

Supply Chain Resilience in Pork Production

USDA Agricultural Outlook Forum

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Agenda

- What is the Pork Checkoff
- African Swine Fever
- International Marketing
- The Pork Industry Response to COVID-19

What is the Pork Checkoff?

Operates according to the *Pork Promotion, Research, and Consumer Information Act of 1985* aka “The Pork Act”

–The Pork Act

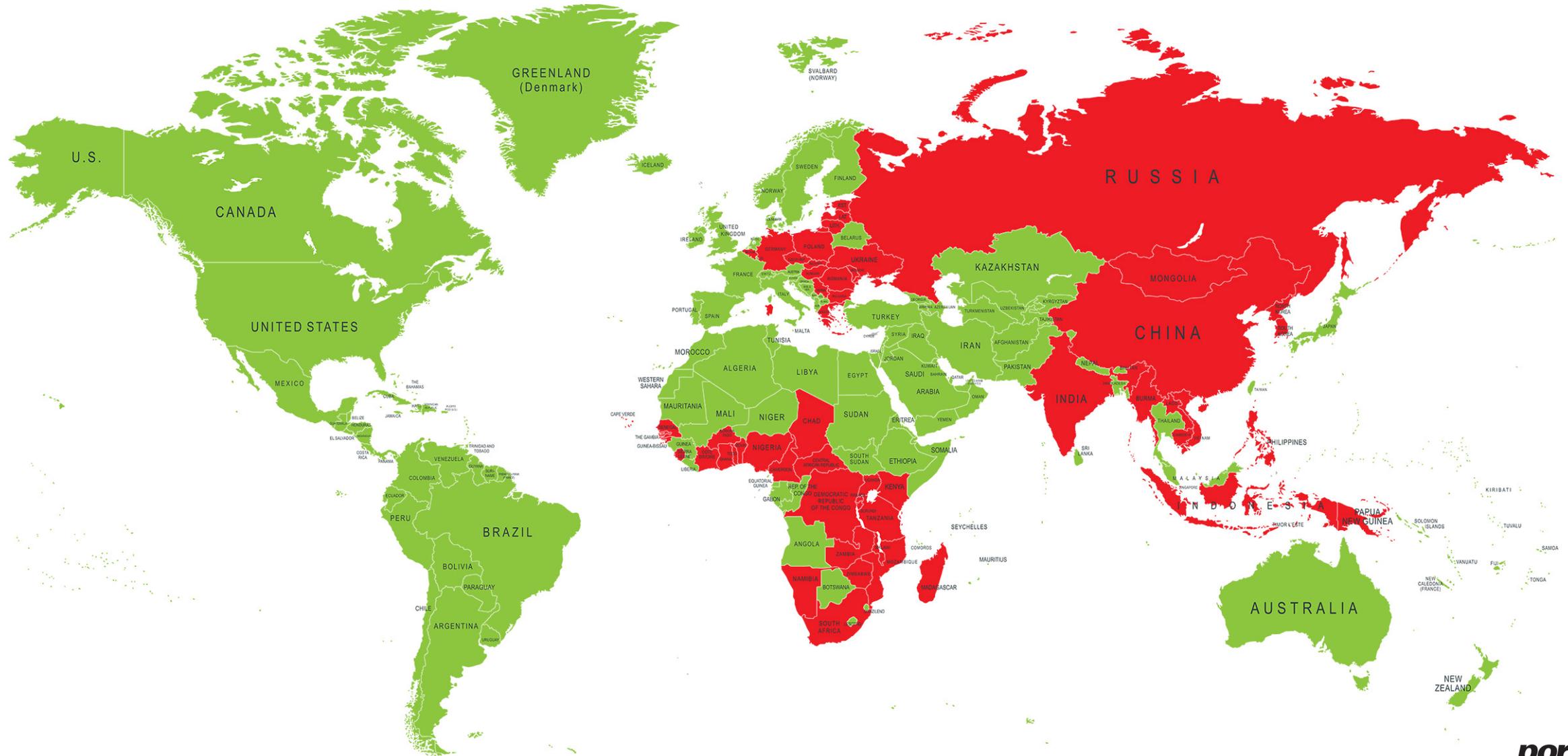
Pork Checkoff rate is \$0.40 per \$100 (0.4%) of value

Research, Promotion & Education Programs

Represents **ALL PORK PRODUCERS**



African Swine Fever – Spreading Around the World



Collaborating to Respond to an Eminent Threat



Biosecurity



Research



U.S. Customs
and Border Protection

2020 US Pork Exports

(Through November 2020)

Top 7 Markets by Volume

(In millions of pounds)

1. China/HK	2,105.4	+72%
2. Mexico	1,359.9	-4%
3. Japan	779.6	+4%
4. Canada	462.5	+6%
5. S. Korea	315.0	-25%
6. Australia	163.9	-22%
7. Colombia	131.7	-35%
All Other	304.7	+10%
Total Volume	5,989.8	+14%

Top 7 Markets by \$ Value

(In millions USD)

1. China/HK	2,181.0	+85%
2. Japan	1,485.7	+6%
3. Mexico	1,019.5	-11%
4. Canada	789.7	+7%
5. S. Korea	410.9	-24%
6. Australia	236.2	-13%
7. Colombia	130.1	-36%
All Other	774.6	+8%
Total Value	7,027.6	+13%

Responding to COVID-19 Supply Chain Disruptions



COVID-19 Response: Our Objectives



Help the processing plants
continue to operate



Help producers and states
with emergency
depopulation and disposal



Help protect pork's
image from farm to fork



Key Lessons

Checkoff resources need to be easy to access (porkcheckoff.org)

Need to better prepare for emergency depopulation and disposal

Consumer purchasing and eating habits fundamentally changed

Proactive disease tracing and mitigation plans are a must

Gaps in human health emphasized need to better prepare for FADs