In 1914, the National Swine Growers Council meets to discuss shared goals and needs. In the mid-1950s, a group of pig farmers, concerned about the future growth and profitability of the pork industry, organized the National Swine Growers Council. In 1964, this group evolved into the National Pork Producers Council.

In May 1967, 90 forward-thinking pig farmers from Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Carolina, South Dakota, Tennessee and Wisconsin gathered in Moline, Illinois. Their purpose: develop a plan to advance U.S. pig farmers on how best to move the pork industry forward and to generate the funds needed to get the job done.

To get the momentum going, the group, known today as the Moline 90, agreed to raise, through contributions, a $40,000 “Get Ready Fund.” A bank note was passed around at a later National Pork Producers Council meeting and asked pig farmers signed it, soliciting each pig producer to raise $4 from their check for the note. The note was never needed as pig farmers came together to fund future promotion, research and education efforts.

In 1967, the National Pork Producers Council launched the voluntary Checkoff for ProfitCheckoff in six Iowa and Illinois counties. By 1968, the enthusiasm of pig farmers had spread, with 16 states organized, and the Checkoff program was launched nationwide. A rich history of farmer action and commitment has led to today’s National Pork Board, which provides producer leadership of today’s Pork Checkoff.

Under the Pork Act, Pork Checkoff funds are designated to be used only for research, pork promotion and producer and consumer education programs. The programs are designed to strengthen the position of the pork industry in the marketplace and to develop and expand markets for pork and pork products.

• Research – Unique among commodity programs, the Pork Act enables the Pork Checkoff to conduct research on a wide variety of topics, from production methods to environmental solutions. Pork Checkoff education programs make research results available to pig farmers.
• Promotion – The Pork Checkoff promotes pork to U.S. consumers and to customers around the globe. Working with food-chain partners, Checkoff efforts help fuel domestic and international consumer demand by focusing on pork’s improved nutrition, quality and sustainability.
• Producer and Consumer Education – The Pork Checkoff shares information and teaches pig farmers about the latest trends and best practices in swine production, feed efficiency, environmental solutions. Pork Checkoff education programs make research results available to pig farmers.

In 1985, the Pork Act was revised to enable the Pork Checkoff and the National Pork Board to serve additional purposes. The Pork Checkoff redefined its role as a consumer-oriented organization working with the pork industry to develop and expand domestic and international markets for pork and pork products.

Pork Promotions, Research and Education

The Pork Checkoff is responsible for conducting research and marketing for the benefit of pig farmers with a $1 million operating budget. With increasing needs for promotion and research, the Checkoff increased over the years from a nickel to 80 cents per $100 of hog’s market value today.

The delegate body also sets the level for promotion, research and education efforts. The Pork Act enables the Pork Checkoff to conduct research on a wide variety of topics, from production methods to environmental solutions. Pork Checkoff education programs make research results available to pig farmers.

The Pork Checkoff is a separate entity supported by producer membership and is comprised of members elected by pig farmers.

In 1967, the Pork Act, the National Pork Board was established. In 1995, the Pork Board was renamed the National Pork Board.

In 2003, the National Pork Board assumed the responsibility for promotion, consumer education and research programs. The National Pork Producers Council is a separate entity supported by producer membership and is comprised of members elected by pig farmers.

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