



Season 6, Episode 8: National Swine Health Strategy Coming Soon

Dr. Meredith Petersen, Director of Swine Health at the National Pork Board, shares how producer-led priorities elevated swine health to the forefront of the Pork Checkoff's work and how extensive listening sessions and surveys are shaping and refining the National Swine Health Strategy.

Background

Swine health remains a foundational component of productivity, profitability, and workforce sustainability in pork production. Nearly all producers, responding to recent National Pork Board surveys identified swine health as critical to the future success of the industry. While significant progress has been made in recent years around foreign animal disease (FAD) preparedness, particularly African swine fever (ASF), producers and industry leaders recognized the need for a broader, more coordinated approach that also addresses endemic diseases impacting herds on a daily basis. This led to the development of a National Swine Health Strategy aimed at unifying industry efforts around shared health priorities.

Producer-Led Development and Priority Areas

The National Swine Health Strategy was shaped through an extensive listening and data-gathering process during the summer of 2025. A national survey captured input from 822 respondents, including more than 500 producers representing all production types. In addition, 47 listening sessions were conducted with state pork associations, production systems, veterinarians, and allied industry, engaging more than 1,800 participants. Producers consistently emphasized the importance of maintaining strong foreign animal disease preparedness while placing greater focus on endemic diseases such as PRRS and PED, which continue to drive mortality and performance losses across the industry.

Industry Collaboration and Strategy Development

This effort is a collaborative, industry-wide initiative facilitated by NPB in close partnership with the National Pork Producers Council (NPPC), Swine Health Information Center (SHIC), American Association of Swine Veterinarians (AASV), and state pork associations. Producer advisory groups reviewed survey and listening-session data in fall 2025 and established strategic priorities to guide future work. These priorities are intended to align research, education, and outreach efforts across organizations, ensuring resources are directed toward challenges producers face most and enabling coordinated progress toward common swine health goals.

Timeline, Implementation, and Measuring Success

Following advisory group input, the strategy was reviewed by national boards and shared with state associations throughout late 2025. Final review and approval are anticipated in March 2026, with an industry update planned at Pork Forum. As implementation begins, producers will be encouraged to stay engaged through state and national pork organization communications and participate in working groups as opportunities arise. Success will ultimately be measured through measurable improvements in herd health, reductions in mortality, and decreased disease impacts—supporting healthier pigs, healthier people, and a more resilient U.S. pork industry.

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