The new strategic vision for the National Pork Board was developed over a 12-month period by a task force of pork industry representatives and the board of directors, with input from hundreds of producers.

Among the many outcomes of this process was the realization the world is changing too quickly for a static three- or five-year strategic plan. Instead, the new strategic vision will guide the annual work while a year-round planning process collects input from the industry to inform and guide adjustments to the following year’s plan.

Another outcome was the realization that the National Pork Board needs to become more agile and nimble. An organization moving at the speed of business, focusing resources on specific projects relevant to industry needs and using the principles of project management. To that end, the task force developed, and the board of directors supported, the following framework.
VALUES

Consumer-focused, producer-led: We are driven to meet consumer expectations, guided by pork producers.

Trustworthy: We do what we say we’ll do.

Integrity: We do what’s right, for people, pigs and the planet.

Passionate: We care deeply about what we do, and we keep working to do it better.

Agile: We are focused, flexible, and we lead through change.

PURPOSE

We build trust and increase value of U.S. pork by doing what’s right for people, pigs and the planet.

STRATEGY

The National Pork Board leads as a catalyst and connector to add value and build trust among those who produce, process, sell and consume pork worldwide. We are agile and accountable to clearly defined current priorities, and we prepare and lead the industry into an ever-changing future. We are dedicated to understanding and meeting the needs of U.S. pork stakeholders. We achieve our strategic objectives through research, promotion and education, as empowered by the Pork Act and Order.

STRATEGIC IMPERATIVES

Everything we fund or do must ladder up to one of these two imperatives:

Build Trust: We strengthen our freedom to farm by working in a trustworthy manner and transparently sharing the story of U.S. pork.

Add Value: We leverage innovation to improve the value of U.S. pork and increase revenue for U.S. pork producers.

BUILD TRUST

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

ADD VALUE

Swine Health and Production
Domestic Marketing
International Marketing
Human Nutrition
Technology and Innovation
Risks and Opportunities
GUIDING PRINCIPLES

We will…

Collaborate: Engage producers, staff and diverse collaborators to achieve shared outcomes.

Drive continuous improvement: Lead progress on farms, across the industry and within the National Pork Board.

Be agile: Ensure that structure and operations achieve desired results in a rapidly changing environment.

Going forward, the National Pork Board will use multiple task forces instead of a few fixed program committees. Task forces will generally be smaller than committees and will be dedicated to a specific project with clear goals as well as a defined start and end date. When a project is complete, the task force will disband, making room for formation of, and participation in, new task forces as needed. This approach supports the National Pork Board’s ability to be flexible and nimble while allowing busy producers and allied industry representatives to engage in a focused way and see the results of their work.

CORE COMPETENCIES

Under Build Trust and Add Value, the board has established core competencies, which describe the type of work that will support each goal. For Build Trust, the core competencies are centered on the six We CareSM ethical principles. This recognizes the importance of having all U.S. pork producers commit to continuous improvement via We Care to build trust, earn the public’s social license and have the freedom to operate.

Within the Add Value goal, the core competencies are focused on the six areas where Pork Checkoff research, promotion and education can help to either reduce costs of production or to increase the value received for pigs. These areas of work help make sure pork is relevant and competitive in domestic and global markets, with a focus on innovation and collaboration.

In addition, the new strategic vision calls on staff to develop a comprehensive engagement plan that ensures producers have active and meaningful interaction with the Pork Checkoff and understand how their checkoff dollars are invested. This means a shift from one-way communication where the Pork Board sends out information to more opportunities for representatives from across the industry to provide feedback and insights on risks, opportunities and priorities.

ANNUAL PLANNING CYCLE - Future-Focused and Agile

State Meetings and Pork Forum
Get producer and industry input.

Q1 National Pork Board Report (April)

Q4 and Year in Review National Pork Board Report, Implement Annual Plan (January)

Board Approves Work Plans and Budget; Submits to U.S. Department of Agriculture (November)

Regional Meetings and Survey
Get structured producer and industry input into risks, opportunities and priorities (short, intermediate, long-term).

Q2 National Pork Board Report; Regional Meetings (June/July)

Industry Leaders Outlook and Prioritizing Session (August)
Board, producers and representatives from across the industry and academia convene to share outlook, align on priorities and guide the annual planning of industry organizations.

Q3 National Pork Board report; Staff Develop Work Plans (October)

National Pork Board Annual Planning Objectives, KPIs (September)
2020 WORK PLAN

At its January 2020 meeting, the board of directors approved a work plan and budget that prioritizes the following:

Foreign Animal Disease Prevention and Preparedness – African swine fever (ASF) is the number one threat to the pork industry, and it demands constant vigilance and preparedness. The National Pork Board has created a team of swine health and production experts and will be leveraging more than $10 million to work with pork allies and USDA to meet this challenge.

We Care℠ – To capitalize on the growing, global demand for meat driven by ASF losses and increasing incomes around the world, the pork industry needs the social license to operate in the United States. The National Pork Board is implementing a grassroots plan to encourage all pig farmers to get involved, share their stories and build trust in today's pig farming. This effort is backed by a $9-million budget – the largest in the program's history – and will require coordination with state associations, National Pork Producer's Council and allied industry.

International Marketing – Global pork demand is on the rise, and the National Pork Board is devoting focused resources to recapture share in key export markets impacted by trade disputes, such as Japan and Mexico. Competitive market intelligence from the Checkoff's new Pork 2040 analysis will support Pork Board work, in collaboration with the U.S. Meat Export Federation, to prioritize emerging markets, particularly those experiencing pork protein shortfalls from ASF.

Sustainability, Health and Nutrition – Market research shows consumers give pork high marks for flavor and versatility, but don’t believe it is good for them or the planet. And as more and more well-known global brands take stands on sustainability, the indirect message to consumers is that they can do their part by eating less meat. The Pork Checkoff will be engaging the public to let them know the truth about pork as a sustainable, essential part of a healthy diet.