

Environmental Management Study

National Pork Board

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INTRODUCTION

- The National Pork Board is interested in determining what environmental management and technology information needs pork producers currently have. In addition, the National Pork Board would also like to know the educational outcomes desired in regard to swine producers' information needs, and determine the preferred method for delivering the information.
- To address the objective of this study, a telephone methodology was employed. Swine producers participating in this study were screened relative to the following criteria:
 - Must currently operate or manage a swine operation
 - Must be the individual or one of the individuals with primary responsibility for major decisions made about the swine operation
 - Must be between the ages of 25 and 65
 - Must not, nor anyone in their household, be:
 - Employed by a public relations, advertising, or marketing research company
 - An elected member of any state or national pork association or organization
- Quotas by size of operation (number of hogs on operation) were established to ensure that an appropriate mix of operations were included in this study:

– Less than 1,000	n=80
– 1,000 to 4,999	n=60
– 5,000 to 9,999	n=40
– 10,000 to 49,999	n=160
– 50,000 to 499,999	n=52
– 500,000+	n=8

INTRODUCTION (continued)

- The questionnaire for this study addressed the following topics:
 - Frequency of proactively looking for information about environmental management practices
 - Sources used when looking for information about environmental practices
 - Perceived need for a better source of information about environmental management practices
 - Interest in specific environmental management practices topics
 - Preferred way by which the environmental information would be organized
 - Preferred method suggested for distributing information about environmental management
 - Most appealing way environmental management information could be provided to producers
 - Appeal of different video formats for providing information
 - Importance of keeping up-to-date on local and state environmental regulations

- A copy of the questionnaire is in the Appendix of this report.

- A total of 407 telephone interviews were conducted for this study between June 16 and June 26, 2006.

EXECUTIVE SUMMARY

- The swine producers interviewed for this study include a variety of operation types. Almost three-fourths (73%) have a finishing operation, and 41% indicate they have a farrowing operation. Note that respondents could mention more than one type of production operation.
 - The type of hog production operation varies somewhat by the size of operation. Farrowing operations are more common among smaller-sized operations (less than 5,000 hogs), and nursery operations are more prevalent among larger-sized operations (10,000 or more hogs).
- The number of hogs/sows on the respondents' operations also varied. On average these swine producers had almost 29,000 hogs on their operation.
 - The nursery/finishing and finishing only operations tend to have a larger number of hogs on their operation than those who are a breeding/farrowing operation.
 - As expected, breeding/farrowing operations are more likely than either nursery/finishing or finishing only operations to have sows on their operation.
 - Similarly, nursery/finishing and finishing only operations are more likely to market a greater number of hogs than breeding/farrowing operations.

EXECUTIVE SUMMARY (continued)

- Swine producers frequently look for information about environmental management practices. About one-fourth of the swine producers (23%) say they look for this type of information “very often” and another 47% look for this information “somewhat often.” Only 4% of the swine producers indicated that they “never” look for information about environmental management practices.
 - Swine producers who operate larger operations (10,000 or more hogs) are more likely than those with less than 10,000 hogs to look for information “very often.”
 - The frequency of actively looking for information about environmental management practices does not substantially vary by type of operation.
- Swine producers are most likely to use “print/publications/trade magazines” (48%) as their source of information for environmental management information. An internet web site is the second most used source of information (31%). The National Pork Board, the county extension service, and state/local pork organizations are utilized by about 1 in 10 swine producers.
 - Larger operations (50,000 or more hogs) are more likely than operations with less than 50,000 hogs to use an internet web site as a source for information about environmental management information. In contrast, smaller operations are more likely to use the county extension service as a source for this information.
 - The county extension service and state/local pork organizations are more frequently used as a source of environmental information by finishing only operations than breeding/farrowing and nursery/finishing operations.

EXECUTIVE SUMMARY (continued)

- Consistent with the previous finding, “print/publications/trade magazines” is most frequently mentioned (27%) as the best source for environmental management information. To a lesser extent, “an internet web site” (13%), and the “National Pork Board” (11%) are mentioned.
 - The sources of information considered to be the best for environmental management practices do not vary much by the size of hog operation.
 - Similarly, findings regarding the best source of information about environmental management practices are consistent by type of operation. “Print/publications/trade magazines” are considered the best source of information by about 3 in 10 producers in each type of operation.
- Over 4 in 10 swine producers (43%) think there is a need for better sources of information about environmental management practices.
 - The need for better sources of information is more prevalent among swine producers with larger operations (5,000 or more hogs) than those who have smaller operations (less than 5,000 hogs).
 - Producers who operate “finishing only” operations are less likely than producers who operate other types of operations to feel there is a need for better sources of information.

EXECUTIVE SUMMARY (continued)

- Swine producers are most interested in specific information about “good neighbor policies,” “water quality management,” and “nutrient or manure management.” Interest is lowest for the topics “new site or expansion planning” and “noise control.”
 - Other than for “good neighbor policies” and “water quality management,” producers with smaller-sized operations are less likely than producers of larger-sized operations to be “very interested” in the specific information desired.
 - There are few differences in the information desired by type of operation. Finishing only operations seem most interested in “nutrient or manure management,” while breeding/farrowing operations are most interested in “indoor air quality.”
- Swine producers are mixed regarding their preferred method for organizing environmental management information. About one-third of the swine producers prefer that the information be organized by “type of production operation” but another one-third want the information organized by “size of operation.” Just over one-fourth of the swine producers prefer the information to be organized by “topic.”
 - The preferred method for organizing environmental information varies by size of organization. Large operations tend to prefer that the information be organized by “topic” while smaller operations are more likely to prefer the information by organized by “size.”

EXECUTIVE SUMMARY (continued)

- The preferred method for organizing environmental information varies somewhat by type of operation. Breeding/farrowing operations have a slight preference for it to be organized by “topic,” finishing only prefer it to be by “type of production,” and nursery/finishing operations prefer that the information be organized by “size of operation.”
- About 3 in 10 swine producers suggest that information about environmental management be distributed in either “print/publications/trade magazines” or via the “mail.” About 2 in 10 suggest it be distributed by means of an “internet web site.” “Print/publications/trade magazines” are suggested more frequently by smaller-size operations while an “internet web site” is more likely to be suggested by producers from larger-size operations.
 - The findings regarding the suggested methods for distributing information about environmental management are fairly consistent across the different types of operation.
- “Newsletters” are the most appealing method to swine producers for obtaining information about environmental management. To a lesser extent, “summary articles in producer or farm publications,” and “printed manuals provided on request” are also rather appealing methods.
 - The appeal of the different methods for obtaining information are quite consistent across different-sized operations. Exceptions are that smaller-sized operations are more likely to find “printed manuals provided on request” and “summary brochures, pamphlets, or fact sheets” appealing, while larger-sized operations rate the “State Pork Board web site” more appealing.
 - In terms of type of operation, producers of breeding/farrowing operations are more likely than producers of the other operation types to rate a number of the methods appealing. These include “as printed manuals,” “in videos,” “on the State Pork Board web site,” and “on the National Pork Board web site.”

EXECUTIVE SUMMARY (continued)

- The most preferred video format for receiving information about environmental management is a “DVD to be played on either a computer or television DVD player.” “Podcasts or pre-recorded audio files” are the least preferred video format.
 - Except for “a VHS tape to be played on a television,” producers of larger-size operations are more likely than producers of smaller-sized operations to rate the various video formats “very/somewhat appealing.”
 - Relative to producers of other types of operations, producers at breeding/farrowing operations are more likely rate “a DVD, a CD-ROM, and on-line or computer-based interactive training “very/somewhat appealing.”
- Almost two-thirds of the swine producers (63%) feel it is “very important” to keep up-to-date on environmental regulations, and another 25% perceive it to be “somewhat important” to keep up-to-date. Just 4% rate it “not important.”
 - The importance of keeping up-to-date increases with the size of the operation. Swine producers with 5,000 or more hogs are more likely to consider it to be “very important” to keep up-to-date than those operations with less than 5,000 hogs.
 - The importance of producers being able to keep up-to-date on environmental regulations does not substantially vary by type of operation.

EXECUTIVE SUMMARY (continued)

- Almost one-half of the swine producers indicate that they would want regulatory information “available locally with contact information on where to obtain this information on the National Pork Board web site.” About 3 in 10, however, would rather have regulatory information “available through links on the National Pork Board web site to local or state web sites.”
 - Preference for the suggested method of communication for regulatory information is consistent across the different-sized operations. Approximately one-half suggest it be “available locally with contact information on the National Pork Board web site,” and one-third suggest it be “available through links on the National Pork Board web site.”
 - Much like the previous finding, preference for the suggested method of communication is consistent by type of operation.
- On average, 52% of the feed fed to their pigs is mixed, milled, or ground on the swine producers’ operations.
 - Swine producers with smaller-sized operations are more likely than those with larger operations on average to mix, mill, or grind feed on their operation.
 - On average, breeding/farrowing operations are more likely than the other operation types to mix, mill, or grind feed on their operation.

DETAILED FINDINGS

READER NOTE:

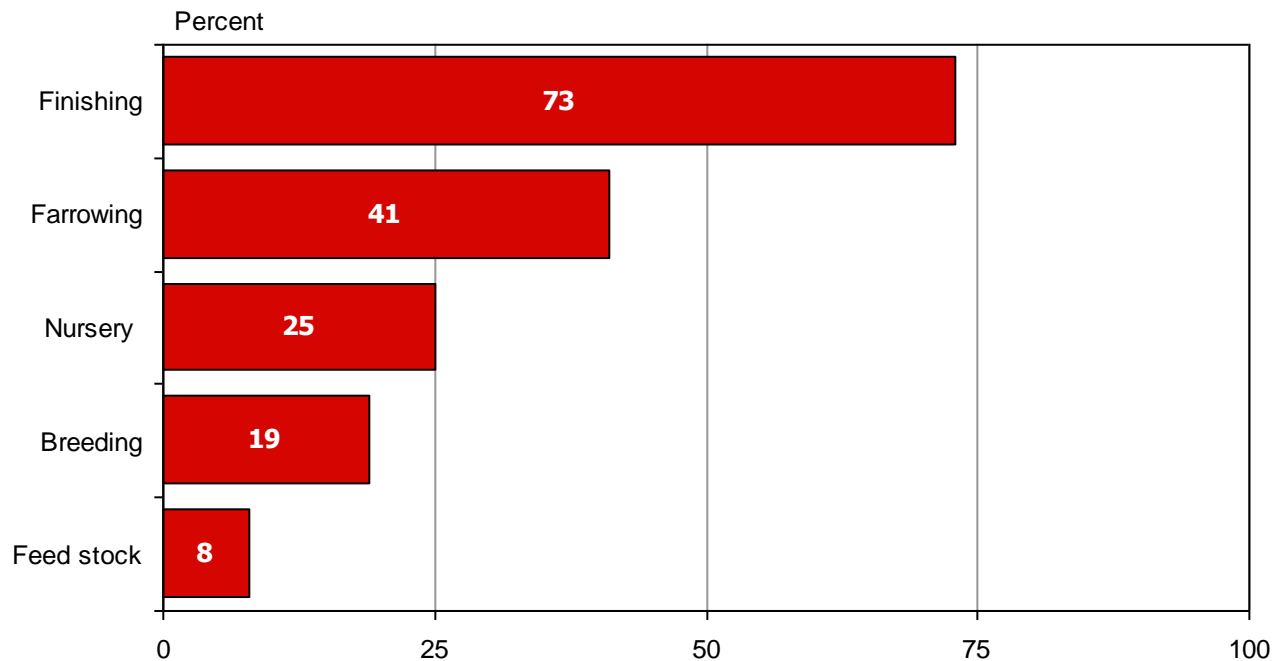
The data in this document are based on small sample sizes, that is, less than 30 respondents, and should be interpreted with caution.



▶▶ **The swine producers interviewed for this study include a variety of operation types. Almost three-fourths (73%) have a finishing operation, and 41% indicate they have a farrowing operation. Note that respondents could mention more than one type of production operation.**

Type Of Hog Operation

(Base=All swine producers, n=407)



Q.D What type of hog production operation do you operate? Is it a _____ operation?

▶▶ **The type of hog production operation varies somewhat by the size of operation. Farrowing operations are more common among smaller-sized operations (less than 5,000 hogs), and nursery operations are more prevalent among larger-sized operations (10,000 or more hogs).**

Type Of Hog Operation

(Base=All swine producers)

-Number of hogs on operation -

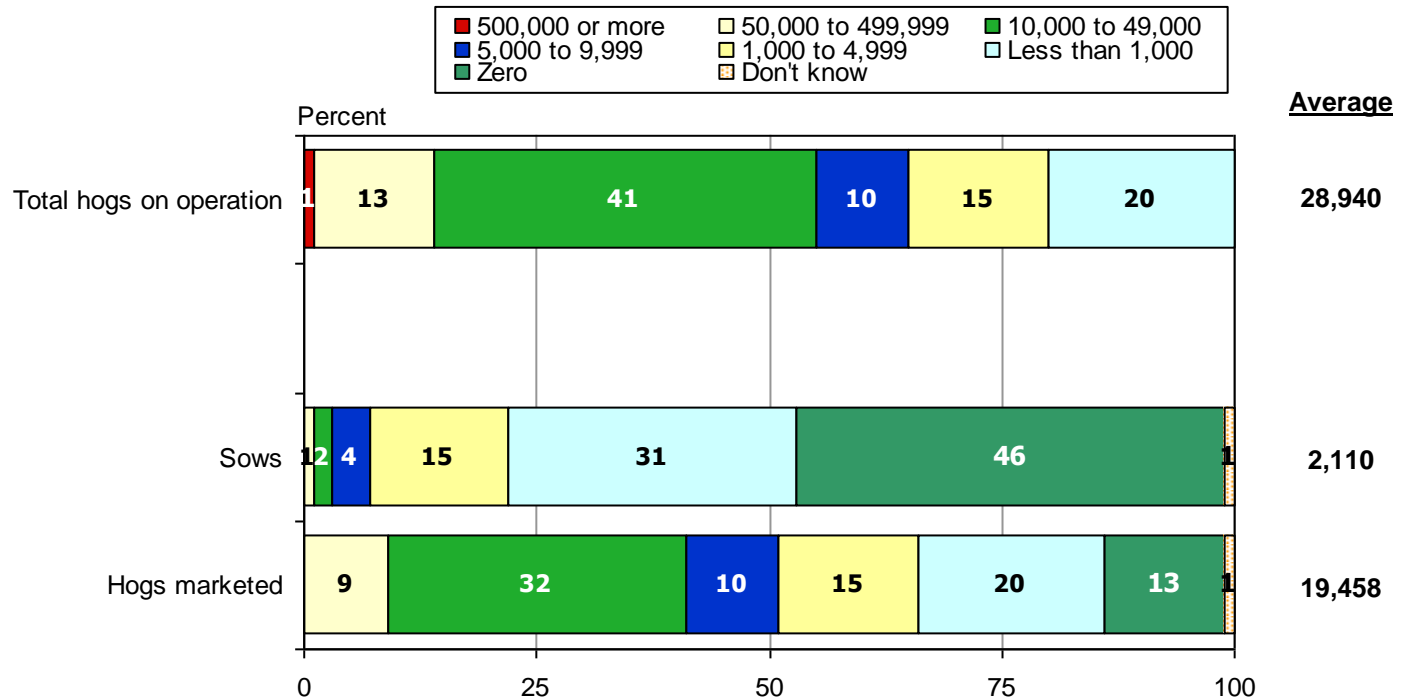
	<u>Total</u> (n=407)	<u>Less than</u> <u>1,000</u> (n=80)	<u>1,000</u> <u>to</u> <u>4,999</u> (n=61)	<u>5,000</u> <u>to</u> <u>9,999</u> (n=43)	<u>10,000</u> <u>to</u> <u>49,000</u> (n=165)	<u>50,000</u> <u>or</u> <u>More</u> (n=58)
Breeding	73%	81%	71%	74%	72%	64%
Farrowing	41%	58%	51%	26%	32%	48%
Nursery	25%	19%	20%	12%	28%	38%
Finishing	19%	28%	15%	14%	15%	29%
Feed stock	8%	13%	7%	2%	8%	5%

Q.D What type of hog production operation do you operate? Is it a _____ operation?

▶▶ **The number of hogs/sows on the respondents' operations also varied. On average these swine producers had almost 29,000 hogs on their operation.**

Number Of Hogs/Sows On Operation And Number Of Hogs Marketed

(Base=All swine producers, n=407)



Note: To qualify for the study producers were required to have 50 hogs on operation.


- Q.E This past year, how many total hogs did you have on your operation?
- Q.F1 Of those **[response to Q.E]** hogs, how many were sows?
- Q.F2 Of those **[response to Q.E]** hogs, how many were finished for market?

▶▶ **The nursery/finishing and finishing only operations tend to have a larger number of hogs on their operation than those who are a breeding/farrowing operation.**

Number Of Hogs On Operation

(Base=All swine producers)

-Type of operation -

	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Less than 1000.	20%	16%	2%	16%	25%
1000 to 4,999.	15%	18%	7%	14%	18%
5,000 to 9,999.	10%	14%	9%	14%	4%
10,000 to 49,999.	41%	34%	53%	48%	32%
50,000 or more.	14%	18%	29%	8%	21%
 Average	 28,940	 26,403	 68,015	 19,036	 50,024


Q.E This past year, how many total hogs did you have on your operation?

▶▶ ***As expected, breeding/farrowing operations are more likely than either nursery/finishing or finishing only operations to have sows on their operation.***

Number Of Sows On Operation

(Base=All swine producers)

-Type of operation -

	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Zero.	46%	12%	89%	81%	--
Less than 1000.	31%	37%	2%	11%	61%
1000 to 4,999.	15%	35%	2%	3%	32%
5,000 to 9,999.	4%	10%	--	2%	4%
10,000 to 49,999.	2%	4%	2%	1%	3%
50,000 or more.	1%	2%	2%	1%	--
Don't know.	1%	--	3%	1%	--
Average.	2,110	3,086	6,677	924	2,016


Q.F1 Of those **[response to Q.E]** hogs, how many were sows?

▶▶ **Similarly, nursery/finishing and finishing only operations are more likely to market a greater number of hogs than breeding/farrowing operations.**

Number Of Hogs Marketed By Operation

(Base=All swine producers)

-Type of operation -

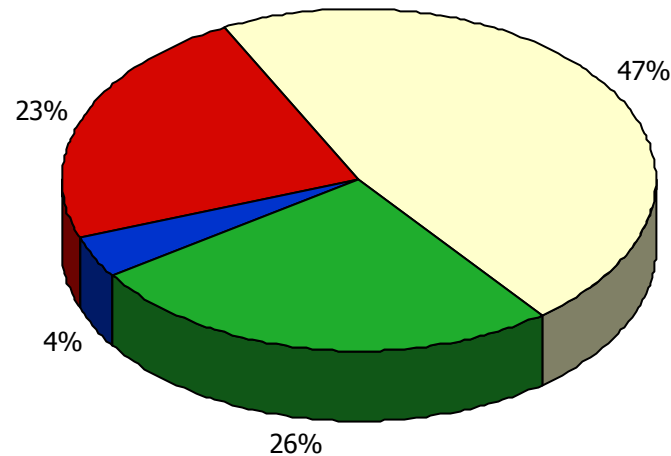
	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Zero.	14%	44%	36%	1%	--
Less than 1000.	21%	13%	2%	17%	25%
1000 to 4,999.	15%	21%	4%	16%	21%
5,000 to 9,999.	10%	4%	11%	14%	4%
10,000 to 49,999.	32%	10%	29%	45%	32%
50,000 or more.	9%	8%	16%	6%	18%
Don't know.	1%	--	2%	1%	--
Average.	19,458	11,838	34,019	16,243	39,558

Q.F2 Of those **[response to Q.E]** hogs, how many were finished for market?

▶▶ **Swine producers frequently look for information about environmental management practices. About one-fourth of the swine producers (23%) say they look for this type of information "very often" and another 47% look for this information "somewhat often." Only 4% of the swine producers indicated that they "never" look for information about environmental management practices.**

Frequency Of Respondents Actively Looking For Information About Environmental Management Practices

(Base=All swine producers, n=407)



Q.1 How often do you look for information, on a pro-active basis, about environmental management practices? Would you say you look for this type of information:

▶▶ **Swine producers who operate larger operations (10,000 or more hogs) are more likely than those with less than 10,000 hogs to look for information "very often."**

Frequency Of Respondents Actively Looking For Information About Environmental Management Practices

(Base=All swine producers)

-Number of hogs on operation -

	<u>Total</u> (n=407)	<u>Less than 1,000</u> (n=80)	<u>1,000 to 4,999</u> (n=61)	<u>5,000 to 9,999</u> (n=43)	<u>10,000 to 49,000</u> (n=165)	<u>50,000 or More</u> (n=58)
Very often	23%	11%	20%	19%	30%	28%
Somewhat often	47%	46%	49%	37%	46%	55%
Not too often.	26%	38%	25%	35%	22%	17%
Never.	4%	5%	6%	9%	2%	--


Q.1 How often do you look for information, on a pro-active basis, about environmental management practices? Would you say you look for this type of information:

▶▶ **The frequency of actively looking for information about environmental management practices does not substantially vary by type of operation.**

Frequency Of Respondents Actively Looking For Information About Environmental Management Practices

(Base=All swine producers)

-Type of operation -

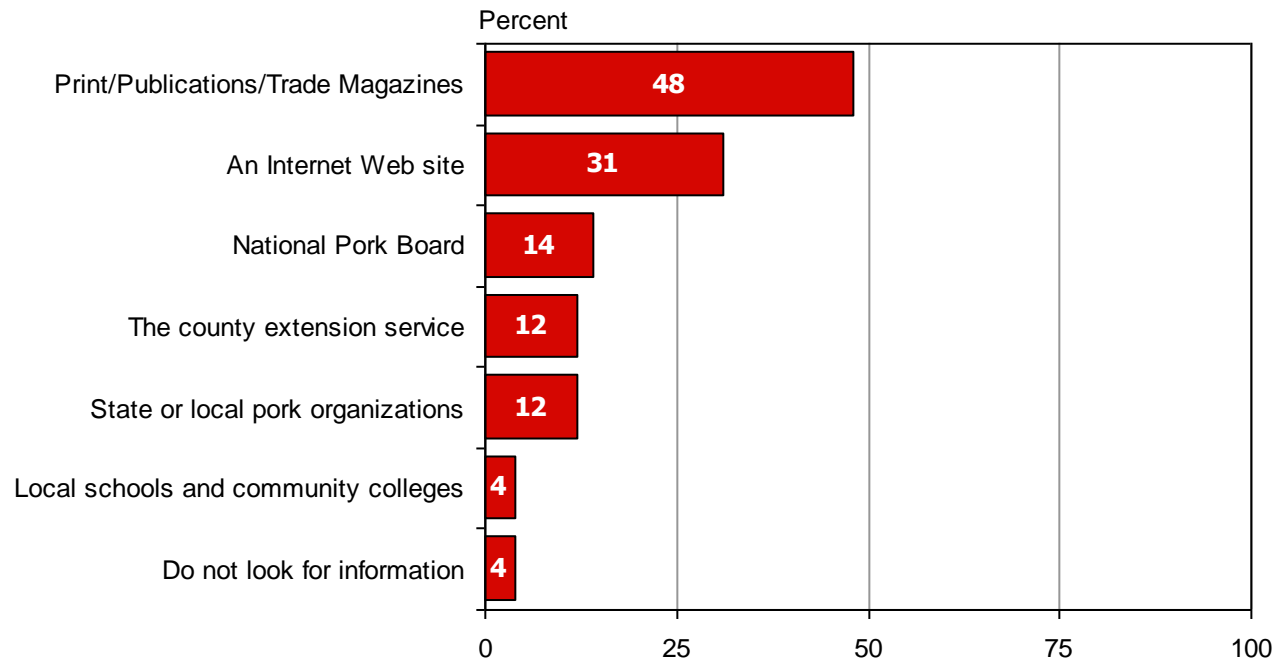
	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Very often	23%	25%	27%	23%	21%
Somewhat often	47%	47%	49%	47%	29%
Not too often.	26%	21%	22%	27%	46%
Never.	4%	7%	2%	3%	4%

Q.1 How often do you look for information, on a pro-active basis, about environmental management practices? Would you say you look for this type of information:

▶▶ **Swine producers are most likely to use "print/publications/trade magazines" (48%) as their source of information for environmental management information. An internet web site is the second most used source of information (31%). The National Pork Board, the county extension service, and state/local pork organizations are utilized by about 1 in 10 swine producers.**

Sources Used When Looking For Environmental Management Information

(Base=All swine producers, n=407)



Q.2a Where do you look for information about environmental management practices?

▶▶ **Larger operations (50,000 or more hogs) are more likely than operations with less than 50,000 hogs to use an internet web site as a source for information about environmental management information. In contrast, smaller operations are more likely to use the county extension service as a source for this information.**

Sources Used When Looking For Environmental Management Information

(Base=All swine producers)

	<u>Total</u> (n=407)	-Number of hogs on operation -				
		<u>Less than 1,000</u> (n=80)	<u>1,000 to 4,999</u> (n=61)	<u>5,000 to 9,999</u> (n=43)	<u>10,000 to 49,000</u> (n=165)	<u>50,000 or More</u> (n=58)
Print/Publications/Trade Magazines. . .	48%	51%	48%	44%	47%	48%
An Internet Web site.	31%	28%	28%	12%	32%	48%
The National Pork Board	14%	11%	18%	16%	14%	9%
The county extension service	12%	16%	15%	14%	11%	7%
State or local pork organizations	12%	11%	15%	12%	10%	12%
A local schools and community colleges	4%	3%	10%	2%	4%	2%
Do not actively look for information. . . .	4%	5%	7%	9%	2%	--


Q.2a Where do you look for information about environmental management practices?

▶▶ **The county extension service and state/local pork organizations are more frequently used as a source of environmental information by finishing only operations than breeding/farrowing and nursery/finishing operations.**

Sources Used When Looking For Environmental Management Information

(Base=All swine producers)

-Type of operation -

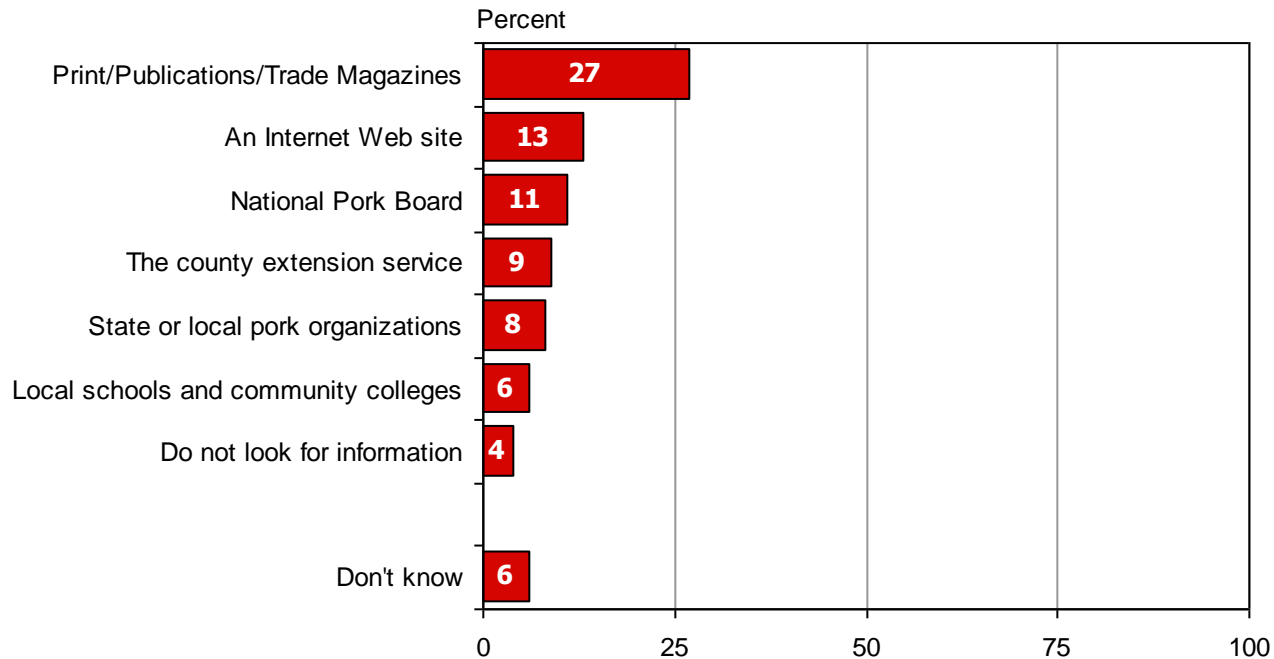
	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Print/Publications/Trade Magazines. . .	48%	49%	38%	46%	61%
An Internet Web site.	31%	27%	33%	28%	32%
The National Pork Board	14%	15%	16%	13%	14%
The county extension service	12%	3%	4%	16%	25%
State or local pork organizations	12%	6%	7%	12%	29%
A local schools and community colleges	4%	6%	4%	4%	7%
Do not actively look for information. . . .	4%	7%	2%	3%	4%

Q.2a Where do you look for information about environmental management practices?

►► **Consistent with the previous finding, "print/publications/trade magazines" is most frequently mentioned (27%) as the best source for environmental management information. To a lesser extent, "an internet web site" (13%), and the "National Pork Board" (11%) are mentioned.**

Best Source For Environmental Management Information

(Base=All swine producers, n=407)



Q.2b What do you consider to be the best source of information about environmental management practices?

▶▶ ***The sources of information considered to be the best for environmental management practices do not vary much by the size of hog operation.***

Best Source For Environmental Management Information

(Base=All swine producers)

	<u>Total</u> (n=407)	-Number of hogs on operation -				
		<u>Less than 1,000</u> (n=80)	<u>1,000 to 4,999</u> (n=61)	<u>5,000 to 9,999</u> (n=43)	<u>10,000 to 49,000</u> (n=165)	<u>50,000 or More</u> (n=58)
Print/Publications/Trade Magazines. . .	27%	25%	23%	33%	26%	36%
An Internet Web site.	13%	16%	15%	5%	12%	17%
The National Pork Board	11%	11%	8%	7%	12%	12%
State or local pork organizations	9%	10%	7%	9%	12%	5%
The county extension service	8%	9%	7%	7%	10%	7%
A local schools and community colleges	6%	8%	8%	2%	7%	3%
Do not actively look for information. . . .	4%	5%	7%	9%	2%	--
Don't know	6%	5%	12%	7%	4%	3%


Q.2b What do you consider to be the best source of information about environmental management practices?

▶▶ **Similarly, findings regarding the best source of information about environmental management practices are consistent by type of operation. "Print/publications/trade magazines" are considered the best source of information by about 3 in 10 producers in each type of operation.**

Best Source For Environmental Management Information

(Base=All swine producers)

-Type of operation -

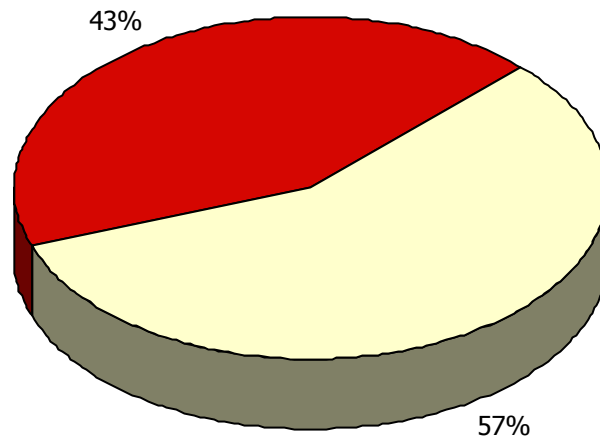
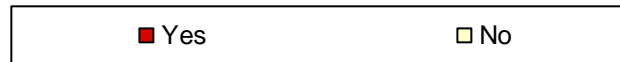
	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Print/Publications/Trade Magazines. . .	27%	32%	22%	29%	32%
An Internet Web site.	13%	13%	9%	9%	11%
The National Pork Board	11%	13%	16%	11%	7%
State or local pork organizations	9%	4%	9%	10%	11%
The county extension service	8%	3%	13%	10%	14%
A local schools and community colleges	6%	4%	4%	5%	14%
Do not actively look for information. . . .	4%	7%	2%	3%	4%
Don't know	6%	9%	7%	7%	4%

Q.2b What do you consider to be the best source of information about environmental management practices?

▶▶ **Over 4 in 10 swine producers (43%) think there is a need for better sources of information about environmental management practices.**

Percent Perceiving A Need For Better Sources Of Information

(Base=All swine producers, n=407)



Q.3 In your opinion, is there a need for better sources of information about environmental management practices?

▶▶ **The need for better sources of information is more prevalent among swine producers with larger operations (5,000 or more hogs) than those who have smaller operations (less than 5,000 hogs).**

Percent Perceiving A Need For Better Sources Of Information

(Base=All swine producers)

		-Number of hogs on operation -				
		Less than <u>1,000</u> (n=80)	<u>1,000</u> to <u>4,999</u> (n=61)	<u>5,000</u> to <u>9,999</u> (n=43)	<u>10,000</u> to <u>49,000</u> (n=165)	<u>50,000</u> or <u>More</u> (n=58)
<u>Total</u> (n=407)						
Yes	43%	30%	39%	44%	44%	60%
No	57%	70%	61%	56%	56%	40%


Q.3 In your opinion, is there a need for better sources of information about environmental management practices?

▶▶ **Producers who operate "finishing only" operations are less likely than producers who operate other types of operations to feel there is a need for better sources of information.**

Percent Perceiving A Need For Better Sources Of Information

(Base=All swine producers)

-Type of operation -

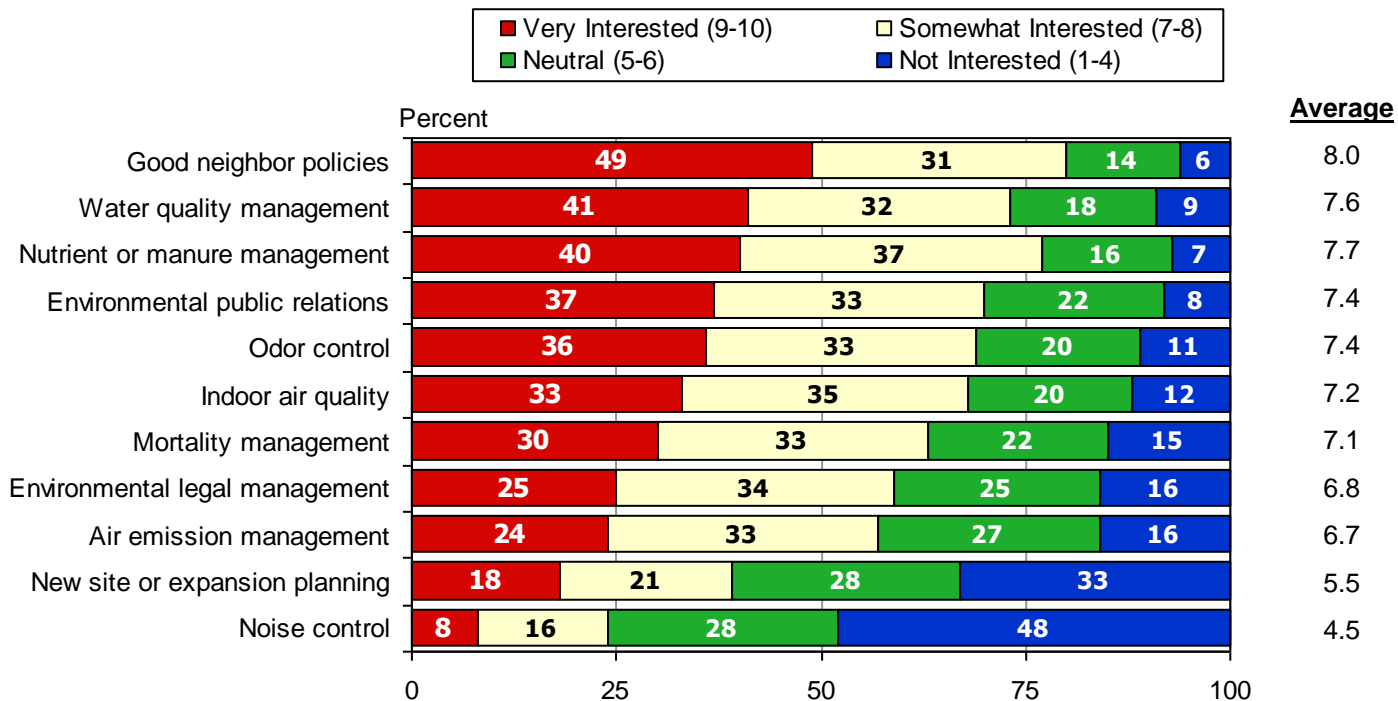
	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Yes	43%	49%	49%	37%	46%
No	57%	51%	51%	63%	54%

Q.3 In your opinion, is there a need for better sources of information about environmental management practices?

► **Swine producers are most interested in specific information about "good neighbor policies," "water quality management," and "nutrient or manure management." Interest is lowest for the topics "new site or expansion planning" and "noise control."**

Interest In Specific Information From The National Pork Board

(Base=All swine producers, n=407)



Q.4 The National Pork Board is interested in knowing what specific information producers need about environmental management practices. Using a scale ranging from 1 to 10 where 1 means you are "not at all interested" and 10 means you are "very interested," how interested are you in information about _____?

▶▶ **Other than for "good neighbor policies" and "water quality management," producers with smaller-sized operations are less likely than producers of larger-sized operations to be "very interested" in the specific information desired.**

Interest In Specific Information From The National Pork Board

(Base=All swine producers)

-Number of hogs on operation -

	<u>Total</u> (n=407)	<u>Less than 1,000</u> (n=80)	<u>1,000 to 4,999</u> (n=61)	<u>5,000 to 9,999</u> (n=43)	<u>10,000 to 49,000</u> (n=165)	<u>50,000 or More</u> (n=58)
Good neighbor policies						
Very Interested (9-10)	49%	51%	41%	46%	50%	55%
Interested (7-8)	31%	31%	33%	28%	32%	31%
Total "Very Interested/Interested" (7-10)	80%	82%	74%	74%	82%	86%
Water quality management						
Very Interested (9-10)	41%	40%	43%	33%	41%	47%
Interested(7-8)	32%	34%	26%	39%	32%	29%
Total "Very Interested/Interested" (7-10)	73%	74%	69%	72%	73%	76%
Nutrient or manure management						
Very Interested (9-10)	40%	28%	36%	42%	46%	48%
Interested(7-8)	37%	40%	46%	28%	38%	26%
Total "Very Interested/Interested" (7-10)	77%	68%	82%	70%	84%	74%
Environmental public relations						
Very Interested (9-10)	37%	30%	36%	28%	36%	52%
Interested(7-8)	33%	31%	30%	40%	33%	36%
Total "Very Interested/Interested" (7-10)	70%	61%	66%	68%	69%	88%

Q.4 The National Pork Board is interested in knowing what specific information producers need about environmental management practices. Using a scale ranging from 1 to 10 where 1 means you are "not at all interested" and 10 means you are "very interested," how interested are you in information about _____?

Interest In Specific Information From The National Pork Board

(Base=All swine producers)

-Number of hogs on operation -

	<u>Total</u> (n=407)	<u>Less than 1,000</u> (n=80)	<u>1,000 to 4,999</u> (n=61)	<u>5,000 to 9,999</u> (n=43)	<u>10,000 to 49,000</u> (n=165)	<u>50,000 or More</u> (n=58)
Odor control						
Very Interested (9-10)	36%	29%	36%	26%	36%	52%
Interested (7-8)	33%	32%	28%	37%	35%	33%
Total "Very Interested/Interested" (7-10)	69%	61%	64%	63%	71%	85%
Indoor air quality						
Very Interested (9-10)	33%	21%	33%	23%	37%	47%
Interested (7-8)	35%	39%	28%	39%	36%	33%
Total "Very Interested/Interested" (7-10)	68%	60%	61%	62%	63%	80%
Mortality management						
Very Interested (9-10)	30%	24%	21%	23%	36%	38%
Interested (7-8)	33%	28%	30%	40%	35%	34%
Total "Very Interested/Interested" (7-10)	63%	52%	51%	63%	71%	72%
Environmental legal management						
Very Interested (9-10)	25%	19%	20%	23%	30%	26%
Interested (7-8)	34%	31%	34%	37%	33%	36%
Total "Very Interested/Interested" (7-10)	59%	50%	54%	60%	63%	62%

Q.4 The National Pork Board is interested in knowing what specific information producers need about environmental management practices. Using a scale ranging from 1 to 10 where 1 means you are "not at all interested" and 10 means you are "very interested," how interested are you in information about _____?

Interest In Specific Information From The National Pork Board

(Base=All swine producers)

-Number of hogs on operation -

	<u>Total</u> (n=407)	<u>Less than 1,000</u> (n=80)	<u>1,000 to 4,999</u> (n=61)	<u>5,000 to 9,999</u> (n=43)	<u>10,000 to 49,000</u> (n=165)	<u>50,000 or More</u> (n=58)
Air emission management						
Very Interested (9-10)	24%	10%	33%	19%	24%	36%
Interested (7-8)	33%	34%	21%	37%	37%	31%
Total "Very Interested/Interested" (7-10)	57%	44%	54%	56%	61%	67%
New site or expansion planning						
Very Interested (9-10)	18%	14%	18%	21%	16%	24%
Interested (7-8)	21%	18%	10%	18%	25%	27%
Total "Very Interested/Interested" (7-10)	39%	32%	28%	39%	41%	51%
Noise control						
Very Interested (9-10)	8%	4%	8%	2%	9%	14%
Interested (7-8)	16%	19%	13%	21%	14%	16%
Total "Very Interested/Interested" (7-10)	24%	23%	21%	23%	23%	30%


Q.4 The National Pork Board is interested in knowing what specific information producers need about environmental management practices. Using a scale ranging from 1 to 10 where 1 means you are "not at all interested" and 10 means you are "very interested," how interested are you in information about _____?

▶▶ **There are few differences in the information desired by type of operation. Finishing only operations seem most interested in "nutrient or manure management," while breeding/farrowing operations are most interested in "indoor air quality."**

Interest In Specific Information From The National Pork Board

(Base=All swine producers)

-Type of operation -


	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Good neighbor policies					
Very Interested (9-10)	49%	54%	47%	52%	21%
Interested (7-8)	31%	29%	35%	29%	57%
Total "Very Interested/Interested" (7-10)	80%	83%	82%	81%	78%
Water quality management					
Very Interested (9-10).	41%	46%	36%	39%	25%
Interested(7-8)	32%	32%	40%	33%	25%
Total "Very Interested/Interested" (7-10).	73%	78%	76%	72%	50%
Nutrient or manure management					
Very Interested (9-10).	40%	40%	38%	45%	14%
Interested(7-8)	37%	26%	33%	38%	46%
Total "Very Interested/Interested" (7-10)	77%	66%	71%	83%	60%
Environmental public relations					
Very Interested (9-10).	37%	37%	36%	39%	11%
Interested(7-8)	33%	40%	33%	31%	35%
Total "Very Interested/Interested" (7-10).	70%	77%	69%	70%	46%

Q.4 The National Pork Board is interested in knowing what specific information producers need about environmental management practices. Using a scale ranging from 1 to 10 where 1 means you are "not at all interested" and 10 means you are "very interested," how interested are you in information about _____?

Interest In Specific Information From The National Pork Board

(Base=All swine producers)

-Type of operation -


	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Odor control					
Very Interested (9-10)	36%	44%	38%	34%	18%
Interested (7-8)	33%	32%	33%	33%	54%
Total "Very Interested/Interested" (7-10)	69%	76%	71%	67%	72%
Indoor air quality					
Very Interested (9-10)	33%	46%	33%	31%	25%
Interested (7-8)	35%	37%	31%	37%	25%
Total "Very Interested/Interested" (7-10)	68%	83%	64%	68%	50%
Mortality management					
Very Interested (9-10)	30%	31%	29%	31%	18%
Interested (7-8)	33%	37%	38%	34%	25%
Total "Very Interested/Interested" (7-10)	63%	68%	67%	65%	43%
Environmental legal management					
Very Interested (9-10)	25%	29%	27%	28%	4%
Interested (7-8)	34%	32%	35%	31%	32%
Total "Very Interested/Interested" (7-10)	59%	61%	62%	59%	36%

Q.4 The National Pork Board is interested in knowing what specific information producers need about environmental management practices. Using a scale ranging from 1 to 10 where 1 means you are "not at all interested" and 10 means you are "very interested," how interested are you in information about _____?

Interest In Specific Information From The National Pork Board

(Base=All swine producers)

-Type of operation -

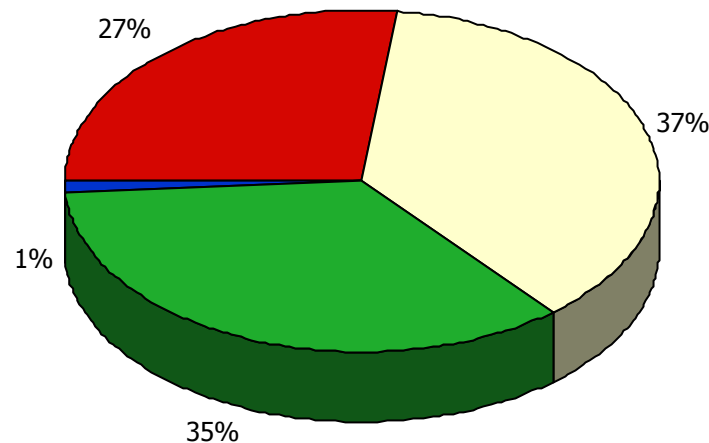
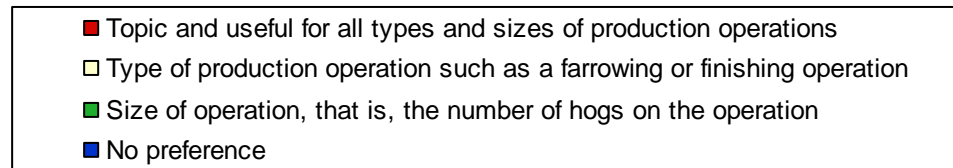
	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Air emission management					
Very Interested (9-10)	24%	32%	22%	25%	11%
Interested (7-8)	33%	25%	42%	34%	29%
Total "Very Interested/Interested" (7-10)	57%	57%	64%	59%	40%
New site or expansion planning					
Very Interested (9-10)	18%	27%	9%	19%	4%
Interested (7-8)	21%	16%	16%	24%	32%
Total "Very Interested/Interested" (7-10)	39%	43%	25%	43%	36%
Noise control					
Very Interested (9-10)	8%	12%	9%	5%	7%
Interested (7-8)	16%	22%	7%	20%	11%
Total "Very Interested/Interested" (7-10)	24%	34%	16%	25%	18%

Q.4 The National Pork Board is interested in knowing what specific information producers need about environmental management practices. Using a scale ranging from 1 to 10 where 1 means you are "not at all interested" and 10 means you are "very interested," how interested are you in information about _____?

►► **Swine producers are mixed regarding their preferred method for organizing environmental management information. About one-third of the swine producers prefer that the information be organized by "type of production operation" but another one-third want the information organized by "size of operation." Just over one-fourth of the swine producers prefer the information to be organized by "topic."**

Preferred Methods For Organizing Environmental Management Information

(Base=All swine producers, n=407)



Q.5 If environmental management information were available, in which of the following ways would you like this information organized?
Would you like the information organized by:

▶▶ **The preferred method for organizing environmental information varies by size of organization. Large operations tend to prefer that the information be organized by "topic" while smaller operations are more likely to prefer the information by organized by "size."**

Preferred Methods For Organizing Environmental Management Information

(Base=All swine producers)

		-Number of hogs on operation -				
		Less than <u>1,000</u> (n=80)	<u>1,000</u> to <u>4,999</u> (n=61)	<u>5,000</u> to <u>9,999</u> (n=43)	<u>10,000</u> to <u>49,000</u> (n=165)	<u>50,000</u> or <u>More</u> (n=58)
Topic and useful for all types and sizes of production operations . . .	27% <u>Total</u> (n=407)	30%	26%	40%	21%	35%
Type of production operation such as a farrowing or finishing operation	37%	16%	38%	23%	48%	43%
Size of operation, that is, the number of hogs on the operation . . .	35%	54%	33%	37%	31%	22%
No preference	1%	--	3%	--	--	--

Q.5 If environmental management information were available, in which of the following ways would you like this information organized?
Would you like the information organized by:

▶▶ **The preferred method for organizing environmental information varies somewhat by type of operation. Breeding/farrowing operations have a slight preference for it to be organized by "topic," finishing only prefer it to be by "type of production," and nursery/finishing operations prefer that the information be organized by "size of operation."**

Preferred Methods For Organizing Environmental Management Information

(Base=All swine producers)

	-Type of operation -				
	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28)
Topic and useful for all types and sizes of production operations . . .	27%	34%	29%	22%	25%
Type of production operation such as a farrowing or finishing operation	37%	32%	29%	44%	36%
Size of operation, that is, the number of hogs on the operation . . .	35%	32%	42%	34%	36%
No preference	1%	2%	--	--	3%

Q.5 If environmental management information were available, in which of the following ways would you like this information organized?
Would you like the information organized by:

▶▶ **About 3 in 10 swine producers suggest that information about environmental management be distributed in either "print/publications/trade magazines" or via the "mail." About 2 in 10 suggest it be distributed by means of an "internet web site." "Print/publications/trade magazines" are suggested more frequently by smaller-size operations while an "internet web site" is more likely to be suggested by producers from larger-size operations.**

Suggestions For Distributing Information By The National Pork Board

(Base=All swine producers)

-Number of hogs on operation -

	<u>Total</u> (n=407)	<u>Less than 1,000</u> (n=80)	<u>1,000 to 4,999</u> (n=61)	<u>5,000 to 9,999</u> (n=43)	<u>10,000 to 49,000</u> (n=165)	<u>50,000 or More</u> (n=58)
Print/publications/trade magazines . . .	30%	38%	36%	35%	24%	22%
Mail	26%	30%	26%	26%	23%	29%
Internet web site	20%	16%	15%	16%	21%	31%
Newsletter	17%	23%	20%	12%	18%	12%
E-mail	10%	4%	13%	12%	10%	16%
Brochures.	9%	11%	7%	5%	10%	5%
None	5%	4%	5%	7%	6%	--
Don't know	5%	4%	7%	5%	5%	7%


Q.6 Thinking about the different ways the National Pork Board could distribute information about environmental management to producers like you, what methods or methods would you suggest?

▶▶ **The findings regarding the suggested methods for distributing information about environmental management are fairly consistent across the different types of operation.**

Suggestions For Distributing Information By The National Pork Board

(Base=All swine producers)

-Type of operation -

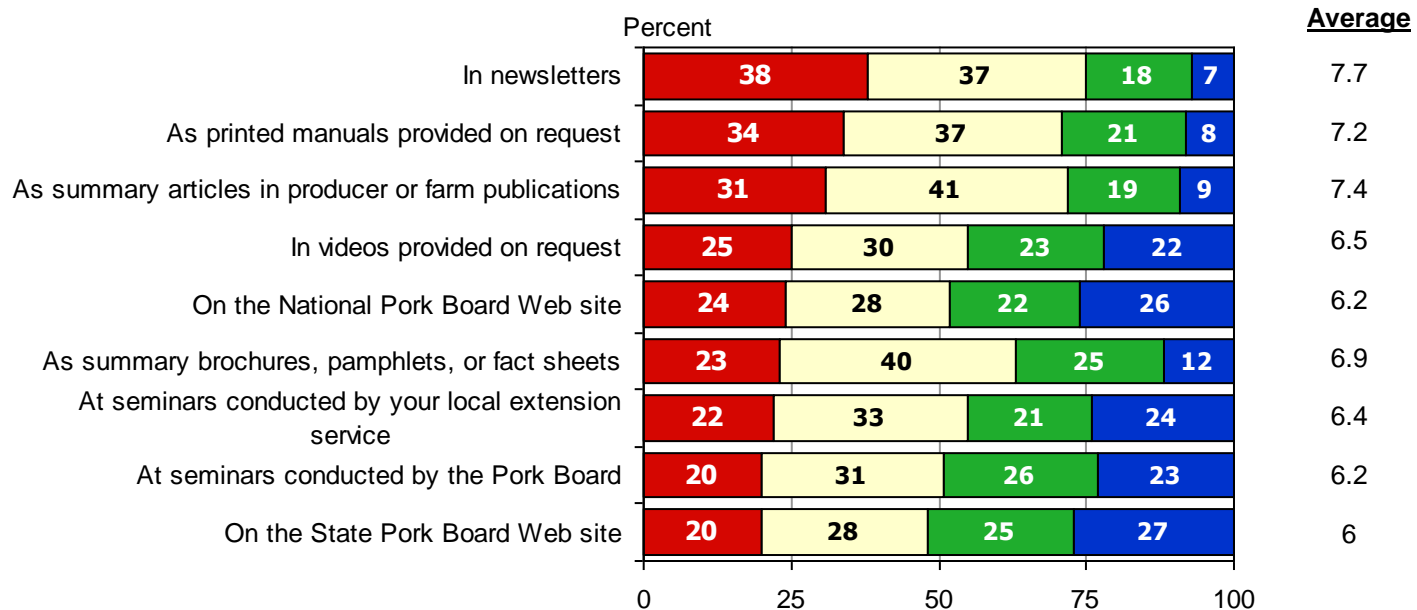
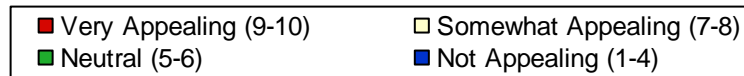
	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Print/publications/trade magazines . . .	30%	27%	24%	27%	21%
Mail	26%	25%	27%	27%	29%
Internet web site	20%	25%	22%	16%	18%
Newsletter	17%	19%	16%	14%	25%
E-mail	10%	12%	7%	10%	18%
Brochures.	9%	16%	9%	8%	--
None	5%	4%	4%	6%	--
Don't know	5%	3%	7%	6%	4%

Q.6 Thinking about the different ways the National Pork Board could distribute information about environmental management to producers like you, what methods or methods would you suggest?

▶▶ **"Newsletters" are the most appealing method to swine producers for obtaining information about environmental management. To a lesser extent, "summary articles in producer or farm publications," and "printed manuals provided on request" are also rather appealing methods.**

Appeal Of Methods For Obtaining Information About Environmental Management

(Base=All swine producers, n=407)



Q.7 There are a number of ways by which environmental management information could be provided to producers like you. Using a scale ranging from 1 to 10, where 1 means it is "not at all appealing" and 10 means it is "very appealing," please tell me how appealing each of the following methods are to you for obtaining information about environmental management. How appealing would it be to obtain this information:

►► **The appeal of the different methods for obtaining information are quite consistent across different-sized operations. Exceptions are that smaller-sized operations are more likely to find "printed manuals provided on request" and "summary brochures, pamphlets, or fact sheets" appealing, while larger-sized operations rate the "State Pork Board web site" more appealing.**

Appeal Of Methods For Obtaining Information About Environmental Management

(Base=All swine producers) -Number of hogs on operation -

	Total	Less than 1,000	1,000 to 4,999	5,000 to 9,999	10,000 to 49,000	50,000 or More
	(n=407)	(n=80)	(n=61)	(n=43)	(n=165)	(n=58)
In newsletters						
Very Appealing (9-10)	38%	43%	36%	35%	37%	41%
Appealing (7-8)	37%	36%	39%	40%	39%	29%
Total "Very Appealing/ Appealing" (7-10)	75%	79%	75%	75%	76%	70%
As printed manuals provided on request						
Very Appealing (9-10)	34%	34%	26%	19%	30%	29%
Appealing (7-8)	37%	38%	26%	44%	36%	35%
Total "Very Appealing/ Appealing" (7-10)	71%	72%	52%	63%	66%	64%
As summary articles in producer or farm publications						
Very Appealing (9-10)	31%	36%	36%	33%	26%	33%
Appealing (7-8)	41%	35%	39%	47%	46%	36%
Total "Very Appealing/ Appealing" (7-10)	72%	71%	75%	80%	72%	69%
In videos provided on request						
Very Appealing (9-10)	25%	25%	23%	14%	26%	35%
Appealing (7-8)	30%	23%	25%	42%	32%	33%
Total "Very Appealing/ Appealing" (7-10)	55%	48%	48%	56%	58%	68%
On the State Pork Board Web site						
Very Appealing (9-10)	20%	6%	21%	16%	22%	35%
Appealing (7-8)	28%	29%	20%	23%	30%	31%
Total "Very Appealing/ Appealing" (7-10)	48%	35%	41%	39%	52%	66%

Q.7 There are a number of ways by which environmental management information could be provided to producers like you. Using a scale ranging from 1 to 10, where 1 means it is "not at all appealing" and 10 means it is "very appealing," please tell me how appealing each of the following methods are to you for obtaining information about environmental management. How appealing would it be to obtain this information:

Appeal Of Methods For Obtaining Information About Environmental Management

(Base=All swine producers)

	-Number of hogs on operation -				
	Less than <u>1,000</u> (n=80)	1,000 to <u>4,999</u> (n=61)	5,000 to <u>9,999</u> (n=43)	10,000 to <u>49,000</u> (n=165)	50,000 or <u>More</u> (n=58)
<u>Total</u> (n=407)					
As summary brochures, pamphlets, or fact sheets					
Very Appealing (9-10)	23%	30%	23%	16%	21%
Appealing (7-8)	40%	45%	36%	37%	41%
Total "Very Appealing/ Appealing" (7-10)	63%	75%	59%	53%	62%
At seminars conducted by your local extension service					
Very Appealing (9-10)	22%	18%	13%	28%	26%
Appealing (7-8)	32%	40%	34%	28%	30%
Total "Very Appealing/ Appealing" (7-10)	54%	58%	47%	56%	56%
At seminars conducted by the Pork Board					
Very Appealing (9-10)	20%	14%	15%	28%	19%
Appealing (7-8)	31%	29%	38%	16%	38%
Total "Very Appealing/ Appealing" (7-10)	51%	43%	53%	44%	57%
On the National Pork Board Web site					
Very Appealing (9-10)	24%	14%	25%	19%	25%
Appealing (7-8)	28%	33%	20%	28%	27%
Total "Very Appealing/ Appealing" (7-10)	52%	47%	45%	47%	52%

Q.7 There are a number of ways by which environmental management information could be provided to producers like you. Using a scale ranging from 1 to 10, where 1 means it is "not at all appealing" and 10 means it is "very appealing," please tell me how appealing each of the following methods are to you for obtaining information about environmental management. How appealing would it be to obtain this information:

- ***In terms of type of operation, producers of breeding/farrowing operations are more likely than producers of the other operation types to rate a number of the methods appealing. These include "as printed manuals," "in videos," "on the State Pork Board web site," and "on the National Pork Board web site."***

Appeal Of Methods For Obtaining Information About Environmental Management

(Base=All swine producers)

-Type of operation -


	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) ⚠
In newsletters					
Very Appealing (9-10)	38%	47%	40%	38%	32%
Appealing (7-8)	37%	35%	36%	38%	32%
Total "Very Appealing/ Appealing" (7-10)	75%	82%	76%	76%	64%
As printed manuals provided on request sheets					
Very Appealing (9-10)	34%	44%	24%	22%	29%
Appealing (7-8)	37%	31%	47%	36%	21%
Total "Very Appealing/ Appealing" (7-10)	71%	75%	71%	58%	50%
As summary articles in producer or farm publications					
Very Appealing (9-10)	31%	38%	16%	28%	36%
Appealing (7-8)	41%	32%	49%	45%	43%
Total "Very Appealing/ Appealing" (7-10)	72%	70%	65%	73%	79%
In videos provided on request					
Very Appealing (9-10)	25%	38%	22%	22%	25%
Appealing (7-8)	30%	31%	27%	29%	21%
Total "Very Appealing/ Appealing" (7-10)	55%	69%	49%	51%	46%
On the State Pork Board Web site					
Very Appealing (9-10)	20%	28%	20%	18%	25%
Appealing (7-8)	28%	35%	31%	27%	18%
Total "Very Appealing/ Appealing" (7-10)	48%	63%	51%	45%	43%

Q.7 There are a number of ways by which environmental management information could be provided to producers like you. Using a scale ranging from 1 to 10, where 1 means it is "not at all appealing" and 10 means it is "very appealing," please tell me how appealing each of the following methods are to you for obtaining information about environmental management. How appealing would it be to obtain this information:

Appeal Of Methods For Obtaining Information About Environmental Management

(Base=All swine producers)

-Type of operation -

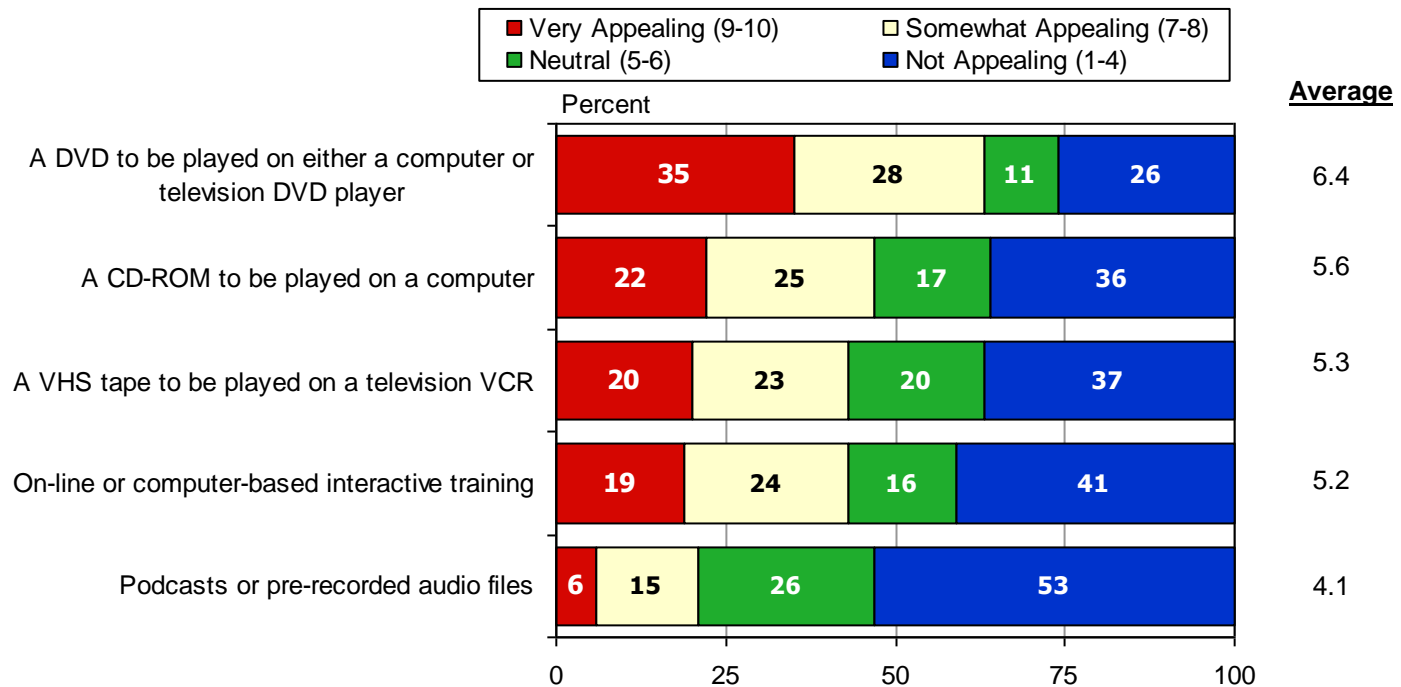
	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
As summary brochures, pamphlets, or fact sheets					
Very Appealing (9-10)	23%	31%	22%	20%	14%
Appealing (7-8)	40%	37%	47%	38%	46%
Total "Very Appealing/ Appealing" (7-10)	63%	68%	69%	58%	60%
At seminars conducted by your local extension service					
Very Appealing (9-10)	22%	21%	27%	24%	7%
Appealing (7-8)	32%	29%	31%	33%	39%
Total "Very Appealing/ Appealing" (7-10)	54%	50%	58%	57%	46%
At seminars conducted by the Pork Board					
Very Appealing (9-10)	20%	28%	27%	17%	7%
Appealing (7-8)	31%	27%	36%	30%	46%
Total "Very Appealing/ Appealing" (7-10)	51%	55%	63%	47%	53%
On the National Pork Board Web site					
Very Appealing (9-10)	24%	35%	29%	19%	25%
Appealing (7-8)	28%	35%	24%	26%	18%
Total "Very Appealing/ Appealing" (7-10)	52%	70%	53%	45%	43%

Q.7 There are a number of ways by which environmental management information could be provided to producers like you. Using a scale ranging from 1 to 10, where 1 means it is "not at all appealing" and 10 means it is "very appealing," please tell me how appealing each of the following methods are to you for obtaining information about environmental management. How appealing would it be to obtain this information:

▶▶ **The most preferred video format for receiving information about environmental management is a "DVD to be played on either a computer or television DVD player." "Podcasts or pre-recorded audio files" are the least preferred video format.**

Preferred Video Format For Receiving Information About Environmental Management

(Base=All swine producers, n=407)



Q.8 How appealing are the following video formats to you for receiving information about environmental management? When responding please use a scale ranging from 1 to 10, where 1 means it is "not at all appealing" and 10 means it is "very appealing." How appealing is:

▶▶ **Except for "a VHS tape to be played on a television," producers of larger-size operations are more likely than producers of smaller-sized operations to rate the various video formats "very/somewhat appealing."**

Preferred Video Format For Receiving Information About Environmental Management

(Base=All swine producers) -Number of hogs on operation -

<u>Total</u> (n=407)	<u>Less than 1,000</u> (n=80)	<u>1,000 to 4,999</u> (n=61)	<u>5,000 to 9,999</u> (n=43)	<u>10,000 to 49,000</u> (n=165)	<u>50,000 or More</u> (n=58)	
A DVD to be played on either a computer or television DVD player						
Very Appealing (9-10)	35%	31%	28%	35%	35%	48%
Appealing (7-8)	28%	24%	26%	26%	32%	26%
Total "Very Appealing/ Appealing" (7-10)	63%	55%	54%	61%	67%	74%
A CD-ROM to be played on a computer						
Very Appealing (9-10)	22%	23%	15%	19%	21%	38%
Appealing (7-8)	25%	16%	16%	26%	32%	29%
Total "Very Appealing/ Appealing" (7-10)	47%	39%	31%	45%	53%	67%
A VHS tape to be played on a television VCR						
Very Appealing (9-10)	20%	20%	26%	16%	17%	22%
Appealing (7-8)	23%	24%	13%	35%	27%	16%
Total "Very Appealing/ Appealing" (7-10)	43%	44%	39%	51%	44%	38%
On-line or computer-based interactive training						
Very Appealing (9-10)	19%	11%	13%	21%	20%	31%
Appealing (7-8)	24%	18%	20%	26%	24%	36%
Total "Very Appealing/ Appealing" (7-10)	43%	29%	33%	47%	44%	67%
Podcasts or pre-recorded audio files						
Very Appealing (9-10)	6%	3%	5%	12%	7%	7%
Appealing (7-8)	15%	11%	12%	7%	18%	21%
Total "Very Appealing/ Appealing" (7-10)	21%	14%	17%	19%	25%	28%


Q.8 How appealing are the following video formats to you for receiving information about environmental management? When responding please use a scale ranging from 1 to 10, where 1 means it is "not at all appealing" and 10 means it is "very appealing." How appealing is:

▶▶ **Relative to producers of other types of operations, producers at breeding/farrowing operations are more likely rate "a DVD, a CD-ROM, and on-line or computer-based interactive training "very/somewhat appealing."**

Preferred Video Format For Receiving Information About Environmental Management

(Base=All swine producers)

-Type of operation -

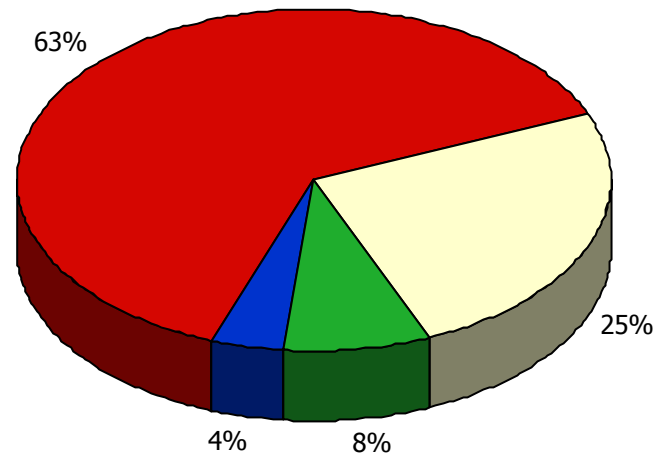
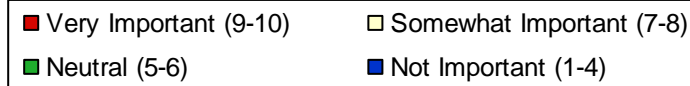
	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
A DVD to be played on either a computer or television DVD player					
Very Appealing (9-10)	35%	50%	31%	33%	29%
Appealing (7-8)	28%	25%	31%	30%	32%
Total "Very Appealing/ Appealing" (7-10)	63%	75%	62%	63%	61%
A CD-ROM to be played on a computer					
Very Appealing (9-10)	22%	32%	24%	17%	21%
Appealing (7-8)	25%	31%	22%	28%	14%
Total "Very Appealing/ Appealing" (7-10)	47%	63%	46%	45%	35%
A VHS tape to be played on a television VCR					
Very Appealing (9-10)	20%	24%	20%	20%	14%
Appealing (7-8)	23%	25%	18%	26%	29%
Total "Very Appealing/ Appealing" (7-10)	43%	49%	38%	46%	43%
On-line or computer-based interactive training					
Very Appealing (9-10)	19%	32%	20%	17%	11%
Appealing (7-8)	24%	27%	33%	20%	29%
Total "Very Appealing/ Appealing" (7-10)	43%	59%	53%	37%	40%
Podcasts or pre-recorded audio files					
Very Appealing (9-10)	6%	13%	4%	6%	--
Appealing (7-8)	15%	16%	16%	12%	21%
Total "Very Appealing/ Appealing" (7-10)	21%	29%	20%	18%	21%

Q.8 How appealing are the following video formats to you for receiving information about environmental management? When responding please use a scale ranging from 1 to 10, where 1 means it is "not at all appealing" and 10 means it is "very appealing." How appealing is:

▶▶ **Almost two-thirds of the swine producers (63%) feel it is "very important" to keep up-to-date on environmental regulations, and another 25% perceive it to be "somewhat important" to keep up-to-date. Just 4% rate it "not important."**

Importance Of Producers Being Able To Keep Up-To-Date On Environmental Regulations

(Base=All swine producers, n=407)



Average

8.6

Q.9 On a scale ranging from 1 to 10 where 1 is "not at all important" and 10 is "very important," how important is it for you to keep up-to-date on local and state environmental regulations?

▶▶ **The importance of keeping up-to-date increases with the size of the operation. Swine producers with 5,000 or more hogs are more likely to consider it to be "very important" to keep up-to-date than those operations with less than 5,000 hogs.**

Importance Of Producers Being Able To Keep Up-To-Date On Environmental Regulations

(Base=All swine producers)

-Number of hogs on operation -

	<u>Total</u> (n=407)	<u>Less than 1,000</u> (n=80)	<u>1,000 to 4,999</u> (n=61)	<u>5,000 to 9,999</u> (n=43)	<u>10,000 to 49,000</u> (n=165)	<u>50,000 or More</u> (n=58)
Very important	63%	49%	47%	77%	68%	71%
Somewhat important	25%	22%	38%	16%	25%	22%
Neutral	8%	20%	10%	2%	5%	5%
Not important	4%	9%	5%	5%	2%	2%


Q.9 On a scale ranging from 1 to 10 where 1 is "not at all important" and 10 is "very important," how important is it for you to keep up-to-date on local and state environmental regulations?

▶▶ ***The importance of producers being able to keep up-to-date on environmental regulations does not substantially vary by type of operation.***

Importance Of Producers Being Able To Keep Up-To-Date On Environmental Regulations

(Base=All swine producers)

-Type of operation -

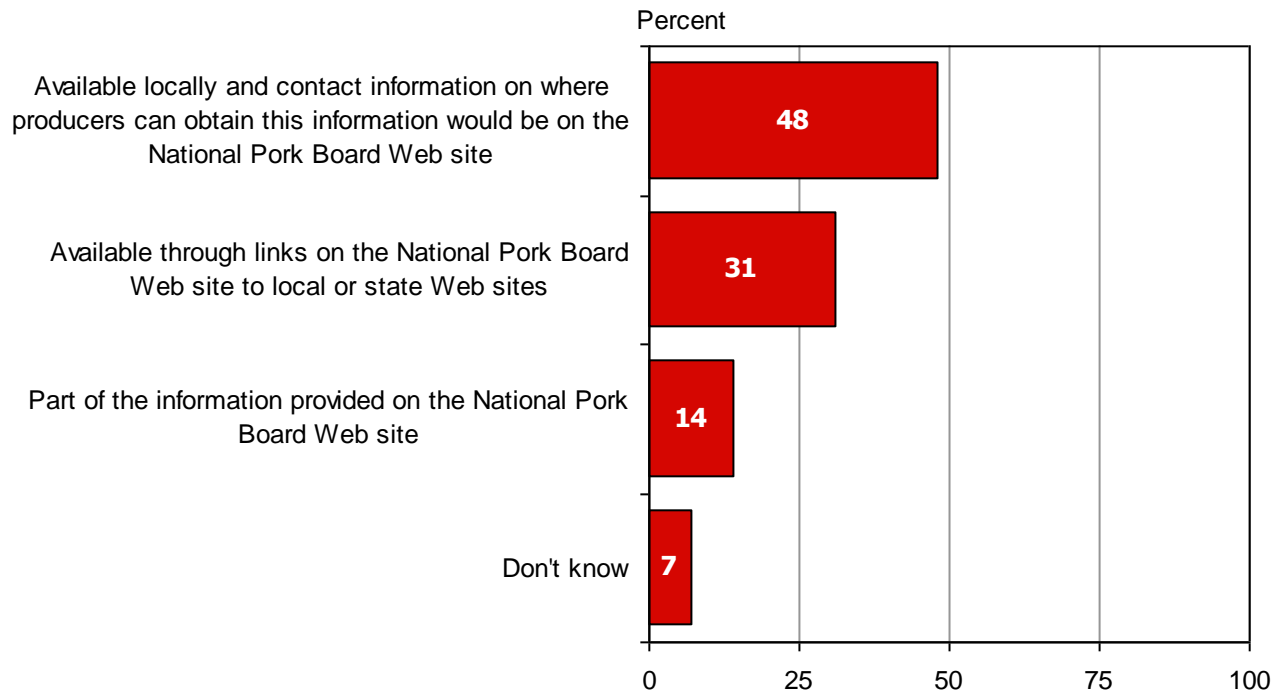
	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Very important	63%	65%	62%	62%	43%
Somewhat important	25%	27%	27%	24%	36%
Neutral	8%	4%	9%	8%	18%
Not important	4%	4%	2%	6%	3%

Q.9 On a scale ranging from 1 to 10 where 1 is “not at all important” and 10 is “very important,” how important is it for you to keep up-to-date on local and state environmental regulations?

▶▶ **Almost one-half of the swine producers indicate that they would want regulatory information "available locally with contact information on where to obtain this information on the National Pork Board web site." About 3 in 10, however, would rather have regulatory information "available through links on the National Pork Board web site to local or state web sites."**

Suggested Web Format For Communicating Regulatory Information On The National Pork Board Web Site

(Base=All swine producers, n=407)



Q.10 If, for example, environmental management practice information was available on the National Pork Board Web site, how would you suggest that regulatory information be communicated to you? Should all regulatory information be:

▶▶ **Preference for the suggested method of communication for regulatory information is consistent across the different-sized operations. Approximately one-half suggest it be "available locally with contact information on the National Pork Board web site," and one-third suggest it be "available through links on the National Pork Board web site."**

Suggested Web Format For Communicating Environmental Information On The National Pork Board Web Site

(Base=All swine producers)

-Number of hogs on operation -

<u>Total</u> (n=407)	<u>Less than 1,000</u> (n=80)	<u>1,000 to 4,999</u> (n=61)	<u>5,000 to 9,999</u> (n=43)	<u>10,000 to 49,000</u> (n=165)	<u>50,000 or More</u> (n=58)	
Available locally and contact information on where producers can obtain this information would be on the National Pork Board Web site.	48%	47%	49%	53%	50%	38%
Available through links on the National Pork Board Web site to local or state Web sites.	31%	29%	33%	28%	32%	33%
Part of the information provided on the National Pork Board Web site.	14%	9%	7%	14%	14%	27%
Don't know	7%	15%	11%	5%	4%	2%


Q.10 If, for example, environmental management practice information was available on the National Pork Board Web site, how would you suggest that regulatory information be communicated to you? Should all regulatory information be:

▶▶ **Much like the previous finding, preference for the suggested method of communication is consistent by type of operation.**

Suggested Web Format For Communicating Environmental Information On The National Pork Board Web Site

(Base=All swine producers)

-Type of operation -

	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Available locally and contact information on where producers can obtain this information would be on the National Pork Board Web site.	48%	45%	44%	52%	43%
Available through links on the National Pork Board Web site to local or state Web sites.	31%	37%	27%	31%	28%
Part of the information provided on the National Pork Board Web site. . .	14%	15%	18%	11%	11%
Don't know	7%	3%	11%	6%	18%

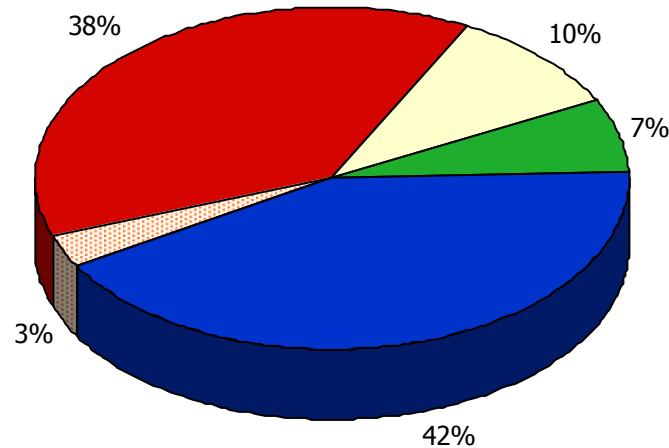
Q.10 If, for example, environmental management practice information was available on the National Pork Board Web site, how would you suggest that regulatory information be communicated to you? Should all regulatory information be:

▶▶ ***On average, 52% of the feed fed to their pigs is mixed, milled, or ground on the swine producers' operations.***

Percentage Of Feed Mixed, Milled, Or Ground On Operation

(Base=All swine producers, n=407)

■ 100% ■ 90 to 99% ■ 1 to 89% ■ Zero ■ Don't know



Average

52%

Q.11 What percentage of the feed that is fed to your pigs is actually mixed, milled, or ground on your operation?

▶▶ **Swine producers with smaller-sized operations are more likely than those with larger operations on average to mix, mill, or grind feed on their operation.**

Percentage Of Feed Mixed, Milled, Or Ground On Operation

(Base=All swine producers)

-Number of hogs on operation -

	<u>Total</u> (n=407)	<u>Less than</u> <u>1,000</u> (n=80)	<u>1,000</u> <u>to</u> <u>4,999</u> (n=61)	<u>5,000</u> <u>to</u> <u>9,999</u> (n=43)	<u>10,000</u> <u>to</u> <u>49,000</u> (n=165)	<u>50,000</u> <u>or</u> <u>More</u> (n=58)
100%	38%	55%	41%	28%	26%	50%
90 to 99%	10%	12%	12%	10%	11%	3%
1 to 89%	7%	10%	10%	2%	7%	7%
Zero	42%	23%	34%	58%	52%	38%
Don't know	3%	--	3%	2%	4%	2%
Average	52%	72%	61%	38%	41%	56%

Q.11 What percentage of the feed that is fed to your pigs is actually mixed, milled, or ground on your operation?

▶▶ ***On average, breeding/farrowing operations are more likely than the other operation types to mix, mill, or grind feed on their operation.***

Percentage Of Feed Mixed, Milled, Or Ground On Operation

(Base=All swine producers)

-Type of operation -

	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) ⚠
100%	38%	35%	22%	28%	50%
90 to 99%	10%	12%	4%	6%	21%
1 to 89%	7%	9%	7%	6%	11%
Zero	42%	41%	67%	54%	18%
Don't know	3%	3%	--	6%	--
Average	52%	53%	30%	39%	73%

Q.11 What percentage of the feed that is fed to your pigs is actually mixed, milled, or ground on your operation?

APPENDIX

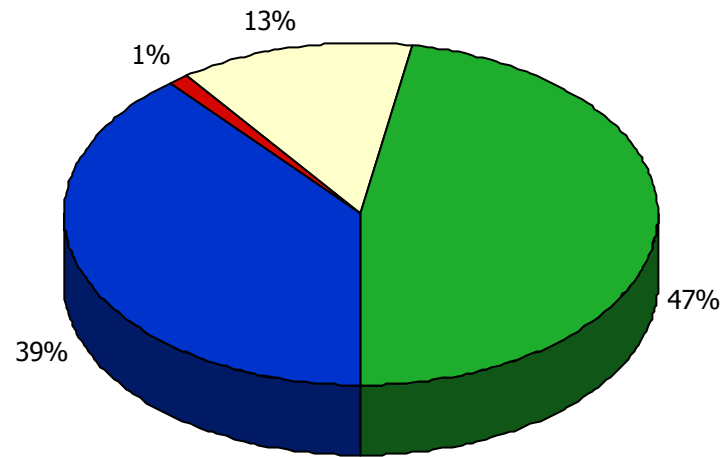
Demographic Information

Questionnaire

Age Classification

(Base=All swine producers, n=407)

■ Under 25 □ 25 to 34 ■ 35 to 49 ■ 50 to 65



Q.G Which of the following categories includes your age?

Age Classification

(Base=All swine producers)

-Number of hogs on operation -


	<u>Total</u> (n=407)	<u>Less than</u> <u>1,000</u> (n=80)	<u>1,000</u> <u>to</u> <u>4,999</u> (n=61)	<u>5,000</u> <u>to</u> <u>9,999</u> (n=43)	<u>10,000</u> <u>to</u> <u>49,000</u> (n=165)	<u>50,000</u> <u>or</u> <u>More</u> (n=58)
Under 25	1%	--	2%	2%	1%	--
25 to 34	13%	1%	10%	14%	15%	27%
35 to 49	47%	36%	44%	63%	47%	52%
50 to 65	39%	63%	44%	21%	37%	21%

Q.G Which of the following categories includes your age?

Age Classification

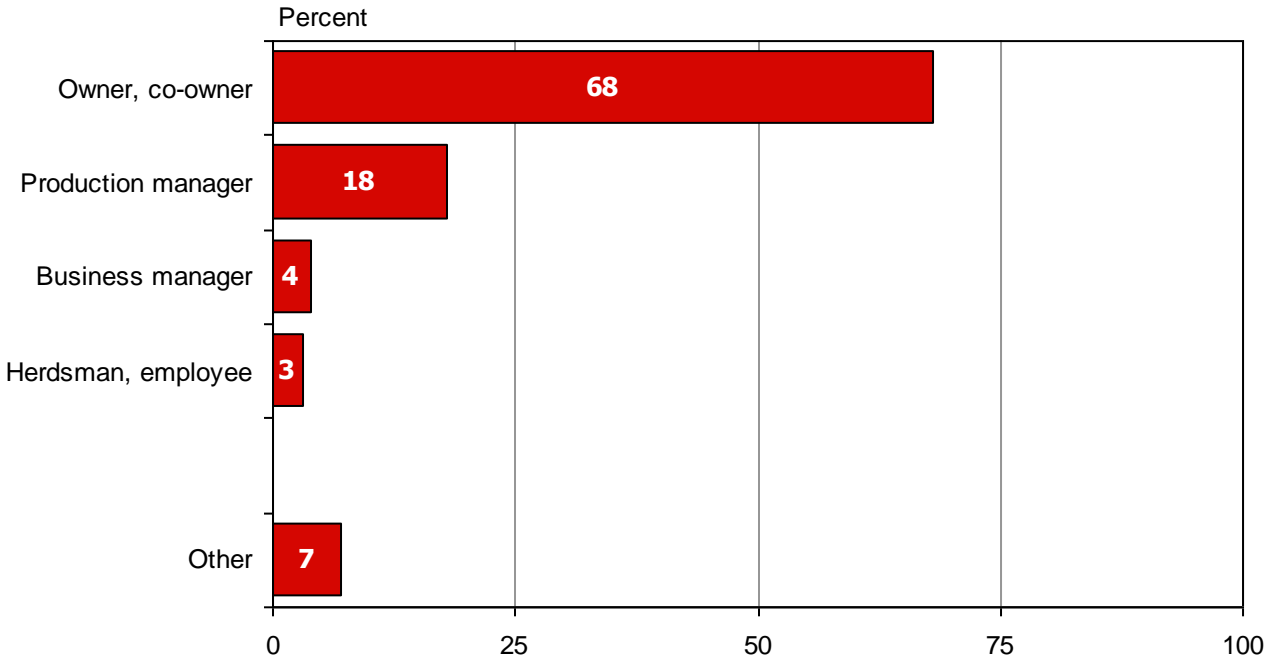
(Base=All swine producers)

-Type of operation -

	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Under 25	1%	2%	--	1%	--
25 to 34	13%	23%	18%	12%	4%
35 to 49	47%	53%	53%	45%	50%
50 to 65	39%	22%	29%	42%	46%

Q.G Which of the following categories includes your age?

Title Of Respondents (Base=All swine producers, n=407)



Q.12 Which of the following describe your title or responsibilities?

Title Of Respondents

(Base=All swine producers)

-Number of hogs on operation -


	<u>Total</u> (n=407)	<u>Less than</u> <u>1,000</u> (n=80)	<u>1,000</u> <u>to</u> <u>4,999</u> (n=61)	<u>5,000</u> <u>to</u> <u>9,999</u> (n=43)	<u>10,000</u> <u>to</u> <u>49,000</u> (n=165)	<u>50,000</u> <u>or</u> <u>More</u> (n=58)
Owner, co-owner	68%	95%	75%	67%	62%	40%
Production manager	18%	1%	8%	14%	22%	41%
Business manager	4%	--	5%	--	5%	7%
Herdsmen, employee	3%	1%	3%	7%	3%	3%
Other	7%	3%	5%	12%	8%	8%

Q.12 Which of the following describe your title or responsibilities?

Title Of Respondents

(Base=All swine producers)

-Type of operation -

	<u>Total</u> (n=407)	<u>Breeding/ Farrowing</u> (n=68)	<u>Nursery/ Finishing</u> (n=45)	<u>Finishing Only</u> (n=157)	<u>All operation types</u> (n=28) 
Owner, co-owner	68%	40%	58%	69%	75%
Production manager	18%	27%	27%	19%	18%
Business manager	4%	4%	2%	3%	7%
Herdsman, employee	3%	9%	--	3%	--
Other	7%	19%	13%	6%	--

Q.12 Which of the following describe your title or responsibilities?

Coding #: _____ (1-6)	Respondent First Name: _____ (7-21)
	Respondent Last Name: _____ (22-36)
	Phone: _____ (37-46)
	Respondent ID: _____ (47-52)
	Batch: _____ (53-55)
Validated by: _____	Interview #: _____ (56-59)

Quotas:		
<input type="checkbox"/> -1	Less than 1,000	n=80
<input type="checkbox"/> -2	1,000 to 4,999	n=60
<input type="checkbox"/> -3	5,000 to 9,999	n=40
<input type="checkbox"/> -4	10,000 to 49,999	n=160
<input type="checkbox"/> -5	50,000 to 499,999	n=52
<input type="checkbox"/> -6	500,000+	n=8
	Total	n=400

Date: _____
Edited by: _____
Open End checked by: _____
Edited by: _____
Project #: <u>6005-616 B</u>

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**Environmental Management Study
--Questionnaire--**

[Ask for name on list]

Hello, my name is _____ with Marketing Horizons, an agricultural marketing research firm, and I am calling today on behalf of the National Pork Board. We are conducting a short interview with swine producers regarding environmental management information needs and would like to include your opinions.

If you qualify and complete this interview, we will send you \$25 as a token of our appreciation. Please be assured that I am not selling anything and that your answers will be kept confidential. The interview will take less than 10 minutes.

A. May I please ask you a couple of questions to see if you qualify?

Yes()
No.....() -- **Thank and terminate**

B. First, do you currently own or manage a swine operation?

Yes()
No.....() -- **Thank and terminate**

C. Are you the individual or one of the individuals with primary responsibility for major decisions made about the swine operation?

Yes() -- **Continue**
No.....() -- **Ask for referral**

D. What type of hog production operation do you operate? Is it a _____ operation?
[Read list. Participants can represent more than one type of operation.]

Breeding()-1
Farrowing()-2
Nursery()-3
Finishing()-4
Seed stock()-5

E. This past year, how many total hogs did you have on your operation?

_____ **total number of hogs**

F1. Of those [**response to Q.E**] hogs, how many were sows?

_____ **number of sows**

F2. Of those [**response to Q.E**] hogs, how many were finished for market?

_____ **number of hogs marketed**

G. Which of the following categories includes your age? [**Recruit a mix of ages.**]

Under 25()—**Re-verify Q.C**
25 to 34()
35 to 49()
50 to 65()
Over 65.....() — **Explain quota full; thank and terminate**

- H. Are you or anyone in your household:
- | | <u>Yes</u> | <u>No</u> |
|---|------------|-----------|
| Employed by a public relations, advertising, or marketing research company | () | () |
| An elected member of any state or national pork association or organization | () | () |

[If “yes” to either >> thank and terminate.]

1. How often do you look for information, on a pro-active basis, about environmental management practices? Would you say you look for this type of information:
- Very often()-1
 - Somewhat often()-2
 - Not too often()-3
 - Never.....()-4 - Skip to Q.3

2a. Where do you look for information about environmental management practices? [Accept multiple mentions, Do NOT read list.]

- a. The National Pork Board()-1
 - b. State or local pork organizations.....()-2
 - c. An Internet Web site()-3
 - d. The county extension service.....()-4
 - e. A local schools and community colleges()-5
 - f. Other [specify]
-()-9

2b. What do you consider to be the best source of information about environmental management practices? [Do NOT read list.]

- a. The National Pork Board()-1
 - b. State or local pork organizations.....()-2
 - c. An Internet Web site()-3
 - d. The county extension service.....()-4
 - e. A local schools and community colleges()-5
 - f. Other [specify]
-()-9

3. In your opinion, is there a need for better sources of information about environmental management practices?

Yes()-1
 No.....()-2

4. The National Pork Board is interested in knowing what specific information producers need about environmental management practices. Using a scale ranging from 1 to 10 where 1 means you are “not at all interested” and 10 means you are “very interested,” how interested are you in information about _____?

	<u>Not at all</u>									<u>Very</u>
	<u>Interested</u>									<u>Interested</u>
Nutrient or manure management	1	2	3	4	5	6	7	8	9	10
Odor control	1	2	3	4	5	6	7	8	9	10
Indoor air quality.....	1	2	3	4	5	6	7	8	9	10
Air emission management.....	1	2	3	4	5	6	7	8	9	10
Water quality management	1	2	3	4	5	6	7	8	9	10
Mortality management.....	1	2	3	4	5	6	7	8	9	10
New site or expansion planning	1	2	3	4	5	6	7	8	9	10
Good neighbor policies	1	2	3	4	5	6	7	8	9	10
Environmental public relations	1	2	3	4	5	6	7	8	9	10
Environmental legal management.....	1	2	3	4	5	6	7	8	9	10
Noise control.....	1	2	3	4	5	6	7	8	9	10

5. If environmental management information were available, in which of the following ways would you like this information organized? Would you like the information organized by:

- a. Topic and useful for all types and sizes of production operations.....()-1
- b. Type of production operation such as a farrowing or finishing operation()-2
- c. Size of operation, that is, the number of hogs on the operation()-3
- d. **[Do NOT read]** No preference()-9

6. Thinking about the different ways the National Pork Board could distribute information about environmental management to producers like you, what methods or methods would you suggest?

7. There are a number of ways by which environmental management information could be provided to producers like you. Using a scale ranging from 1 to 10, where 1 means it is "not at all appealing" and 10 means it is "very appealing," please tell me how appealing each of the following methods are to you for obtaining information about environmental management. How appealing would it be to obtain this information:

	<u>Not at all</u>									<u>Very</u>
	<u>appealing</u>									<u>appealing</u>
<input type="checkbox"/> a. On the National Pork Board Web site.....	1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/> b. On the State Pork Board Web site	1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/> c. As printed manuals provided on request.....	1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/> d. As summary brochures, pamphlets, or fact sheets.....	1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/> e. In newsletters	1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/> f. As summary articles in producer or farm publications.....	1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/> g. At seminars conducted by the Pork Board.....	1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/> h. At seminars conducted by your local extension service.....	1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/> i. In videos provided on request	1	2	3	4	5	6	7	8	9	10

[If Q.7i is rated 5 or higher >> ask Q. 8; otherwise >> skip to Q.9.]

8. How appealing are the following video formats to you for receiving information about environmental management? When responding please use a scale ranging from 1 to 10, where 1 means it is “not at all appealing” and 10 means it is “very appealing.” How appealing is:

- | | <u>Not at all
appealing</u> | | | | | | | | | <u>Very
appealing</u> |
|---|---------------------------------|---|---|---|---|---|---|---|---|---------------------------|
| () a. A VHS tape to be played on a television VCR..... | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| () b. A CD-ROM to be played on a computer..... | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| () c. A DVD to be played on either a computer or television DVD player | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| () d. On-line or computer-based interactive training .. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| () e. Podcasts or pre-recorded audio files | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

9. On a scale ranging from 1 to 10 where 1 is “not at all important” and 10 is “very important,” how important is it for you to keep up-to-date on local and state environmental regulations?

<u>Not At All Important</u>											<u>Very Important</u>
	1	2	3	4	5	6	7	8	9	10	

10. If, for example, environmental management practice information was available on the National Pork Board Web site, how would you suggest that regulatory information be communicated to you? Should all regulatory information be:

- a. Part of the information provided on the National Pork Board Web site.....()-1
- b. Available through links on the National Pork Board Web site to local or state Web sites
- c. Available locally and contact information on where producers can obtain this information would be on the National Pork Board Web site

Demographics:

11. What percentage of the feed that is fed to your pigs is actually mixed, milled, or ground on your operation?

_____ **Percent processed on operation**

12. Which of the following describe your title or responsibilities?

- Owner, co-owner.....()-1
- Business manager.....()-2
- Production manager.....()-3
- Single site.....()-4
- Multiple site.....()-5
- Herdsman, employee.....()-6
- Other [specify]

_____.....()-7

Read:

Thank you for your time. We appreciate you participating in our study.

May I please have your name and address so we may send you your incentive?

[RECORD NAME AND ADDRESS]

Name _____

Street Address _____

City _____

State _____ **ZIP Code** _____