

2020 Advisement --- Proposed

KEY RESULT AREA: Industry Relations

RESOLUTION NUMBER: IR-2

SUBMITTED BY: Minnesota Pork Board

SUBJECT MATTER: Collaboration

Motion: The National Pork Board is advised to collaborate on an annual prioritization and planning session that examines current and emerging issues and opportunities, develops assertive and proactive strategy and engages or deploys supporting resources (human and capital) to protect social license and freedom to operate.

Rationale:

The U.S. pork industry is diverse and includes different stakeholders with varying needs. For pork organizations to remain valuable and relevant, clear priorities need to be identified and set so the respective organizations can develop and deploy necessary resources to address those priorities while not duplicating efforts. Industry leaders who serve on boards will be charged with holding their respective organization leaders accountable.