

2020 Advisement --- Proposed

KEY RESULT AREA: Industry Relations

RESOLUTION NUMBER: IR - 4

SUBMITTED BY: Minnesota Pork Board

SUBJECT MATTER: Collaboration

Motion: The National Pork Board is advised to explore opportunities to more effectively engage third-party organizations, partnerships, and coalitions.

Rationale:

The pork industry recognizes, appreciates, and supports the need for collaboration. The National Pork Board needs a more assertive and proactive strategy to protect social license and freedom to operate. Engaging with other organizations can help leverage funds and resources to serve the pork industry. Examples of potential collaborations include but are not limited to National, State, and local organizations within the agriculture industry, foundations, non-profit organizations, non-government organizations, or other check-off organizations.