

Strategic Investment Program Q&A

What is the Strategic Investment Program?

It is the primary source of funds for the National Pork Producers Council (NPPC). These funds are used to strengthen NPPC's mission to enhance and defend the opportunities for U.S. pork producers at home and abroad.

Investors benefit from NPPC's actions in the following areas:

Fighting for reasonable legislation and regulation — NPPC keeps costly regulation in check by connecting lawmakers and regulators with the reality of the U.S. pork industry.

Developing revenue and market opportunities — NPPC develops revenue opportunities for investors and aggressively defends investor interests in trade negotiations, increasing export market access for U.S. pork.

Protecting your livelihood — NPPC proactively addresses issues of industry and consumer concern, such as food safety, environmental protection and animal health and welfare.

Pork producers participate by voluntarily investing a percentage of the sales of each market hog sold. A portion of this investment is distributed as unrestricted funds to the state organizations, allowing them to respond to threats on a local basis.

Voted into action in 2002 by producer delegates, the program was originally called the Producer Consent program.

Why was the Strategic Investment Program started?

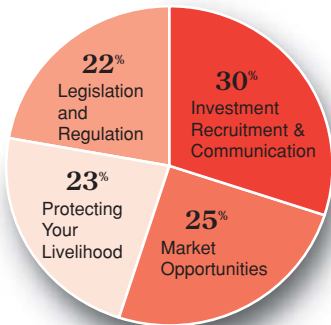
The program was started to assure that adequate funding was available for critical programs focused on public policy, including legislative and regulatory issues management, as well as trade issues. Producer Consent (now called the Strategic Investment Program) was born out of this need. The program also assures that adequate funding is available for state organizations to support their members on local legislative and regulatory issues.

What unique benefits do investors receive?

As an investor, you will have a voice in NPPC policy development. As the pork industry becomes more complex, producers and allied industry are faced with more critical issues than ever before. Investors in the Strategic Investment Program are provided resources to help them take action on issues that threaten their freedom to operate responsibly.

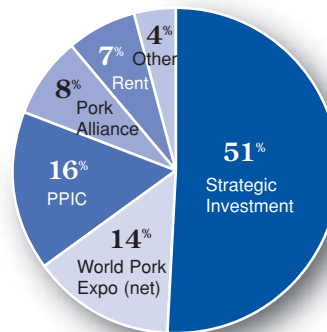


How are program funds used?



Funds from the Strategic Investment Program are used to support NPPC's three main goals

NPPC 2006 Investments (budgeted)



The Strategic Investment Program is a major source of funding for NPPC efforts

NPPC 2006 Revenues (budgeted)

How does the program help on a local and state level?

When you enroll in the Strategic Investment Program, your investment is split between NPPC and your state organization. State affiliates spend these unrestricted funds as directed by the members and leadership of that organization.

Who are investors?

Producers of all types and sizes, representing 43 states, are currently participating. This unified investment allows NPPC and its state affiliates to act with one voice and effectively utilize these resources.

What is the standard investment?

Participating members voluntarily invest 10 cents per \$100 of market value.

How do I begin investing?

Sign up by completing the Strategic Investment Program form found at www.nppc.org. Return the form to NPPC or your state organization.

After you complete and submit the form, there are three methods for investing:

Point-of-sale: Your enrollment is confidentially communicated with the appropriate packer/market. All major packers are set up to deduct this investment at the point-of-sale.

Direct to NPPC: Send a Strategic Investment Program check for all hogs marketed for a specified period of time directly to NPPC. NPPC then distributes a portion to your state.

Direct to your state organization: Send a Strategic Investment Program check for all hogs marketed for a specified period of time directly to your state organization. These funds will be shared between your state organization and NPPC.

When marketing seedstock or feeder pigs, your contribution can be sent directly to NPPC or your state organization.

Do Strategic Investment Program funds duplicate mandatory checkoff funding?

No. By law, checkoff dollars cannot be used for public policy or lobbying.

Strategic Investment Program funds, managed by the National Pork Producers Council, are unrestricted and can be utilized to address legislation, regulatory policy and trade policy as directed by your state and national leadership.

Mandatory checkoff funds, managed by the National Pork Board, are used for demand enhancement, educational and research activities.

