

We Care Program Q&A

Q. What is the We Care program? The We Care program is an outreach program developed to improve the image of U.S. pork production by highlighting pork producers and helping them to tell their stories.

Q. Why was the program developed? The program was developed to communicate to the public a better understanding of modern pork production and enhance opportunities for pork producers, neighbors, communities and the general public to understand responsible pork production.

Q. Is this a new program? We Care is not a new program, but more of a new platform for promoting the U.S. pork industry's long-term commitment to do the right thing in producing pork. Many of the pork industry's programs, such as PQA, PQA Plus® and TQA™, serve as the foundation for messages that were developed for the We Care effort.

Q. Tell me more about the specifics of the program. The National Pork Board (NPB) and the National Pork Producers Council (NPPC) have begun a unified industry-wide initiative designed to increase and maintain the trust and confidence of food system stakeholders in the U.S. pork industry. State pork associations play a critical role in delivering information, supporting communications and engaging pork producers related to NPB and NPPC programs. The active support of state pork associations will be critical for the We Care program to be launched and successfully maintained. A variety of public relations and advertising materials have been developed for state associations and U.S. pork producers to utilize throughout their states. They include messages, talking points, Q&A, Op-Eds, PowerPoint presentations, print advertising and radio spots, all of which can be customized for each state association or individual pork producer's use.

Q. Are the recently adopted Ethical Principles part of this program? An important first step in this initiative was the roll-out of the "Ethical Principles for U.S. Pork Producers." These principles recognize producers' obligations to build and retain the public's trust in pork products. In addition to pork industry programs like PQA, PQA Plus and TQA, the ethical principles serve as the foundation for messages that were developed for the We Care program.

Q. What are we hoping to accomplish? The goal of the program is to equip, engage and empower the state associations and U.S. pork producers to tell the positive story of responsible pork production. With producers and associations telling the same story in every state, we will accomplish the goal of improving the image of the U.S. pork industry.

Q. Why are pork producers being asked to participate in the program? Most Americans are at least three generations removed from the farm, and they know little about agriculture or how their food is produced. Farmers are viewed as credible spokespersons and tell the story better than anyone because of their firsthand perspective.

Q. As a pork producer, how can I participate in the program? The easiest way to participate in the program is by looking for opportunities to share your story with your family members, friends and neighbors. Use the "Producer-to-Consumer" talking points to help guide the conversation, but put them in your own words because it's your story to tell. You can also encourage other pork producers to do the same thing. Use the "Producer-to-Producer" talking points for these conversations. It will take all of us working together to make a difference.

Q. How can state pork associations participate in the program? The template print ads, radio spots, table tent, outdoor billboard and Op-Eds were developed for state associations to place locally. The ads can be customized with state logos and taglines, and the Op-Eds can be customized and submitted to local papers as pork industry issues arise. We also ask state associations to promote the program by sharing the messages, talking points and Q&A with pork producers in their states and encourage their active participation.

