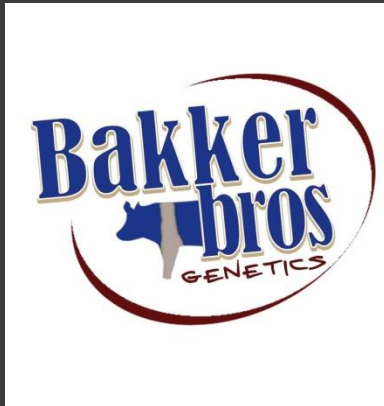


A PRODUCER PERSPECTIVE

IOWA PORK CONGRESS 2017

JARROD BAKKER

My Story



America's Pig Farmer of the Year Contest

- Nominated by two different people
- Applied through the America's Pig Farmer of the Year website
- Phone interview with former contestants, industry reps, producer group members

- Common industry audit
- PQA+ and TQA Certified
- Video Shoot at our farm

- <https://www.youtube.com/watch?v=I7IKO3VRaUU>



VOTE for
Jarrod
TO BE



Proud to be an
Iowa Farmer



#PigFarmer2016
#RealPigFarming

- ⦿ Final Interview in Chicago with the three other finalists.
- ⦿ Online voting





Kids are awesome to utilize as promotion tools!



Show off Technology



- ① America's Pig Farmer of the Year is a great promotional idea for the Pork Industry
- ① Social media is not going anywhere
- ① Connecting with consumers will be one of the greatest challenges moving forward.