

**2020 Advisement --- Proposed**

**KEY RESULT AREA:** Industry Relations

**RESOLUTION NUMBER:** IR-1

**SUBMITTED BY:** Colorado Pork Producers Council, Idaho Pork Producers Association, Oregon Pork Producers and Montana Pork Producers Council

**SUBJECT MATTER:** Joint Process

---

**Motion:** The National Pork Board is advised to implement assurances to all states represented by the Check Off Program, that they are key to the success of the new structure of NPB and its speed of doing business methodologies.

\*\*\*\*\*

**Rationale:**

Many issues are emerging that are challenging pork production and the pork industry, that can be viewed as the most crucial time in our history. These issues include animal welfare extremes, carbon footprint over blow, national extremes challenging Check Off Program needs and uses, Foreign animal disease threat, to name just a few. It is exciting to see the NPB and its partners, including each state that contributes to the organization and its coffers, embracing the new and groundbreaking changes that are coming forward from reorganization and revitalization of the representation within the industry. The strength of even the smallest voice to this effort is what makes our check off unique and arguably the most effective and representative in the country.

Be it resolved that an effort to ensure overwhelming satisfaction with the Check Off Program, its uses and needs and structure stays strong by working with and acknowledging all the investment partners. We must demonstrate the value Check Off Programs provides for those as individuals, those in smaller states, as well as large pork producing states equitably. Documents on organization restructure can lead to suggest that reorganization could marginalize and minimalize the investment to smaller states. We grant and hope that this is not the intention of the changes, yet we also acknowledge that living documents can be interpreted by future leadership representation to mean something less friendly and accommodating.