

Colorado Pork Producers Council

Strategic Plan 2015-17



Letter from the President

To all CPPC Members and those interested in Colorado Pig Farming, this document contains what the board has identified as goals for the next few years! A lot of work went into this Strategic Plan, but it isn't worth the paper it is printed on if we don't put these words into action! The board, along with our Executive Director, are committed to doing just that. However, we are only a small group and if we are to really make an impact for our industry, we need your help. We would like to encourage you to be involved by serving on a committee, attending a meeting, or just simply providing us your feedback and suggestions! I am excited about all we have accomplished and where we are going! I look forward to hearing from you. Thank you!! Andrea Anderson

www.copork.org
P.O. Box 116
Lucerne, CO 80646
970-356-4964

Mission: Colorado Pork Producers Council is a livestock organization whose goal is to provide a unified voice for pig farmers leading the way in promoting, educating, and providing visibility and transparency of the industry to all of Colorado.

Vision: Colorado Pork Producers Council will be the trusted, visible Colorado resource for all things pig.

Goal #1: Increase organizational visibility that results in being a trusted, respected, credible source of information.

- CPPC will identify all pork producers in the state
- CPPC will work to increase membership numbers, representing producers of all sizes
- CPPC will increase allied industry membership to create a stronger network of advocates for the swine industry
- CPPC will work to increase positive media recognition & build relationships with media contacts
- CPPC will work with youth swine & livestock organizations

Goal #2: Increase organizational visibility with governing entities that results in being a trusted, respected, credible source of information that allows to be proactive verses reactive.

- CPPC will actively work to improve collaboration with other stakeholders to present a unified voice for agriculture in Colorado
- CPPC will continue to be active members of the Colorado Ag Council & Colorado Livestock Care Coalition
- CPPC will create, maintain and share data, statistics, and economic impact of pork in Colorado through fact sheets

Goal #3: Education of youth as well as current and future producers to ensure long-term sustainability of the pork industry in Colorado.

- CPPC will identify and engage beginning farmers in conversations about the value of pork production and create and share resources to assist their operations
- CPPC will work with youth to create potential employees and lifetime supporters of the industry through internships and social media training.
- CPPC will work to expand areas that can be supported by OMS Speakers across CO through training and outreach

Goal #4: Reach out to consumers with a unified voice to communicate socially responsible pig farming and the nutritional value of pork.

- CPPC will identify & evaluate advertising possibilities focused on lifestyle identified consumers
- CPPC will identify events with appropriate audiences to spread positive pork messaging