

Iowa Pork Producers Association Checkoff Intern

2017

Purpose

The future of agriculture depends on the involvement of the next generation...tomorrow's leaders. The Iowa Pork Producers Association (IPPA) created this internship position to encourage students to become involved in the pork industry and provide the knowledge needed to lead the future of the pork industry in the areas of education, research, and promotion. The program works in conjunction with the efforts of the National Pork Board and the Pork Checkoff.

Responsibilities

1. Observe the functions of an agricultural organization
2. Learn about producer education programs
3. Be involved in planning, developing, and implementing producer education activities
4. Learn about pork industry promotional and public relations programs
5. Assist with coordinating and implementing promotional programs
6. Gain communication and public relations experience
7. Represent the IPPA throughout the internship

Schedule

Summer schedule, May through August

Producer Education

1. Receive training and represent IPPA in a respectful manner at World Pork Expo and throughout the internship.
2. Attend Pork Quality Assurance Plus training.
3. Work to communicate and enhance the Pork Quality Assurance Plus program and other education efforts targeting Iowa's pork producers, 4-H, and FFA students.
4. Communicate current industry issues, association programs and educational opportunities to Iowa Pork Producers and the next generation.

Promotion & Public Relations

1. Assist with pork educational and promotional programs, including our activities at the Iowa State Fair in the animal learning center and the agriculture building.
2. Assist with writing press releases and feature stories for the Iowa Pork Producer magazine.

Selection Criteria

The position is available to any student, but preference will be given to the following criteria:

1. An Iowa resident
2. A full-time college student with an agricultural-related major that has experience in communication and journalism
3. Student in good scholastic standing with excellent written and oral communication skills
4. Exhibits a strong and true interest in agriculture, ideally the pork industry

Financial Assistance

The intern will be paid a \$4,000 stipend to help cover expenses during the summer. In addition, the intern will receive a \$2,000 scholarship paid directly to their college institution.

Application Process

Please submit a cover letter, resume and 500 word essay on **“What do you consider to be a key issue facing the pork industry in the next ten years.”** Application is due **October 13, 2016**. Interviews will take place on Iowa State University's campus on **October 19, 2016**.



IOWA PORK
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