

2025 PORK CHECKOFF STAKEHOLDER REPORT

# Powering Pork's Future



**pork**  
checkoff®



# Three-Year Strategic Plan Charts the Path Forward

The National Pork Board’s Board of Directors approved a bold three-year strategic plan as part of a broader roadmap to guide the organization through 2028. Kicking off in August 2024, the strategic planning process gathered insights from a wide range of producers and industry stakeholders.

With the following defined goals, the path forward is grounded in strategic initiatives to elevate pork’s position, presence and consumer appeal:

# 1



## Drive and increase the long-term value of pork.

NPB is driving demand and increasing the value of pork by getting more people to choose pork more often. The **Taste What Pork Can Do®** consumer marketing campaign is unapologetic about pork and focuses on the whole hog as an investment to making pork relevant for the next generation.

# 2



## Create a stronger, more resilient U.S. pork industry through collaboration with state pork associations and producers.

State associations are the U.S. pork industry’s boots on the ground, holding close relationships with producers and employees putting in the on-farm work every day. State pork associations serve as a direct link to the next generation of leaders and talent.

# 3



## Improve the lives of our pigs and our people.

NPB is developing a collaborative, producer-led National Swine Health Strategy to strengthen the health of the U.S. swine herd and industry.

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*On the cover: Midwest pork producer Chad Adams with grandson Corbin*

# Laying the Groundwork

President Dwight D. Eisenhower once said, **“Plans are worthless, but planning is everything.”**

For the National Pork Board, 2025 marked a year of great progress built on the NPB Board of Directors’ planning, driving us toward the vision of a more resilient and relevant industry. The past year also demonstrates the power of adapting to change while keeping a laser focus on the desired outcomes.

At the start of 2025, the U.S. pork industry was not active in the consumer marketing space. We weren’t pursuing a collaborative approach to improve swine health. And NPB’s Board of Directors wasn’t anticipating a change in its leadership.

## But what a difference a year makes.

Today, the new strategic plan is in place to focus the work of the Pork Checkoff on what matters most to producers. While the plan technically kicks off in 2026, the NPB team has already made significant strides in realizing the vision outlined in the plan.

The **Taste What Pork Can Do** campaign is actively building long-term value for pork by enticing consumers – particularly those in the Gen Z and millennial generations – to choose more pork more often, repeatedly! We’re making pork relevant in new ways and elevating the product by demonstrating how it aligns with what consumers want most from their food: taste, flavor and balance.

Feedback was gathered from more than 800 producers and stakeholders, along with direction from a producer-led advisory group, and development began on the National Swine Health

Strategy, which will be shared for industry approval at the 2026 National Pork Industry Forum.

Groundwork was laid to identify how to best support the grassroots entity of our industry – state pork associations – through staff support, resources and professional development opportunities. The aspiration? Next-generation state and national organizations working together for the benefit of the entire industry.

The search process and selection of Dr. David Newman as the new National Pork Board CEO positioned the Checkoff for a bright and bold future. As a Board of Directors, we’re excited for the vision David has cast for NPB as an organization and how it will impact the industry as a whole.

As we take the progress made in 2025 to a new year, I challenge each of you to be involved: provide input and feedback on the marketing plan, National Swine Health Strategy, and how our state and national organizations can work together more seamlessly.

A new leader, new strategic plan, new marketing campaign and new strategy for swine health are all working together toward NPB achieving new heights on behalf of U.S. pork producers.

Here’s to another productive year for the industry.



Sincerely,

A handwritten signature in black ink, appearing to read 'Gordon Spronk', with a long, sweeping horizontal line extending to the right.

**Gordon Spronk**

*on behalf of the  
NPB Board of Directors*

BOARD OF DIRECTORS 2025-2026



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FROM THE CEO

# Our Path Forward

The U.S. pork industry's future is bright.

At the National Pork Board, we're committed to powering this bright future by **focusing** on what makes the biggest impact for producers and what makes consumers choose more pork more often.

While this report focuses on the progress made in 2025, it also foreshadows the continued success we're working on in 2026 as we continue working on the priorities outlined in the 2026-28 NPB Strategic Plan:

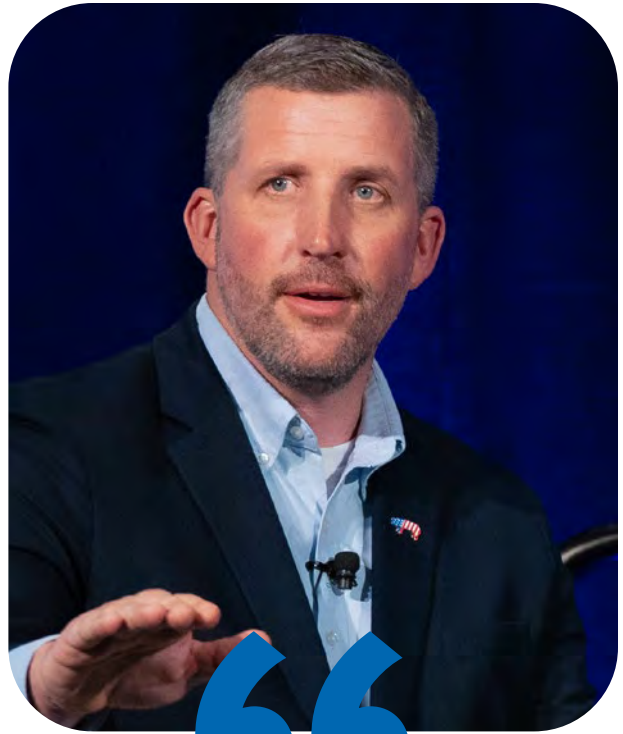
- Drive and increase the long-term value of pork.
- Create a stronger, more resilient U.S. pork industry through collaboration with state pork associations and producers.
- Improve the lives of our pigs and our people.

This plan was developed through a multistep, 18-month process led by producers to identify the most important areas for Checkoff dollars and resource investment. This process included:

- Input received from a wide range of producers and industry stakeholders
- Producer-led taskforce defined goal and success definitions
- Approval by the Board of Directors during the 2025 National Pork Industry Forum

At the top of that list is finding real solutions to the swine health challenges producers face every day. In our most recent producer survey, 98% of producers identified swine health as important to the industry's future success. NPB is committed to being a part of the swine health improvements needed to continue the growth and profitability of the industry.

We also continue to focus on building lasting relevance for pork with younger consumers and capitalizing on pork's role in a healthy diet. The annual per capita consumption of meat is projected to increase by almost 2 pounds per person per year



I am ecstatic about the opportunity to dig deep and find solutions to the challenges impacting producers every day.

by 2034, and NPB-supported research shows more than 75% of consumers think it's important to meet their daily protein goals. Now is the time to elevate pork's position and make it the protein of choice for consumers, leveraging the taste and flavor pork offers that consumers value.

**2025 represented a year of identifying our path forward and building a strong foundation for growth.**

In 2026, we'll catapult off that strong foundation with intense focus on delivering the results that have the most impact on and for the U.S. pork business.

The future is bright. And we're ready to make it even brighter.

Let's go!

David Newman, Ph.D.  
CEO, National Pork Board



# Meat Is Having a Moment

Through NPB's Business Intelligence partnership with foodservice insights partner Datassential, the number of meat eaters increased by 17 percentage points<sup>1</sup> between 2021 and 2024, a significant shift that far surpasses the other variations of dietary patterns. In fact, all other categories, including vegetarians, vegans and flexitarians, *declined* over the same period. This growth marks a major shift in consumer consumption and behavior. It also sets the stage for pork to meet the increased protein demand among consumers.

## Consumer Campaign Encourages More Consumers to Choose Pork More Often

Building off meat's momentum, NPB is making a bold investment to build long-term domestic demand for pork through the **Taste What Pork Can Do** consumer brand campaign. The digital-first campaign focuses on connecting with Gen Z and millennial consumers online and in-store, encouraging them to eat more pork, more often.

After months of extensive consumer research, audience analysis and creative development, the campaign launched in May 2025 with audience-specific content on channels where consumers already seek inspiration, including social media,

streaming services, satellite radio advertisements and online display ads.

As the campaign builds momentum, NPB is using pork to sell more pork and partnering with retailers, state pork associations and industry partners nationwide to bring the message to life about pork's taste and flavor, nutrition, versatility and convenience. Activations are inspiring purchases and driving excitement through print and digital ads, videos, in-store signage at point of purchase and even truck wraps.

With an unapologetic, whole-hog approach and message grounded in taste, versatility and convenience, pork is building long-term relevancy with millennial and Gen Z consumers.



**TASTE WHAT PORK CAN DO.®**

### Shift Toward Meat Consumption: Dietary Preferences, 2021-2024

	2024	2021	Difference
<b>Meat Eater</b>	<b>68%</b>	<b>51%</b>	<b>+17%</b>
Flexitarian	12%	15%	-2%
Vegetarian	4%	6%	-3%
Raw Foods	4%	5%	-2%
Pollotarian	3%	4%	-1%
Climatarian	2%	4%	-2%
Pescatarian	2%	5%	-4%
Vegan	1%	5%	-4%

Source: Datassential'

- 2025 National Pork Industry Forum:** Attendees received an exclusive first look at the tagline for the digital-forward consumer campaign ahead of its spring launch.
- Campaign Launch – May 2025:** NPB officially debuted the new **Taste What Pork Can Do** consumer campaign with activations, including influencer engagement, a culinary-focused New York City media event and resources for retailers and state pork associations.
- 2025 World Pork Expo:** More than 10,000 attendees gathered in Des Moines for a dynamic blend of education, networking and celebration.



# A Strategic Approach

NPB's Consumer Connect Segmentation<sup>2</sup> insights continue to drive the industry's consumer, marketing and brand strategies, not only through the **Taste What Pork Can Do** campaign, but also in retailer and supply chain-driven efforts.



**I've Got This!**  
Confident Meat Eaters



**Up for the Challenge**  
Culinary Adventurers



**I Make Conscious Choices**  
Mindful Choicemakers

TASTE/FLAVOR

BALANCE/NUTRITION

CONVENIENCE

VERSATILITY

The **Taste What Pork Can Do** campaign is delivering messages that reinforce pork's role.

Initial results are positive, particularly with Mindful Choicemakers, who historically have been more skeptical of pork.



RETAIL  
STATE  
SUPPLY CHAIN



TASTE/FLAVOR +  
BALANCE/NUTRITION +  
CONVENIENCE +  
VERSATILITY

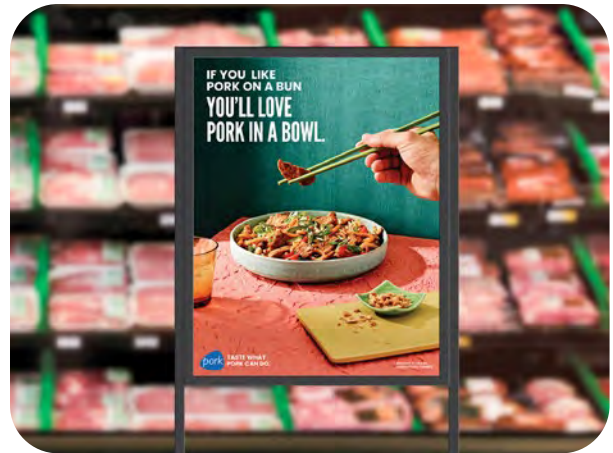
See the latest on how the **Taste What Pork Can Do** campaign is building a bigger appetite for pork.



## A Campaign Built With Consumers in Mind

Retailers play a critical role in connecting consumers to pork. With more food consumption taking place at home,<sup>3</sup> retail is oftentimes the primary way consumers are exposed and can discover products like pork. The result? Retailers put the **Taste What Pork Can Do** campaign to work in their stores through pork promotions and in-store marketing.

During NPB's Retail Advisory Committee (RAC) spring meeting, retailers shared why they are excited about the **Taste What Pork Can Do** campaign, which included:



### INDUSTRY SUPPORT

A **transformational moment** for industry that includes having the right competitive market, right opportunity, right staff and right information and insights to create the right campaign.

### CAMPAIGN LAUNCH TIMING

The **campaign launch timing** capitalized on grilling season, including Memorial Day, Father's Day, Fourth of July and Labor Day.

### FOCUS ON THE WHOLE HOG (FRESH AND PROCESSED)

The **whole-hog approach to marketing** invigorates the industry and builds from pork's strengths to sell more pork.

Looking ahead to 2026, the **Taste What Pork Can Do** campaign has identified three seasons of message territories to continue elevating the campaign's impact:

# 1

### Flavor and Nutrition

From January to Easter, the campaign focuses on pork's nutrition by emphasizing its flavor and role as a complete protein.



# 2

### Grilling

Easter to Labor Day spotlights pork's versatility with summer gatherings; the pork burger will also make its debut in the summer.



# 3

### Gatherings

Labor Day through December focuses on pork's convenience as the signature-flavor anchor of fall tailgates and holiday celebrations.



### Year-Round

Ground pork will be featured year-round as an affordable, high-value protein that delivers versatility across everyday meals, seasonal favorites and a wide range of recipes.



# Innovation Summit: Creating Growth for Pork

In partnership with the United Soybean Board, NPB hosted the inaugural Innovation Summit to gather industry stakeholders to spark conversation, inspire fresh thinking and explore new ways to make pork more relevant to consumers. The event brought the industry together to collaborate on strategies that identify new product-centric opportunities that lead consumers to choose pork more often.

The return to consumer marketing, a renewed focus on innovation and the **Taste What Pork Can Do** campaign will drive growth for pork. Like the campaign, innovation is grounded in data, enabling NPB to meet consumers where they are and create meaningful moments where pork delivers. Together, the campaign and innovation strategy shared by NPB, and supported by key stakeholders at the Innovation Summit, will increase pork's relevance and help build a brighter future for the category.

Consumer research<sup>4</sup> shared during the Innovation Summit revealed:

**46%**  
of consumers try new foods when eating out.

**47%**  
of consumers try globally inspired flavors compared to only 28% in 2017.

**41%**  
of adults try to consume more protein, a trend that is consistent across age and gender.

**80%+**

of attendees indicated they are likely to attend the Innovation Summit again, reinforcing its value as a platform for collaboration and forward-thinking leadership.

**20+**

opportunities have directly resulted from the 2025 Innovation Summit.

The next Innovation Summit will take place in

**September 2026**

## Innovation Summit Attendee Feedback and Impact

Attendee feedback<sup>5</sup> highlighted both enthusiasm and urgency around innovation, as well as confidence in NPB's leadership role:

“The Food Analytics team’s research and real-time explanation of what they did was the most impactful, in my opinion. Them presenting their findings were clear and applicable for me to understand, in my opinion. As far as a takeaway, it appeared as though the broader industry is excited and willing to do the work and have some tools be inspired as well.”

“It is going to take all of us for innovation. Producer, packer, processor, retailer and foodservice.”



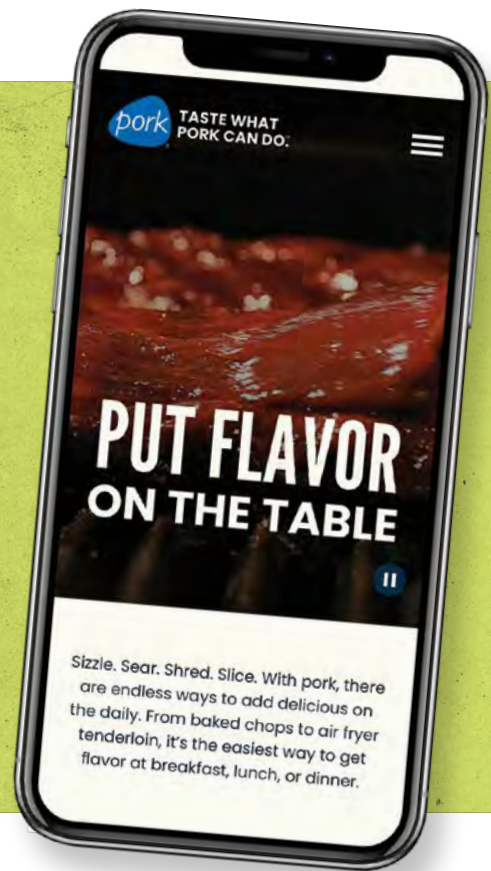
## A Website Built to Showcase Pork's Versatility

The **Taste What Pork Can Do** website serves as a central destination for inspiration and discovery. The website engages consumers with approachable cuts like bacon, sausage, and ham and encourages them to explore fresh pork in new and exciting ways.

In the first eight months of the campaign, the website received more than

**8.1 million visits.**

Explore the **Taste What Pork Can Do** website at [tastewhatporkcando.com](https://tastewhatporkcando.com)

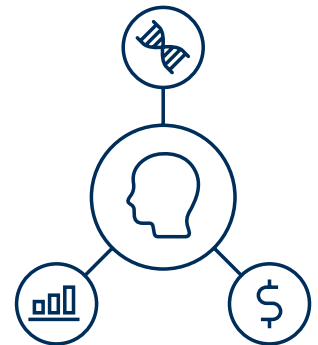


### Consumer Perspectives on Gene Editing

In September 2025, the NPB Board directed staff to conduct domestic market research on U.S. consumer attitudes toward gene editing technology. The research survey had three objectives:

1. Assess consumer awareness and acceptance of gene-edited pork
2. Establish baseline perceptions of and cognitive reactions to gene editing
3. Explore emotional reactions to various levels of information (on-pack, headline, article)

Visit [porkcheckoff.org](https://porkcheckoff.org) or email [BI@pork.org](mailto:BI@pork.org) to learn more about how this study explores the impact of gene editing on eating, shopping and ordering pork.

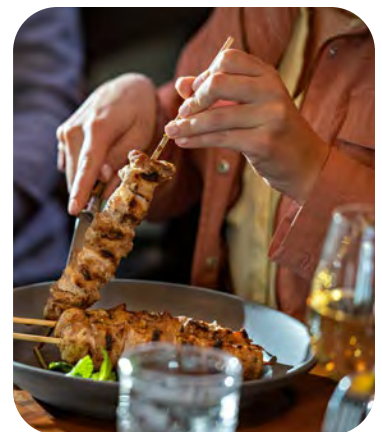


## What's Next:

### Research Behind a Quality Pork-Eating Experience

NPB is funding a pork quality research study in partnership with the American Meat Science Association to help the pork industry better understand millennial and Gen Z consumers' perceptions of pork while consuming it. The goal of the work is to move beyond the technical aspects of pork and lean into the five senses to more clearly understand what makes "a good eating experience," as defined by the consumer.

With a focus on the loin eating experience, the study is being conducted in Los Angeles, Atlanta, Chicago and Dallas. Using combinations of quality and composition factors to elicit differences, the study will identify potential ways to improve the pork loin experience and increase utilization. NPB will be informing the industry of the study's findings and discussing pork quality during the September 2026 Innovation Summit.





HUMAN NUTRITION

# Pork's Growing Role in the Health and Nutrition Landscape

Today's consumers are paying attention to protein in their diets more than any other nutritional element.<sup>6</sup> According to a Numerator survey, 78% of consumers say it is important to meet their daily protein goals, yet 24% believe they are not getting enough protein in their diets.<sup>7</sup> Survey respondents also reported they prefer to source protein through whole foods such as meat and dairy products.<sup>8</sup> Incorporating pork into plant-forward meals elevates flavor and satisfaction, which has been shown to contribute to improved health outcomes.<sup>9,10</sup>

**78%**  
of consumers say  
it is **important to**  
meet their daily  
protein goals.

## Speaking Engagements/Thought Leadership

### Food & Nutrition Conference & Expo® (FNCE)

NPB's nutrition team, along with state pork associations and producers, traveled to Nashville to engage with nearly 8,000 attendees across the world's largest gathering of food, nutrition and health professionals. Attendees stopped by the NPB booth to learn about current research and science-based resources on the role of pork in health. At an exclusive pork culinary event, there was a 12.5% increase in attendees who said they will purchase and consume pork more at home (with a total of 92.5% willing to consume at home).<sup>11</sup>

**12.5%** increase in attendees who said they will purchase and consume pork more at home<sup>11</sup>



The tips and education your team provides is invaluable and trusted – plus easy to turn around and use for consumers.

– FNCE Attendee

### FoodFluence

Emily Krause, NPB director of nutrition, health and wellness initiatives, presented at the FoodFluence conference in Berlin, Germany, as part of a session sponsored by Protein PACT. This conference offers a unique opportunity to connect with some of North America's most influential food and nutrition communicators.

### American Culinary Federation National Convention

NPB showcased pork's nutrition profile and versatility at this premier event for culinary professionals, students and food enthusiasts.



# Continuing Education

## Pork & Partners:

In 2023, NPB launched Pork & Partners, an extensive educational program with more than 2,600 health and wellness professionals nationwide engaged to date.

**2,600+** health and wellness professionals engaged nationwide

## PORK & PARTNERS



### Nutrition Webinars: Sharing Pork's Nutrition Story With Health Professionals

NPB ensures accurate, science-based information about pork's role in healthy diets reaches consumers through the health professionals they rely on most. As part of NPB's efforts to share pork's health and nutrition benefits with key audiences, the team conducted multiple webinars, including the following:



#### **Pork 101**

The basics of cuts, packaging, cooking temperatures and cultural relevance for registered dietitians and health professionals.



#### **Nurturing Young Eaters**

Guidance for dietitians and nutrition professionals to help them support Hispanic families.



#### **Communicating With Cultural Competence**

Tool to foster better connections with patients and clients.

**3,200+** CPEU credits were claimed in 2025 by registered dietitian nutritionists (RDs) and nutrition and dietetics technicians, registered (NDTRs).

Scan to view all available continuing education sessions.



# Research

## Effects of Pork Protein Ingestion Prior to and Following Performing the Army Combat Fitness Test:



Researchers at Texas A&M University found when testing pork-based versus plant-protein meals, pork-based meals had a more positive impact on recovery and performance in high-intensity military training exercises.<sup>12</sup>

## Lean Red Meat as Part of a Balanced Diet:



A study<sup>13</sup> from Purdue University highlights the role of lean red meat in gut microbiota balance and heart health when eaten as part of a consistent, balanced diet.

## Eating Pork Linked to Nutrient Intake, Diet Quality and Handgrip Strength:



When comparing pork consumers vs. non-consumers, new research<sup>14</sup> shows pork consumers have higher intakes of key food groups (e.g., vegetables), higher diet quality and better muscle strength in Korean older adults.

## Protein Type Influences Health Outcomes:



A Pork Checkoff-funded study<sup>15</sup> compared two nutritional lifestyle diets, with one centered on lentil protein and the other on lean, fresh pork. The pork diet led to a greater improvement in insulin sensitivity and a smaller loss of lean muscle mass, suggesting it may help maintain strength and metabolic health during aging.



## Lifestyle Media Has an Appetite for Pork Stories

By sharing credible, science-backed information in trusted media outlets, NPB is strengthening consumer confidence and reminding families that pork is a lean, protein-packed powerhouse.

Strategic earned media placements play a key role in driving awareness and demand. In 2025, pork was featured in more than 75 publications for both health professionals and consumers, ranging from [Today's Dietitian](#) and [Eating Well](#) to [MSN](#) and [Men's Fitness](#).

**75+**

In 2025, pork was featured in more than 75 publications for both health professionals and consumers, ranging from Today's Dietitian and Eating Well to MSN and Men's Fitness.



# Exploring Global Opportunities for U.S. Pork

U.S. pork is recognized around the world for its quality, consistency and reliability. International buyers value cuts and products less favored in the U.S., which boosts exports and delivers added value to pork producers. While U.S. pork delivers strong value to the global marketplace, NPB continues to identify opportunities to strengthen pork's position abroad to open doors for future growth.

According to Circana, pork lost global market share at the start of the pandemic, and some of the Asian markets, such as China, have not fully recovered.<sup>16</sup> However, despite reduced exports to some traditionally strong trade partners, a diversified market strategy has proven effective for increasing exports globally.

## A Look at Global Pork Demand

Pork exports saw a record year in value and volume for 2024.<sup>17</sup> While exports in 2025 trended slightly behind 2024, year-end results highlight the continued momentum for U.S. pork worldwide.

## 2025 U.S. Pork Export Highlights<sup>18</sup>

**2.9** 2025 Volume Million MT     **\$8.4** 2025 Value Billion

### Mexico

Achieved its fifth consecutive record year.

**+7%** 2025 Volume     **+10%** 2025 Value

### Central America

A powerhouse year for Honduras, Guatemala and Costa Rica.

**+10%** 2025 Volume     **+13%** 2025 Value

### The Caribbean

A year-end surge, fueled by the Dominican Republic and Cuba, pushed the region to a new annual value high.

**+31%** December Value     **\$417.7M** 2025 Value



## Introducing Andy Tauer, Vice President of International Market Development

Andy Tauer, vice president of international market development, joined NPB in May 2025 to help U.S. pork producers reach new customers worldwide. By working closely with partners like the U.S. Meat Export Federation (USMEF), he opens doors to new markets and helps ensure global buyers continue to choose U.S. pork.



## South Korea Continues Growth as Important U.S. Pork Market

On one of his first international trips with NPB, Andy Tauer joined the U.S. Meat Export Federation’s Heartland team in South Korea, the fifth-largest export market for U.S. pork. The visit highlighted strong demand, opportunities for growth in sectors like home meal replacement and e-commerce, and the value of partnerships that strengthen U.S. pork’s global position.

Tauer brings his diverse skills to help build strong relationships and continued growth in the international market space. With 17 years’ experience working in the agriculture sector, he previously served as the executive director of public policy for Indiana Farm Bureau and led a team advocating for agriculture at the local, state and federal levels of government. He also spent nine years with Indiana Soybean Alliance and Indiana Corn Marketing Council. Tauer’s strong leadership skills and passion for the industry are a benefit to the entire NPB organization and pork producers.

## Reflecting on World Meat Congress

Global demand for protein continues to rise. At World Meat Congress in Cuiabá, Brazil, CEO David Newman joined leaders from around the world to discuss the future of meat, innovation and demand in the U.S. and globally. During the event, he highlighted U.S. pork’s role as a trusted, sustainable protein that meets the needs of diverse cultures, cuisines and consumers across global markets. NPB’s presence highlights the importance of collaboration for the future of agriculture and the growing global demand for protein.<sup>19</sup>



# In Memoriam

**This past year, NPB lost two highly valued and loved members of the Market Growth team. We miss them dearly and commit to continuing their great work to advance the pork industry.**

## Remembering Elaine Otte

NPB mourns the loss of Elaine Otte, channel market development manager, who passed away on Oct. 1, 2025. Otte was known for her compassion for others, her ability to build lasting relationships and her dedication to helping pig farmers succeed.

In her role supporting retail and foodservice partners, Otte used research, creativity and strong connections to grow demand for pork while stewarding Checkoff funds wisely. She believed relationships were the foundation of progress, and her warmth and generosity reflected that belief every day. Otte's legacy lives on through the people and partnerships she strengthened.



“

I hope she knows the impact she made.

Her heart of gold always put others first. She always remembered the little things about people, which allowed her to foster relationships and connections that repeatedly helped her and others.

*Neal Hull, director of channel market development for NPB*

# Remembering Patrick Fleming

It is with heartfelt sadness that NPB shares the passing of Patrick Fleming, vice president of demand development, on Jan. 12, 2026. NPB remembers Fleming for his remarkable leadership, vision and lasting impact on the pork industry, which he cared so deeply about.

With more than two decades of experience in sales and marketing, Fleming was a natural motivator with the rare ability to connect strategy with purpose. He was a driving force behind the **Taste What Pork Can Do** consumer brand campaign, and his passion for understanding evolving consumer behaviors helped redefine how the industry shows up at the table and in the marketplace. Whether he was forging partnerships, guiding teams or championing new ideas, Fleming did so with an infectious enthusiasm. Fleming will be remembered for his dedication, insights and positive influence he had on colleagues, partners and the broader community.



Patrick was a lifelong advocate for the pork business. To the bone! He was unapologetic, poured everything he had into the business and advanced the industry years beyond what he could have imagined through the **Taste What Pork Can Do** campaign. He worked hard on behalf of farmers every day.

*David Newman, CEO, NPB  
"Barn Talk" Podcast*



A photograph showing two men in a swine facility. The man on the left, wearing glasses and a dark blue shirt, is holding a small pink piglet in his blue-gloved hands. The man on the right, wearing a red shirt and dark blue overalls, is looking at the piglet. The background shows metal cages and equipment in a large indoor facility.

SWINE HEALTH

# The Road to a Healthier Herd

**98%**  
of producers believe  
herd health is important  
to the future success of  
the industry.<sup>20</sup>

**According to NPB's 2024 producer survey,<sup>20</sup> 98% of producers believe herd health is important to the future success of the industry. The swine industry faces complex health challenges that require a collaborative approach across the industry.**

NPB, in collaboration with the National Pork Producers Council (NPPC) and other stakeholders, continues to make progress on the National Swine Health Strategy, a coordinated effort to protect and strengthen U.S. herd health.

# National Swine Health Strategy:

## Protecting Herds, Supporting Producers

In the first phase, NPB gathered input through more than 800 surveys and 47 listening sessions, reaching producers in 36 states. Participants were asked to list the top swine health challenges they face that the industry should address in the next several years. Feedback was gathered through a survey, one-on-one conversations, listening sessions at industry events and state pork association outreach. An advisory group of producer leaders, state association executives and veterinarians utilized this input to identify the top swine health priorities.

Porcine reproductive and respiratory syndrome (PRRS) emerged as the leading concern and was mentioned

**134%**

more than any other challenge.

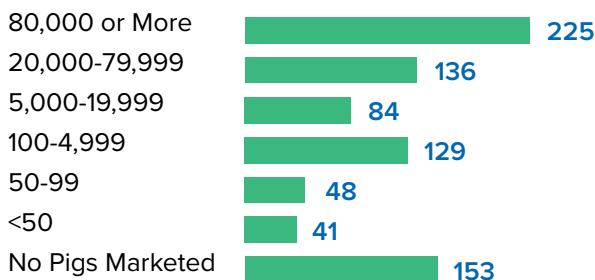
### Survey Responses and Demographics

**822** Total Responses

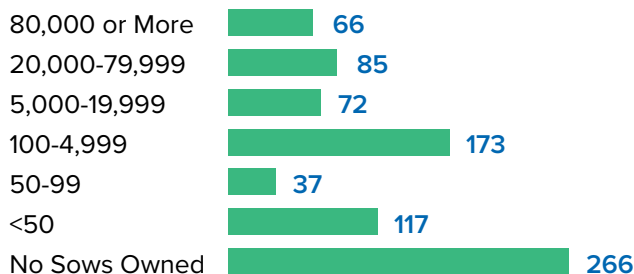
**542** Producers  
**99** Allied Industries  
**95** Vets (In Field)  
**37** Vets (Academia)

**22** Producers & Packers  
**18** Vets (Regulatory)  
**7** Packers

#### Pigs Marketed Per Year



#### Number of Sows



## Strategic Goals for Swine Health

Informed by producer insights and direction from the advisory group, the National Swine Health Strategy reflects what matters most to producers. Its outcomes will foster more collaborative efforts across organizations, guide future swine health initiatives and ensure work is grounded in producers' top priorities.

### The advisory group identified two primary goals, each supported by priorities:

#### Reduce the impact of domestic diseases:



- PRRSV elimination
- PEDV elimination
- Reduce the spread of pathogens in the U.S. pork industry

#### Keep foreign and emerging diseases out:



- Foreign animal disease (FAD) prevention and preparedness
- Monitoring and early detection of emerging diseases

## Strengthening Traceability: RFID Tag Distribution and Equipment Program

Traceability is critical for rapid disease detection and response. In July 2025, the U.S. Department of Agriculture's (USDA's) Animal and Plant Health Inspection Service (APHIS) awarded Merck Animal Health a contract to supply radio frequency identification (RFID) tags to swine producers at no cost over the next five years. Through NPB cooperative agreements with USDA-APHIS, RFID equipment is also being made available at no cost.

The program's goal is to enhance the speed and accuracy of swine disease tracking, assist State Animal Health Officials with risk-based decision-making in disease outbreaks, help maintain and regain market access, and support the economic stability of U.S. pork producers. The program supports cull sow markets (sorting stations and processing plants) and swine exhibition sites. To date, nearly \$800,000 has been reimbursed to exhibition sites, cull sow collection points and auction markets to enhance traceability readiness in the swine industry.

To request tags, all eligible groups must apply using a web form: [840swinetags.com](https://840swinetags.com).



**Have more questions?  
Scan the code to find out  
more about RFID 840 tags!**

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## Data and Traceability

AgView® remains a reliable industry tool for maintaining electronic traceability records. NPB acquired funding in 2025 to enhance AgView's integration with individual RFID tag data, and enhanced features are expected to be completed in spring 2026.



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## Swine Health Bulletin: A Community Shaping Swine Health

Staying ahead of emerging animal health threats and issues requires a network and real-time collaboration. In 2025, NPB introduced the **Swine Health Bulletin** to keep swine vets and animal health stakeholders informed on Checkoff-funded research, industry opportunities and swine health-related news. The Swine Health Bulletin delivers insights on FAD preparedness, endemic disease management, research developments, practical steps to protect the industry and more.

Powered by NPB's swine health team, the Swine Health Bulletin is more than a newsletter. It's a community of veterinarians and a direct line of communication to swine health professionals dedicated to protecting herds, supporting producers and advancing swine health.

**Stay ahead of the curve  
by subscribing at  
[porkcheckoff.org/swinevet](https://porkcheckoff.org/swinevet).**



## Preparing for the Worst: Foreign Animal Disease Exercises

Protecting U.S. pork herds from FADs is a top priority for NPB. FAD readiness exercises serve as practical training sessions for industry stakeholders in the event of an unthinkable disease outbreak. To prepare producers and animal health officials for a potential FAD outbreak, tabletop exercises test the effectiveness of existing plans, procedures and identify areas for improvement.

**In 2025, NPB participated in multiple FAD exercises across the country, including:**

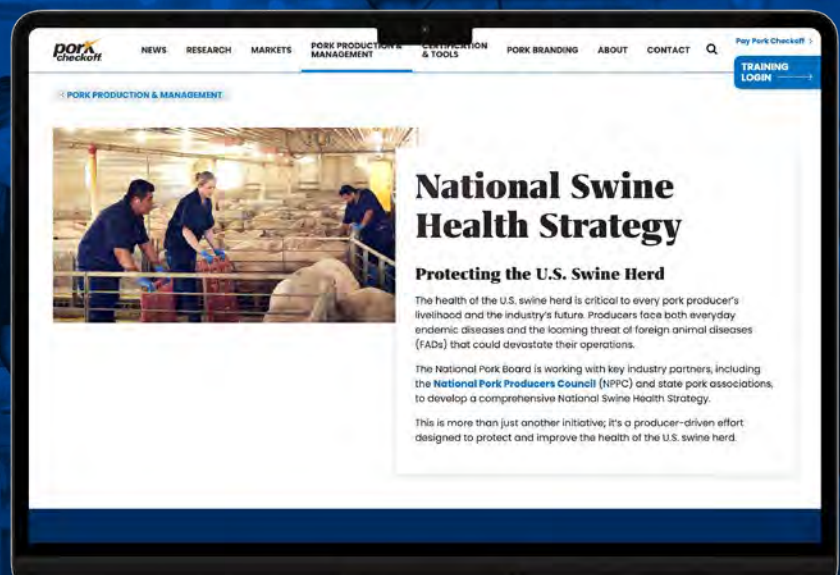
- American Biological Safety Association Training and Presentation
- Florida FAD Training
- Iowa FAD Demonstration
- Kentucky FAD Training
- Ohio Field Training With Swine-Specific Mortality Management Workshop
- Oklahoma Show Pig Tabletop Exercise
- Tri-National Agricultural Accord FAD Readiness Exercise
- Texas Exhibition Swine Traceability Summit
- University of Arizona Classroom Training
- West Virginia FAD Training



## Stay Connected: National Swine Health Strategy Webpage

As the comprehensive National Swine Health Strategy is actively being built, NPB and industry partners are committed to keeping the industry informed of milestones and progress. NPB, NPPC and state pork associations are proud to announce the launch of the new National Swine Health Strategy webpage.

Stay up to date on progress by visiting [porkcheckoff.org/strategy](https://porkcheckoff.org/strategy).





## Leman Swine Conference: Translating Strategy into Action

Dr. Dusty Oedekoven, chief veterinarian, traveled to the Allen D. Lemman Swine Conference in Minnesota to share updates on the National Swine Health Strategy. Built from producer input, the strategy is a collaborative framework designed to address today's most pressing swine health challenges and ensure research translates into action. By presenting progress and next steps, Oedekoven showcased how producer-led efforts are shaping a healthier future for pigs and people alike.

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## Tackling PRRSV: Industry Efforts for a Persistent Challenge

In 2025, Dr. Brent Pepin, director of swine health, led a PRRSV advisory group to identify knowledge and research gaps to move the needle on PRRSV control, treatment and biosecurity. The group met monthly between November 2024 and July 2025, advising the NPB leadership team and Board of Directors on the best place to direct funds to help the industry better control and manage PRRSV. The advisory group also identified and provided recommendations to the Swine Disease Research task force, which funded research proposals to advance understanding of PRRSV.

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## NPB Funds Comprehensive PEDV Literature Review

Research continues to be essential in helping to better understand how porcine epidemic diarrhea virus (PEDV) transmission can be reduced. A literature review<sup>21</sup> funded by NPB underscores that PEDV elimination may be theoretically possible under ideal conditions, yet significant barriers remain. A focus on biosecurity protocols including sanitation of barns, equipment and vehicles is essential for reducing viral transmission.

## Moving the Needle in PEDV Elimination

The American Association of Swine Veterinarians (AASV) PEDV Elimination task force is co-led by Dr. Marisa Rotolo, director of swine health, and Dr. Paul Yeske. The task force is focused on laying the foundation for a potential elimination program for PEDV.

Due to the task force's work, a key milestone was achieved: a standard for voluntary PEDV clean herd status was adopted during the 2025 U.S. Swine Health Improvement Plan (U.S. SHIP) House of Delegates meeting. This approval sets the stage for farms to be identified as PEDV clean and is one step closer to helping the industry respond to and control PEDV in the U.S. swine herd.

A man in a blue uniform and cap is smiling while holding a piglet in a blue protective garment. He is standing in a large indoor pig farm with many other piglets in the background. The farm has a high ceiling with exposed wooden beams and a concrete wall on the left side.

STATE AND PRODUCER ENGAGEMENT

# Building Strong State Partnerships for Pork's Future

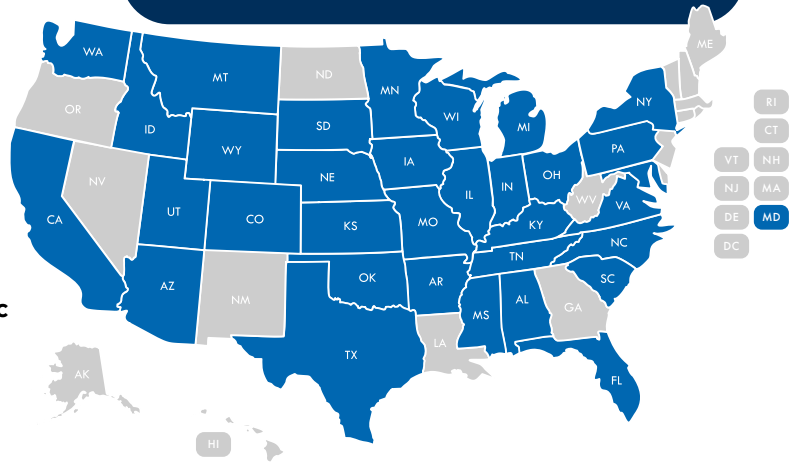
# Partnering With State Pork Associations

As the **Taste What Pork Can Do** campaign continues to engage consumers nationwide, NPB is collaborating with state pork associations to expand its reach and drive local engagement. From TV programming to city barbecues and baseball games, state pork associations are helping bring taste and flavor to local markets.

Led by local producers and staff members, the U.S. pork industry’s state associations are dedicated to what’s best for the state’s industry. These organizations understand the unique challenges of producers in their state and serve as a vital link to the next generation of leaders that will carry the industry forward.

**The states in blue indicate participation in NPB state-specific engagements in 2025.**

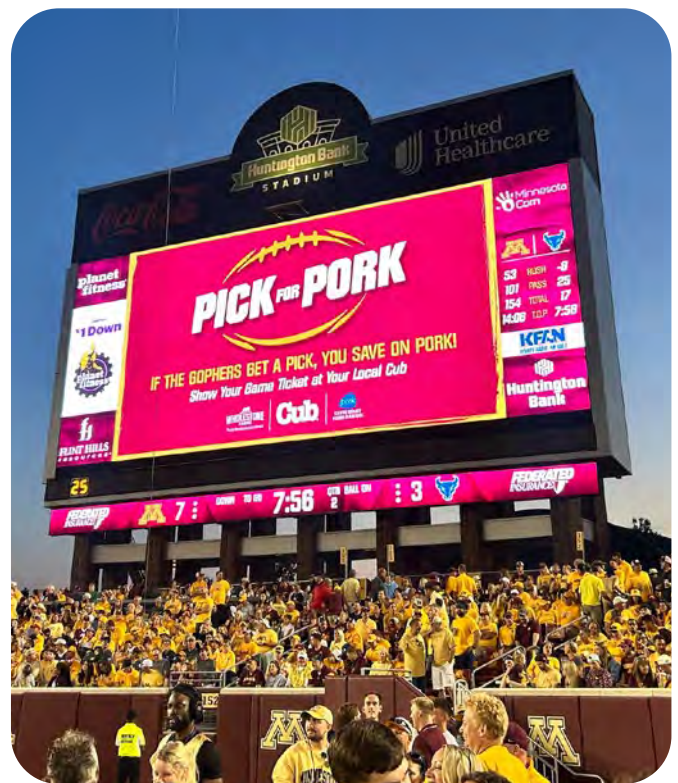
More than **81** state-specific events supported NPB priorities in 2025, which included **32** states, **28** Board of Directors meetings and **30** annual meetings/congresses.



## Minnesota Pork Teams Up With NPB

The Minnesota Pork Board worked with NPB to bring to life various executions with key retailers, event marketing and digital media featuring athletes and wellness professionals. The **Taste What Pork Can Do** campaign was showcased at Minnesota Gophers events with swag, pork snack sticks at tailgates and trivia questions. The state association also launched an influencer partnership and video series with Gophers’ offensive lineman Tony Nelson, which features him wearing **Taste What Pork Can Do** swag as he cooks with pork.

In addition, the state association teamed up with a key retailer and a pork processor to launch a “trigger promotion” titled Pick for Pork. When the Gophers recorded an interception at a home game, fans could receive \$2 off any pork product from the processor by mentioning the promotion at checkout — meeting consumers where they already are and making pork part of the conversation.



## Education and Engagement at Schnucks Fresh Expo

NPB, alongside the Missouri Pork Association, partnered with Schnuck Markets, Inc. to participate in the retailer's 2025 Fresh Expo in St. Charles, Missouri. As Schnucks' first meat and seafood-focused show since 2019, the event brought together around 150 Schnucks' meat team members from their stores for a carcass fabrication/pork cut meal ideation to support their customers. NPB's booth on the show floor featured a Pig Puzzle display, which showcased whole-muscle pork cuts, resources available to support them and information on four holiday recipe promotions that Schnucks shared with shoppers throughout the holidays.



## Cultivating Future Leaders

The Pork Leadership Institute (PLI) is a collaborative yearlong program between NPPC and NPB to turn today's pork industry members into tomorrow's leaders. A group of producers is selected annually to participate in the PLI program, which cultivates the next generation of pork leaders and provides real-world experiences to help ensure their success.

In 2025, 17 individuals participated and received a firsthand look at the challenges faced by producers, the importance of international trade, the roles of national and state pork associations, and an understanding of how legislation and regulatory processes directly impact producers.

In December 2025, the NPB team hosted a PLI session in Mexico City, Mexico, to provide future leaders with a deeper understanding of the pork industry and offer insights into Mexico's pork sector. The trip included a deep dive into Mexico's pork marketplace and a hands-on cooking session showcasing U.S. pork.



To learn more about the PLI program, visit [nppc.org/get-involved/education-programs/pork-leadership-institute](https://nppc.org/get-involved/education-programs/pork-leadership-institute).



# State Associations: Leaders in Action

In addition to PLI, many state pork associations offer various leadership development opportunities in the pork industry and ways to get involved with state-specific programs. State pork associations are the boots-on-the-ground leaders connecting with communities, supporting producers and inspiring the next generation.

## Examples of State Association Programs

State	Program	Details
Illinois	Future Leaders Illinois Pork	Two-year pork leadership program for ages 25-40 to get involved and be more active in the pork industry.
	Pork Industry Group	Developed for junior college students who want to better understand Illinois' swine industry and expand their network of agricultural professionals in the state. The flexibility of this program can be designed to fit the school's schedule.
Indiana	Work-Based Learning Program	To address labor shortages in pork production, work-based learning at the high school level has become a tactic yielding successes among early adopting producers. The program's goal is to retain students for a career during and after high school.
Iowa	Iowa Pork Leadership Academy	Develops and provides tools for new leaders who want to contribute to a better future for Iowa's pig farmers.
Minnesota	Activate: Minnesota Pork Leadership Cohort	Immersive, 18-month experience to equip 12 emerging leaders in the pork industry with the tools, confidence and connections to advocate for Minnesota pig farmers.
Nebraska	Pork Ambassador Program	Career development program for college-age students to build their capacity as a leader in the swine and agriculture industries.
North Carolina	Pork Leadership Carolina	Leadership development program to equip pork industry professionals with knowledge, skills and connections.
	Student Intern Reimbursement Program	Encourages pork producers/companies to introduce students to careers in the pork industry.
	Emerging NC Pork Leaders	Three-month program to prepare young adults for careers in the pork industry.
Oklahoma	Pork Industry Group	Eight-week program for students wanting to expand their knowledge of the swine industry and build connections.
Pennsylvania	Emerging Leaders Academy	Develops the next generation of industry advocates by building leadership skills, expanding industry knowledge and strengthening confidence through hands-on experiences.
South Dakota	Pork Ambassadors	Represent swine industry and build relationships while learning about pork production and industry.
Wisconsin	Young Leaders Program	For youth ages 7-19 interested in agriculture, specifically swine, corn and soybean industries.



### **Elevate: State Professional Development**

The Elevate program is an initiative that supports the professional development of state pork association leaders and staff. Elevate focuses on communication, relationship management, organizational health and community. NPB hosted three Elevate sessions with specialized facilitators from December 2024 to October 2025.

With great interest and enthusiasm from state pork associations, 41 individuals from 21 different states have participated in at least one event over the course of the program. During the 2025 Oktoberfest meeting, Elevate attendees focused on organizational health and participated in a day-long program filled with learning and growth.

State partners have been growing in their roles, and the program has received positive feedback from attendees.

.....

“I’m more mature in my career, I learned things in this program and I’m excited that I sat beside newer staff for the opportunity to mentor them throughout the session.”

“Seeing others be vulnerable, sharing their experiences and offering a comfortable environment for me to do the same. You learn so much from others.”

“I’ve been in my role for over 10 years, and this is the first time I’m experiencing something like this. I wish I would have had this sooner.”

.....



### **Leading and Learning at South Dakota Governor’s Agriculture Summit**

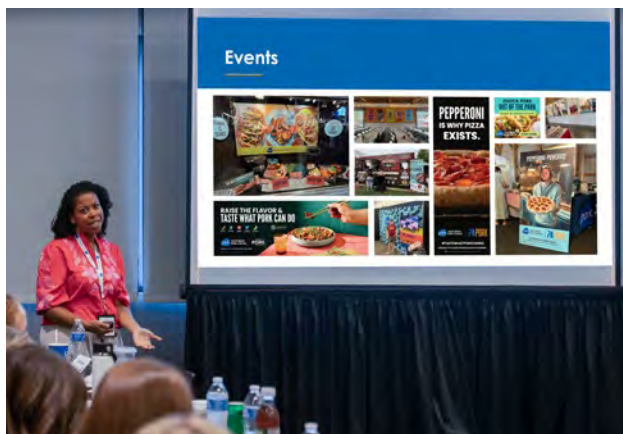
Dr. Brett Kaysen, senior vice president of producer and state engagement, spoke at the South Dakota Governor’s Agriculture Summit to share insights related to the future of the industry and the new Taste What Pork Can Do consumer campaign.

During the summit, South Dakota Pork Producers Council executive director Glenn Muller received the Governor’s Ag Ambassador Award for his leadership and service to South Dakota pork producers. With representatives across multiple industry sectors, the summit featured discussions that will have an impact beyond South Dakota and the people in attendance. The entire agriculture industry can benefit when collaborating, learning from each other and focusing on shared goals.



## Collaboration in Action at Oktoberfest Meetings

Collaboration was on tap at the annual Oktoberfest meetings hosted by NPB and NPPC in Des Moines, Iowa. Through events such as breakout sessions, market growth updates and interactive discussions, participants from state pork associations came together to discuss industry priorities and strengthen connections. By partnering with state associations and national organizations, NPB is ensuring every Checkoff dollar works harder for producers.



WE CARE®



# Advancing Care for Pigs, People and the Planet

Through our We Care® commitment, NPB is constantly working toward a bright, sustainable future for pork. As a support system for supply chain partners, NPB leverages Checkoff dollars to support retail partners as best as possible to drive incremental sales together.

### Pork Cares Farm Impact Report Snapshot

Through the Pork Cares Farm Impact Reports, pork producers can benchmark, measure and document on-farm data to be blinded and aggregated at the state and national levels to provide decision-makers with credible industry metrics. Pork producers benefit from the reports as an easy-to-understand snapshot of their sustainability practices, which provides the opportunity to review metrics and make improvements leading to cost savings.

Data collected through producers' Pork Cares Farm Impact Reports directly informs the We Care Sustainability Report, a biannual publication most recently released in 2025. This report demonstrates measurable, on-farm progress across the entire pork supply chain, reinforcing how the standards producers follow every day adds value to the pork produced and builds trust with customers and the public.

## 2025 Pork Cares Farm Impact Report Results



**565 farms enrolled**



**272,341 acres**



**4,266,778 pigs**

For more information, visit  
[porkcheckoff.org/sustainability](https://porkcheckoff.org/sustainability).



## New PQA Plus® and Learning Management System Launched

Pork Quality Assurance® Plus (PQA Plus®) helps producers and caretakers ensure the best possible care is being given to each animal on the farm. **In May 2025, NPB made an important upgrade to its Learning Management System and the launch of PQA Plus 6.0.** The new online platform improves the training experience through enhanced performance and security updates, interactive and mobile-friendly handbook versions and new training modules for first-time users — creating an even more accessible, modern user experience.

Continuous program updates and software enhancements reflect NPB's and the pork industry's commitment to continuous improvement, supporting producers at every stage of production.

**Reach out to a state association for information on local opportunities or visit PQA Plus online ([porkcheckoff.org/pqa](https://porkcheckoff.org/pqa)) to begin the process.**



## Grant Continues to Support Sustainable Practices

In 2025, the Advancing U.S. Pork Sustainability and Market Value grant program was affected by the USDA's cancellation of the Partnerships for Climate-Smart Commodities program. To continue receiving funding under the new Advancing Markets for Producers (AMP) initiative, projects were required to meet updated criteria.

NPB's \$20 million pork sustainability grant met all requirements and was approved to move forward under the new AMP rules, ensuring continuity and supporting the ongoing advancement of sustainable agricultural practices.

Grants open opportunities for partnerships with brands and supply chain partners, like Nestlé, which has committed an additional \$10 million going directly back to farmers as a partner in the NPB's AMP grant.

**To continue receiving funding under the new AMP initiative, projects were required to meet updated criteria, including:**

**≥65%**

A minimum of 65% of grant funds to go directly to producers

**≥1** 

Grant recipients must have enrolled at least one producer as of 12/31/2024; and

**≥1** 

Grant recipients must have made a payment to at least one producer as of 12/31/2024.



### U.S. Pork Represented at COP30

NPB continues to participate in major global events like the 30th United Nations Conference of Parties (COP30), which brought together more than 50,000 people in Belém, Brazil. Jamie Burr, NPB chief sustainability officer and seventh-generation Minnesota pork producer, Madison Hokanson joined other U.S. agriculture partners to ensure producers are represented and that real-world sustainability efforts are part of the conversation.

**If we're not willing to be there and share our story, then we're being left out of the equation.**

As Madison said, “If we’re not willing to be there and share our story, then we’re being left out of the equation.” COP provides an opportunity to share how U.S. pork is leading in stewardship, learn from other countries and industries, and understand the emerging topics and expectations shaping the global future of food.

### Research Explores Outcomes of Various Housing Systems

NPB continues to invest in research on current and emerging animal welfare topics, including the impacts of different gestation and farrowing housing systems on sow and piglet welfare. In 2025, NPB launched a producer-led, five-year research initiative to evaluate farrowing housing systems, helping producers validate current systems or consider alternatives. This research examines how systems function across the full operation, accounting for animal welfare, caregiver needs, facility considerations, environmental impacts and more.



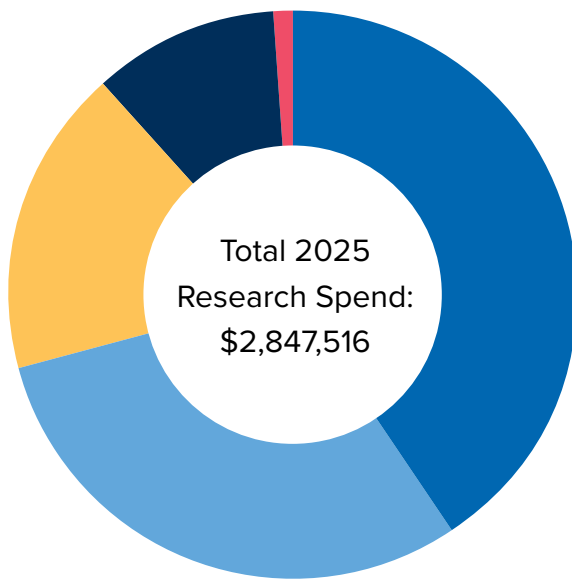
2025

# Research Breakdown\*

NPB funds research that contributes to advancements in pork production, working with leading universities and research institutes to conduct studies in areas critical to the pork industry.

The graph represents research projects that were funded in 2025. To read more about the research being conducted at NPB, visit [porkcheckoff.org/research](http://porkcheckoff.org/research).

## Projects by Dollar Amount



## Research Category Breakdown

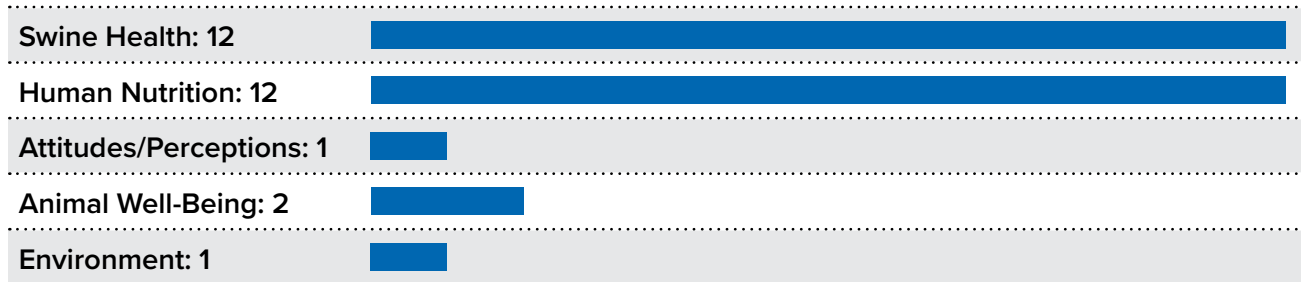
- Swine Health: \$1,160,865
- Human Nutrition: \$857,896
- Attitudes/Perceptions: \$498,780
- Animal Well-Being: \$299,975
- Environment: \$30,000

Total Amount: \$2,847,516

## Swine Health Information Center (SHIC) Funding

Total 2025 Spend – \$4,622,678

## Number of Research Projects



TOTAL PROJECTS: 28

\*Covers new and ongoing research projects from Jan. 31 through Dec. 31, 2025.

2025

# Financial Summary\*

## National Pork Board Comparative Income Statement

For the Period Ending Dec. 31, 2025

	2025 ORIGINAL BUDGET	2025 ADJUSTED BUDGET	2025 YEAR-END	VARIANCE
<b>REVENUE</b>				
Checkoff	\$83,000,000	\$95,000,000	\$96,646,655	\$1,646,655
Interest Income	\$500,000	\$2,400,000	\$2,522,854	\$122,854
Other	\$500,000	\$2,600,000	\$2,143,451	\$(456,549)
Climate-Smart Grants	-	\$2,838,953	\$3,338,970	\$500,017
<b>TOTAL REVENUE</b>	<b>\$84,000,000</b>	<b>\$102,838,953</b>	<b>\$104,651,929</b>	<b>\$1,812,977</b>
<b>PROJECTS</b>				
We Care®	\$2,925,000	\$8,301,294	\$6,918,805	\$(1,382,489)
Foreign Animal Disease	\$4,975,000	\$5,290,982	\$4,067,529	\$(1,223,453)
Real Pork Thought Leadership	\$6,295,000	\$6,145,000	\$3,480,232	\$(2,664,768)
Human Nutrition	\$2,245,000	\$2,253,000	\$2,131,211	\$(121,789)
Domestic Market Development	\$19,832,672	\$27,583,376	\$27,126,596	\$(456,780)
International Market Development	\$7,750,000	\$8,575,000	\$8,521,536	\$(53,464)
Operational Excellence	\$1,374,967	\$1,496,167	\$1,387,789	\$(108,378)
<b>TOTAL PROJECTS</b>	<b>\$45,397,639</b>	<b>\$59,644,819</b>	<b>\$53,633,699</b>	<b>\$(6,011,120)</b>
<b>PROGRAM EXPENSES</b>				
Programs	\$8,965,330	\$9,804,393	\$8,561,858	\$(1,242,535)
Operations	\$3,627,000	\$3,467,800	\$2,243,719	\$(1,224,081)
<b>TOTAL PROJECTS</b>	<b>\$12,592,330</b>	<b>13,272,193</b>	<b>10,805,577</b>	<b>\$(2,466,616)</b>
<b>FIXED – OVERHEAD EXPENSES</b>				
People	\$17,000,000	\$17,000,000	\$15,677,249	\$(1,322,751)
Overhead	\$4,428,000	\$5,051,000	\$5,068,942	\$17,942
<b>TOTAL NATIONAL SPENDING</b>	<b>\$79,417,969</b>	<b>\$94,968,012</b>	<b>\$85,185,467</b>	<b>\$(9,782,545)</b>
<b>SUPPLEMENTALS</b>	-	\$500,000	\$498,780	\$(1,220)
<b>RETURN TO STATES</b>	\$15,770,000	\$18,050,000	\$17,774,646	\$(275,354)
<b>TOTAL OPERATING EXPENSES</b>	<b>\$95,187,969</b>	<b>\$113,518,012</b>	<b>\$103,458,893</b>	<b>\$(10,059,119)</b>
<b>IMPACT TO RESERVES</b>	<b>\$(11,187,969)</b>	<b>\$(10,679,059)</b>	<b>\$1,193,036</b>	<b>\$11,872,095</b>
<b>RESERVES</b>				
Impact to Reserves	\$(11,187,969)	\$(10,679,059)	\$1,193,036	\$(11,872,095)
Designated Reserves	\$19,417,776	\$2,500,000	\$2,500,000	-
Undesignated Reserves	\$61,223,034	\$78,429,565	\$78,429,565	-
<b>ENDING BALANCE</b>	<b>\$69,452,841</b>	<b>\$70,250,505</b>	<b>\$82,122,601</b>	<b>\$(11,872,095)</b>

\*All financial numbers are pending final audit report.

## Designated Reserves Being Deployed for Strategic Industry Projects

NPB is strategically designating significant funds for future deployment to meet industry needs.

### Released From Designation in 2025

Swine Health Information Center (SHIC) – \$2.5M

## Designated for Future Deployment as of Dec. 31, 2025

Swine Health Information Center – \$2.5M

Checkoff funds will support the SHIC for six years based on a series of milestones starting Dec. 31, 2021, for a total commitment of \$15M.

## Adjusted Working Capital Reserve Calculations (Table WC.1):

<b>2025 NPB Current Assets</b>	\$ 90.20M
Less: 2025 NPB Current Liabilities	\$(34.70M)
<b>2025 NPB Working Capital</b>	\$ 55.50M
Less: 2026 Designated Reserves	\$ (2.50M)
Less: Emergency Reserve (as set by the Board)	\$(25.98M)
<b>2025 Ending Working Capital Above Reserve Target</b>	<b>\$ 27.02M</b>

### Explanation for Table WC.1:

NPB's Undesignated Working Capital balance of \$53M of \$25.98M above the emergency reserve target of \$27.02M, as set by the Board. NPB is strategically deploying available resources above the emergency reserve floor to continue to add value for, and build trust in, the U.S. pork industry.

## 2025 Budget Report

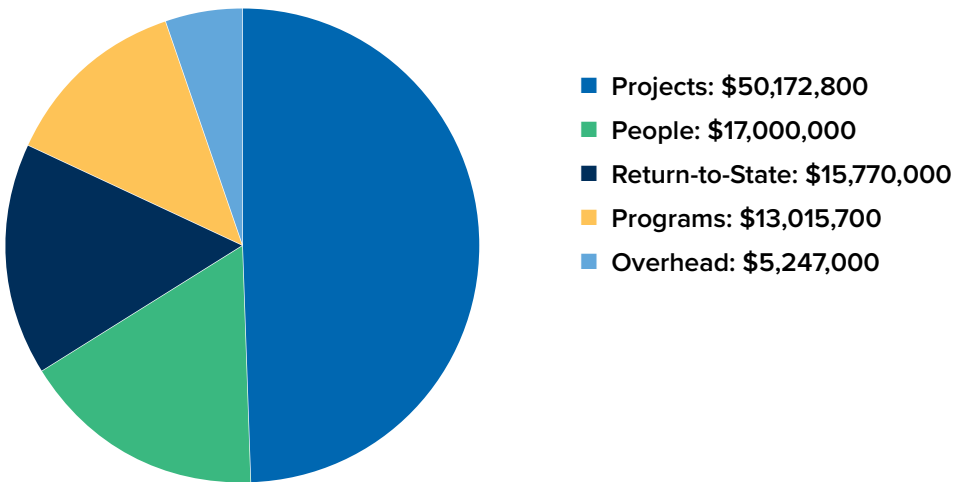
	2025 ADJUSTED FORECAST	2026 BUDGET	VARIANCE
Checkoff Revenue	\$95,000,000	\$83,000,000	\$(12,000,000)
Other Income	\$7,838,953	\$1,000,000	\$(6,838,953)
<b>TOTAL REVENUE</b>	<b>\$102,838,953</b>	<b>\$84,000,000</b>	<b>\$(18,838,953)</b>
National Spending	\$94,968,012	\$85,435,500	\$(9,532,512)
Supplemental Spending	\$500,000	\$-	\$(500,000)
Return-to-State	\$18,050,000	\$15,770,000	\$(2,280,000)
<b>TOTAL EXPENSES</b>	<b>\$113,518,012</b>	<b>\$101,205,500</b>	<b>\$(12,312,512)</b>
<b>IMPACT TO RESERVES</b>	<b>\$(10,679,059)</b>	<b>\$(17,205,500)</b>	<b>\$(6,526,441)</b>
Designated Reserves	\$2,500,000	\$2,500,000	\$-
Undesignated Reserves	\$78,429,565	\$63,252,324	\$(15,177,241)
<b>ENDING RESERVE BALANCE</b>	<b>\$70,250,505</b>	<b>\$48,546,824</b>	<b>\$(21,703,681)</b>

## Budget Process and Inputs

The 2026 Budget and Operating Plan is aligned with the strategic vision and the input received from producers during the annual planning cycle. The annual producer planning and prioritization process is based on active input and direction from the following segments:

- Independent Producers
- Integrated Producer-Packers
- Producers With Packer Commitments
- State Pork Associations
- NPB Board of Directors
- Contract Growers
- Niche and Specialty Producers
- Show Pig Producers and Youth
- Processors
- Allied Industry
- Land-Grant Universities
- Ag Economists
- Foodservice
- Retail Grocery

## 2026 Overall Proposed Spending



## 2026 Projects



# Sources

- 1 Datassential, 2025 Trends Q: Which of the following best describes how you eat today? (n=585 Millennials & n=615 Millennials). Fielded June 2024 for the 2024 America in Transition Keynote Report & October 2021 for the 2021 America in Transition Keynote Report.
- 2 NPB Proprietary Consumer Connect Segmentation.
- 3 Meat Demand Monitor, September 2025, [Monthly Meat Demand Monitor \[Survey Data\] | AgManager.info](#).
- 4 Datassential 2025 Innovation Summit Presentation.
- 5 Innovation Summit Attendee Survey - daily and post-event survey.
- 6 Numerator Verified Voices Survey | N=1,099  
Q. How much attention do you typically give to...?
- 7 Numerator Verified Voices Survey  
Protein-aware consumers N=1,024.
- 8 Numerator Verified Voices Survey | Protein-aware consumers N=1,024.  
Q. How do you prefer to meet your protein needs?  
Q. Which of the following fortified sources of protein do you regularly consume, if any?
- 9 [Effects of Minimally Processed Red Meat within a Plant-Forward Diet on Biomarkers of Physical and Cognitive Aging: A Randomized Controlled Crossover Feeding Trial — ScienceDirect](#).
- 10 [Design and Implementation of the Protein-Distinct Macronutrient-Equivalent Diet \(PRODMED\) Study: An Eighteen-Week Randomized Crossover Feeding Trial Among Free-Living Rural Older Adults — Current Developments in Nutrition](#).
- 11 Proprietary Pork & Partners FNCE 2025 Recap Report.
- 12 [mdpi.com/2072-6643/17/12/1995](https://mdpi.com/2072-6643/17/12/1995)
- 13 [eurekalert.org/news-releases/1071337](https://eurekalert.org/news-releases/1071337)
- 14 [eurekalert.org/news-releases/1070164](https://eurekalert.org/news-releases/1070164)
- 15 [eurekalert.org/news-releases/1107298](https://eurekalert.org/news-releases/1107298)
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- 18 USMEF, Feb. 20, 2026 Press Release
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