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# IOWA PORK

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# 2019 CHECKOFF INTERN

## PURPOSE

The future of agriculture depends on the involvement of the next generation...tomorrow's leaders. The Iowa Pork Producers Association (IPPA) created this summer (May – August) 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.

## OBJECTIVES

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

## RESPONSIBILITIES

- Assist with pork educational and promotional programs, including our activities at the Iowa State Fair in the animal learning center and the agriculture building.
- Assist with writing press releases and feature stories for the Iowa Pork Producer magazine.
- Receive training and represent IPPA in a respectful manner at World Pork Expo and throughout the internship.
- Attend Pork Quality Assurance Plus training.
- 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.
- Communicate current industry issues, association programs and educational opportunities to Iowa Pork Producers and the next generation.

## SELECTION CRITERIA

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

- An Iowa resident
- A full-time college student with an agricultural-related major that has experience in communication and journalism
- Student in good scholastic standing with excellent written and oral communication skills
- 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 \$3,000 scholarship paid directly to their college institution.

## APPLICATION PROCESS

Application must include a cover letter, resume and 500-word essay. The essay should respond to the following: With the current large supply of pork and low market prices, how would you recommend Iowa Pork help move more product through the supply chain? **Please send your application to Kelsey Byrnes ([kbyrnes@iowapork.org](mailto:kbyrnes@iowapork.org)) by October 15<sup>th</sup>. Interviews will take place October 19<sup>th</sup> at Iowa State.** If you have any questions, call the IPPA office at 515-225-7675.

