



Colorado Pork  
Producers Council

# Colorado Pork Producers Council

# STRATEGIC PLAN

## Strengths - Internal

- Outstanding and qualified Executive Director
- Production and Industry knowledge of board
- Engaged and diverse board
- Engagement with CLA
- Increased involvement with restaurants
- Flexibility of organization and allocation of check-off dollars
- Realization of need for legislation information for members
- Addition of CO based lobbyist funded by NPPC
- Getting out to new events to spread information
- Steady membership numbers which could be grown
- Good networking between members
- Established an Animal Health Committee

## Weaknesses - Internal

- Small membership with few producers
- Reduced budget with less hogs marketed and more reliance on national grants
- Consistent communication with producers and influencers is needed
- Preaching to ag people
- No national voice – No one on NPB or NPPC. One person on Environmental taskforce

## Opportunities - External

- Multi-cultural Promotions
- Youth Education and career possibilities
- Producer Education
- Increased communication
- Education to legislators
- Education to locker plants and smaller sustainable farmers
- Co-op with other non-profits – lots of new leadership in these organizations
- Ability to raise non-checkoff funds
- Candidates for PLI identified
- Developing relationship with State Veterinarian, Dr. Maggie Baldwin

## Threats - External

- Animal Activists
- Animal welfare legislation and regulation
- Public perception
- Rural commissioners unfamiliar with CAFO & HCSFO
- Lack of swine vets in Colorado
- Lack of potential year-round farm employees
- Special interest groups that seek to do harm to pork producers

# CPPPC GOALS

## Goal #1

**Maintain organizational visibility with governing and community entities that results in being a trusted, respected, and credible source of information that allows to be proactive versus reactive.**

- Work to increase positive public image building positive relationships with media contacts in the state.
- Actively engage with youth & livestock organizations.
- Establish interaction with “non-traditional” organizations that can be engaged to support the industry.
- Work with the State Veterinarian and Department of Agriculture to address emergency response in the advent of a foreign animal disease.
  - Create a Swine Health Committee.
  - Encourage the creation of a state emergency response plan.
  - Encourage participation in SHIP and the Certified Swine Sampling Program.
- Developing a template for our industry newsletter sent via email.

## Goal #2

**Education of youth, current and future producers to ensure the long-term future of the industry in CO.**

- CPPC will ensure long term conservation and viability of the pork industry in CO.
- Membership expansion and outreach of producers.
- Increase bench strength of producers who can speak on behalf of the industry in Colorado and nationally.
  - Consistently submit candidates for Pork Leadership Institute.
  - Actively participate in state organizations and taskforces.
- Continue to pursue grants that will assist with training, education, and database development.
- Youth outreach to gain workforce and lifetime supporters through scholarships, internships, and education focused on the well-being of their animals.
  - By working at each level of education level
    1. Elementary School
    2. Middle School
    3. High School – Promote USPCE Destination Pork with ag educators
    4. Post Secondary
    5. Non-traditional

## Goal #3

**Educate consumers on pig farming, the nutritional advantages of pork, and the numerous uses of pork to include versatility as a food source, medial uses, and overall value of the product.**

- Actively pursue media engagement on the efforts of CO pork producers on uses of pork and responsible and sustainable practices.
- Actively participate in multi-cultural food demonstration and event opportunities.
- Provide information on the alternative uses of pork products.
- Weekly videos highlighting local restaurants which highlight pork on their menus, multicultural restaurants and their familial connections to pork use in menus.
- Youth cooking contest.
- Ground pork promotion efforts through culinary schools in Colorado (and their companion campus in Austin, TX).