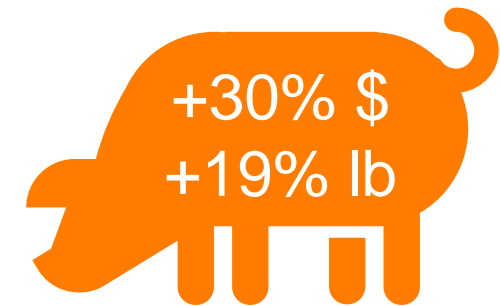
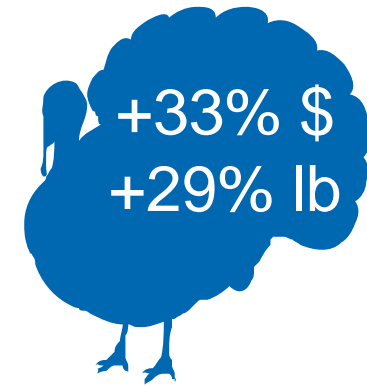
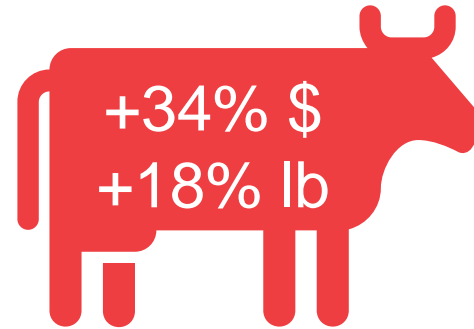
+31%

\$ Growth Since
Week Ending 3/8/20

+18%

lbs Growth Since
Week Ending 3/8/20

Since The Pandemic Was Declared:



Processed Rfg Meat	+31% \$ / +21% lbs
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Consumption is Different

Shoppers are
Making Fewer
Fresh Trips,
But Spending
More¹...

13%
More Fresh
Food Sales
Year-to-Date¹

12%
of consumers
are making
meats they
typically get in
a restaurant²

50% of
Shoppers
bought
different cuts
than usual²

50%
of consumers
stated *VARIETY*
as top Reason for
buying different
cuts/products²

Nearly
60%
WILL CONTINUE to
Buy Greater *VARIETY* OF
MEAT CUTS²

63%

Consumers say their Meat
IQ Improved²
(knowledge/comfort)

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 POM update

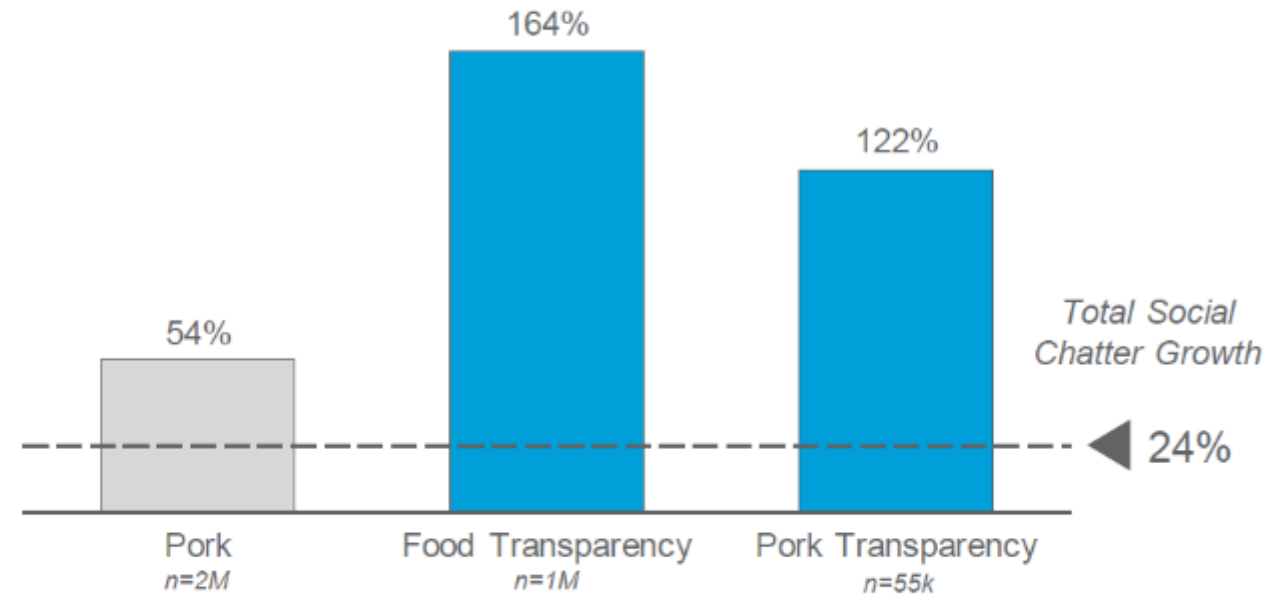
Supply Chain Transparency Is Growing Mindshare...



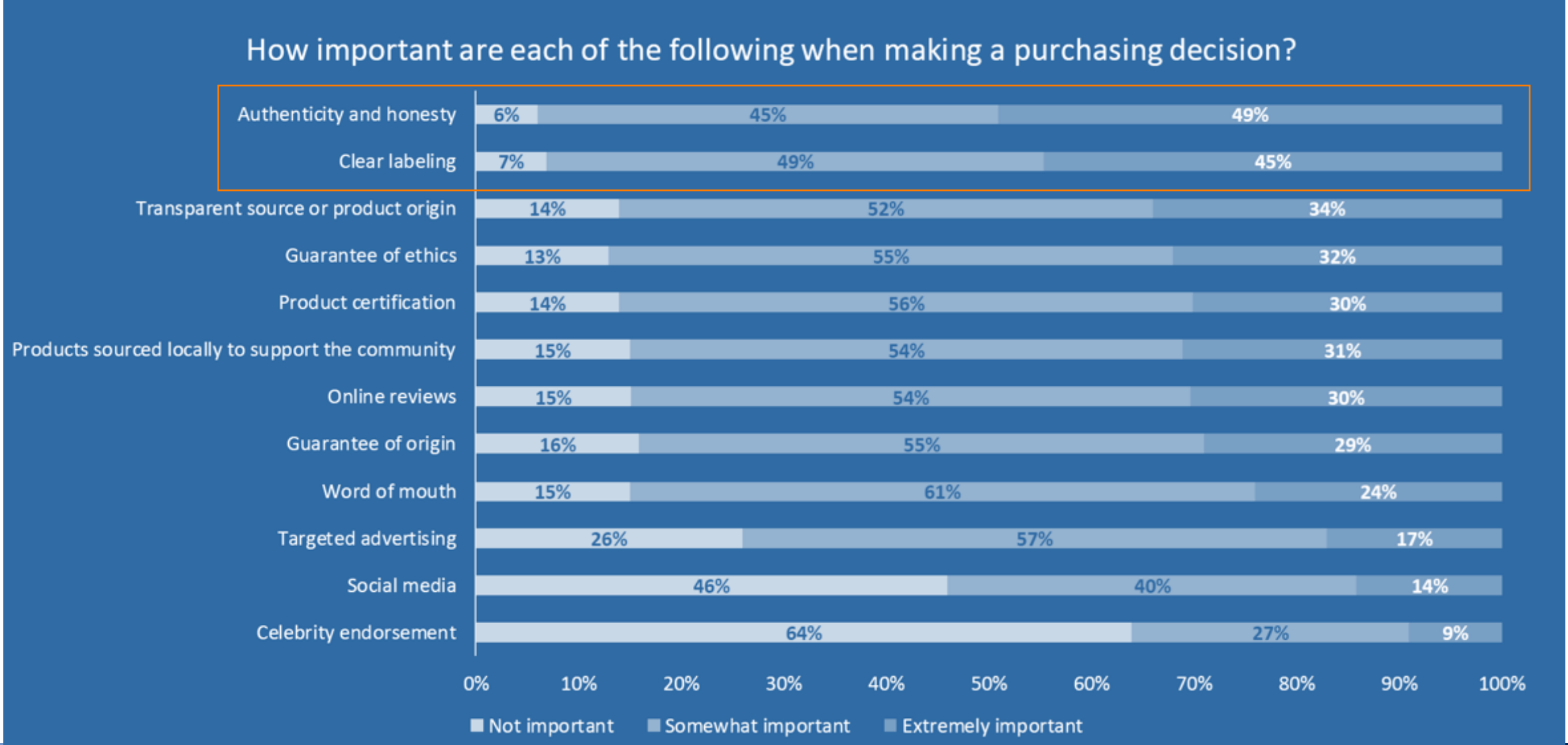
Consumers Want To Know
The Supply Chain is Keeping
Their Food Safe

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

Volume % Change vs. 2019 Monthly Average



Trust And Transparency Will Be Key Drivers Of US Consumers' Purchasing Decisions Immediately Coming Out Of The Pandemic

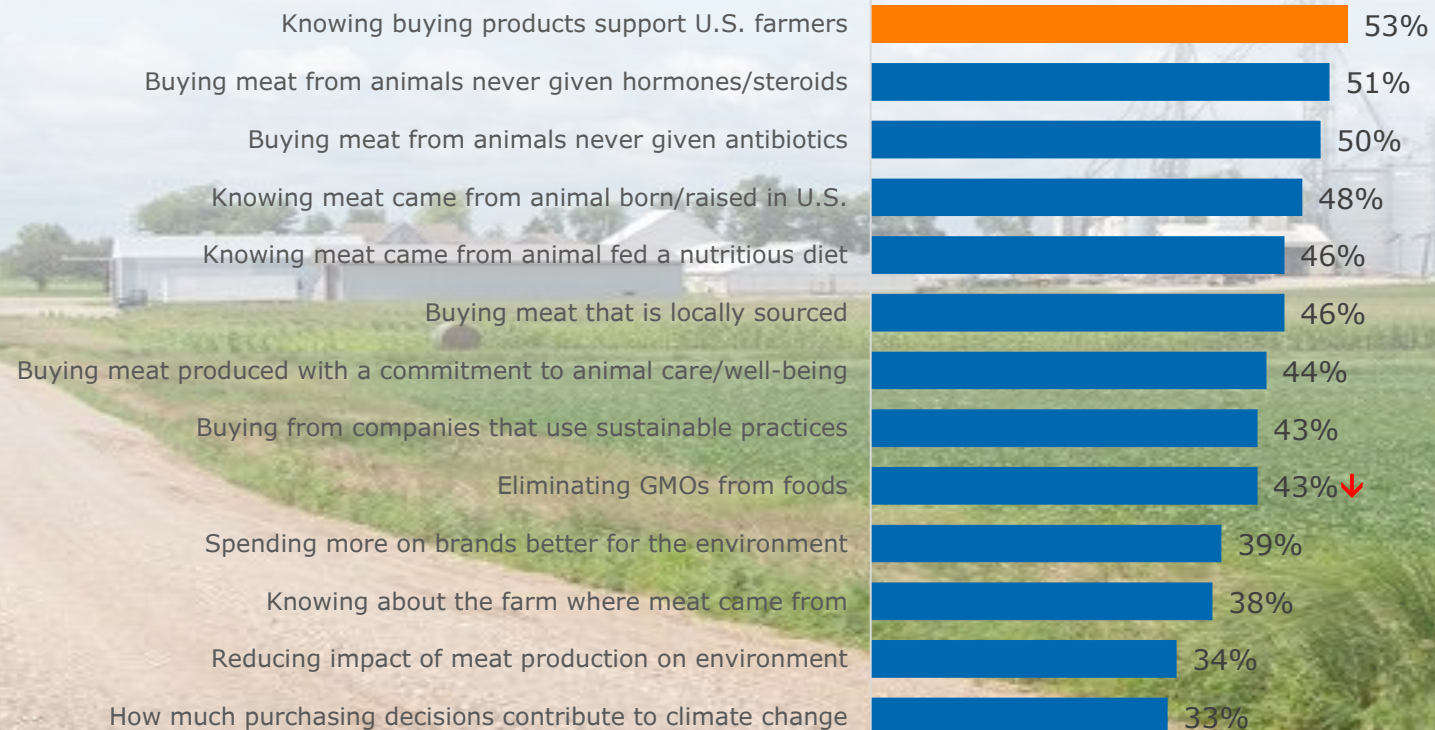


Consumers Care Most About Supporting Farmers And Knowing Their Meat Came From Healthy Animals.

Social and Environmental Values – Total US National

Environmental Opinions

% I actively commit to supporting this cause/I care about this and some of my purchases reflect it



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)

50%

49%

48%

The cleanliness of pigs

What pigs are fed

How pigs are raised

NPB Demand Landscape Research

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?



Consumers are calling for REAL

OUR 7 BRAND TRUTHS for PORK



Flavor



Craveable



Connections



Farm
to Fork



Family
Meals



Good for Me &
My Family

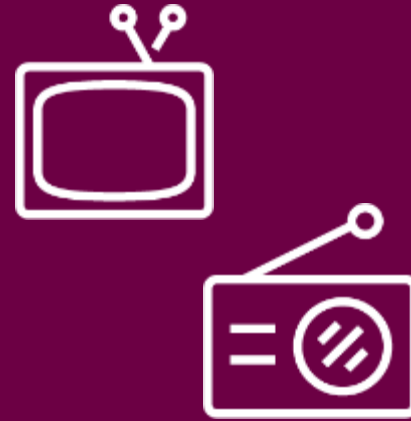


Sustainability
&
Stewardship

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

- Alternative Pork Production site: www.pork.org/production/niche-pork/
 - 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
 - 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

Consumer Focused. Producer Led.

pork
checkoff®

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