

*People. Pigs. Planet.™*

## Initial 2020 Task Forces

**pork**  
checkoff

**pork**

**WE**

1

## 2020 Task Forces

- National Swine Disease Council
- Euthanasia
- Public Health Implications of Live Production
- Water Quality & Soil Health
- Air Quality
- Producer & Grass Roots Engagement
- Competitive Retail Meat Case
- Japan Market Share
- Mexico Market Share
- Human Diet, Health & Nutrition

*People. Pigs. Planet.™*

**pork**  
checkoff

2

## National Swine Disease Council

**Staff Lead:** Dr. Dave Pyburn

**Swine Health Staff:** Dr. Lisa Becton, Dr. Patrick Webb

**Project Management Support:** Alex Wibholm

**Communications:** Mike King

The council is comprised of key industry leaders from six distinct areas of swine science expertise. NSDC leadership includes representatives from:

- National Pork Board
- National Pork Producers Council
- North American Meat Institute
- Swine Health Information Center
- American Association of Swine Veterinarians
- U.S. Department of Agriculture, as well as state animal health officials.

Rapid and effective response to disease outbreaks is the council's top priority. Understanding what diseases exist in the world and keeping them out of the country continues to be the most important task in terms of risk management as those diseases pose a significant threat to U.S. pork production.

*People. Pigs. Planet.* 

3

## Euthanasia Task Force

**Staff Lead:** Dr. Sara Crawford

**Project Manager:** Stephanie Wisdom

**Communications:** Mike King

Objective: Develop acceptable alternatives to currently approved euthanasia methods

KPI: Collaborate with swine industry trade associations (e.g. AASV, NPPC, SHIC) to identify and facilitate research of new or improved pig size-appropriate methods for mass depopulation in the event of an ASF outbreak with the outcome of seeking national recognition of approval for methods of depop by 12-20.

KPI: Identify and research an alternative captive bolt location for large breeding animals for euthanasia by 12-20.

*People. Pigs. Planet.* 

4

## Public Health Implications of Live Production Task Force

**Staff Lead:** Dr. Heather Fowler

**Project Manager:** Dr. Heather Fowler

**Communications:** Mike King

Objective: Research any human health implications of live production

KPI: Conduct literature review on the public health implications of live production and determine gaps in the knowledge by 3 – 20.

KPI: Conduct research to understand any potential public health impact of live production and how to mitigate those impacts by 12 – 20.

People. Pigs. Planet.™ | pork  
checkoff

5

## Water Quality & Soil Health Task Force

**Staff Lead:** Marguerite Tan

**Project Manager:** Alex Wibholm

**Communications:** Agency Support

Objective 1: Establish a baseline for optimal use of water on U.S. pig farms that producers can use as a benchmark.

KPI: Conduct literature review/research to establish baseline of water use in pig farms by 5-20.

KPI: Create water use (gal/pig) best practices document and communicate to producers by 9-20.

KPI: Develop and implement strategic communications plan targeted at industry customers conveying water conservation strategies employed by pork producers by 12-20

Objective 2: Understand the relative water quality impacts of manure

KPI: Conduct literature review and identify research gaps by 6-20.

KPI: Initiate needed research by 8-20.

KPI: Develop proactive communications plan to share advantages of manure by 9-20.

KPI: Initiate research on impact of water quality on soil health and microbiome by 8-20.

Objective 3: Understand the nitrogen cycle relative to feed production used in pig production.

KPI: Use MyFarms calculator to deliver nitrogen balance from 25 Soil Health Partnership associate pig farms by 12-20.

Objective 4: Establish baseline percentage of pig farms that source feed from a farm with a nutrient management plan.

KPI: Survey pig farmers via partnership with Farm Journal by 6-20.

People. Pigs. Planet.™ | pork  
checkoff

6

## Air Quality Task Force

**Staff Lead:** Marguerite Tan

**Project Manager:** Alex Wibholm

**Communications:** Agency Support

Objective 1: Build trust by quantifying the percentage of pig farms that employ air emission reduction techniques.

KPI: Survey producers at 95% confidence interval regarding barns, manure storage, and manure application by 6-20.

Objective 2: Evaluate and force rank current odor measurement technology.

KPI: Commission a report on legal and scientific analyses of existing data by 2-20.

KPI: Work towards discovery of emerging tech relative to assist with measurement of odor by 6-20.

Objective 3: Identify effective odor mitigation technology.

KPI: Establish efficacy evaluation on odor mitigation products and technologies by 12-20.

Objective 4: Evaluate air as a vector for zoonotic diseases and public health threats.

KPI: Conduct literature review by 6-20.

KPI: Develop strategic messaging/communications plan by 9-20.

People. Pigs. Planet.™ | pork  
checkoff

7

## Producer Engagement Task Force

**Staff Lead:** Bryan Humphreys

**Project Manager:** Todd Rodibaugh, Lauren Cepelcha

**Communications:** Carrie Webster

Objective 1: Execute a survey at the beginning and ending of the year to measure change in producer engagement

KPI: Survey producers on current engagement with We Care to establish baseline awareness and understand motivations, obstacles, barriers by 4-20.

Objective 2: Build and Execute our quarterly engagement plan with producers for 2020

KPI: Execution and measurement of the quarterly plan (Animal Well-being, Environment, Food Safety / Public Health, Our People / Community)

Objective 3: Work with State Associations as well as pork integrators to increase engagement with Contract Growers

KPI: Through the regional relationship managers, work with the top 13 state pork associations as well as integrators to solicit support and willingness to share contract grower contact information by 6-20.

KPI: Execute up to 4 contract grower focused sessions in coordination with the state pork association and their integrators by 12-20.

KPI: Evaluate the right terminology/messaging for communicating to/about "Contract Growers" by 6-20.

People. Pigs. Planet.™ | pork  
checkoff

8

## Meat Case of the Immediate Future Task Force

**Staff Lead:** Angie Krieger

**Project Manager:** Chris Jones, Lauren Ceplecha

**Communications:** Jason Menke

Objective: Meet consumer needs for fresh pork at the retail meat case, as defined in the demand landscape, by developing the meat case of the immediate future (MOTIF).

KPI: Convene task force to develop the MOTIF strategy by 3-20.

KPI: The outreach, communication, and production of MOTIF is established with clear milestones established by 4-20.

KPI: The MOTIF design with technology assist is complete, including pilot projects turned case studies to serve as the value proposition for packers and retailers; heavy emphasis on pork labeling/messaging, including sustainability and nutrition by 1-21.

KPI: Introduce MOTIF at the NAMI Annual Meat Conference in 3-21.

People. Pigs. Planet.® | pork  
checkoff

9

## Japanese Chilled Pork Task Force

**Staff Lead:** Norman Bessac

**Project Manager:** Dr. Clay Eastwood

**Communications:** Claire Masker-King

Objective: Reverse Japan chilled pork and ground seasoned pork share declines.

KPI: Formulate aggressive marketing plan that leverages Checkoff, MAP and ATP dollars to put US chilled pork back in leadership position by 12-19.

KPI: Support market access research by 1-20.

KPI: Formulate compelling US pork story to differentiate US pork from competition (EU, Canada, Chile, Mexico). Include specific proof points to support story by 6-20.

KPI: Chilled Market share taskforce strategy meeting in Japan by 4-20.

People. Pigs. Planet.® | pork  
checkoff

10

## Mexican Hams & Loin Primal Cuts Task Force

**Staff Lead:** Norman Bessac

**Project Manager:** Dr. Clay Eastwood

**Communications:** Claire Masker-King

Objective: Mexico - Secure Ham business and promote Loin primal cuts.

KPI: Develop a plan with USMEF to engage Customers in promotion and educational events that increase US Pork exports above 2018 volume. 3-20

KPI: Offer Innovation session for Retail and Foodservice customers to increase loin volume above 2018 level using EMP/QSP program funds. 6-20

KPI: Collaborate with Hispanic Marketing team to offer 2 education events in both US and Mexico that offers innovative merchandising ideas for US pork cuts. 8-20

People. Pigs. Planet.® | pork checkoff

11

## Human Diet, Health & Nutrition Task Force

**Staff Lead:** Jarrod Sutton

**Project Manager:** Chris Jones & Adria Huseth

**Communications:** Jason Menke

Objective 1: Build a health and nutrition competency inside NPB.

KPI: Evaluate skill sets and resources needed to effectively advocate for pork in human nutrition by 2-20.

Objective 2: Establish a pork nutrition platform.

KPI: Evaluate current pork nutrition research, identify gaps, and establish nutrition research platform(s) by 7-20.

KPI: Fund prioritized research to start to fill in the identified gaps by 9-20.

KPI: Develop a long-term strategy for the NPB nutrition platform and expand the nutrition platform at NPB by 9-20.

Objective 3: Develop trust in animal protein.

KPI: Establish baseline understanding of Academy of Nutrition and Dietetics members of current pork production practices and pork as part of a healthy diet by 12-20.

KPI: Identify 12 influencers to drive consumer perceptions about protein and pork and human health with engagement strategy by 9-20.

KPI: Identify the top 20 influential media outlets and editors and develop a strategy that results in XX earned media placements with XX impressions by 12-20.

People. Pigs. Planet.® | pork checkoff

12

*People. Pigs. Planet.™*



This message funded by America's Pork Producers

