

Certified Indiana Bred Program

- Indiana Pork has been approached to take over the Certified Indiana Bred Program starting in 2021
- What is CIB?
 - Indiana purebred swine breeders can participate in the program by paying \$500 to enroll their herd
 - Currently 114 breeders participate = \$57,000 towards class winners
 - The highest placing certified Indiana Bred barrow in every purebred class at state fair will receive \$1,000
 - The goal is to encourage purebred barrow purchases from Indiana breeders and help breeders market their livestock

Certified Indiana Bred Program

- Time commitment
 - Recruiting purebred swine breeders to enroll in the program – 3 months
 - Collecting sponsorship – 3 months
 - Promotion (social media, website, print advertisement) – 2 months
 - State Fair – 1 week
- Advantages
 - Build relationships with showpig breeders
 - Reach more purebred swine breeders in the swine industry

Certified Indiana Bred Program

- The CIB program is a registered 501C-3 non-profit program
- After all awards, prizes, and expenses are accounted for, 100% of the remaining funds will stay in the CIB account to cover the next years expenses
- Current committee includes: Chad Martin, Mike Taylor, Rex Smith, and Mike Jackson