



STRATEGIC PLAN



At TPPA, we believe in the power of Texas producers, the potential of healthy herds, and the promise of future leaders. Through collaboration, education, and bold advocacy, we grow a pork industry that is resilient, respected, and ready for what's next.

POWER. POTENTIAL. PROMISE.

SWINE HEALTH AND WELLBEING

TPPA aims to set the standard for herd health, with a swine population that supports producer success, safe pork and public confidence. By achieving high health status statewide, the industry is better equipped to withstand emerging threats, protect livelihoods and grow a trusted, future-ready pork sector.

Protect herd health to safeguard the future of Texas pork production and public confidence in the industry.



Promote animal disease preparedness and prevention to producers and exhibitors.

Collaborate across show and commercial sectors to share best practices and address common or emerging health threats (e.g., PRRS).

Increase access to swine veterinary care through partnerships and educational programs.

INDUSTRY EDUCATION

Texas Pork is a trusted source of engaging, accurate content that connects a variety of industry audiences with the knowledge they need to be successful. By delivering relevant education in the right formats, the industry builds understanding, supports better decision-making, and strengthens connections across the pork value chain.

Deliver relevant, engaging education that empowers producers and youth.



Develop and distribute content tailored to key show industry audiences: breeders and youth exhibitors, educators and advisors.

Partner with ag educators, advisors, universities and professional associations to expand reach of information about pork industry and careers in agriculture.

COLLABORATION, ENGAGEMENT & PROMOTION

A more connected and visible pork industry in Texas drives growth, influence, and opportunity. Through stronger partnerships, increased engagement, and strategic promotion, Texas pork producers earn broader support, attract new resources, and shape favorable public policy.

Strengthen Texas Pork's voice and visibility through strategic relationships and targeted promotion.



Build and maintain partnerships with allied industry and collaborators.

Launch targeted outreach to increase engagement from underrepresented or emerging producer groups.

Support national demand building efforts through development of uniquely Texas opportunities to engage influencers.

Position TPPA as a trusted voice in policy discussions through strategic communication and relationship-building with decision-makers.

ORGANIZATIONAL SUCCESS

TPPA is a stable, growing, and forward-looking organization. Through strong leadership, clear planning, and a culture of follow-through, TPPA delivers lasting value to its members.

Ensure TPPA is a high-performing, adaptive organization that delivers lasting value to members.



Strengthen board and staff leadership through ongoing development and engagement.

Foster a culture of planning, execution, and accountability through clear goal setting and evaluation cycles.

Maintain financial stability while allowing for innovation and calculated risk-taking.

Improve membership reach and engagement.

