Two surveys were developed and distributed to pork processors to learn more about the use of pork as well as competing protein sources in the processed meat industry, unique claims related to farm level production systems, and the use of farm-to-table marketing alliances. The first survey was a comprehensive, multi-page document sent to 576 meat processors and ten responses were received. A second, one-page survey was sent via FAX to 5133 individuals in the meat processing industry and 115 responses were received. The results of the surveys revealed that: When buying fresh pork for further processing, processors pay most attention to the fat content and price of meat being purchased. Processors who do not utilize beef or poultry also tend to not add non-meat protein to their products, and they are most interested in using some kind of a label designating their products as made from 100% pork. Processors who utilize less than one million pounds of pork per year appear to be most interested in making a claim regarding producer or farm-level inputs for their processed pork products. The use of some type of a farm-to-table alliance is relatively common among processors (27 of 111 responses) and was greatest (35%) among those processors who utilize pork, beef and less that 20% poultry in their products.