

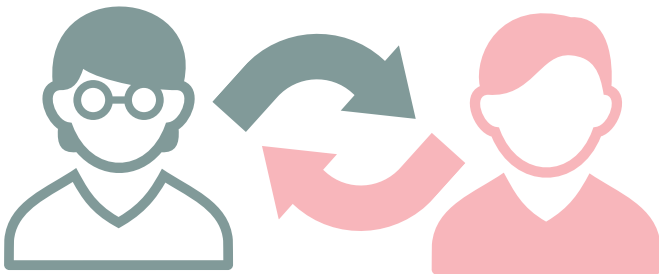


ALL SIDES OF THE STORY.

Pig3D is a program from the **Minnesota Pork Board** and **Minnesota Pork Producers Association** that makes a direct connection between food influencers like yourself, and pig farmers in Minnesota.

For decades, pig farmers have worked hard to produce pork products that are safe and nutritious, not realizing that more people around the country were beginning to wonder how their pork was raised.

Pig3D is a unique program that will connect you directly with a pig farmer in Minnesota so all of your questions can be answered quickly and directly.



Through the Pig3D program, you will learn what farmers do on a day-to-day basis to care for their pigs. Some of these things are the source of popular consumer concerns: pig housing, antibiotic use, and keeping pigs healthy through nutrition and daily care. You will have the opportunity to learn firsthand from the people raising pigs about the tools and processes they use, and how today's pig farming has changed over the years.

During the first year of the Pig3D program, we are limiting participation to a few key food influencers in the Minnesota area. Our intention for this program is that food influencers across the state are able to connect with real pig farmers when they have questions or just to learn more about pig production. Our pig farmers are eager to share their stories, and hear your perspectives as well.

What you can expect.



- Participation does not cost anything, except your time and attention.



- Expect to hear from your partnered pig farmer periodically by phone or email.

- An introductory meeting with your paired farmer will be scheduled in early summer.



- Your pig farmer is available to answer any of your questions whenever an issue may come up.

- Most partnered pig farmers will extend an invitation out to their farm.



- Most partnered pig farmers are available to meet with you at your office (and with other team members if desired).

- The program will run through the summer of 2014, but the relationship you build with your partnered pig farmer has no expiration date.

