

PhD. Position
**Enhancing trust in pork production and products through strengthening communications,
research and training**
Department of Animal Science
Iowa State University
Ames IA, USA

Background: The U.S. pork industry is positioned for global leadership, with the worldwide demand for pork projected to rise by 50% by 2050. Meeting this demand requires leadership to build and maintain trust among producers, retailers, consumers, and society in this valuable protein source. Numerous threats preclude sustainable pork production expansion that can broadly be placed in categories including: production constraints, land and resource stewardship preventing a carbon net-zero system, nutrient management, global shifts and trends in markets, risks of foreign and endemic animal diseases, climate change and abiotic stress, antibiotic usage, labor, and consumer misperceptions of pork production practices, pork safety and nutrition. Further confounding this scenario is that the industry continually makes strides in the incorporation and utilization of new strategies, technologies and practices that are research driven, but not well understood by consumers and society at large. As a result, societal *spectrums of concern* have emerged resulting in consumer hesitation about their trust of pork and enabling the propagation of falsehoods and myths around pork production practices. Many policies that are political and social affecting the pork supply chain require deliberative processes to communicate to and educate consumers, society, and policy makers on pork production systems and practices to arrive at solutions that are optimal for all parties. Ultimately, these political and policy processes are, to varying degrees, responsive to consumer demands. This underscores the importance of appreciating how consumers and society understand information about pork production and how to present evidence to them to better communicate how pork is produced.

Objectives: Obj 1: Identify swine care and welfare concerns for producers, allied industries, lawmakers and future leaders. Obj 2. Leverage these concerns into communication and training strategies to enhance trust in the U.S. swine industry.

Position: A full-time research-based Ph.D. position (with stipend) is available for January 2024 in the Department of Animal Science at Iowa State University. The ideal candidate must have a strong academic performance (3.0 or above) in a biological discipline, such as animal behavior, animal science or veterinary science. Required qualifications include a willingness to travel, a valid driver license and an interest in working in a multi-disciplinary research group. Preferred qualifications include bilingual (Spanish and English), familiarity with swine welfare, social science and survey work.

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For information about the graduate studies program in the Department of Animal Science and for application procedures (open until filled) please go to the web page at <https://www.ans.iastate.edu/graduate> or contact Rose Mary Ross at rmross@iastate.edu together with the title of the research project.