

# **NPPC Update**



# **Minnesota Pork Lenders Meeting July 2010**

NATIONAL

**PORK**

PRODUCERS  
COUNCIL

**The Global Voice  
for the U.S. Pork  
Industry**



***Fighting for  
reasonable  
legislation  
and regulation***



***Developing  
revenue  
and market  
opportunities***



***Protecting  
your livelihood***

# Issues

- Overview
- Legislative/Regulatory Issues
- Trade Policy/Export Market
- GIPSA Rule

# Overview

- Effects of H1N1 are going away
- Exports are back – up about 2% vs. 2009
- The onslaught of regulatory and legislative issues continue to grow.

# Leg/Regulatory Issues

- GHG rule – Pork out until 2011
- Filed suit against the EPA over the emissions reporting rule, alleging that the agency violated the due rights of farmers by failing to develop an adequate reporting system

# Leg/Regulatory Issues

- Cap & Trade – Climate Change legislation
  - NPPC Opposed to Waxman/Markey – 23% reduction in swine herd by 2050
  - Likely dead for 2010

# Leg/Regulatory Issues

- Antibiotic ban
  - Several legislative & FDA attempts
  - May increase cost of production

# Export Market/Trade Policy

- Free Trade Agreements – Republic of Korea, Columbia and Panama
- Working on trade barriers in China and Russia

# Export Market/Trade Policy

- Kept the Mexican and Philippine market open

# Other Issues

- Ohio Pork Producers agreement with HSUS
  - Keep gestation stalls for 15 yrs
  - No new stall after 12/31/10
- Continue We Care effort
  - PQA Plus
  - Joint commodity effort

# GIPSA Rule Update

- Impact on producers
  - Marketing agreements
  - Grower agreements
- *Call to action & Information*
  - *NPPC.org*

Questions?





Responsible Pork Initiative

# What has NPPC done?

- Media efforts “the S word”
- USDA Pork Purchases
  - \$50 million - Fall 2008
  - \$105 million - 2009

# What has NPPC done?

- \$100 Million H1N1 Package
  - \$70 million surveillance
  - \$10 million vaccine research
  - \$20 million market support
- Worked with USDA, USTR and White House to keep export markets open

# Other Leg/Regulatory Issues

- Biofuels
  - NPPC supports sunset of tax credit, tariff and RFS
  - Not likely to sunset
  - EPA rule on E10 increase is delayed

# ***Developing revenue and market opportunities***



NATIONAL

**PORK**

PRODUCERS  
COUNCIL

*The Global Voice for the U.S. Pork Industry*

# Export Market/Trade Policy (Jan thru October)

- 11% behind 2008 (volume)
- 13% behind 2008 (value)
  
- Mexico
  - Up 33% (volume)
  - Up 10% (value)
  
- Japan (Jan to June)
  - Volume down 6%
  - Value up 1%

# Export Market/Trade Policy (Jan thru October)

- China/Hong Kong
  - Down 43% (volume)
  - Down 45% (value)
  
- Russia
  - Down 41% (volume)
  - Down 43% (value)

# A Comprehensive Approach



Responsible Pork Initiative

# LEADR: To Date

- 833 participants nationwide
- 23 participants in WI
- Need help in District 1, 2, 6 & 8



# In Closing

- Working hard on solutions to current economic issues
- Working to assure fair legislation and regulation
- We need your engagement