

From: [Lauren Zaug](#)
To: [Gabler, Nicholas \[AN S\]](#)
Cc: [Jerry Flint](#)
Subject: RE: NPB + Consortium Full Day Information Exchange Meeting Recap
Date: Thursday, June 22, 2023 10:46:00 AM
Attachments: [FUNDED Research - 2009 - 2019 Swine Health.xlsx](#)
[FUNDED Research - 2009 - 2019 by subcategory 7-18.xlsx](#)
[image001.png](#)
[Mythbusting 1.0 vs. 2.0 proofed.Final.pdf](#)
[All Research Projects 2020-2022.xlsx](#)

Attachments 1-4 omitted as non-responsive

Attachment 5 withheld in full under (b)(5) Deliberative Process Privilege

Hey Nick!

To help aid in the gap analysis and conversation on research, Jerry and I were able to meet with the Sustainability and Swine Health teams to pull a pre-read of research the National Pork Board has invested in. Attached, you will find three spreadsheets:

1. FUNDED Research - 2009 – 2019 Swine Health
2. FUNDED Research – 2009 – 2019 by subcategory (Sustainability related research)
3. All Research Projects 2020 – 2022 (Sustainability and Swine Health)

Since there is a lot of research that has been conducted by NPB, it might be more beneficial to have the Consortium digest all the information and come back to NPB staff (with the help of Jerry) with additional clarity your team needs.

I have also attached the Mythbusting 1.0 vs. 2.0 slides that were shared by Sarah Morehouse at the May Information Exchange day.

I also wanted to inform you that the Real Pork Trust & Image Thought Leadership project is transitioning from a project to a program operating like other day-to-day activities at the NPB. With this transition, I am rolling off the project as the project manager. Jerry Flint will continue to be the point of contact for you and the other Consortium members.

To confirm, has this email conversation been sent to the full Consortium leads?

Thank you!
Lauren Zaug
Director, Project Management

From: Jerry Flint <jflint@pork.org>
Sent: Thursday, June 15, 2023 7:45 AM
To: Gabler, Nicholas [AN S] <ngabler@iastate.edu>
Cc: Lauren Zaug <lceplecha@pork.org>
Subject: RE: NPB + Consortium Full Day Information Exchange Meeting Recap

Nick....following up on this to make sure we get this out to the Consortium.

Thanks!

Jerry

From: Lauren Zaug <lceplecha@pork.org>
Sent: Tuesday, May 23, 2023 7:57 AM
To: Gabler, Nicholas [AN S] <ngabler@iastate.edu>
Cc: Chelsey Van Genderen <CVanGenderen@pork.org>; Becky Johnson <BJohnson@pork.org>; Jerry Flint <jflint@pork.org>
Subject: RE: NPB + Consortium Full Day Information Exchange Meeting Recap

Hey [@Gabler, Nicholas](mailto:ngabler@iastate.edu), I wanted to follow up with you to see if you had a chance to review the email below? I'd like to see if you have any edits before I send out the email by end of day today (I will be on vacation starting May 25th). Feel free to give my cell phone a call if you have any questions

(b) (6)

Thank you!
Lauren Zaug
Director, Project Management
(515)223-2755

From: Lauren Zaug
Sent: Friday, May 19, 2023 3:24 PM
To: Gabler, Nicholas [AN S] <ngabler@iastate.edu>
Cc: Chelsey Van Genderen <CVanGenderen@pork.org>; Becky Johnson <BJohnson@pork.org>; Jerry Flint <JFlint@pork.org>
Subject: NPB + Consortium Full Day Information Exchange Meeting Recap

Hey Nick,

Thank you for a productive meeting on May 17! Before sending out the email to the larger Consortium members, I wanted to follow up with you on the information discussed, action items, ROI metrics and next steps. Please review to see if the items captured below are in line with what you captured for notes. Once I have heard back from you, I can send out the information to the full group. Please note – once Jerry is back from vacation, I will work with him to discuss a potential location for documentation storage per the suggestion from Anna Johnson.

Attached to this email, you will find the presentation slides shared during the meeting. I am working with Chelsey and Becky to collect additional information shared and will pass along to the group once received.

- Consumer Barriers to Pork
- Multicultural Pork Consortium Deck
- NPB Real Pork Scholars Information One-Pager

Additionally, here are links that will take you to other documents / information referenced during the meeting:

- [Real Pork Scholars website](#)



[NPB Contact Information](#) (this link is accessible by the group as NPB will keep this updated throughout the life of the Consortium)

After reviewing the meeting notes, here are the **action items captured**:

**For the action items that consist of scheduling meeting, I will be sending a separate email to Nick and the respective Objective Leads to schedule those meetings.*

- National Pork Board action items (Lauren to help track)
 - (Lauren) *Schedule additional information session, specifically on consumer.
 - (Lauren) *Schedule meeting with CLEAR Center and Consortium to discuss Sustainability work that is underway.
 - ~~(Lauren) *Schedule time with Jamie Burr and Ashley McDonald to go over research being done regarding Sustainability and research gap analysis.~~ (Meeting is no longer needed as a report of research has been provided. Consortium will follow up with questions accordingly).
 - (Lauren) *Schedule time with Kara Behlke-Ungerma and Dr. Kristin Hicks-Roof to discuss Human Nutrition research.
 - (Lauren) *Schedule time with Kiersten and team to discuss retailer challenges related to Spectrum of Concerns.
 - (Chelsey) Decide if a Real Pork Scholar should be added to the Advisory Board.
 - (Jerry / Becky / NPB Communications Stakeholder) to help workshop Leman Conference agenda.
 - (Jerry / Becky) Define respective Objective leads for the Consortium to contact.
 - (Chelsey) Discuss what Fall 2023 Real Pork Training looks like for the Real Pork Scholars 2023 Cohort with Todd See
 - (Jerry) Based on meeting with Crystal, connect Crystal and Alexa Lamm to see if there are synergies with work existing from SDSU and what is outlined in the Consortium.
 - (Lauren) Create an outline/visual of when items will be completed by to help demonstrate Consortium progress (include items outlined in the contract)
 - (Chelsey) Once 2024 Real Pork Scholars application timeline is defined, share with the Consortium.
- Consortium action items (Nick to help track)
 - (Communications Obj./Alexa Lamm) Creation of evaluation metrics and data collection process by the September Advisory Board meeting to be able to share with NPB for progress.
 - Think through how to incorporate Spanish translation of materials.
 - (Training Obj./Todd See) Think through different approaches on how to bring in individuals to do trainings to better leverage different channels such as Ted Talks, etc. This may open up possibilities to connect to consumers not previously accessed in the past.
 - (Nick) Please review the ROI metrics below and add specific dates to get incorporated in the outline/visual mentioned in NPB's action item list.
 - (Consortium) Reach out to University Communications contact to prep for announcement of Consortium.
 - (Consortium) Review the draft communications language on Real Pork Trust Consortium announcement once provided to group.

Return on Metrics measurements discussed: *As a reminder, timeline for these items will run on an August-to-August calendar.*

- Overall Effort for Year 1:
 - Contract set up by June 1
 - Subcontracts set up by July 1
 - Advisory Board members defined and first Advisory Board meeting held by September 22
 - Announcement on Consortium at Lemay Conference in September
 - 6-month progress report
 - Demonstrate how all work in the consortium ladders up to the Spectrum of Concerns.
- Communications Objective Year 1:
 - Set up Consortium website in collaboration with NPB Communications stakeholder and report out how porkcheckoff.org and the Consortium website fit together and deviate.
 - Content analysis is complete with an outline of information to populate on Consortium website.
 - Consortium Website populate with content outlined from content analysis.
 - Start social listening sessions with consumers.
- Research Objective Year 1:
 - Conduct gap analysis and outline the gaps as it relates to the Spectrum of Concerns to inform upcoming research within Consortium.
 - Approx. 12 – 15 graduate students hired on the Consortium.
- Training Objective
 - Launch 2023 Real Pork Training to connect the Real Pork Scholars 2023 Cohort grounded in Spectrum of Concerns.
 - Workshops on translating scientific pieces on the website (POSSIBILITY – more discussion within Consortium on what this looks like).
 - Outline of Year 2 training.

Next Steps:

- (IN PROGRESS) Jerry / Lauren to work with Nick on getting contract and purchase order in place for the work to formally start.
- (IN PROGRESS) Becky and Alexa to work through draft communications on Consortium Announcement (due by June 1).
- Becky and Alex to work through Consortium logo and branding (due by September)
- Hold NPB Stakeholder meetings outlined above with Consortium members.

As we progress forward with the contract, I will keep the group updated on the status of the action items and next steps outlined above for awareness. If you have any additional questions, do not hesitate to reach out to me, Jerry Flint, Chelsey Van Genderen, Becky Johnson or a particular individual outlined in the NPB Contract Information spreadsheet (please cc: me on any email you send to someone so I can help keep track of action items/next steps).

Thank you!
Lauren Zaug
Director, Project Management

(515)223-2755