



# PORK CHECKOFF REPORT

FALL 2025



## 2026 Minnesota Pork Congress is Coming Soon!

Minnesota pig farmers, partners, and supporters are invited to gather for **the 2026 Minnesota**

**Pork Congress, taking place February 10-11 at the Mayo Clinic Event Center in Mankato.** Hosted by the Minnesota Pork Producers Association (MPPA), this annual event brings together pork producers, allied businesses, and key decision-makers from across the state.

**Registration is now open, with discounted pricing available through January 30, 2026.** Pork Congress remains the state's premier swine-focused tradeshow, offering valuable opportunities for networking, business development, and industry connection. Attendees will also have access to timely educational

seminars and social events designed exclusively for pig farmers and pork industry stakeholders.

For questions regarding Minnesota Pork Congress, registration, or annual meetings, please contact the Minnesota Pork office at 507-345-8814.

Online registration is available at [mnporkcongress.com/pork-congress-registration](http://mnporkcongress.com/pork-congress-registration). Strategic Investment Partners (SIP) and MPPA members receive complimentary registration.

The annual Awards Reception, honoring the 2026 Minnesota Pork award recipients, will be held the evening prior to Pork Congress on Monday, February 9. This invitation-only event requires an RSVP.



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# MN PORK CALENDAR

## FEBRUARY 9

### Annual Meetings

**MPB: 11:00 – 12:00 p.m.**

**Lunch: 12:00 – 12:30 p.m.**

**MPPA: 12:30 – 2:00 p.m.**

**Joint Session: 2:00 – 3:00 p.m.**

Mayo Clinic Event Center

Ellerbe Room

Mankato, Minnesota

## FEBRUARY 9

### Awards Reception

Mayo Clinic Event Center

Banquet Hall West

Mankato, Minnesota

**5:00 – 8:30 p.m.**

*Invitation Only*

## FEBRUARY 10 - 11

### Minnesota Pork Congress Trade Show

Mayo Clinic Event Center

1 Civic Center Plaza

Mankato, Minnesota

## FEBRUARY 11

### SIP & Partner Breakfast

Mayo Clinic Event Center

Ellerbe Room

**7:30 a.m. Breakfast**

**8:00 – 9:00 a.m. Keynote**

**Speaker**

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# Attend the 2026 MPB &

■ MONDAY, FEBRUARY 9

■ 11:00 A.M.

■ MAYO CLINIC EVENT CENTER

■ MANKATO, MN

## Join Us for the MPB Annual Meeting

Minnesota pig farmers who contribute to the Pork Checkoff are invited to take part in the **Minnesota Pork Board Annual Meeting on February 10 at 11:00 a.m.** at the Mayo Clinic Event Center. As stakeholders, farmers play an important role in shaping the programs, investments, and priorities supported by the Pork Checkoff.

This year's meeting will include program updates, a review of the 2025 Pork Checkoff finances, Minnesota Pork Executive Board elections, Pork Act Delegate elections, and discussion of checkoff-related resolutions. Any resolutions brought forward during the meeting must receive a two-thirds vote to be considered and a three-fourths vote for approval.



## Lunch and the MPPA Annual Meeting

After lunch, the **Minnesota Pork Producers Association (MPPA)** will convene its **Annual Meeting at 12:30 p.m.**, followed by a joint session at 2:00 p.m.

MPPA, a voluntary membership association supported by members of the Strategic Investment Program (SIP) and Partners, leads the organization's work in legislative and public policy efforts. Voting and participation in meeting discussions are reserved for SIP and Pork Partner members.





# MPPA Annual Meetings

Register online at  
[www.mnporkcongress.com](http://www.mnporkcongress.com)

## PREREGISTRATION

To help with meal planning, seating, and handouts, preregistration is requested. To preregister, visit [www.mnporkcongress.com](http://www.mnporkcongress.com) or contact Jordan Zimmerman at the Minnesota Pork Board office by calling 507-345-8814 or email [jordan@mnpork.com](mailto:jordan@mnpork.com).

## AGENDA

- I. Call to Order – Daryl Timmerman, President
- II. Introductions
- III. 2024 Annual Meeting Minutes – Abbie Redalen, Secretary
- IV. 2024 MPB Financial Audit – Jill Resler, CEO
- V. 2025 Advisements, Discussion, Action – Todd Selvick, Vice President
- VI. 2026 Pork Act Delegate and Alternate Elections
- VII. President's Remarks Recess



## PUBLIC NOTICE

### *PUBLIC NOTICE BY MINNESOTA PORK BOARD AND THE NATIONAL PORK BOARD*

The election of pork producer delegate candidates for the 2027 National Pork Producers (Pork Act) Delegate Body will take place at 11:00 AM, Monday, February 9, 2026 in conjunction with a Board of Directors meeting of the Minnesota Pork Board. All Minnesota pork producers are invited to attend. This Annual Meeting will be held at the Mayo Clinic Health System Event Center, 1 Civic Center Plaza, Mankato, MN 56001. To RSVP, please contact the Minnesota Pork Board office at (507) 345-8814 or email [mnpork@mnpork.com](mailto:mnpork@mnpork.com).

Any producer, age 18 or older, who is a resident of the state and has paid all assessments due may be considered as a delegate candidate and/or participate in the election. All eligible producers are encouraged to bring with them a sales receipt proving that hogs were sold in their name and the checkoff deducted. For more information, contact the Minnesota Pork Board Office, 151 St. Andrews Court, Suite 810, Mankato, Minnesota. (507) 345-8814 or (800) 537-7675.



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## Serve on the Minnesota Pork Board of Directors



Minnesota pig farmers play an essential role in guiding the Checkoff and non-Checkoff work that supports pork promotion, producer advocacy, research, and education across our state. The 12-member Minnesota Pork Producers Association (MPPA) and Minnesota Pork Board (MPB) Board of Directors represent a diverse cross-section of pig farmers from across Minnesota. This unified board works to align the organization's operations with its strategic plan, advancing the five foundational pillars that guide Minnesota Pork's mission.

If you are passionate about strengthening the pork industry, we encourage you to consider serving on the Board of Directors. Each elected member serves a three-year term, with a limit of three consecutive terms.

### Who is Eligible to Serve?

Any Minnesota pig farmer who contributes to the Pork Checkoff is eligible to serve on the Minnesota Pork Board of Directors. This includes owners, operators, and individuals actively involved in raising pigs in Minnesota. Board members should be committed to supporting both the Checkoff and non-Checkoff work that strengthens Minnesota's pork industry.

If you are interested in serving or want to learn more about the responsibilities and election process, please contact the Minnesota Pork office at 507-345-8814.

Your leadership helps move the Minnesota pork industry forward. Thank you for considering this opportunity.



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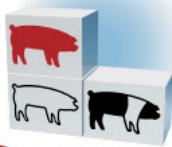


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## THE CHOICE IS CLEAR



# Why COP30 Mattered to U.S. Pork

COP30 was attended by an estimated 50,000 people from across the globe in Belém, Brazil. With representation from industry sectors such as agriculture, energy, transportation and non-governmental organizations, U.S. Pork ensured producers had a seat at the table to share their We Care® commitment through our partnership with the Meat Institute's Protein PACT.

In this article:

- A Seat at the Table
- Key Learnings from a Shifting Global Narrative
- Insights for U.S. Pork
- Carrying the Legacy Forward

The 30th United Nations Conference of Parties (COP30) once again brought together leaders in the environment and climate space from all over the globe.

Through our partnership with the Meat Institute's Protein PACT, the National Pork Board (NPB) ensured producers and U.S. pork had a voice in discussions about how to best steward our resources, including the environment. With the help of the Minnesota Pork Producers Association, this year was particularly powerful as seventh-generation pig farmer Maddie (Maddie) Hokanson attended with NPB. Maddie's ability to provide insights and examples straight from the farm was incredibly impactful, especially for attendees that may be climate experts but have minimal knowledge of what happens on the farm.

## A Seat at the Table

COP provides us the opportunity to share U.S. pork's stewardship story while also listening and learning from countries, companies and stakeholders around the world. There is no other setting where we can do all three at this scale.

For four years, Protein PACT has worked to establish a consistent and proactive presence at COP and NPB has partnered three of those years to highlight on-farm examples and data. With several animal protein organizations in attendance including the

American Feed Ingredients Association, Animal Ag Alliance, U.S. Farmers and Ranchers Alliance and more, the collective intent is to ensure U.S. agriculture tells its own sustainability story.

Contrary to common assumptions, neither the Meat Institute nor NPB engages in lobbying or attempts to influence policy development while at COP. Our purpose is to be constructive participants by showing up, sharing our expertise and learning from those who may not fully understand our industry or hold differing perspectives. Between Maddie and I, the pork industry was represented on seven total panels, including two panels she was invited to join onsite because of her strong farmer voice. Our active engagement at COP makes us stronger partners to producers and the broader supply chain.

## Key Learnings from a Shifting Global Narrative

It's not every day we get to represent our own industry while hearing about what other countries are doing, including those who do not support our global industry. I found it fascinating to listen to those sessions at COP30 and several themes rose to the top, including:

### A more balanced food systems conversation.

A narrative that recognizes the importance of animal protein in human diets was more dominant than in previous years. Discussions increasingly positioned meat and plants as part of a balance approach, which moves away from the rigid 'either/or' mindset that once dominated the space.

### European policy trends remain influential.

The Danish government's agricultural carbon tax continues to serve as a global reference point. New insights revealed that a portion of the tax revenue will be reinvested into green initiatives, climate technology and production transformation, targeting higher-footprint agriculture sectors.

### NGO-driven frameworks are gaining traction.

The World Wildlife Fund promoted "Codex Planetarius and the 1% Fund," a proposed environmental service fee added to the export of major commodities for all producers (no matter their environmental footprint) to subsidize higher-footprint farmers.

### Diet-shifting efforts targeting youth.

Locations such as Rio de Janeiro and El Salvador have launched policies aimed at reducing consumption of animal-based proteins, beginning with public school menus to raise children to have a plant-based diet.







## Insights for U.S. Pork

The learnings and insights from COP30 underscore the urgency for proactive engagement from U.S. pork. To position our industry for long-term success, I see three key areas where we should focus our efforts.

**1. It is essential we strengthen and advance our own narrative.** COP offers a unique forum to share U.S. pork's story while also listening to global peers and understanding emerging trends. By staying attuned to anti-meat strategies and shifting perceptions, we can deliver clear, transparent messaging that demonstrates our ongoing stewardship and progress.

**2. Producers must be at the table for climate conversations.** There's a saying that goes, "If you're not at the table, you're on the menu." Nowhere is that truer than at COP. Time and time again, we see conversations about farming led by people who have never stepped foot on a farm. That's why voices like Maddie's are so essential. She brings firsthand experience and credibility, and as she put it: "America's pig farmers have a unique and impressive story to share regarding our dedication to continuous improvement with environmental, social, and economic sustainability."

**3. We need to proactively tell our story.** Greater transparency and communication about U.S. production practices are key to ensuring global partners understand the progress U.S. pork is already making. Rather than being reactive, we should be taking a more proactive approach. According to the 2025 State of Food Security and

Nutrition in the World, 673 million people are undernourished, meaning they are not getting enough to eat. That's a compelling reminder of the role animal-based protein can play in delivering essential nutrition.

## Carrying the Legacy Forward

Maddie represents the seventh generation of her family to farm. Six generations came before her, and she carries both the weight and pride of sustaining that legacy. She's not alone as many pork producers share that same deep-rooted commitment to their families, their farms and their future.

"I feel blessed to have grown up in a farming family that is committed to creating opportunities for future generations. In order for each generational transfer to occur, we have been committed to continuous improvement in environmental, economic, and social sustainability," said Maddie. "It was an honor to share this message with others while representing America's pig farmers in Brazil. We must ensure that animal agriculture has a seat at the table as conversations are had about the practices taking place on our farms every day and their impacts."

As we look ahead, we have an opportunity and responsibility to step up, lead with facts and share how U.S. pork contributes to global stewardship and a sustainable future.

### Sources:

<https://www.britishagriculturebureau.co.uk/updates-and-information/denmark-agrees-carbon-tax-on-agriculture/>

Article published on <https://porkcheckoff.org/news/why-cop30-mattered-to-u-s-pork-producers/>.



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\*Bohr et al., Effect of antioxidant supplementation in sows pre-farrow and during lactation on sow and piglet performance. Abstract presented at 56th Annual AAEP Meeting, March 1-4, 2025, San Francisco, CA.

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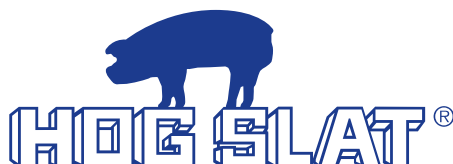
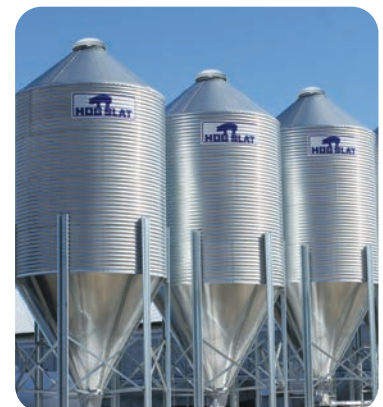
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# Activate: Minnesota Pork Leadership Cohort -

## SESSION 2 RECAP

The Activate: Minnesota Pork Leadership Cohort gathered the first week of December for Session 2 at the National Pork Board (NPB) office in Des Moines, IA, marking another milestone in their 18-month leadership journey. This session provided participants with hands-on learning, industry insights, and opportunities to strengthen their communication and leadership skills.

### Session Highlights

The 12 participants began their two-day session with a tour of the NPB office, giving participants a behind-the-scenes look at the work of the national checkoff organization. The majority of the first day focused on communications training led by Spike Craven with Integrity Communications. Participants explored strategies to communicate with confidence, influence, and authenticity.

That evening, the Activate Class gathered for a hands-on cooking class and dinner in the NPB Innovation Kitchen, followed by a partnership panel featuring board members from both the NPB and the



**Board members from both NPB and NPPC shared insights on collaborative efforts, industry priorities, and leadership.**

National Pork Producers Council (NPPC). Panelists shared insights on collaborative efforts, industry priorities, and leadership. Panelists included:

- **Duane Stateler** - President of the NPPC Board of Directors
- **Lori Stevermer** - Immediate Past President of the NPPC Board of Directors
- **Dr. Gordon Spronk** - President of the NPB Board of Directors
- **Jesse Heimer** - Treasurer of the NPB Board of Directors

Day two began with opening remarks from NPB CEO Dr. David Newman and continued with deep dives into topics critical to the pork industry. The class learned about demand creation and the new consumer campaign, Taste What Pork Can Do™, explored the Show Pig Industry, and gained insights on the



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**NPB CEO David Newman shared timely insights on strategic plan priorities and key issues shaping the pork industry today.**

National Swine Health Strategy. Sessions also covered the We Care Ethical Principles, One Health, environmental programs, and animal welfare initiatives. The Activate class also learned about NPB communications and ways to stay engaged and involved.

### Looking Ahead

The Activate class is already looking forward to future sessions, building on the skills and relationships developed so far. Entering 2026, there will continue to be great learning opportunities ahead.

- Session 3 will take place in March in St. Paul, where the class will participate in Minnesota Pork Producers Association Day on the Hill and gain firsthand exposure to advocacy and legislative engagement.
- Session 4 at Hormel Foods in April will offer a look at product promotion and the connection between processing, marketing, and consumers.
- Session 5 will take the class to Sacramento, California in July 2026. This will be an exciting out-of-state experience that will connect the class with leaders and broaden their industry perspective.
- Session 6 will take place in Washington, D.C. in December 2026, allowing the class to explore federal policy, national advocacy, and industry representation.

Future sessions will continue to emphasize leadership development, strategic communication, and industry understanding, preparing participants to advocate effectively for Minnesota's pig farmers. We are already looking forward to four impactful sessions in 2026!



**Participants and NPB leadership enjoyed making new recipes from the Taste What Pork Can Do™ website in the Innovation Kitchen!**





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# Join the Movement to Strengthen Swine Health in Minnesota

Minnesota pork producers are invited to be part of a new voluntary initiative aimed at improving herd health and strengthening the swine industry across the state. The Minnesota Mhp Eradication Initiative is led by the Minnesota Pork Board's Animal Health Task Force, bringing together producers, veterinarians, and University of Minnesota swine health experts to reduce and eventually eliminate *Mycoplasma hyopneumoniae* (Mhp) from Minnesota swine herds.

This science-based, industry-driven program focuses on proactive disease control with voluntary participation from farms across Minnesota. By working together, pork producers can help set a national standard for herd health and demonstrate Minnesota's leadership in swine health management.

Participation starts with a simple step: reporting the current Mhp status of your breeding herd. Producers who complete the form will be contacted by Dr. Cesar Corzo at the University of Minnesota to confidentially begin enrollment and support. Scan the code here to complete the form.



## Why Participate?

- Joining the initiative offers several benefits:
- Improve herd health and productivity through better disease status
- Reduce antibiotic use and medication costs
- Lower the impact of PRRS through healthier herds
- Enhance marketability of pigs with stronger health credentials
- Collaborate with experts and fellow producers on regional disease control efforts
- Minnesota Pork Producers

***Together, Minnesota producers can lead the charge in swine health and help build a stronger, healthier pork industry for the future.***



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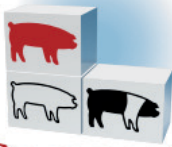
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## THE CHOICE IS CLEAR





# WHAT'S NEW IN Taste What Pork Can Do™



The **Taste What Pork Can Do™** consumer campaign continues to introduce pork to today's home cooks, especially younger buyers, with flavorful recipes and engaging digital ads. The campaign emphasizes pork's taste, versatility and everyday appeal, and highlights how pork fits into modern meal planning across a variety of cuts and cuisines.

Recent retail insights show that pork category growth is driven by increased protein purchases overall, with fresh pork, especially ground pork, gaining traction in the meat case and engaging consumers who are cooking more at home.



Lindsey Fulton from Blondies Butcher Shop showcases two easy appetizers for the holiday season. Both are hearty, bite-sized, and feature pork flavors. Lindsey shares how to prepare these delightful treats.

**Taste What Pork Can Do™** also offers a growing library of easy-to-use assets for retailers and partners, including digital ads, recipe content, and in-store materials. These tools help spark consumer interest, build confidence in cooking with pork, and ultimately strengthen demand.

Minnesota Pork continues to integrate campaign branding into local outreach. A strong example is our ongoing partnership with Twin Cities Live, where pork is featured in approachable, high-flavor recipe segments that inspire home cooks across the metro.



Award-winning chef Yia Vang steps into the Twin Cities Live kitchen to prepare a vibrant stir-fried pork dish, showcasing pork's versatility and bold flavor.

## 2025 EXECUTIVE BOARD

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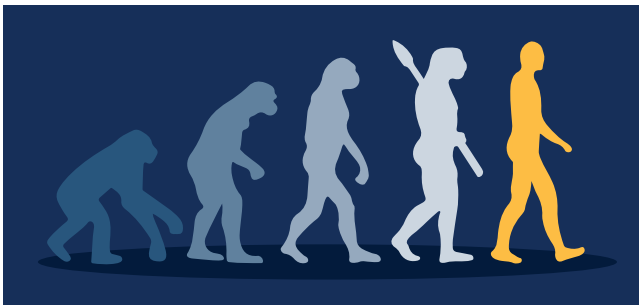
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## Value of Meat in the Human Diet

### Evolutionary Diet

Humans evolved with a diet rich in meat, shaping our brains, bodies & health needs today.

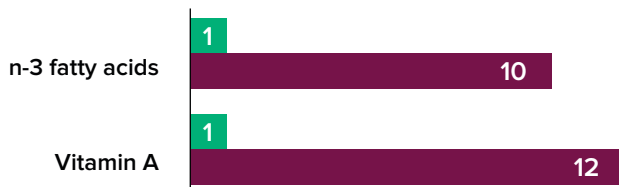


### The Nutritional Edge of Meat

Although meat is less than 10% of global food amount and calories, it provides a critical portion of nutrients and bioactive compounds like taurine and creatine, which are difficult to replace in plant-based diets. Meat supplies crucial nutrients like vitamin A, omega-3s (n-3), zinc and iron in forms our bodies absorb easily.

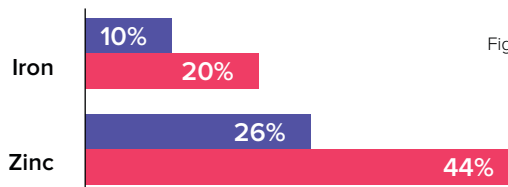
### Bioavailability

● Plant-source ● Animal-source



### Bioavailability (% Absorbed)

● Pulses ● Ruminant Meat



Figures adapted from *J Nutr.* 2023;153(2):409-425.

## Potential Risks of Reduced Meat Intake

A world with less meat in the diet can have serious consequences for human health and development:



**Undernutrition** and nutrient deficiencies



**Reduced** economic development



**Negative effect on** physical and cognitive health outcomes (especially older adults and in early life)



**Unintended** environmental consequences



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This message funded by America's Pork Producers and the Pork Checkoff.



As part of the **Taste What Pork Can Do™** campaign, Minnesota Pork is running fresh digital ads that highlight easy, delicious recipes using familiar pork cuts. Above is an example of a half-page recipe ad, giving you a look at how we're inspiring home cooks and driving demand for pork at the meat case. The full recipe is included below for your personal use — you can also find it by scanning the code above!

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**SERVINGS: 4 | PREP TIME: 30 MINUTES | COOK TIME: 30 MINUTES | CUT: BONE-IN RIBEYE PORK CHOPS**

### INGREDIENTS

- 4 bone-in ribeye pork chops, 1-inch thick
- 2 tsp dried rosemary, crushed
- 1 tsp salt
- ½ tsp ground black pepper
- 5 tbsp extra virgin olive oil
- 1 lb small Yukon Gold potatoes, quartered
- 1 head broccoli, cut into florets
- 1 small red onion, cut into 8 wedges
- 12 whole mini peppers

### DIRECTIONS

- Preheat oven to 450°F.
- In a large bowl, mix salt, pepper, rosemary, and olive oil.
- Rub pork chops with 2 tbsp of the mixture and place on a parchment-lined sheet pan.
- Toss broccoli, potatoes, onion, and peppers with the remaining oil mixture and spread on a second pan.
- Bake pork chops on the top rack for 18-20 minutes until they reach 145°F.
- Remove chops to rest; continue roasting vegetables 10 more minutes.
- Reduce pork pan juices in a sauté pan for 2-4 minutes and pour over chops.
- Serve vegetables alongside pork and enjoy!

*Whole-muscle pork cuts are safe at 145°F with a 3-minute rest.*



# Support Your Land, Secure Your Future

## Advancing U.S. Pork Sustainability and Market Value grant program

Take the lead in protecting your land and strengthening your farm's future. This grant is designed to drive results for pork producers who are committed to the longevity of their farms and want to increase their market opportunities.



### What's in it for me?

- **Earn financial incentives:** Access funds that reduce the costs of land conservation practices, helping you make impactful upgrades.
- **Strengthen market position:** Increase your market appeal by aligning with retailer and foodservice demand for pork raised using sustainability practices.
- **Attract supply chain partners:** Gain visibility as a preferred partner for companies prioritizing ethical and responsible practices.
- **Protect your freedom to operate:** Secure your ability to make farm decisions that benefit your business and the longevity of your land.

### How it works

- **Complete the Pork Cares Farm Impact Report:** Confidentially and securely capture the sustainable practices already in place on your farm.
- **Receive financial and technical support:** Unlock direct incentives and expert advice for implementing sustainability initiatives.
- **Stand out to stakeholders and contribute to a positive industry story:** Use your report to demonstrate your farm's commitment to sustainability, boosting your market presence.

## Ready to reap the benefits?

Request your Pork Cares Farm Impact Report today and unlock support for your farm.

Get started at [porkcheckoff.org/pork-production-management/sustainability](https://porkcheckoff.org/pork-production-management/sustainability)

