

## Your SIP investment helped address these issues in Minnesota:

- ◆ A Greater Minnesota (AGM) -- a new coalition: "Supporting good farms, food and jobs." The goal is to raise candidate and voter awareness of food and farm polices and to establish accountability of candidates through the food-and-farm pledge.
- ◆ Worked to create legislation to develop apprenticeship programs for hard-to-fill jobs in manufacturing, technical services and agricultural fields.
- ◆ Reduce-Respond-Recover (RRR) program to identify and retain quality employees and develop crisis management plans.
- ◆ Support of a \$18 million state budget request to replace isolation facilities near the Minnesota Diagnostic Laboratory.
- ◆ Provides cost share legal assistance to pork producers facing precedent-setting court decisions.
- ◆ Successfully addressed challenges to state feedlot rules by the Minnesota Pollution Control Agency.
- ◆ Providing legislative guidance on key issues, such as GMO labeling and antibiotic use.



MPPA members meeting with Senator Klobuchar

## Join Your Fellow Producers Today!

Producers of all sizes and types in 42 states contribute to the Strategic Investment Program (SIP); 40% of SIP dollars are returned to the respective states.

Membership options include:

- ◆ **SIP Member:** With your permission, a packer will deduct \$0.10/\$100 value and send it directly to the National Pork Producers Council (NPPC).
- ◆ **SIP Partner:** A \$150/person investment allows contract growers, employees, small producers and allied industry to support NPPC/MPPA initiatives and to participate in members-only activities.

### SIP Members-Only Benefits:

- ◆ "Reduce, Respond, Recover" program, a proactive risk management and preparedness program to identify and respond to employee applications with ill intent.
- ◆ Regular updates on state and national legislative and regulatory issues.
- ◆ A voice in policy developments important to your pork enterprise.
- ◆ World Pork Expo admission and parking privileges.
- ◆ Market information sent to your cellphone ("Markets On Cell" available through NPPC).
- ◆ Admission to Minnesota Pork Congress and Taste of Elegance.
- ◆ Participate in MPPA board elections and resolutions.
- ◆ *MPPAInsider.org* has been updated and the password-protected site provides regular updates when the legislature is in session.

### For more information, contact:

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[www.MPPAInsider.org](http://www.MPPAInsider.org)

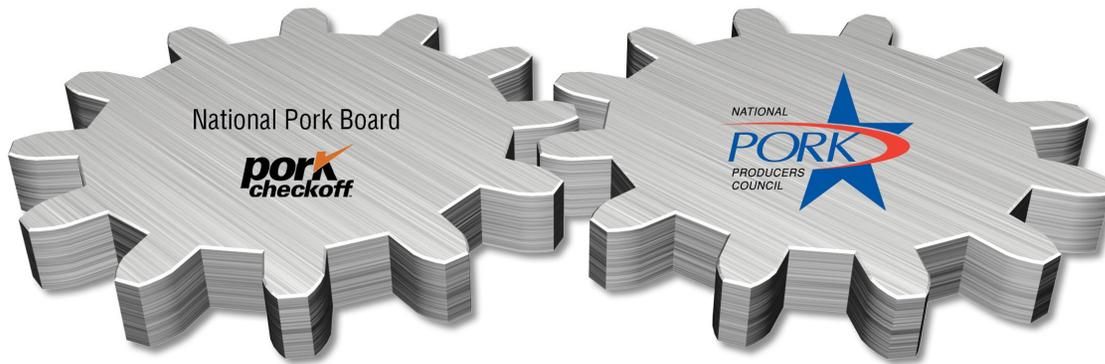
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## Strategic Investment Program Working for You!

- ◆ Unified voice in legislative and regulatory matters
- ◆ Develop and defend pork export markets
- ◆ Counter animal welfare activists
- ◆ Provide retail and foodservice outreach



Secures and guides industry research funding  
 Enhances domestic and global demand  
 Provides producer information and education  
 Delivers proactive issues management

Develops and defends export markets  
 Fights for reasonable legislation/regulation  
 Amplifies the producer voice with lawmakers  
 Counters misinformation and activists



### Giving Pork Producers a Voice

The Strategic Investment Program (SIP) addresses state and national legislative, regulatory and trade issues and actively engages in public policy dialog.

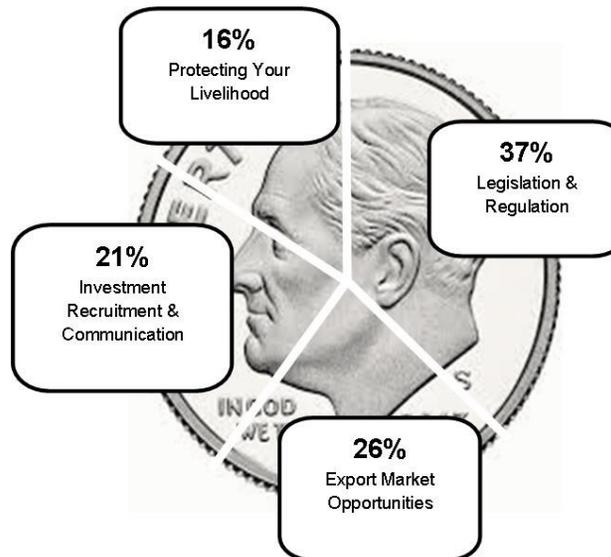
### What is the Strategic Investment Program?

SIP is funded through a voluntary investment of \$0.10/\$100 value of market hogs and SIP Partner membership fees. Contributions are sent directly to the National Pork Producers Council, who returns 40% of SIP funds to the Minnesota Pork Producers Association. SIP is confidential.

### How does SIP differ from Pork Checkoff?

Pork Checkoff is a mandatory deduction of \$0.40/\$100 value for market hogs, feeder pigs and breeding stock. The checkoff, commonly called the "Pork Act," was written in the 1985 Farm Bill and is administered by USDA. These funds can only be used for pork promotion, research and producer education, not legislative issues.

## NPPC 2015 Investments (budgeted)



### Your SIP investment helped address these national issues:

- ◆ Opposing the Environmental Protection Agency's (EPA) proposed rule to redefine "waters of the United States" (WOTUS), an effort to overreach authority and extend coverage of the Clean Water Act.
- ◆ Developing new and defending existing export markets that account for over 25% of U.S. pork production.
- ◆ Countering animal welfare activists' actions in several states, including precedent-setting legislation to ban the use of gestation stalls.
- ◆ Leading efforts to finalize a Trans-Pacific Partnership (TPP) agreement to eliminate all tariff and non-tariff barriers to U.S. pork products.
- ◆ Work with other meat/livestock groups to address the persistent thinning of spot market sales and reauthorization of mandatory price reporting.
- ◆ Purchased shares in major retail, foodservice and financial companies has given pork producers a voice with shareholders and senior management in matters such as gestation stalls and other management practices.



MPPA Executive Director, David Preisler, with Senator Franken